1985 Market Guide

Exclusive data on every United States and Canadian daily newspaper market

Easy-to-use E&P 4-section format

I. E&P Exclusive 1985 Market Rankings

of leading U.S. cities, counties and Metropolitan Statistical Areas by 1985 estimates of population, disposable personal income, total retail sales, total food sales and disposable income per household.

II. Comprehensive 14-Item Market Surveys

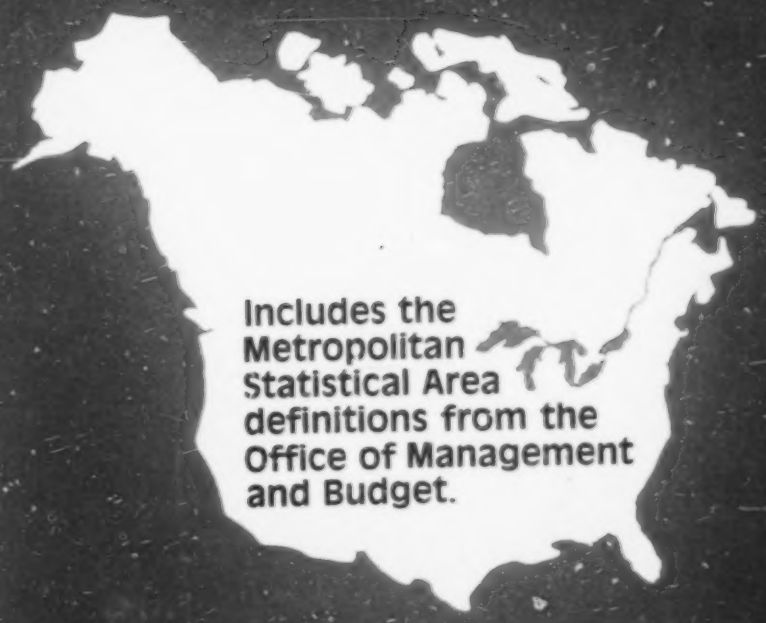
Standardized surveys of over 1500 U.S. daily newspaper markets, with data on location, transportation, climate, population, banking, utilities, auto registrations, industries, retailing information, daily newspapers and circulation.

III. Canadian Newspaper Market Surveys

Standardized 14-item surveys providing profiles of all Canadian daily newspaper markets, including data on transportation, climate, utilities, industries, banking and retailing, with daily newspaper names and circulation.

IV. Population, Income, Retail Sales Tables

1985 estimates of population; income — total, per household and per capita; crop and livestock value. E&P 1985 retail sales estimates — total and in 9 categories. U.S. tables by state, Metropolitan Statistical Area, county and city; Canadian data by province and city.



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The Market Guide has been published annually by the Editor & Publisher Co., Inc. since 1924. It is the only publication providing exclusive data on all U.S. and Canadian markets where daily newspapers are published.

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Survey of Users

"With unconcealed pride Editor & Publisher presents to the advertising business world the Space Buyers' Guide, dedicated to the science of advertising."

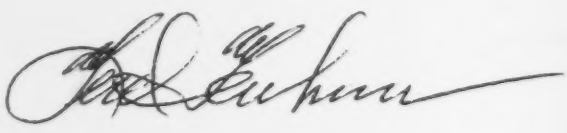
Introduction to the first Space Buyers' Guide. December 13, 1924

When the above paragraph was written in 1924 as a part of the introduction to the *Space Buyers' Guide*, the original title of the *Market Guide*, *Editor & Publisher* had every right to be proud. They had succeeded in doing what the Association of National Advertisers, the American Association of Advertising Agencies and other marketing organizations had been calling for but no one had been able to produce — a single source of information about individual markets that could be used in the formulation of national and regional marketing plans.

As expressed in the first edition, "Truth in advertising is no longer a mere slogan, but common practice. Rates based upon audited circulation have become almost universal practice; the advertiser no longer buys unknown quantity. But haphazard placement of advertising has not been uncommon during recent years, not because of any insincerity of purpose among advertising men nor loose methods among advertisers, but wholly because definite information as to the character of cities and towns, physical, social and economic, has not been available."

Many times since 1924 Editor & Publisher has met with Market Guide users and has conducted surveys to assure that we kept pace with the changing requirements of the field, and many changes and additions have been made in the data presented. One thing that has remained constant is our definition of a market for inclusion in the Market Guide as a city in which a daily newspaper is published, on the premise that a town or city large enough to support a daily newspaper is a key market.

This year we have commissioned an independent organization to survey our users and former users — Farrar, Sullivan, Vasquez, Inc. If you are contacted we would appreciate your cooperation and time in answering their questions, which have been designed to help us serve you better.



Ferdinand C. Teubner
Publisher

How to use the 1985 Editor & Publisher Market Guide

Preceded by pages of general information designed to facilitate its use, the data in this MARKET GUIDE is presented in four sections:

1. Market Ranking Tables
These tables show, ranked by size according to E&P estimates for 1985, the population, disposable income, total retail sales, total food sales, and income per household of all MSAs, PMSAs and larger counties and cities of the U.S.A.

2. Individual Market Surveys-United States
Facts and figures about all United States daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing MSAs, PMSAs, CMSAs, county boundaries, location of all daily newspaper cities, and county seat cities without daily newspapers.

3. Individual Market Surveys-Canada
Facts and figures about all Canadian daily newspaper markets. The map for Canada shows national and provincial capitals, and location of all daily newspaper cities.

4. Sales, Population and Income Tables
E&P 1985 retail sales estimates, total, and in nine categories, with number of stores in each, for all MSAs or PMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state (by province in Canada), followed by tables of estimated 1985 population, personal income—total, per capita and per household; also number of farms and value of crops and livestock.

SAMPLE SURVEY

1 - LOCATION: Lee County, E&P Map D-3. County Seat. Farming, dairying, textile and industrial center, in SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: Railroads-Western Rwy. of Alabama; Central of Georgia.
Motor Freight Carriers-15.
Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 50,221; Loc. Est. 53,380
Opelika 80 Cen. 21,896; Loc. Est. 23,838
Auburn 80 Cen. 28,471; Loc. Est. 29,542
CZ-ABC. (80) 50,367; (84) 52,600
RTZ-ABC. (80) 83,617; (84) 86,300
County 80 Cen. 76,283; Loc. Est. 79,264
City & RTZ-ABC. (80) 133,984; (84) 138,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009; Loc. Est. 18,915
Opelika 80 Cen. 7,685; Loc. Est. 8,405
Auburn 80 Cen. 10,324; Loc. Est. 10,510
CZ-ABC. (80) 18,009; (84) 18,900
RTZ-ABC. (80) 28,617; (84) 29,800
County 80 Cen. 26,973; Loc. Est. 28,679
City & RTZ-ABC. (80) 46,626; (84) 48,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$30,000,000
Commercial	8	$120,000,000

6 - PASSENGER AUTOS: County 49,476

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 ($135).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Two-mile stretch on Opelika-Auburn Parkway.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Plaza(30)	NA	United Super, Big Ten Tire
Village Mall(35)	NA	Revco, Zales, Gayler's, Sears

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Gayler's, Sears; JCPenney.
Discount Stores-Lee Discount; Family Dollar; TG&Y; Wal-Mart 2; K mart.
Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Piggly-Wiggly; Consumer Foods; United Super.
Chain Drug Stores-Lee's; SupeRx; Eckerd; Revco.
Other Chain Stores-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Lorch's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,250; (S) 14,572; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bennett, Adv. Mgr., NEWS, 3505 Pepperell Parkway; PO Drawer 2208, Opelika, AL 36802; Tel. (205) 749-6271.
National Representative: Thomson Newspapers.

GENERAL INDEX

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data are indicated in boldface type, with the survey paragraph number following the subject. Page indices for Sections II, III and IV appear on dividers preceding those sections.

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RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the *Editor & Publisher Market Guide* is the same as used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972).

The 1977 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1977 Census is the basis for the Retail Sales Estimates included in this 1985 edition. However, strict comparison of the data for the 1972 and 1977 censuses is limited by the following factors:

Geographic boundaries of a number of areas have changed between 1972 and 1977 censuses, because of annexation and redefinition of Standard Metropolitan Statistical Areas and other boundary changes.

In 1977, the Internal Revenue Service assigned a more detailed classification code to business tax returns. As a result, data for certain kinds of business are more detailed than could be shown in 1972.

Omitted from the 1977 sales statistics are sales and other taxes collected from customers as well as carrying charges or other charges for credit. These taxes/charges reported in the 1972 census have been estimated at about $10 billion for the United States as a whole.

In the 1972 census the "legal form of organization" was based on data only for establishments with a total company employment of 250 persons or more. In 1977, this was determined on the basis of the response to the legal form of organization inquiry on the census form.

This **Miscellaneous Retail Store** category is not inclded in the Editor & Publisher Tables of Estimated Retail Sales.

For your quick reference, we publish a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales (numbers following names are SIC codes). PT following the SIC codes refers to "part"; n.e.c. refers to "not elsewhere classified."

Apparel and Accessories

Men's and boy's clothing and furnishings stores (5561)
Women's ready-to-wear stores (5621)
Millinery stores (5631 PT.)
Corset and lingerie stores (5631 PT.)
Other women's accessory, specialty stores (5631 PT.)
Children's and infant's wear stores (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT.)
Women's shoe stores (5661 PT.)
Children's and juveniles' shoe stores (5661 PT.)
Family shoe stores (5661 PT.)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory store (5699)

Automotive Dealers

Dealers with domestic car franchise only (5511 PT.)
Dealers with imported car franchise only (5511 PT.)
Dealers with domestic, import car franchises (5511 PT.)
Used car dealers (5521)
Tire, battery, and accessory dealers (5531 PT.)
Other auto and home supply stores (5531 PT.)
Boat dealers (5511)
Recreational and utility trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Drug Stores

Drug stores (5912 PT.)
Proprietary stores (5912 PT.)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT.)
Social caterers (5812 PT.)
Cafeterias (5812 PT.)
Refreshment places (5812 PT.)
Contract feeding (5812 PT.)
Ice Cream, frozen custard stands (5812 PT.)
Drinking places (alcoholic beverages) (5813)

Food

Grocery stores (5411)
Freezer and locker meat provisioners (5422)
Meat markets (5423 PT.)
Fish (seafood) markets (5423 PT.)
Fruit stores and vegetable markets (5431)
Candy, nut, and confectionery stores (5441)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)

Furniture, Home Furnishings, and Equipment

Furniture stores (5712)
Floor coverings stores (5713)
Drapery, curtain, and upholstery stores (5714)
Miscellaneous home furnishings stores (5719)
Household appliance stores (5722)
Radio and television stores (5732)
Record shops (5733 PT.)
Musical instrument stores (5733 PT.)

Gasoline Service Stations

Gasoline service stations (5541)

General Merchandise

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Lumber, Hardware (Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)

Lumber and other building materials dealers (5211)
Paint, glass, and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General line sporting goods stores (5941 PT.)
Specialty line sporting goods stores (5941 PT.)
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops 85945)
Camera and photographic supply stores (5946)
Gift, novelty, and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing and needlework stores and piece goods stores (5949)
General merchandise, n.e.c.—mail order (5961 PT.)
Other mail-order houses (5961 PT.)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment—direct selling (5963 PT.)
Mobile food service—direct selling (5963 PT.)
Other direct selling (5963 PT.)
Fuel and ice dealers, n.e.c. (5982)
Fuel oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT.)
Optical goods stores (5999 PT.)
Other retail stores, n.e.c. (5999 PT.)

DEFINITIONS AND NOTES

ABC—Adjacent to certain population figures and newspaper circulations in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditors' examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appears in paragraph 14 of each survey.

CIRCULATION FIGURES—The March 1984 figures appear in most of the surveys. Where March 1984 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations), VAC (Verified Audit Circulation), CAC (Certified Audit of Circulations), or CPVS (Community Papers Verification Service) or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

CONSOLIDATED METROPOLITAN STATSTICAL AREA (CMSA)—The larger geographical area of which Primary Metropolitan Statistical Areas are components. CMSA's are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas appears in the following pages.

CONSUMER SPENDABLE INCOME—See "Disposable Personal Income" below.

DISPOSABLE PERSONAL INCOME—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income", is equal to current income received individuals, unincorporated businesses and non-profit institutions from all sources. It includes all that is received as wages, salaries, and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

EFFECTIVE BUYING INCOME—See "Disposable Personal Income" above.

ESTIMATES—Figures on which estimates are based are always U.S. Government figures (U.S. Census) or in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or considered "local estimates."

FARM DATA—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1982.

State Data: State totals of crops and livestock are released annually by the U.S. Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD (DISPOSABLE INCOME)—The total average income earned or received by each household with direct or indirect taxes deducted.

METROPOLITAN STATISTICAL AREA (MSA)—A large population nucleus with adjacent communities which have a high degree of economic and social integration with that nucleus. Metropolitan Statistical Areas are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas, with explanation of the standards applied to their designation, appears in the following pages.

NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)—Indicates specific street locations of active retail trade.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states no county breakdown is available. Motor vehicle figures in Canada are obtained from the Transportation and Communications Division of Statistics Canada.

PERSONAL INCOME—See "Disposable Personal Income" above.

PRIMARY MARKET AREA—Considered to be that geographical area in which the newspaper provides primary editorial and advertising service. Area consists of contiguous census units (none larger than a county), and ABC rules require that paid circulation and ABC current estimate of households within each county or portion thereof shall be considered.

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA)—A Metropolitan Statistical Area (MSA) of more than 1 million population which meets additional social and economic requirements and, together with one or more other PMSAs, forms a Consolidated Metropolitan Statistical Area (CMSA). For more information, see explanation on following pages.

RETAIL SALES ESTIMATE TABLES—Based upon the latest available (1977) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions all listed in this volume) rather than by the products sold. For example, many non-food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales totals and retail sales per household exceed the figures shown for total income per household. This is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

RETAIL TRADING ZONE (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boudaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilities, private cars and common carriers, as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

STATISTICS CANADA—Canadian Government agency in Ottawa responsible for all official statistics covering population, retail sales, etc.

STORES—Stores are typed according to the definition of the 1977 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions: annual sales volume of at least $1 million; four departments; dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

METROPOLITAN STATISTICAL AREAS
(MSAs, PMSAs and CMSAs)

METROPOLITAN STATISTICAL AREA definitions, which replaced the familiar Standard Metropolitan Statistical Area (SMSA) on June 30, 1983, were first developed and issued in the late 1940s. Their major purpose was to enable all federal statistical agencies to use consistent geographic definitions in the study of metropolitan characteristics. These definitions made it possible to compare more accurately population, housing, employment, trade and industry statistics. State and local governments, as well as the private sector, soon found these definitions most useful.

Metropolitan Statistical Areas are defined according to a set of detailed standards prepared by the Federal Committee on MSAs which advises the Office of Management and Budget. These standards are periodically reviewed in connection with each Decennial Census of Population.

In June 1983, the Committee released the results of a comprehensive review; this contained revisions in the criteria for designating MSAs, as well as new concepts in titling and classifying them. The old Standard Metropolitan Statistical Area (SMSA) was shortened to Metropolitan Statistical Area (MSA). If an area has more than 1 million population and meets certain other specified requirements, it is termed a Consolidated Metropolitan Statistical Area (CMSA), which consists of major components classified as Primary Metropolitan Statistical Areas (PMSA).

The general concept underlying the MSA is that of a geographic area consisting of a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus.

An MSA includes one city of at least 50,000 or more inhabitants *or* an urbanized area of at least 50,000 with a total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties; each MSA has one or more central counties, containing the area's main population concentration. In addition to the county (or counties) containing the main city (or cities), an MSA may also include outlying counties which have close economic and social relationships with the central counties. Such counties must meet certain standards regarding "metropolitan character," such as population density, and must have a specified level of commuting to the central county(ies). For example, counties with a commuting rate of 50 percent or more must have a population density of at least 25 persons per square mile. When the commuting rate is lower than this, the density requirement proportionately increases.

In the six New England states, however, MSAs are defined in terms of cities and towns rather than entire counties. Because smaller areas are used, the total MSA population requirement is reduced from 100,000 to 75,000.

The official title of an MSA always includes the state or states into which it extends and the name of the largest city in that MSA. It might include several cities—as many as three—all dependent upon relative and minimum populations of the central city and other cities in the MSA. When more than one city appears in the MSA title, they are usually ordered by their relative populations.

In total, there are 259 recognized MSAs and 23 CMSAs, consisting of 78 PMSAs. Most MSA definitions are not subject to change until after the next national census. However, a few new MSAs may be added each year, usually because additional cities have reached the 50,000 population level according to official population estimates.

An area with more than 1 million population may be defined as a **PRIMARY METROPOLITAN STATISTICAL AREA**. A PMSA is a large urbanized county or a cluster of counties that exhibit very strong social and economic links. Local opinion, obtained through Congressional delegation, is also a very strong factor in determining if an area will be designated a PMSA. The specific standards for defining PMSAs are as follows:

1. The area must include at least one county that has a population of more than 100,000;
2. At least 60 percent of this county's population must be classified as urban; and
3. Less than 50 percent of its workers commute to jobs outside the county.

The larger area of which all PMSAs are component parts is defined as a **CONSOLIDATED METROPOLITAN STATISTICAL AREA**.

The complete criteria used in defining metropolitan statistical areas can be obtained directly from the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce, Washington, D.C. 20230.

METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Abilene, Tex.
(MSA)
Taylor County

Aguadilla, P.R.
(MSA)
Aguada Municipio
Aguadilla Municipio
Isabela Municipio
Moca Municipio

Akron, Ohio
(PMSA)
Portage County
Summit County
see also Cleveland-Akron-Lorain, Ohio CMSA.

Albany, Ga.
(MSA)
Dougherty County
Lee County

Albany-Schenectady-Troy, N.Y.
(MSA)
Albany County
Greene County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

Albuquerque, N.M.
(MSA)
Bernalillo County

Alexandria, La.
(MSA)
Rapides Parish

Allentown-Bethlehem, Pa.-N.J.
(MSA)
Carbon County, Pa.
Lehigh County, Pa.
Northampton, Pa.
Warren County, N.J.

Alton-Granite City, Ill.
(PMSA)
Jersey County
Madison County
see also St. Louis-East St. Louis-Alton, Mo.-Ill. CMSA.

Altoona, Pa.
(MSA)
Blair County

Amarillo, Tex.
(MSA)
Potter County
Randall County

Anaheim-Santa Ana, Calif.
(PMSA)
Orange County
see also Los Angeles-Anaheim-Riverside, Calif. CMSA.

Anchorage, Alaska
(MSA)
Anchorage Borough

Anderson, Ind.
(MSA)
Madison County

Anderson, S.C.
(MSA)
Anderson County

Ann Arbor, Mich.
(PMSA)
Washtenaw County
see also Detroit-Ann Arbor, Mich. CMSA.

Anniston, Ala.
(MSA)
Calhoun County

Appleton-Oshkosh-Neenah, Wisc.
(MSA)
Calumet County
Outagamie County
Winnebago County

Arecibo, P.R.
(MSA)
Arecibo Municipio
Camuy Municipio
Hatillo Municipio
Quebradillas Municipio

Asheville, N.C.
(MSA)
Buncombe County

Athens, Ga.
(MSA)
Clarke County
Jackson County
Madison County
Oconee County

Atlanta, Ga.
(MSA)
Barrow County
Butts County
Cherokee County
Clayton County
Cobb County
Coweta County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Spalding County
Walton County

Atlantic City, N.J.
(MSA)
Atlantic County
Cape May County

Augusta, Ga.-S.C.
(MSA)
Columbia County, Ga.
McDuffie County, Ga.
Richmond County, Ga.
Aiken County, S.C.

Aurora-Elgin, Ill.
(PMSA)
Kane County
Kendall County
see also Chicago-Gary-Lake County, Ill.-Ind.-Wisc. CMSA.

Austin, Tex.
(MSA)
Hays County
Travis County
Williamson County

Bakersfield, Calif.
(MSA)
Kern County

Baltimore, Md.
(MSA)
Anne Arundel County
Baltimore County
Carrol County
Harford County

Howard County
Queen Anne's County
Baltimore city

Bangor, Me.
(MSA)
Penobscot County: Bangor, Brewer, Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington, Veazie towns; Penobscot Indian Island, Indian Reservation.
Waldo County: Winterport town.

Baton Rouge, La.
(MSA)
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

Battle Creek, Mich.
(MSA)
Calhoun County

Beaumont-Port Arthur, Tex.
(MSA)
Hardin County
Jefferson County
Orange County

Beaver County, Pa.
(PMSA)
Beaver County
see also Pittsburgh-Beaver Valley, Pa. CMSA.

Bellingham, Wash.
(MSA)
Whatcom County

Benton Harbor, Mich.
(MSA)
Berrien County

Bergen-Passaic, N.J.
(PMSA)
Bergen County
Passaic County
see also New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. CMSA.

Billings, Mont.
(MSA)
Yellowstone County

Biloxi-Gulfport, Miss.
(MSA)
Hancock County
Harrison County

Binghamton, N.Y.
(MSA)
Broome County
Tioga County

Birmingham, Ala.
(MSA)
Blount County
Jefferson County
St. Clair County
Shelby County
Walker County

Bismarck, N.D.
(MSA)
Burleigh County
Morton County

Bloomington, Ind.
(MSA)
Monroe County

Bloomington-Normal, Ill.
(MSA)
McLean County

Boise City, Idaho
(MSA)
Ada County

Boston, Mass.
(PMSA)
Bristol County: Mansfield, Norton and Raynham towns.
Essex County: Lynn city; Lynnfield, Nahant and Saugus towns.
Middlesex County: Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns.
Norfolk County: Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns.
Plymouth County: Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns.
Suffolk County: Boston, Chelsea and Revere cities; Winthrop town.
Worcester County: Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns.
see also Boston-Lawrence-Salem, Mass.-N.H. CMSA.

Boulder-Longmont, Colo.
(PMSA)
Boulder County
see also Denver-Boulder, Colo. CMSA.

Bradenton, Fla.
(MSA)
Manatee County

Brazoria, Tex.
(PMSA)
Brazoria County
see also Houston-Galveston-Brazoria, Tex. CMSA

Bremerton, Wash.
(MSA)
Kitsap County

Bridgeport-Milford, Conn.
(PMSA)
Fairfield County: Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns.
New Haven County: Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns.
see also New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. CMSA.

Bristol, Conn.
(PMSA)
Hartford County: Bristol city; Burlington town.
Litchfield County: Plymouth town.
see also Hartford-New Britain-Middleton, Conn. CMSA.

Brockton, Mass.
(PMSA)
Bristol County: Easton town.
Norfolk County: Avon Town.
Plymouth County: Brockton city; Abington, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns.
see also Boston, Lawrence-Salem, Mass.-N.H. CMSA.

Brownsville-Harlingen, Tex.
(MSA)
Cameron County

Bryan-College Station, Tex.
(MSA)
Brazos County

Buffalo, N.Y.
(PMSA/CMSA)
Erie County
see also Buffalo-Niagara Falls CMSA.

Burlington, N.C.
(MSA)
Alamance County

Burlington, Vt.
(MSA)
Chittenden County: Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns.
Franklin County: Georgia town.
Grand Isle County: Grand Isle and South Hero towns.

Caguas, P.R.
(PMSA)
Aguas Buenas Municipio
Caguas Municipio
Cayey Municipio
Cidra Municipio
Gurabo Municipio
San Lorenzo Municipio
see also San Juan-Caguas, P.R. CMSA.

Canton, Ohio
(MSA)
Carroll County
Stark County

Casper, Wyo.
(MSA)
Natrona County

Cedar Rapids, Iowa
(MSA)
Linn County

Champaign-Urbana-Rantoul, Ill.
(MSA)
Champaign County

Charleston, S.C.
(MSA)
Berkeley County
Charleston County
Dorchester County

Charleston, W.Va.
(MSA)
Kanawha County
Putnam County

Charlotte-Gastonia-Rock Hill, N.C.-S.C.
(MSA)
Cabarrus County, N.C.
Gaston County, N.C.
Lincoln County, N.C.
Mecklenburg County, N.C.
Rowan County, N.C.
Union County, N.C.
York County, S.C.

Charlottesville, Va.
(MSA)
Albemarle County
Fluvanna County
Greene County
Charlottesville city

Chattanooga, Tenn.-Ga.
(MSA)
Hamilton County, Tenn.
Marion County, Tenn.
Sequatchi County, Tenn.
Catoosa County, Ga.
Dade County, Ga.
Walker County, Ga.

Chicago, Ill.
(PMSA/CMSA)
Cook County
DuPage County
McHenry County
see also Chicago-Gary-Lake County CMSA.

Chico, Calif.
(MSA)
Butte County

Cincinnati, Ohio-Ky-Ind.
(PMSA)
Clermont County, Ohio
Hamilton County, Ohio
Warren County, Ohio
Boone County, Ky.
Campbell County, Ky.
Kenton County, Ky.
Dearborn County, Ind.
see also Cincinnati-Hamilton CMSA.

Clarksville-Hopkinsville, Tenn.-Ky.
(MSA)
Montgomery County, Tenn.
Christian County, Ky.

Cleveland, Ohio
(PMSA/CMSA)
Cuyahoga County
Geauga County
Lake County
Medina County
see also Cleveland-Akron-Lorain, Ohio CMSA.

Colorado Springs, Colo.
(MSA)
El Paso County

Columbia, Mo.
(MSA)
Boone County.

Columbia, S.C.
(MSA)
Lexington County
Richland County

Columbus, Ga-Ala.
(MSA)
Chattahoochee County, Ga.
Muscogee County, Ga.
Russell County, Ala.

Columbus, Ohio
(MSA)
Delaware County
Fairfield County
Franklin County
Licking County
Madison County
Pickaway County
Union County

Corpus Christi, Tex.
(MSA)
Nueces County
San Patricio County

Cumberland, Md.-W.Va.
(MSA)
Allegany County, Md.
Mineral County, W.Va.

Dallas, Tex.
(PMSA/CMSA)
Collin County
Dallas County
Denton County
Ellis County
Kaufman County
Rockwall County
see also Dallas-Fort Worth CMSA.

Danbury, Conn.
(PMSA)
Fairfield County: Danbury city; Bethel, Brookfield, New Fairfield, Newtown, Redding, Ridgefield and Sherman towns.
Litchfield County: Bridgewater and New Milford towns.
see also New York, Northern New Jersey-Long Island CMSA.

Danville, Va.
(MSA)
Pittsylvania County
Danville city

Davenport-Rock Island-Moline, Iowa-Ill.
(MSA)
Scott County, Iowa
Henry County, Ill.
Rock Island County, Ill.

Dayton-Springfield, Ohio
(MSA)
Clark County
Greene County
Miami County
Montgomery County
see also Dayton-Springfield, Ohio CMSA.

Daytona Beach, Fla.
(MSA)
Volusia County

Decatur, Ill.
(MSA)
Macon County

Denver, Colo.
(PMSA)
Adams County
Arapahoe County
Denver County
Douglas County
Jefferson County
see also Denver Boulder CMSA.

Des Moines, Iowa
(MSA)
Dallas County
Polk County
Warren County

Detroit, Mich.
(PMSA)
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Wayne County
see also Detroit-Ann Arbor, Mich. CMSA.

Dothan, Ala.
(MSA)
Dale County
Houston County

Dubuque, Iowa
(MSA)
Dubuque County

Duluth, Minn.-Wis.
(MSA)
St. Louis County, Minn.
Douglas County, Wis.

East St. Louis-Belleville, Ill.
(PMSA)
Clinton County
St. Clair County
see also St. Louis-East St. Louis-Alton CMSA

Eau Claire, Wis.
(MSA)
Chippewa County
Eau Claire County

El Paso, Tex.
(MSA)
El Paso County

Elkhart-Goshen, Ind.
(MSA)
Elkhart County

Elmira, N.Y.
(MSA)
Chemung County

Enid, Okla.
(MSA)
Garfield County

Erie, Pa.
(MSA)
Erie County

Eugene-Springfield, Ore.
(MSA)
Lane County

Evansville, Ind.-Ky.
(MSA)
Posey County, Ind.
Vanderburgh County, Inc.
Warrick County, Inc.
Henderson County, Ky.

Fall River, Mass.-R.I.
(PMSA)
Bristol County, Mass.: Fall River city; Somerset, Swansea and Westport towns.
Newport County, R.I.: Little Compton and Tiverton towns.
see also Providence-Pawtucket-Fall River CMSA

Fargo-Moorhead, N.D.-Minn
(MSA)
Cass County, N.D.
Clay County, Minn.

Fayetteville, N.C.
(MSA)
Cumberland County

Fayetteville-Springdale, Ark.
(MSA)
Washington County

Fitchburg-Leominster, Mass.
(MSA)
Middlesex County: Ashby town.
Worcester County: Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns.

Flint, Mich.
(MSA)
Genesee County

Florence, Ala.
(MSA)
Colbert County
Lauderdale County

Florence, S.C.
(MSA)
Florence County

Fort Collins-Loveland, Colo.
(MSA)
Larimer County

Fort Lauderdale-Hollywood-Pompano Beach, Fla.
(PMSA)
Broward County
see also Miami-Fort Lauderdale CMSA

Fort Myers, Fla.
(MSA)
Lee County

Fort Pierce, Fla.
(MSA)
Martin County
St. Lucie County

Fort Smith, Ark.-Okla.
(MSA)
Crawford County, Ark.
Sebastian County, Ark.
Sequoyah County, Okla.

Fort Walton Beach, Fla.
(MSA)
Okaloosa County

Fort Wayne, Ind.
(MSA)
Allen County
De Kalb County
Whitley County

Fort Worth-Arlington, Tex.
(PMSA)
Johnson County
Parker County
Tarrant County
see also Dallas-Fort Worth CMSA

Fresno, Calif.
(MSA)
Fresno County

Gadsden, Ala.
(MSA)
Etowah County

Gainesville, Fla.
(MSA)
Alachua County
Bradford County

Galveston-Texas City, Tex.
(PMSA)
Galveston County
see also Houston-Galveston-Brazoria CMSA

Gary-Hammond, Ind.
(PMSA)
Lake County
Porter County
see also Chicago-Gary-Lake County CMSA

Glens Falls, N.Y.
(MSA)
Warren County
Washington County

Grand Forks, N.D.
(MSA)
Grand Forks County

Grand Rapids, Mich.
(MSA)
Kent County
Ottawa County

Great Falls, Mont.
(MSA)
Cascade County

Greeley, Colo.
(MSA)
Weld County

Green Bay, Wis.
(MSA)
Brown County

Greensboro-Winston-Salem-High Point, N.C.
(MSA)
Davidson County
Davie County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartanburg, S.C.
(MSA)
Greenville County
Pickens County
Spartanburg County

Hagerstown, Md.
(MSA)
Washington County

Hamilton-Middleton, O.
(PMSA)
Butler County
see also Cincinnati-Hamilton CMSA

Harrisburg-Lebanon-Carlisle, Pa.
(MSA)
Cumberland County
Dauphin County
Lebanon County
Perry County

Hartford, Conn.
(PMSA)
Hartford County: Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns.
Litchfield County: Barkhamsted and New Hartford towns.
Middlesex County: East Haddam town.
New London County: Colchester town.
Tolland County: Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns.
see also Hartford-New Britain-Middletown CMSA

Hickory, N.C.
(MSA)
Alexander County
Burke County
Catawba County

Honolulu, Hawaii
(MSA)
Honolulu County

Houma-Thibodaux, La.
(MSA)
Lafourche Parish
Terrebonne Parish

Houston, Tex.
(PMSA)
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County
see also Houston-Galveston-Brazoria, Tex. CMSA

Huntington-Ashland, W.Va-Ky.-Ohio
(MSA)
Cabell County, W.Va.
Wayne County, W.Va.
Boyd County, Ky.
Carter County, Ky.
Greenup County, Ky.
Lawrence County, O.

Huntsville, Ala.
(MSA)
Madison County

Indianapolis, Ind.
(MSA)
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

Iowa City, Iowa
(MSA)
Johnson County

Jackson, Mich.
(MSA)
Jackson County

Jackson, Miss.
(MSA)
Hinds County
Madison County
Rankin County

Jacksonville, Fla.
(MSA)
Clay County
Duval County
Nassau County
St. Johns County

Jacksonville, N.C.
(MSA)
Onslow County

Janesville-Beloit, Wis.
(MSA)
Rock County

Jersey City, N.J.
(PMSA)
Hudson County
see also New York-Northern New Jersey-Long Island CMSA

Johnson City-Kingsport-Bristol, Tenn.-Va.
(MSA)
Carter County, Tenn.
Hawkins County, Tenn.
Sullivan County, Tenn.
Unicoi County, Tenn.
Washington County, Tenn.
Scott County, Va.
Washington County, Va.
Bristol city

Johnstown, Pa.
(MSA)
Cambria County
Somerset County

Joliet, Ill.
(PMSA)
Grundy County
Will County
see also Chicago-Gary-Lake County CMSA

Joplin, Mo.
(MSA)
Jasper County
Newton County

Kalamazoo, Mich.
(MSA)
Kalamazoo County

Kankakee, Ill.
(MSA)
Kankakee County

Kansas City, Kans.
(PMSA)
Johnson County
Leavenworth County
Miami County
Wyandotte County
see also Kansas City, Mo.-Kansas City, Kans. CMSA

Kansas City, Mo.
(PMSA)
Cass County
Clay County
Jackson County
Lafayette County
Platte County
Ray County
see also Kansas City, Mo.-Kansas City, Kans. CMSA

Kenosha, Wis.
(PMSA)
Kenosha County
see also Chicago-Gary-Lake County CMSA

Killeen-Temple, Tex.
(MSA)
Bell County
Coryell County

Knoxville, Tenn.
(MSA)
Anderson County
Blount County
Grainger County
Jefferson County
Knox County
Sevier County
Union County

Kokomo, Ind.
(MSA)
Howard County
Tipton County

La Crosse, Wis.
(MSA)
La Crosse County

Lafayette, La.
(MSA)
Lafayette Parish
St. Martin Parish

Lafayette, Ind.
(MSA)
Tippecanoe County

Lake Charles, La.
(MSA)
Calcasieu Parish

Lake County, Ill.
(PMSA)
Lake County
see also Chicago-Gary-Lake County CMSA.

Lakeland-Winter Haven, Fla.
(MSA)
Polk County

Lancaster, Pa.
(MSA)
Lancaster County

Lansing-East Lansing, Mich.
(MSA)
Clinton County
Eaton County
Ingham County

Laredo, Tex.
(MSA)
Webb County

Las Cruces, N.M.
(MSA)
Dona Ana County

Las Vegas, Nev.
(MSA)
Clark County

Lawrence, Kans.
(MSA)
Douglas County

Lawrence-Haverhill, Mass.-N.H.
(PMSA)
Essex County, Mass.: Haverhill, Lawrence and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns.
Rockingham County, N.H.: Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns.
see also Boston-Lawrence-Salem, Mass.-N.H. CMSA.

Lawton, Okla.
(MSA)
Comanche County

Lewiston-Auburn, Me.
(MSA)
Androscoggin County: Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns.

Lexington-Fayette, Ky.
(MSA)
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, Ohio
(MSA)
Allen County
Auglaize County

Lincoln, Neb.
(MSA)
Lancaster County

Little Rock-North Little Rock, Ark.
(MSA)
Faulkner County
Lonoke County
Pulaski County
Saline County

Long Branch-Asbury Park, N.J.
(see Monmouth-Ocean, N.J. PMSA)
see also New York, Northern New Jersey-Long Island CMSA.

Longview-Marshall, Tex.
(MSA)
Gregg County
Harrison County

Lorain-Elyria, Ohio
(PMSA)
Lorain County
see also Cleveland-Akron-Lorain CMSA.

Los Angeles-Long Beach, Calif.
(PMSA)
Los Angeles County
see also Los Angeles-Anaheim-Riverside, Calif. CMSA.

Louisville, Ky.-Ind.
(MSA)
Bullitt County, Ky.
Jefferson County, Ky.
Oldham County, Ky.
Shelby County, Ky.
Clark County, Ind.
Floyd County, Ind.
Harrison County, Ind.

Lowell, Mass.-N.H.
(PMSA)
Middlesex County, Mass.: Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns.
Hillsborough County, N.H.: Pelham town.
see also Boston-Lawrence-Salem CMSA.

Lubbock, Tex.
(MSA)
Lubbock County.

Lynchburg, Va.
(MSA)
Amherst County
Campbell County
Lynchburg city

Macon-Warner Robins, Ga.
(MSA)
Bibb County
Houston County
Jones County
Peach County

Madison, Wis.
(MSA)
Dane County

Manchester, N.H.
(MSA)
Hillsborough County: Manchester city; Bedford and Goffstown towns.
Merrimack County: Allenstown and Hooksett towns.
Rockingham County: Auburn and Candia towns.

Mansfield, Ohio
(MSA)
Richland County

Mayaguez, P.R.
(MSA)
Anasco Municipio
Cabo Rojo Municipio
Hormigueros Municipio
Mayaguez Municipio
San German Municipio

McAllen-Edinburg-Mission, Tex.
(MSA)
Hidalgo County

Medford, Ore.
(MSA)
Jackson County

Melbourne-Titusville-Palm Bay, Fla.
(MSA)
Brevard County

Memphis, Tenn.-Ark.-Miss.
(MSA)
Shelby County, Tenn.
Tipton County, Tenn.
Crittenden County, Ark.
De Soto County, Miss.

Meriden, Conn.
(see New Haven-Meriden, Conn.)

Miami-Hialeah, Fla.
(PMSA)
Dade County
see also Miami-Fort Lauderdale CMSA.

Middlesex-Somerset-Hunterdon, N.J.
(PMSA)
Hunterdon County
Middlesex County
Somerset County
see also New York, Northern New Jersey-Long Island CMSA.

Middletown, Conn.
(PMSA)
Middlesex County: Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns.
see also Hartford-New Britain-Middletown CMSA.

Midland, Tex.
(MSA)
Midland County

Milwaukee, Wis.
(PMSA)
Milwaukee County
Ozaukee County
Washington County
Waukesha County
see also Milwaukee-Racine CMSA.

Minneapolis-St. Paul, Minn.-Wis.
(MSA)
Anoka County, Minn.
Carver County, Minn.
Chisago County, Minn.
Dakota County, Minn.
Hennepin County, Minn.
Isanti County, Minn.
Ramsey County, Minn.
Scott County, Minn.
Washington County, Minn.
Wright County, Minn.
St. Croix County, Wis.

Mobile, Ala.
(MSA)
Baldwin County
Mobile County

Modesto, Calif.
(MSA)
Stanislaus County

Monmouth-Ocean, N.J.
(PMSA)
Monmouth County
Ocean County
see also New York-Northern New Jersey-Long Island CMSA.

Monroe, La.
(MSA)
Ouachita Parish

Montgomery, Ala.
(MSA)
Autauga County
Elmore County
Montgomery County

Muncie, Ind.
(MSA)
Delaware County

Muskegon, Mich.
(MSA)
Muskegon County

Naples, Fla.
(MSA)
Collier County

Nashua, N.H.
(PMSA)
Hillsborough County: Nashua city; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mont Vernon and Wilton towns.
Rockingham County: Londonderry town.
see also Boston-Lawrence-Salem CMSA.

Nashville, Tenn.
(MSA)
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Sumner County
Williamson County
Wilson County

Nassau-Suffolk, N.Y.
(PMSA)
Nassau County
Suffolk County
see also New York-Northern New Jersey-Long Island CMSA

New Bedford, Mass.
(MSA)
Bristol County: New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns.
Plymouth County: Marion, Mattapoisett and Rochester towns.

New Britain, Conn.
(PMSA)
Hartford County: New Britain city; Berlin, Plainville and Southington towns.
see also Hartford-New Britain-Middletown CMSA.

New Brunswick-Perth Amboy-Sayreville, N.J.
(See Middlesex-Somerset-Hunterdon, N.J. PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

New Haven-Meriden, Conn.
(MSA)
Middlesex County: Clinton and Killingworth towns.
New Haven County: Meriden, New Haven and West Haven cities; Bethan, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns.

New London-Norwich, Conn.
(MSA)
New London County, Conn.: New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns.
Windham County, Conn.: Canterbury town.
Washington County, R.I.: Hopkinton and Westerly towns.

New Orleans, La.
(MSA)
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Charles Parish
St. John the Baptist Parish
St. Tammany Parish

New York, N.Y.
(PMSA)
Bronx County
Kings County
New York County
Putnam County
Queens County
Richmond County
Rockland County
Westchester County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, N.J.
(PMSA)
Essex County
Morris County
Sussex County
Union County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, Ohio
(See Columbus Ohio)

Newburgh-Middletown, N.Y.
(See Orange County, N.Y. PMSA)
see also New York-Northern New Jersey-Lond Island CMSA.

Newport News-Hampton, Va.
(See Norfolk-Virginia Beach-Newport News, Va.)

Niagara Falls, N.Y.
(PMSA)
Niagara County
see also Buffalo-Niagara Falls CMSA.

Norfolk-Virginia Beach-Newport News, Va.
(MSA)
Gloucester County
James City County
York County
Chesapeake City
Hampton City
Newport News City
Norfolk City
Poquoson City
Portsmouth City
Suffolk City
Virginia Beach City
Williamsburg City

Northeast Pennsylvania
(See Scranton-Wilkes-Barre, Pa.)

Norwalk, Conn.
(PMSA)
Fairfield County: Norwalk city; Weston, Westport and Wilton towns.
see also New York-Northern New Jersey-Long Island CMSA.

Oakland, Calif.
(PMSA)
Alameda County
Contra Costa County
see also San Francisco-Oakland-San Jose CMSA.

Ocala, Fla.
(MSA)
Marion County

Odessa, Tex.
(MSA)
Ector County

Oklahoma City, Okla.
(MSA)
Canadian County
Cleveland County
Logan County
McClain County
Oklahoma County
Pottawattamie County, Iowa

Olympia, Wash.
(MSA)
Thurston County

Omaha, Neb.-Iowa
(MSA)
Douglas County, Neb.
Sarpy County, Neb.
Washington County, Neb.
Pottawattomie County, Iowa

Orange County, N.Y.
(PMSA)
Orange County
see also New York-Northern New Jersey-Long Island CMSA.

Orlando, Fla.
(MSA)
Orange County
Osceola County
Seminole County

Owensboro, Ky.
(MSA)
Daviess County

Oxford-Ventura, Calif.
(PMSA)
Ventura County
see also Los Angeles-Anaheim-Riverside CMSA.

Panama City, Fla.
(MSA)
Bay County

Parkersburg-Marietta, W.Va.-Ohio
(MSA)
Wood County, W. Va.
Washington County, Ohio

Pascagoula, Miss.
(MSA)
Jackson County

Paterson-Clifton-Passaic, N.J.
(See Bergen-Passaic, N.J. PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Pawtucket-Woonsocket-Attleboro, R.I.-Mass.
(PMSA)
Bristol County, Mass.: Attleborough city; North Attleboro, Rehoboth and Seekonk towns.
Norfolk County, Mass.: Plainville town.
Worchester County, Mass.: Blackstone and Millville towns.
Providence County, R.I.: Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns.
see also Providence-Pawtucket-Fall River CMSA.

Pensacola, Fla.
(MSA)
Escambia County
Santa Rosa County

Peoria, Ill.
(MSA)
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, Va.
(See Richmond-Petersburg, Va.)

Philadelphia, Pa.-N.J.
(PMSA)
Bucks County, Pa.
Chester County, Pa.
Delaware County, Pa.
Montgomery County, Pa.
Philadelphia County, Pa.
Burlington County, N.J.
Camden County, N.J.
Gloucester County, N.J.
see also Philadelphia-Wilmington-Trenton CMSA.

Phoenix, Ariz.
(MSA)
Maricopa County

Pine Bluff, Ark.
(MSA)
Jefferson County

Pittsburgh, Pa.
(PMSA)
Allegheny County
Fayette County
Washington County
Westmoreland County
see also Pittsburgh-Beaver Valley CMSA.

Pittsfield, Mass.
(MSA)
Berkshire County: Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns.

Ponce, P.R.
(MSA)
Juana Diaz Municipio
Ponce Municipio

Portland, Maine
(MSA)
Cumberland County: Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns.
York County: Buxton, Hollis and Old Orchard Beach towns.

Portland, Ore.
(PMSA)
Clackamas County
Multnomah County
Washington County
Yamhill County
see also Portland-Vancouver CMSA.

Portsmouth-Dover-Rochester, N.H.-Maine
(MSA)
Rockingham County, N.H.: Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns.
Strafford County, N.H.: Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns.
York County, Maine: Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns.

Poughkeepsie, N.Y.
(MSA)
Dutchess County

Providence, R.I.
(PMSA)
Bristol County: Barrington, Bristol and Warren towns.
Kent County: Warwick city; Coventry, East Greenwich and West Warwick towns.
Newport County: Jamestown town.
Providence County: Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns.
Washington County: Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns.
see also Providence-Pawtucket-Fall River CMSA.

Provo-Orem, Utah
(MSA)
Utah County

Pueblo, Colo.
(MSA)
Pueblo County

Racine, Wisc.
(PMSA)
Racine County
see also Milwaukee-Racine CMSA.

Raleigh-Durham, N.C.
(MSA)
Durham County
Franklin County
Orange County
Wake County

Reading, Pa.
(MSA)
Berks County

Redding, Calif.
(MSA)
Shasta County

Reno, Nev.
(MSA)
Washoe County

Richland-Kennewick-Pasco, Wash.
(MSA)
Benton County
Franklin County

Richmond-Petersburg, Va.
(MSA)
Charles City County
Chesterfield County
Dinwiddie County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County
Prince George County
Colonial Heights city
Hopewell city
Petersburg city
Richmond city

Riverside-San Bernardino, Calif.
(PMSA)
Riverside County
San Bernardino County
see also Los-Angeles-Anaheim-Riverside CMSA.

Roanoke, Va.
(MSA)
Botetourt County
Roanoke County
Roanoke city
Salem city

Rochester, Minn.
(MSA)
Olmsted County

Rochester, N.Y.
(MSA)
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rockford, Ill.
(MSA)
Boone County
Winnebago County

Rock Hill, S.C.
(See Charlotte-Gastonia-Rock Hill, N.C.-S.C.)

Sacramento, Calif.
(MSA)
El Dorado County
Placer County
Sacramento County
Yolo County

Saginaw-Bay City-Midland, Mich.
(MSA)
Bay County
Midland County
Saginaw County

St. Cloud, Minn.
(MSA)
Benton County
Sherburne County
Stearns County

St. Joseph, Mo.
(MSA)
Buchanan County

St. Louis, Mo.-Ill.
(PMSA)
Franklin County, Mo.
Jefferson County, Mo.
St. Charles County, Mo.
St. Louis County, Mo.
St. Louis city, Mo.
Monroe County, Ill.
see also St. Louis-East St. Louis-Alton CMSA.

Salem, Ore.
(MSA)
Marion County
Polk County

Salem-Gloucester, Mass.
(PMSA)
Essex County: Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns.
see also Boston-Lawrence-Salem CMSA.

Salinas-Seaside-Monterey, Calif.
(MSA)
Monterey County

Salisbury-Concord, N.C.
(See Charlotte-Gastonia-Rock Hill, N.C.-S.C.)

Salt Lake City-Ogden, Utah
(MSA)
Davis County
Salt Lake County
Weber County

San Angelo, Tex.
(MSA)
Tom Green County

San Antonio, Tex.
(MSA)
Bexar County
Comal County
Guadalupe County

San Diego, Calif.
(MSA)
San Diego County

San Francisco, Calif.
(PMSA)
Marin County
San Francisco County
San Mateo County
see also San Francisco-Oakland-San Jose CMSA.

San Jose, Calif.
(PMSA)
Santa Clara County
see also San Fracisco-Oakland-San Jose CMSA.

San Juan, P.R.
(PMSA)
Barceloneta Municipio
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Corozal Municipio
Dorado Municipio
Fajardo Municipio
Florida Municipio
Guaynabo Municipio
Humacao Municipio
Juncos Municipio
Las Piedras Municipio
Loiza Municipio
Luquillo Municipio
Manati Municipio
Naranjito Municipio
Rio Grande Municipio
San Juan Municipio
Toa Alta Municipio
Toa Baja Municipio
Trujillo Alto Municipio
Vega Alta Municipio
Vega Baja Municipio
see also San Juan-Caguas CMSA.

Santa Barbara-Santa Maria-Lompoc, Calif.
(MSA)
Santa Barbara County

Santa Cruz, Calif.
(PMSA)
Santa Cruz County
see also San Francisco-Oakland-San Jose CMSA.

Sante Fe, N.M.
(MSA)
Los Alamos County
Sante Fe County

Santa Rosa-Petaluma, Calif.
(PMSA)
Sonoma County
see also San Francisco-Oakland-San Jose CMSA.

Sarasota, Fla.
(MSA)
Sarasota County

Savannah, Ga.
(MSA)
Chatham County
Effingham County

Scranton-Wilkes-Barre, Pa.
(MSA)
Columbia County
Lackawanna County

Luzerne County
Monroe County
Wyoming County

Seattle, Wash.
(PMSA)
King County
Snohomish County
see also Seattle-Tacoma CMSA

Sharon, Pa.
(MSA)
Mercer County

Sheboygan, Wisc.
(MSA)
Sheboygan County

Sherman-Denison, Tex.
(MSA)
Grayson County

Shreveport, La.
(MSA)
Bossier Parish
Caddo Parish

Sioux City, Iowa-Neb.
(MSA)
Woodbury County, Iowa
Dakota County, Neb.

Sioux Falls, S.D.
(MSA)
Minnehaha County

South Bend-Mishawaka, Ind.
(MSA)
St. Joseph County

Spokane, Wash.
(MSA)
Spokane County

Springfield, Ill.
(MSA)
Menard County
Sangamon County

Springfield, Mass.
(MSA)
Hampden County: Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham towns.
Hampshire County: Northampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns.

Springfield, Mo.
(MSA)
Christian County
Greene County

Springfield, Ohio
(See Dayton-Springfield, Ohio)

Stamford, Conn.
(PMSA)
Fairfield County: Stamford city; Darien, Greenwich and New Canaan towns.
see also New York-Northern New Jersey-Long Island CMSA

State College, Pa.
(MSA)
Centre County

Steubenville-Weirton, Ohio-W. Va.
(MSA)
Jefferson County, Ohio
Brooke County, W. Va.
Hancock County, W. Va.

Stockton, Calif.
(MSA)
San Joaquin County

Syracuse, N.Y.
(MSA)
Madison County
Onondaga County
Oswego County

Tacoma, Wash.
(PMSA)
Pierce County
see also Seattle-Tacoma CMSA

Tallahassee, Fla.
(MSA)
Gadsden County
Leon County

Tampa-St. Petersburg-Clearwater, Fla.
(MSA)
Hernando County
Hillsborough County
Pasco County
Pinellas County

Terre Haute, Ind.
(MSA)
Clay County
Vigo County

Texarkana, Tex.-Texarkana, Ark.
(MSA)
Bowie County, Tex.
Miller County, Ark.

Toledo, Ohio
(MSA)
Fulton County
Lucas County
Wood County

Topeka, Kans.
(MSA)
Shawnee County

Trenton, N.J.
(PMSA)
Mercer County
see also Philadelphia-Wilmington-Trenton CMSA

Tucson, Ariz.
(MSA)
Pima County

Tulsa, Okla.
(MSA)
Creek County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, Ala.
(MSA)
Tuscaloosa County

Tyler, Tex.
(MSA)
Smith County

Utica-Rome, N.Y.
(MSA)
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, Calif.
(PMSA)
Nana County
Solano County
see also San Francisco-Oakland-San Jose CMSA

Vancouver, Wash.
(MSA)
Clark County, Wash.
see Portland-Vancouver CMSA

Victoria, Tex.
(MSA)
Victoria County

Vineland-Millville-Bridgeton, N.J.
(PMSA)
Cumberland County
see also Philadelphia-Wilmington-Trenton CMSA

Visalia-Tulare-Porterville, Calif.
(MSA)
Tulare County

Waco, Tex.
(MSA)
McLennan County

Washington, D.C.-Md.-Va.
(MSA)
District of Columbia
Calvert County, Md.
Charles County, Md.
Frederick County, Md.
Montgomery County, Md.
Prince George's County, Md.
Arlington County, Va.
Fairfax County, Va.
Loudoun County, Va.
Prince William County, Va.
Stafford County, Va.
Alexandria city, Va.
Fairfax city, Va.
Falls Church city, Va.
Manassas city, Va.
Manassas Park city, Va.

Waterbury, Conn.
(MSA)
Litchfield County: Bethlehem, Thomaston, Watertown and Woodbury towns.
New Haven County: Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns.

Waterloo-Cedar Falls, Iowa
(MSA)
Black Hawk County
Bremer County

Wausau, Wisc.
(MSA)
Marathon County

West Palm Beach-Boca Raton-Delray Beach, Fla.
(MSA)
Palm Beach County

Wheeling, W. Va.-Ohio
(MSA)
Marshall County, W. Va.
Ohio County, W. Va.
Belmont County, Ohio

Wichita, Kans.
(MSA)
Butler County
Sedgwick County

Wichita Falls, Tex.
(MSA)
Wichita County

Williamsport, Pa.
(MSA)
Lycoming County

Wilmington, Del.-N.J.-Md.
(PMSA)
New Castle County, Del.
Salem County, N.J.
Cecil County, Md.
see also Philadelphia-Wilmington-Trenton CMSA

Wilmington, N.C.
(MSA)
New Hanover County

Worcester, Mass.
(MSA)
Worcester County: Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns.

Yakima, Wash.
(MSA)
Yakima County

York, Pa.
(MSA)
Adams County
York County

Youngstown-Warren, Ohio
(MSA)
Mahoning County
Trumbull County

Yuba City, Calif.
(MSA)
Sutter County
Yuba County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Boston-Lawrence-Salem, Mass.-N.H. CMSA: Includes Boston, Mass. PMSA; Brockton, Mass. PMSA; Lawrence-Haverhill, Mass.-N.H. PMSA; Lowell, Mass.-N.H. PMSA; Nashua, N.H. PMSA; and Salem-Gloucester, Mass. PMSA.

Buffalo-Niagara Falls, N.Y. CMSA: Includes Buffalo, N.Y. PMSA; Niagra Falls, N.Y. PMSA.

Chicago-Gary-Lake County, Ill.-Ind.-Wisc. CMSA: Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.

Cincinnati-Hamilton, Ohio-Ky.-Ind. CMSA: Includes Cincinnati, Ohio-Ky.-Ind. PMSA; Hamilton-Middletown, Ohio PMSA.

Cleveland-Akron-Lorain, Ohio CMSA: Includes Akron, Ohio PMSA; Cleveland, Ohio PMSA; and Lorain-Elyria, Ohio PMSA.

Dallas-Fort Worth, Tex. CMSA: Includes Dallas, Tex. PMSA; Fort Worth-Arlington, Tex. PMSA.

Denver-Boulder, Colo. CMSA: Includes Boulder-Longmont, Colo. PMSA; Denver, Colo. PMSA.

Detroit-Ann Arbor, Mich. CMSA: Includes Ann Arbor, Mich. PMSA; Detroit, Mich. PMSA.

Hartford-New Britain-Middletown, Conn. CMSA: Includes Bristol, Conn. PMSA; Hartford, Conn. PMSA; Middletown, Conn. PMSA; New Britain, Conn. PMSA.

Houston-Galveston-Brazoria, Tex. CMSA: Includes Brazoria, Tex. PMSA; Galveston-Texas City, Tex. PMSA; and Houston, Tex. PMSA.

Kansas City, Mo.-Kansas City, Kans. CMSA: Includes Kansas City, Kans. PMSA; Kansas City, Mo. PMSA.

Los Angeles-Anaheim-Riverside, Calif. CMSA: Includes Anaheim-Santa Ana, Calif. PMSA; Los Angeles-Long Beach, Calif. PMSA; Oxnard-Ventura, Calif. PMSA; and Riverside-San Bernardino, Calif. PMSA.

Miami-Fort Lauderdale, Fla. CMSA: Includes Fort Lauderdale-Hollywood-Pompano Beach, Fla. PMSA; Miami-Hialeah, Fla. PMSA.

Milwaukee-Racine, Wisc. CMSA: Includes Milwaukee, Wisc. PMSA; Racine, Wisc. PMSA.

New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. CMSA: Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.

Philadelphia-Wilmington-Trenton, Pa.-N.J.-Del.-Md. CMSA: Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; and Wilmington, Del.-N.J.-Md. PMSA.

Pittsburgh-Beaver Valley, Pa. CMSA: Includes Beaver County, Pa. PMSA; Pittsburgh, Pa. PMSA.

Portland-Vancouver, Ore.-Wash. CMSA: Includes Portland, Ore. PMSA; Vancouver, Wash. PMSA.

Providence-Pawtucket-Fall River, R.I.-Mass. CMSA: Includes Fall River, Mass.-R.I. PMSA; Pawtucket-Woonsocket-Attleboro, R.I.-Mass. PMSA; Providence, R.I. PMSA.

St. Louis-East St. Louis-Alton, Mo.-Ill. CMSA: Includes Alton-Granite City, Ill. PMSA; East St. Louis-Belleville, Ill. PMSA; and St. Louis, Mo.-Ill. PMSA.

San Francisco-Oakland-San Jose, Calif. CMSA: Includes Oakland, Calif. PMSA; San Francisco, Calif. PMSA; San Jose, Calif. PMSA; Santa Cruz, Calif. PMSA; Santa Rosa-Petaluma, Calif. PMSA; and Vallejo-Fairfield-Napa, Calif. PMSA.

San Juan-Caguas, P.R. CMSA: Includes Caguas, P.R. PMSA; San Juan, P.R. PMSA.

Seattle-Tacoma, Wash. CMSA: Includes Seattle, Wash. PMSA; Tacoma, Wash. PMSA.

There's no place like New England FOR RETAIL SALES

*E&P 1985 Market Guide Estimates

1985—another year of record growth projected for New England newspaper markets*

TOTAL RETAIL SALES $91,053,790,000*

Per-household retail sales $19,050
(U.S. per-household average, $16,123)

TOTAL FOOD SALES $19,843,643,000*

Per-household food sales $4,249
(U.S. per-household average, $3,351)

How come? Just look at these facts:

Personal income in New England is higher—and growing faster—than in any other U.S. region. High tech industry and low unemployment have brought income per-household to new highs yearly since 1979, with a 1985 projected average of $33,853, exceeding the national figure by more than 10%. Circulation generally on the rise, too! Don't forget in planning for the future . . .

Smart marketing starts with New England daily newspapers

MAINE

Bangor Daily News (M)
The Lewiston Daily Sun (M)
Lewiston Journal (E)
Sunday Sun-Journal (S)
Maine Sunday Telegram (S)
Portland Press Herald (M)
Portland Express (E)

NEW HAMPSHIRE

Union Leader (M)
Nashua Telegraph (E)
New Hampshire Sunday News (S)

VERMONT

Burlington Free Press (M&S)
Rutland Herald (M&S)

MASSACHUSETTS

Boston Globe (AD&S)
Boston Herald (M&S)
Cape Cod Times (Hyannis) (M&S)
The Enterprise (Brockton) (E&S)
The Daily Transcript (Dedham) (E)
Gardner News (E)
Lynn Item (E)
The Middlesex News (E&S)
The Patriot Ledger (Quincy) (E)
Pittsfield Berkshire Eagle (M)
Salem Evening News (E)
Springfield Daily News (E)
Springfield Union (M)
Springfield Republican (S)
The News Tribune (Waltham) (E)
Daily Times and Chronicle (Woburn) (E)
Worcester Telegram (M-S)
Worcester Gazette (E)

CONNECTICUT

The Advocate (Stamford) (E&S)
Bridgeport Post-Telegram (M&E)
Bridgeport Post (S)
Bristol Press (E)
Greenwich Time (E&S)
Hartford Courant (M&S)
Manchester Journal Inquirer (E)
Meriden Record-Journal (M&S)
Middletown Press (E)
New Britain Herald (E)
New Haven Journal-Courier (M)
New Haven Register (E&S)
New London Day (E&S)
Register Citizen (Torrington) (E)
Waterbury American (E)
Waterbury Republican (M&S)

RHODE ISLAND

The Newport Daily News (E)
Providence Bulletin (E)
Providence Journal (M&S)
The Westerly Sun (E)
Woonsocket Call (E)

SELL NEW ENGLAND WITH NEWSPAPERS

EDITOR & PUBLISHER'S MARKET RANKINGS

This year EDITOR & PUBLISHER has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year.

These tables have been a feature of the E&P Market Guide since they first appeared in the 1964 edition. The rankings, based on E&P estimates for 1985, are shown for five categories: population, disposable personal income, total retail sales, food sales, and income per household.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis for all counties whether daily newspapers are published in them or not, and for all metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1980 U.S. Census and the 1977 Census of Business, and 1985 research estimates by the Marketing Economics Instituted Ltd.

Leading U.S. cities, counties and metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1985

POPULATION

Metropolitan Statistical Areas	
1 New York, N.Y	8,410,331
2 Los Angeles-Long Beach, Ca	8,014,698
3 Chicago, Il	6,195,294
4 Philadelphia, Pa-N.J	4,865,110
5 Detroit, Mi	4,411,276
6 Washington, D.C-Md-Va	3,452,711
7 Houston, Tx	3,241,189
8 Boston, Ma	3,096,034
9 Nassau-Suffolk, N.Y	2,677,617
10 Baltimore, Md	2,278,137
11 Atlanta, Ga	2,274,605
12 Pittsburgh, Pa	2,239,429
13 Minneapolis-St. Paul, Mn-Wi	2,219,670
14 Dallas, Tx	2,200,656
15 Anaheim-Santa Ana, Ca	2,148,474
16 San Diego, Ca	2,082,422
17 Cleveland, Oh	1,922,452
18 Newark, N.J	1,919,752
19 Oakland, Ca	1,885,256
20 Miami-Hialeah, Fl	1,881,839
21 Tampa-St. Petersburg-Clearwater, Fl	1,876,986
22 St. Louis, Mo-Il	1,824,364
23 Riverside-San Bernardino, Ca	1,814,628
24 Seattle, Wa	1,745,305
25 Phoenix, Az	1,714,294
26 San Francisco, Ca	1,592,263
27 Denver, Co	1,587,297
28 Kansas City, Mo-Ks	1,482,320
29 Cincinnati, Oh-Ky-In	1,441,619
30 Milwaukee, Wi	1,422,264
31 San Jose, Ca	1,387,880
32 Bergen-Passaic, N.J	1,333,354
33 New Orleans, La	1,311,388
34 Columbus, Oh	1,303,346
35 Sacramento, Ca	1,248,588
36 Norfolk-Virginia Beach-Newport News, Va	1,212,964
37 Indianapolis, In	1,203,383
38 San Antonio, Tx	1,197,170
39 Portland, Or	1,155,467
40 Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,151,924
41 Fort Worth-Arlington, Tx	1,135,535
42 Charlotte-Gastonia-Rock Hill, N.C-S.C	1,040,857
43 Buffalo, N.Y	1,015,819
44 Rochester, N.Y	1,002,940
45 Salt Lake City-Ogden, Ut	999,479
46 Oklahoma City, Ok	967,586
47 Louisville, Ky-In	962,772
48 Dayton-Springfield, Oh	954,342
49 Memphis, Tn-Ar-Ms	947,222
50 Providence, R.I	936,088
51 Middlesex-Somerset-Hunterdon, N.J	922,714
52 Monmouth-Ocean, N.J	897,298
53 Greensboro-Winston-Salem-High Point, N.C	896,290
54 Nashville, Tn	895,684
55 Birmingham, Al	887,938
56 Albany-Schenectady-Troy, N.Y	855,373
57 Orlando, Fl	832,406
58 Richmond-Petersburg, Va	803,183
59 Jacksonville, Fl	788,341
60 Honolulu, Hi	784,676
61 Hartford, Ct	778,533
62 Scranton-Wilkes Barre, Pa	745,419
63 Tulsa, Ok	730,897
64 West Palm Beach-Boca Raton-Delray, Fl	717,180
65 Akron, Oh	668,925
66 Allentown-Bethlehem, Pa-N.J	666,673
67 Syracuse, N.Y	657,699
68 Gary-Hammond, In	642,188
69 Grand Rapids, Mi	627,109
70 Toledo, Oh	625,414
71 Austin, Tx	624,658
72 Greenville-Spartanburg, S.C	611,513
73 Raleigh-Durham, N.C	608,395
74 Omaha, Ne-Ia	605,506
75 Knoxville, Tn	599,847
76 Tucson, Az	599,620
77 Oxnard-Ventura, Ca	584,490
78 Harrisburg-Lebanon-Carlisle, Pa	582,412
79 Fresno, Ca	575,885
80 Jersey City, N.J	560,468
81 Wilmington, De-N.J-Md	543,174
82 El Paso, Tx	542,028
83 Las Vegas, Nv	541,794
84 Youngstown-Warren, Oh	535,567
85 Springfield, Ma	530,957
86 Tacoma, Wa	525,620
87 Baton Rouge, La	511,418
88 Little Rock-North Little Rock, Ar	496,398
89 Mobile, Al	478,145
90 Lake County, Il	468,275
91 Charleston, S.C	436,049
92 Bakersfield, Ca	462,510
93 Johnson City-Kingsport-Bristol, Tn-Va	452,521
94 Bridgeport-Milford, Ct	450,917
95 Wichita, Ks	448,402
96 Albuquerque, N.M	444,492
97 Flint, Mi	443,669
98 Columbia, S.C	441,543
99 Chattanooga, Tn-Ga	433,704
100 Lansing-East Lansing, Mi	430,920
101 Saginaw-Bay City-Midland, Mi	419,787
102 Canton, Oh	415,731
103 Stockton, Ca	410,447
104 Worcester, Ma	410,348
105 Pawtucket-Woonsocket-Attleboro, R.I.-Ma	403,093
106 York, Pa	402,410
107 New Haven-Meriden, Ct	399,433
108 Beaumont-Port Arthur, Tx	398,749
109 Davenport-Rock Island-Moline, Ia-Il	391,314
110 Lancaster, Pa	385,461
111 Des Moines, Ia	377,709
112 Jackson, Ms	375,415
113 Vallejo-Fairfield-Napa, Ca	369,947
114 Augusta, Ga-S.C	369,657
115 Lakeland-Winter Haven, Fl	365,312
116 Peoria, Il	362,210
117 Joliet, Il	360,387
118 Corpus Christi, Tx	357,912
119 Spokane, Wa	356,306
120 Fort Wayne, In	353,813
121 McAllen-Edinburg-Mission, Tx	351,706
122 Lawrence-Haverhill, Ma-N.H.	350,723
123 Colorado Springs, Co	346,564
124 Huntington-Ashland, W.V-Ky-Oh	342,144
125 Shreveport, La	341,162
126 Madison, Wi	337,049
127 Santa Rosa-Petaluma, Ca	332,413
128 Santa Barbara-Santa Maria-Lompoc, Ca	329,787
129 Utica-Rome, N.Y	327,778
130 Melbourne-Titusville-Palm Bay, Fl	327,421
131 Aurora-Elgin, Il	327,084
132 Reading, Pa	325,196
133 Lexington-Fayette, Ky	323,586
134 Daytona Beach, Fl	322,429
135 Pensacola, Fl	319,367
136 Trenton, N.J	317,511
137 Salinas-Seaside-Monterey, Ca	315,328
138 East St. Louis-Belleville, Il	306,040
139 Modesto, Ca	303,581
140 Appleton-Oshkosh-Neenah, Wi	303,461
141 Atlantic City, N.J	289,858
142 Montgomery, Al	287,965
143 Rockford, Il	285,916
144 Evansville, In-Ky	285,309
145 Erie, Pa	283,673
146 Visalia-Tulare-Porterville, Ca	277,761
147 Lorain-Elyria, Oh	277,616
148 Charleston, W.V	273,019
149 Alton-Granite City, Il	272,830
150 Eugene-Springfield, Or	272,315
151 Orange, N.Y	271,659
152 Binghamton, N.Y	270,286
153 Hamilton-Middletown, Oh	268,988
154 Salem-Gloucester, Ma	266,997
155 Ann Arbor, Mi	266,726
156 Macon-Warner Robins, Ga	266,617
157 Johnstown, Pa	264,407
158 Salem, Or	261,106
159 Duluth, Mn-Wi	260,968
160 Fort Myers-Cape Coral, Fl	258,526
161 New London-Norwich, Ct-R.I.	256,470
162 Poughkeepsie, N.Y	253,003
163 Brownsville-Harlingen, Tx	252,068
164 Sarasota, Fl	250,371
165 Fayetteville, N.C	249,412
166 Lowell, Ma-N.H.	249,180
167 South Bend-Mishawaka, In	244,493
168 Columbus, Ga-Al	238,804
169 Provo-Oren, Ut	237,121
170 Roanoke, Va	228,290
171 Killeen-Temple, Tx	226,701
172 Savannah, Ga	223,532
173 Reno, Nv	222,610
174 Niagara Falls, N.Y	221,972
175 Lubbock, Tx	220,405
176 Galveston-Texas City, Tx	218,296
177 Kalamazoo, Mi	218,095
178 Lafayette, La	217,536
179 Springfield, Mo	217,393
180 Hickory, N.C	215,575
181 Boulder-Longmont, Co	212,745
182 Waterbury, Ct	209,943
183 Huntsville, Al	209,794
184 Tallahassee, Fl	209,737
185 Santa Cruz, Ca	209,132
186 Portland, Me	209,028
187 Anchorage, Ak	207,061
188 Vancouver, Wa	207,018
189 Beaver, Pa	205,677
190 Portsmouth-Dover-Rochester, N.H.-Me	205,152
191 Stamford, Ct	203,745
192 Lincoln, Ne	203,545
193 Biloxi-Gulfport, Ms	196,875
194 Houma-Thibodaux, La	194,868
195 Gainesville, Fl	193,932
196 Springfield, Il	191,765

197	Brockton, Ma	191,713
198	Amarillo, Tx	191,624
199	Brazoria, Tx	190,488
200	Fort Pierce, Fl	188,532
201	Boise City, Id	188,357
202	Wheeling, W.V-Oh	188,061
203	Green Bay, Wi	183,635
204	Danbury, Ct	183,801
205	Waco, Tx	183,454
206	Yakima, Wa	180,183
207	Lake Charles, La	179,600
208	Bradenton, Fl	178,742
209	Racine, Wi	177,305
210	Champaign-Urbana-Rantoul, Il	174,629
211	Longview-Marshall, Tx	174,058
212	St. Cloud, Mn	173,757
213	Cedar Rapids, Ia	171,564
214	Fort Smith, Ar-Ok	170,304
215	Fort Collins-Loveland, Co	170,492
216	Asheville, N.C	170,393
217	Chico, Ca	165,930
218	Bremerton, Wa	165,880
219	Waterloo-Cedar Falls, Ia	163,140
220	Benton Harbor, Mi	164,738
221	Steubenville-Weirton, Oh-W.V	163,790
222	Parkersburg-Marietta, W.V-Oh	161,773
223	Topeka, Ks	159,892
224	Muskegon, Mi	159,189
225	Clarksville-Hopkinsville, Tn-Ky	157,617
226	Lima, Oh	155,759
227	Ocala, Fl	155,145
228	Nashua, N.H.	155,082
229	Richland-Kennewick-Pasco, Wa	153,077
230	Jackson, Mi	148,879
231	Lynchburg, Va	145,897
232	Tyler, Tx	145,330
233	Odessa, Tx	145,273
234	New Britain, Ct	144,444
235	Fargo-Moorhead, N.D-Mn	144,220
236	Florence, Al	142,497
237	Olympia, Wa	142,333
238	Eau Claire, Wi	141,999
239	Anderson, S.C	141,950
240	Elkhart-Goshen, In	141,345
241	Battle Creek, Mi	141,224
242	Janesville-Beloit, Wi	140,732
243	Tuscaloosa, Al	140,270
244	Monroe, La	139,442
245	Terre Haute, In	138,935
246	Medford, Or	138,916
247	Altoona, Pa	138,660
248	Manchester, N.H.	137,966
249	Athens, Ga	137,556
250	Vineland-Millville-Bridgeton, N.J	136,883
251	Alexandria, La	136,682
252	Greeley, Co	135,263
253	Anderson, In	135,099
254	Joplin, Mo	134,643
255	New Bedford, Ma	133,458
256	Mansfield, Oh	133,067
257	Redding, Ca	131,868
258	Sharon, Pa	131,520
259	Norwalk, Ct	131,080
260	Decatur, Il	130,337
261	Fall River, Ma-R.I.	129,536
262	Wichita Falls, Tx	128,864
263	Pueblo, Co	128,025
264	Dothan, Al	127,511
265	Lafayette, In	126,220
266	Muncie, In	126,060
267	Kenosha, Wi	125,665
268	Abilene, Tx	123,747
269	Pascagoula, Ms	123,630
270	Anniston, Al	123,559
271	Charlottesville, Va	123,178
272	Lawton, Ok	122,117
273	Fort Walton Beach, Fl	122,036
274	Burlington, Vt	121,435
275	Bloomington-Normal, Il	120,468
276	Bryan-College Station, Tx	120,142
277	Billings, Mt	119,064
278	Williamsport, Pa	118,889
279	Sioux City, Ia-Ne	118,869
280	Laredo, Tx	118,720
281	Danville, Va	117,007
282	Sioux Falls, S.D	116,998
283	Jacksonville, N.C	116,729
284	Texarkana, Tx-Ar	116,335
285	State College, Pa	116,032
286	Hagerstown, Md	115,523
287	Wausau, Wi	115,323
288	Florence, S.C	114,556
289	Bellingham, Wa	114,027
290	Las Cruces, N.M	111,544
291	Glens Falls, N.Y	111,725
292	Yuba City, Ca	111,366
293	Albany, Ga	111,225
294	Midland, Tx	110,612
295	Cumberland, Md-W.V	110,279
296	Panama City, Fl	109,895
297	Wilmington, N.C	109,503
298	Fitchburg-Leominster, Ma	108,534
299	Columbia, Mo	107,869
300	Naples, Fl	107,468
301	Sheboygan, Wi	105,356
302	Fayetteville-Springdale, Ar	104,836
303	Gadsden, Al	104,797
304	Burlington, N.C	104,693
305	Kankakee, Il	102,843
306	Bloomington, In	102,473
307	Kokomo, In	101,377
308	Santa Fe, (979	101,076
309	Sherman-Denison, Tx	98,745
310	San Angelo, Tx	98,669
311	La Crosse, Wi	97,625
312	Elmira, N.Y	96,375
313	Rochester, Mn	96,230
314	Dubuque, Ia	93,621
315	Pine Bluff, Ar	91,447
316	Owensboro, Ky	88,981
317	St. Joseph, Mo	88,607
318	Bismarck, N.D	88,341
319	Bangor, Me	88,139
320	Middletown, Ct	87,664
321	Iowa City, Ia	86,000
322	Lewiston-Auburn, Me	84,925
323	Pittsfield, Ma	83,854
324	Great Falls, Mt	80,979
325	Casper, Wy	78,384
326	Bristol, Ct	77,909
327	Victoria, Tx	77,214
328	Lawrence, Ks	71,815
329	Enid, Ok	68,805
330	Grand Forks, N.D	66,171

Leading Counties

1	Los Angeles, Cal.	8,014,655
2	Cook, Il.	5,324,137
3	Harris, Tex.	2,812,760
4	Wayne, Mich.	2,236,571
5	Kings, N.Y.	2,203,992
6	Orange, Cal.	2,146,474
7	San Diego, Cal.	2,082,422
8	Queens, N.Y.	1,961,082
9	Dade, Fla.	1,881,839
10	Maricopa, Ariz.	1,714,294
11	Dallas, Tex.	1,703,304
12	Philadelphia, Pa.	1,668,990
13	Cuyahoga, Ohio	1,501,156
14	Allegheny, Pa.	1,460,408
15	New York, N.Y.	1,445,858
16	Santa Clara, Cal.	1,387,880
17	Middlesex, Mass.	1,340,188
18	Nassau, N.Y.	1,301,703
19	King, Wash.	1,269,853
20	Suffolk, N.Y.	1,204,914
21	Bronx, N.Y.	1,198,167
22	Alameda, Cal.	1,176,430
23	Broward, Fla.	1,151,924
24	Bexar, Tex.	1,099,412
25	San Bernardino, Cal.	1,036,308
26	Oakland, Mich.	1,025,324
27	Erie, N.Y.	1,015,819
28	Tarrant, Tex.	997,807
29	St. Louis, Mo.	986,388
30	Milwaukee, Wisc.	974,489
31	Hennepin, Minn.	964,787
32	Franklin, Ohio	907,258
33	Hamilton, Ohio	889,358
34	Westchester, N.Y.	887,528
35	Sacramento, Cal.	886,559
36	Bergen, N.J.	872,764
37	Essex, N.J.	847,819
38	Hartford, Conn.	839,161
39	Fairfield, Conn.	835,779
40	Pinellas, Fla.	831,822
41	Shelby, Tenn.	807,792
42	Honolulu, Hi.	784,676
43	New Haven, Conn.	783,602
44	Marion, Ind.	778,877
45	Riverside, Cal.	778,020
46	Baltimore City, Md.	764,141
47	San Francisco, Cal.	747,330
48	Hillsborough, Fla.	734,293
49	Monroe, N.Y.	720,906
50	Palm Beach, Fla.	717,180
51	Du Page, Il.	715,780
52	Contra Costa, Cal.	708,826
53	Macomb, Mich.	703,611
54	Baltimore, Md.	696,181
55	Montgomery, Pa.	690,748
56	Fairfax, Va.	681,837
57	Salt Lake, Utah	679,259
58	Jefferson, Ky.	677,925
59	Prince Georges, Md.	671,301
60	Jefferson, Ala.	664,564
61	Worcester, Mass.	662,569
62	Suffolk, Mass.	659,583
63	Essex, Mass.	656,905
64	Jackson, Mo.	654,999
65	Montgomery, Md.	634,740
66	District of Columbia, D.C.	606,866
67	Norfolk, Mass.	634,060
68	Middlesex, N.J.	617,275
69	Oklahoma, Okla.	614,054
70	San Mateo, Cal.	613,183
71	Duval, Fla.	605,613
72	Pima, Ariz.	599,620
73	Providence, R.I.	596,531
74	Fulton, Ga.	591,229
75	Ventura, Cal.	584,490
76	Fresno, Cal.	575,885
77	Montgomery, Ohio	573,203
78	Delaware, Pa.	565,686
79	Multnomah, Ore.	563,323
80	Orleans, La.	560,542
81	Hudson, N.J.	560,468
82	El Paso, Tex.	542,028
83	Clark, Nev.	541,796
84	Orange, Fla.	539,287
85	Monmouth, N.J.	529,528
86	Summit, Ohio	527,722
87	Pierce, Wash.	525,620
88	Union, N.J.	522,193
89	Lake, Ind.	515,455
90	Bucks, Pa.	512,160
91	Tulsa, Okla.	512,033
92	Denver, Colo.	504,666
93	Camden, N.J.	492,818
94	Bristol, Mass.	490,298
95	De Kalb, Ga.	489,764
96	Davidson, Tenn.	483,293
97	Lucas, Ohio	475,910
98	Travis, Tex.	475,338
99	Ramsey, Minn.	472,615
100	Onondaga, N.Y.	471,171
101	Lake, Il.	468,275
102	Jefferson, La.	468,155
103	Kent, Mich.	462,560
104	Kern, Cal.	462,510
105	Passaic, N.J.	460,590
106	Hampden, Mass.	451,976
107	Bernalillo, N.M.	444,492
108	Genesee, Mich.	443,669
109	Mecklenburg, N.C.	432,824
110	Morris, N.J.	427,573
111	St. Louis City, Mo.	424,575
112	Plymouth, Mass.	419,301
113	Jefferson, Colo.	416,838
114	San Joaquin, Cal.	410,447
115	New Castle, Del.	408,627
116	Douglas, Neb.	407,628
117	Westmoreland, Pa.	399,626
118	Sedgewick, Kans.	398,404
119	Anne Arundel, Md.	394,200
120	Mobile, Ala.	391,659
121	Stark, Ohio	389,070
122	Lancaster, Pa.	385,461
123	Burlington, N.J.	382,528
124	Snohomish, Wash.	375,950
125	Ocean, N.J.	367,770
126	Richmond, N.Y.	367,217
127	Polk, Fla.	365,312
128	East Baton Rouge, La.	363,806
129	Arapahoe, Colo.	360,396
130	Spokane, Wash.	356,306
131	Pulaski, Ark.	354,043
132	Hidalgo, Tex.	351,706
133	Luzerne, Pa.	347,222
134	El Paso, Colo.	346,564
135	Chester, Pa.	342,349
136	Cobb, Ga.	338,067
137	Dane, Wisc.	337,049
138	Knox, Tenn.	335,867
139	Wake, N.C.	334,937
140	Sonoma, Cal.	332,413
141	Santa Barbara, Cal.	329,787
142	Will, Il.	329,235
143	York, Pa.	328,723
144	Guilford, N.C.	328,219
145	Brevard, Fla.	327,421
146	Berks, Pa.	325,196
147	Volusia, Fla.	322,429
148	Mercer, N.J.	317,511
149	Monterey, Cal.	315,328
150	Polk, Ia.	311,580
151	Greenville, S.C.	310,584
152	Stanislaus, Cal.	305,581
153	Virginia Beach, Va.	299,506
154	Hillsborough, N.H.	297,846
155	Johnson, Kans.	294,363
156	Nueces, Tex.	293,975
157	Allen, Ind.	293,813
158	Albany, N.Y.	293,685
159	Hamilton, Tenn.	291,468
160	Waukesha, Wisc.	290,678
161	Kane, Il.	289,680
162	Charleston, S.C.	289,030
163	Mahoning, Ohio	287,644
164	Lehigh, Pa.	286,207
165	Richland, S.C.	286,017
166	Erie, Pa.	283,673
167	Tulare, Cal.	277,761
168	Lorain, Ohio	277,616
169	Ingham, Mich.	276,319
170	Washington, Ore.	276,210
171	Lane, Ore.	272,815
172	St. Clair, Il.	272,395
173	Adams, Colo.	271,822
174	Orange, N.Y.	271,659
175	Butler, Ohio	268,980
176	Washtenaw, Mich.	266,726
177	Rockland, N.Y.	266,678
178	Jefferson, Tex.	263,184
179	Solano, Cal.	262,132
180	Clackamas, Ore.	259,167
181	Oneida, N.Y.	258,734
182	Lee, Fla.	258,526
183	Forsyth, N.C.	257,972
184	Escambia, Fla.	256,084
185	Norfolk, Va.	255,946
186	Winnebago, Il.	255,748
187	Cadda, La.	253,389
188	Dutchess, N.Y.	253,003
189	Cameron, Tex.	252,068
190	Madison, Il.	251,457
191	Hinds, Miss.	250,985
192	Sarasota, Fla.	250,371
193	Cumberland, N.C.	249,412
194	Trumbull, Ohio	245,923
195	Pasco, Fla.	245,423
196	St. Joseph, Ind.	244,693
197	New London, Conn.	243,302
198	Dauphin, Pa.	242,344
199	Utah, Utah	237,121
200	Northampton, Pa.	236,392
201	Cumberland, Me.	233,043
202	Kanawha, W.Va.	232,301
203	Marin, Cal.	231,750
204	Lackawanna, Pa.	228,859
205	Saginaw, Mich.	226,023
206	Lake, Ohio	223,264
207	Washoe, Nev.	222,610
208	Niagara, N.Y.	221,972
209	Seminole, Fla.	221,160
210	Lubbock, Tex.	220,605
211	Washington, Pa.	220,188
212	Broome, N.Y.	218,363
213	Galveston, Tex.	218,206
214	Kalamazoo, Mich.	218,095
215	Richmond, Va.	217,973
216	Marion, Ore.	216,675
217	St. Louis, Minn.	215,704
218	Spartanburg, S.C.	214,460
219	Boulder, Colo.	212,745
220	Somerset, N.J.	212,032
221	Gloucester, N.J.	209,831
222	Madison, Ala.	209,794
223	Santa Cruz, Cal.	209,132
224	Montgomery, Ala.	207,935
225	Anchorage, Ak.	207,061
226	Clark, Wash.	207,018
227	Dakota, Minn.	206,737
228	Fayette, Ky.	206,562
229	Rockingham, N.H.	206,484
230	Beaver, Pa.	205,677
231	Anoka, Minn.	205,062
232	Lancaster, Neb.	203,545
233	Chatham, Ga.	203,229
234	Gwinnett, Ga.	202,966
235	Atlantic, N.J.	199,300
236	Peoria, Il.	196,080
237	Greene, Mo.	193,513
238	Richmond, Ga.	191,619
239	Henrico, Va.	190,939
240	Brazoria, Tex.	190,486
241	Cumberland, Pa.	189,246
242	Ada, Ida.	188,357
243	Brown, Wisc.	183,835
244	McLennan, Tex.	183,454
245	San Luis Obispo, Cal.	182,138
246	Collin, Tex.	181,758
247	Cambria, Pa.	181,238
248	Yakima, Wash.	180,183
249	Sangamon, Il.	180,116
250	Calcasieu, La.	179,600
251	Manatee, Fla.	178,742
252	Denton, Tex.	178,014
253	Racine, Wisc.	177,305
254	Fort Bend, Tex.	176,343
255	Champaign, Il.	174,629
256	Wyandotte, Kans.	173,882
257	Gaston, N.C.	172,465
258	Alachua, Fla.	172,157
259	Lafayette, La.	171,652
260	Linn, Ia.	171,564
261	Muscogee, Ga.	171,433
262	Rock Island, Il.	171,383
263	Montgomery, Tex.	171,106
264	Larimer, Colo.	170,492
265	Buncombe, N.C.	170,393
266	Vanderburgh, Ind.	170,116
267	Harrison, Miss.	168,425
268	Bell, Tex.	167,466

		POPULATION
349	Litchfield, Conn.	140,991
350	Leon, Fla.	144,732
351	Butte, Cal.	143,930
352	Barnstable, Mass.	140,921
353	Kitsap, Wash.	145,880
354	Davis, Utah	144,966
355	Berlen, Mich.	144,738
356	Ottawa, Mich.	144,549
357	Ulster, N.Y.	140,588
358	Kent, R.I.	140,133
359	Scott, Ia.	102,606
360	Chesterfield, Va.	142,464
361	Prince William, Va.	142,443
362	Schuylkill, Pa.	141,037
363	St. Charles, Mo.	140,877
364	Shawnee, Kans.	139,892
365	Durham, N.C.	139,737
366	Fayette, Pa.	139,207
367	Muskegon, Mich.	139,189
368	Cleveland, Okla.	138,679
369	Saratoga, N.Y.	138,428
370	Arlington, Va.	137,090
371	Clayton, Ga.	136,257
372	Lexington, S.C.	138,536
373	McHenry, Ill.	155,377
374	Weber, Utah	155,254
375	Marion, Fla.	150,143
376	Rensselaer, N.Y.	153,091
377	Jefferson, Mo.	154,697
378	Butler, Pa.	152,909
379	Merced, Cal.	152,781
380	Harford, Md.	152,623
381	Clark, Ohio	152,229
382	Schenectady, N.Y.	151,598
383	Chautauqua, N.Y.	150,901
384	Bibb, Ga.	150,426
385	Newport News, Va.	149,982
386	Hampshire, Mass.	149,037
387	Sullivan, Tenn.	149,186
388	Berkshire, Mass.	149,056
389	Jackson, Mich.	148,879
390	York, Me.	146,950
391	Smith, Tex.	145,330
392	Ector, Tex.	145,273
393	Penobscot, Me.	144,640
394	Thurston, Wash.	143,320
395	Anderson, S.C.	141,090
396	Elkhart, Ind.	141,340
397	Calhoun, Mich.	141,234
398	Portage, Ohio	141,200
399	Clay, Mo.	141,118
400	Rock, Wisc.	140,722
401	Tuscaloosa, Ala.	140,270
402	St. Clair, Mich.	139,790
403	Black Hawk, Ia.	139,539
404	Clermont, Ohio	139,506
405	Ouachita, La.	139,443
406	Jackson, Ore.	138,916
407	Blair, Pa.	138,660
408	Kenton, Ky.	138,073
409	Middlesex, Conn.	137,576
410	Cumberland, N.J.	136,883
411	Rapides, La.	136,682
412	Placer, Cal.	136,507
413	Greene, Ohio	135,713
414	Winnebago, Wisc.	135,549
415	Weld, Colo.	133,260
416	Madison, Ind.	133,099
417	Outagamie, Wisc.	134,830
418	St. Tammany, La.	134,248
419	Howard, Md.	133,648
420	Richland, Ohio	133,067
421	Tazewell, Ill.	132,240
422	Shasta, Cal.	131,888
423	Monroe, Mich.	131,841
424	Mercer, Pa.	131,930
425	Macon, Ill.	130,337
426	Licking, Ohio	130,159
427	Wichita, Tex.	130,864
428	Frederick, Md.	129,241
429	Pueblo, Colo.	128,035
430	Porter, Ind.	126,750
431	Tippecanoe, Ind.	126,230
432	Delaware, Ind.	126,080
433	Kenosha, Wisc.	125,466
434	Lake, Fla.	104,167
435	Taylor, Tex.	123,747
436	Jackson, Miss.	123,630
437	Calhoun, Ala.	123,559
438	Washington, Minn.	123,349
439	Yolo, Cal.	122,217
440	Sussex, N.J.	122,167
441	Carnegie, Ohio	122,117
442	Okaloosa, Fla.	122,036
443	Chesapeake, Va.	121,730
444	Clarksdale, W.	121,674
445	McLean, Ill.	120,488
446	Brazos, Tex.	120,140
447	Davidson, N.C.	119,905
448	Medina, Ohio	119,361
449	Yellowstone, Mont.	119,064
450	Lycoming, Pa.	118,889
451	Franklin, Pa.	118,817
452	Webb, Tex.	118,720
453	Hampton, Va.	118,598
454	Bay, Mich.	118,456
455	Oswego, N.Y.	118,309
456	Tolland, Conn.	117,808
457	Minnehaha, S.D.	116,998
458	Benton, Wash.	116,882
459	Onslow, N.C.	116,729
460	Horry, S.C.	116,436
461	York, S.C.	116,335
462	Centre, Pa.	116,032
463	Columbiana, Ohio	115,565
464	Washington, Md.	115,300
465	Marathon, Wisc.	115,280
466	St. Lawrence, N.Y.	115,168
467	Gregg, Tex.	114,654
468	Florence, S.C.	114,536
469	Kennebec, Me.	114,369
470	Stearns, Minn.	114,155
471	Whatcom, Wash.	114,027
472	Vigo, Ind.	113,564
473	Humboldt, Cal.	113,138
474	Lebanon, Pa.	113,104
475	Aiken, S.C.	112,795
476	Dona Ana, N.M.	111,864
477	Allen, Ohio	111,604
478	Wood, Ohio	111,601
479	Catawba, N.C.	110,783
480	Midland, Tex.	110,612
481	La Porte, Ind.	110,484
482	Bay, Fla.	109,893
483	New Hanover, N.C.	109,503
484	St. Lucie, Fla.	109,083
485	Carroll, Md.	108,576
486	Cabell, W.Va.	108,502
487	Boone, Mo.	107,869
488	Napa, Cal.	107,813
489	Lawrence, Pa.	107,531
490	Collier, Fla.	107,448
491	Berkeley, S.C.	107,317
492	Merrimack, N.H.	105,972
493	Howard, Ni.	105,689
494	Ashtabula, Ohio	105,573
495	Potter, Tex.	105,464
496	Sheboygan, Wisc.	105,356
497	Alexandria, Va.	103,133
498	Warren, Ohio	103,011
499	Washington, Ark.	104,836
500	Etowah, Ala.	104,799
501	Alamance, N.C.	104,693
502	Bowan, N.C.	104,678
503	Northumberland, Pa.	104,501
504	Robeson, N.C.	104,091
505	Portsmouth, Va.	103,918
506	Livingston, Mich.	103,334
507	Terrebonne, La.	103,284
508	El Dorado, Cal.	103,285
509	Imperial, Cal.	103,033
510	La Salle, Ill.	102,851
511	Kankakee, Ill.	102,843
512	Sussex, Del.	102,647
513	Alamosa, Ind.	102,473
514	Mesa, Colo.	101,839
515	Woodbury, Ia.	101,684
516	Roanoke, Va.	101,610
517	Yuma, Ariz.	101,184
518	Steuben, N.Y.	100,740
519	Androscoggin, Me.	100,575
520	Wayne, Ohio	100,528
521	Kent, Del.	100,411
522	Williamson, Tex.	100,010

Leading cities

1	New York City, N.Y.	7,176,316
2	Los Angeles, Cal.	3,263,277
3	Chicago, Ill.	2,853,259
4	Houston, Tex.	1,862,122
5	Philadelphia, Pa.	1,668,990
6	San Fernando Valley, Cal.	1,399,694
7	Detroit, Mich.	996,933
8	Dallas, Tex.	987,093
9	San Diego, Cal.	980,108
10	San Antonio, Tex.	873,951
11	Phoenix, Ariz.	671,895
12	Baltimore, Md.	764,141
13	San Francisco, Cal.	747,330
14	Indianapolis, Ind.	686,960
15	San Jose, Cal.	673,182
16	Memphis, Tenn.	671,663
17	Washington, D.C.	624,844
18	South Bay, Cal.	613,294
19	Milwaukee, Wisc.	597,080
20	Columbus, Ohio	591,292
21	Jacksonville, Fla.	579,045
22	New Orleans, La.	560,542
23	Boston, Mass.	526,284
24	Seattle, Wash.	511,077
25	Denver, Colo.	504,666
26	Cleveland, Ohio	489,689
27	El Paso, Tex.	480,314
28	Nashville, Tenn.	464,269
29	Oklahoma City, Okla.	446,198
30	Fort Worth, Tex.	442,275
31	St. Louis, Mo.	424,575
32	1Kansas City, Mo.	421,276
33	Miami, Fla.	409,604
34	Honolulu, Hi.	397,283
35	Tulsa, Okla.	392,702
36	Austin, Tex.	391,638
37	Long Beach, Cal.	387,356
38	2Atlanta, Ga.	386,274
39	Pittsburgh, Pa.	379,114
40	Tucson, Ariz.	373,067
41	Portland, Ore.	361,773
42	Cincinnati, Ohio	356,597
43	Albuquerque, N.M.	351,365
44	Oakland, Cal.	349,490
45	Minneapolis, Minn.	347,707
46	Toledo, Ohio	341,354
47	Charlotte, N.C.	336,657
48	Sacramento, Cal.	324,033
49	Buffalo, N.Y.	306,796
50	Tampa, Fla.	304,207
51	Wichita, Kans.	304,183
52	Omaha, Neb.	302,632
53	Newark, N.J.	300,304
54	San Gabriel Valley, Cal.	294,812
55	St. Petersburg, Fla.	284,440
56	Birmingham, Ala.	272,407
57	Louisville, Ky.	263,681
58	St. Paul, Minn.	256,262
59	Corpus Christi, Tex.	254,263
60	Santa Ana, Cal.	248,123
61	Fresno, Cal.	244,375
62	Colorado Springs, Colo.	240,606
63	Anaheim, Cal.	239,095
64	Mobile, Ala.	221,678
65	Rochester, N.Y.	220,105
66	Riverside, Cal.	219,665
67	Akron, Ohio	218,203
68	Baton Rouge, La.	218,072
69	Las Vegas, Nev.	215,145
70	Huntington Beach, Cal.	212,102
71	Anchorage, Ak.	207,061
72	Shreveport, La.	206,709
73	1Lexington, Ky.	206,562
74	Jersey City, N.J.	205,180
75	Jackson, Miss.	202,884
76	Yonkers, N.Y.	196,750
77	Amarillo, Tex.	191,624
78	Des Moines, Ia.	190,646
79	Montgomery, Ala.	187,693
80	Arlington, Tex.	186,141
81	Knoxville, Tenn.	184,178
82	Fort Lauderdale, Fla.	183,197
83	Lincoln, Neb.	181,435
84	Lubbock, Tex.	181,175
85	Grand Rapids, Mich.	180,857
86	Spokane, Wash.	179,010
87	Stockton, Cal.	176,886
88	Madison, Wisc.	176,815
89	Tacoma, Wash.	173,978
90	Mesa, Ariz.	173,776
91	Salt Lake City, Utah	172,333
92	Columbus, Ga.	170,761
93	Dayton, Ohio	169,418
94	Fort Wayne, Ind.	168,321
95	Raleigh, N.C.	166,749
96	Chattanooga, Tenn.	166,468
97	Little Rock, Ark.	164,720
98	Greensboro, N.C.	161,071
99	Kansas City, Kans.	158,492
100	Syracuse, N.Y.	158,485
101	Worcester, Mass.	157,627
102	Fremont, Cal.	157,490
103	Glendale, Cal.	152,308
104	Huntsville, Ala.	151,794
105	Garland, Tex.	151,607
106	Providence, R.I.	150,947
107	Springfield, Mass.	148,406
108	Orlando, Fla.	146,803
109	Springfield, Mo.	145,657
110	Savannah, Ga.	142,336
111	Flint, Mich.	140,385
112	Hollywood, Fla.	139,994
113	Bridgeport, Conn.	139,928
114	Winston-Salem, N.C.	139,001
115	Torrance, Cal.	138,513
116	San Bernardino, Cal.	138,300
117	Rockford, Ill.	138,045
118	Paterson, N.J.	137,881
119	Gary, Ind.	137,571
120	Oxnard, Cal.	134,927
121	Pasadena, Tex.	131,486
122	Lansing, Mich.	130,652
123	Hartford, Conn.	129,990
124	Pasadena, Cal.	129,158
125	Evansville, Ind.	127,759
126	Beaumont, Tex.	125,059
127	New Haven, Conn.	123,346
128	Modesto, Cal.	122,688
129	Tempe, Ariz.	121,672
130	Bakersfield, Cal.	121,325
131	Fullerton, Cal.	121,198
132	Irving, Tex.	120,038
133	Peoria, Ill.	119,892
134	Reno, Nev.	116,098
135	Erie, Pa.	115,163
136	Laredo, Tex.	113,750
137	Odessa, Tex.	113,357
138	Topeka, Kans.	113,309
139	Macon, Ga.	113,208
140	Abilene, Tex.	113,154
141	Independence, Mo.	112,652
142	Ann Arbor, Mich.	112,204
143	Boise City, Ida.	111,205
144	Cedar Rapids, Ia.	111,172
145	Waco, Tex.	108,791
146	Durham, N.C.	108,000
147	Davenport, Ia.	107,480
148	Elizabeth, N.J.	106,166
149	Allentown, Pa.	105,191
150	Eugene, Ore.	105,178
151	Waterbury, Conn.	103,450
152	Ontario, Cal.	103,405
153	Pueblo, Colo.	103,343
154	South Bend, Ind.	102,481
155	Stamford, Conn.	102,466
156	Springfield, Ill.	102,343
157	Pomona, Cal.	102,284
158	Brownsville, Tex.	102,145
159	Brockton, Mass.	102,009
160	Youngstown, Ohio	101,796
161	Hayward, Cal.	101,535
162	Scottsdale, Ariz.	101,017

DISPOSABLE PERSONAL INCOME

Metropolitan Statistical Areas (thousands)	
1 New York, N.Y	107,516,144
2 Los Angeles-Long Beach, Ca	98,374,884
3 Chicago, Il	90,498,716
4 Philadelphia, Pa-N.J	59,157,747
5 Washington, D.C.-Md-Va	36,254,360
6 Detroit, Mi	33,191,986
7 Houston, Tx	44,566,697
8 Nassau-Suffolk, N.Y	39,852,141
9 Boston, Ma	39,231,271
10 Anaheim-Santa Ana, Ca	31,683,880
11 Dallas, Tx	30,148,742
12 Minneapolis-St. Paul, Mn-Wi	29,207,770
13 Atlanta, Ga	29,064,915
14 Oakland, Ca	27,203,698
15 Newark, N.J	26,844,111
16 San Diego, Ca	25,873,852
17 Pittsburgh, Pa	25,570,037
18 Baltimore, Md	25,457,976
19 San Francisco, Ca	24,843,776
20 Cleveland, Oh	24,803,345
21 Seattle, Wa	23,891,200
22 San Jose, Ca	23,160,721
23 Denver, Co	22,172,586
24 St. Louis, Mo-Il	22,170,472
25 Miami-Hialeah, Fl	21,245,976
26 Tampa-St. Petersburg-Clearwater, Fl	20,969,059
27 Phoenix, Az	20,079,975
28 Bergen-Passaic, N.J	19,871,384
29 Riverside-San Bernardino, Ca	19,287,827
30 Kansas City, Mo-Ks	18,368,517
31 Milwaukee, Wi	16,739,070
32 Cincinnati, Oh-Ky-In	16,236,309
33 Sacramento, Ca	16,134,972

34 Fort Lauderdale-Hollywood-Pompano Beach, Fl	15,493,978
35 New Orleans, La	14,984,737
36 Fort Worth-Arlington, Tx	14,538,325
37 Columbus, Oh	14,499,284
38 Middlesex-Somerset-Hunterdon, N.J	14,023,154
39 Portland, Or	13,789,753
40 Rochester, N.Y	13,400,901
41 Indianapolis, In	13,394,603
42 Norfolk-Virginia Beach-Newport News, Va	12,299,445
43 Monmouth-Ocean, N.J	12,092,829
44 Oklahoma City, Ok	11,989,879
45 San Antonio, Tx	11,945,041
46 Charlotte-Gastonia-Rock Hill, N.C-S.C	11,146,591
47 Buffalo, N.Y	10,883,087
48 Louisville, Ky-In	10,238,766
49 Hartford, Ct	10,186,563
50 Nashville, Tn	10,116,185
51 Dayton-Springfield, Oh	10,051,316
52 Salt Lake City-Ogden, Ut	9,946,034
53 West Palm Beach-Boca Raton-Delray, Fl	9,852,188
54 Albany-Schenectady-Troy, N.Y	9,812,261
55 Providence, R.I	9,742,314
56 Greensboro-Winston-Salem-High Point, N.C	9,581,918
57 Memphis, Tn-Ar-Ms	9,533,732
58 Honolulu, Hi	9,477,993
59 Orlando, Fl	9,231,310
60 Tulsa, Ok	9,155,515
61 Richmond-Petersburg, Va	9,019,685
62 Birmingham, Al	8,984,083
63 Jacksonville, Fl	8,303,947
64 Oxnard-Ventura, Ca	8,056,057
65 Austin, Tx	7,792,107
66 Allentown-Bethlehem, Pa-N.J	7,769,616
67 Syracuse, N.Y	7,666,106
68 Harrisburg-Lebanon-Carlisle, Pa	7,520,310
69 Raleigh-Durham, N.C	7,244,269
70 Akron, Oh	7,224,515
71 Scranton-Wilkes Barre, Pa	7,175,365
72 Grand Rapids, Mi	7,172,989
73 Omaha, Ne-Ia	7,076,883
74 Bridgeport-Milford, Ct	6,786,675
75 Lake County, Il	6,762,354
76 Toledo, Oh	6,628,839
77 Tucson, Az	6,596,382
78 Gary-Hammond, In	6,553,567
79 Wilmington, De-N.J-Md	6,535,170
80 Las Vegas, Nv	6,296,898
81 Baton Rouge, La	6,088,049
82 Springfield, Ma	5,947,794
83 Greenville-Spartanburg, S.C	5,772,910
84 Knoxville, Tn	5,692,455
85 Jersey City, N.J	5,687,261
86 Wichita, Ks	5,673,375
87 Fresno, Ca	5,667,207
88 Tacoma, Wa	5,517,798
89 Little Rock-North Little Rock, Ar	5,438,830
90 Bakersfield, Ca	5,291,954
91 New Haven-Meriden, Ct	5,180,695
92 Vallejo-Fairfield-Napa, Ca	5,162,907
93 Youngstown-Warren, Oh	5,074,980
94 Albuquerque, N.M	5,034,321
95 Flint, Mi	4,957,548
96 Lansing-East Lansing, Mi	4,900,722
97 Des Moines, Ia	4,747,617
98 Worcester, Ma	4,636,934
99 Joliet, Il	4,596,609
100 Beaumont-Port Arthur, Tx	4,512,388
101 Columbia, S.C	4,479,731
102 York, Pa	4,452,572
103 Atlantic City, N.J	4,408,434
104 Saginaw-Bay City-Midland, Mi	4,366,013
105 Davenport-Rock Island-Moline, Ia-Il	4,357,161
106 Mobile, Al	4,325,501
107 Lancaster, Pa	4,318,159
108 Madison, Wi	4,312,531
109 Lawrence-Haverhill, Ma-N.H.	4,268,734
110 Aurora-Elgin, Il	4,226,571
111 El Paso, Tx	4,222,597
112 Charleston, S.C	4,220,912
113 Santa Rosa-Petaluma, Ca	4,212,637
114 Santa Barbara-Santa Maria-Lompoc, Ca	4,202,401
115 Pawtucket-Woonsocket-Attleboro, R.I.-Ma	4,187,755
116 Trenton, N.J	4,157,335
117 Stockton, Ca	4,154,182
118 Canton, Oh	4,147,004
119 Melbourne-Titusville-Palm Bay, Fl	4,059,918
120 Anchorage, Ak	3,914,114
121 Johnson City-Kingsport-Bristol, Tn-Va	3,898,049
122 Chattanooga, Tn-Ga	3,890,901
123 New London-Norwich, Ct-R.I.	3,880,151
124 Reading, Pa	3,854,527
125 Jackson, Ms	3,792,934
126 Shreveport, La	3,790,618
127 Colorado Springs, Co	3,774,020
128 Peoria, Il	3,707,687
129 Fort Wayne, In	3,654,597
130 Corpus Christi, Tx	3,615,185
131 Spokane, Wa	3,609,397
132 Salinas-Seaside-Monterey, Ca	3,582,948
133 Salem-Gloucester, Ma	3,510,229
134 Lexington-Fayette, Ky	3,504,004
135 Stamford, Ct	3,491,135
136 Augusta, Ga-S.C	3,451,345
137 Ann Arbor, Mi	3,367,186
138 Appleton-Oshkosh-Neenah, Wi	3,353,899
139 Lakeland-Winter Haven, Fl	3,259,983
140 Utica-Rome, N.Y	3,180,725
141 Poughkeepsie, N.Y	3,175,593
142 Binghamton, N.Y	3,172,971
143 Rockford, Il	3,148,280
144 Sarasota, Fl	3,133,342
145 Daytona Beach, Fl	3,100,331
146 Evansville, In-Ky	3,077,221
147 Orange, N.Y	3,052,720
148 Lowell, Ma-N.H.	3,011,712
149 Modesto, Ca	3,007,017
150 Huntington-Ashland, W.V-Ky-Oh	2,981,219
151 Danbury, Ct	2,976,327
152 Pensacola, Fl	2,959,758
153 Visalia-Tulare-Porterville, Ca	2,959,603
154 Alton-Granite City, Il	2,952,933
155 Hamilton-Middletown, Oh	2,926,503
156 Erie, Pa	2,902,761
157 Charleston, W.V	2,899,111
158 East St. Louis-Belleville, Il	2,883,222
159 Boulder-Longmont, Co	2,868,379
160 Reno, Nv	2,825,019
161 Montgomery, Al	2,823,372
162 Fort Myers-Cape Coral, Fl	2,796,831
163 Lafayette, La	2,740,159
164 Macon-Warner Robins, Ga	2,673,870
165 Lorain-Elyria, Oh	2,667,062
166 Santa Cruz, Ca	2,663,787
167 Waterbury, Ct	2,662,406
168 Eugene-Springfield, Or	2,657,895
169 Kalamazoo, Mi	2,627,891
170 South Bend-Mishawaka, In	2,549,590
171 Galveston-Texas City, Tx	2,542,563
172 Brazoria, Tx	2,527,654
173 Salem, Or	2,497,798
174 Lincoln, Ne	2,432,298
175 Huntsville, Al	2,427,827
176 Springfield, Il	2,405,317
177 Beaver, Pa	2,401,650
178 Roanoke, Va	2,396,745
179 Portsmouth-Dover-Rochester, N.H.-Me	2,378,639
180 Lubbock, Tx	2,360,303
181 Niagara Falls, N.Y	2,347,038
182 Portland, Me	2,301,298
183 Vancouver, Wa	2,296,011
184 Amarillo, Tx	2,250,096
185 Brockton, Ma	2,241,394
186 Duluth, Mn-Wi	2,233,682
187 Springfield, Mo	2,230,964
188 Savannah, Ga	2,203,045
189 Johnstown, Pa	2,192,071
190 Boise City, Id	2,184,420
191 McAllen-Edinburg-Mission, Tx	2,153,918
192 Norwalk, Ct	2,141,330
193 Cedar Rapids, Ia	2,080,469
194 Nashua, N.H.	2,073,810
195 Fort Pierce, Fl	2,058,171
196 Green Bay, Wi	2,057,806
197 Lake Charles, La	2,046,899
198 Columbus, Ga-Al	2,038,799
199 Hickory, N.C	2,012,263
200 Fayetteville, N.C	2,008,520
201 Topeka, Ks	2,008,035
202 Tallahassee, Fl	2,003,492
203 Killeen-Temple, Tx	2,004,890
204 Houma-Thibodaux, La	2,004,859
205 Champaign-Urbana-Rantoul, Il	2,004,675
206 Fort Collins-Loveland, Co	1,945,606
207 Richland-Kennewick-Pasco, Wa	1,943,982
208 Bradenton, Fl	1,903,548
209 New Britain, Ct	1,902,012
210 Racine, Wi	1,889,589
211 Longview-Marshall, Tx	1,821,586
212 Bremerton, Wa	1,808,257
213 Gainesville, Fl	1,794,039
214 Biloxi-Gulfport, Ms	1,788,640
215 Waterloo-Cedar Falls, Ia	1,781,744
216 Waco, Tx	1,780,485
217 Olympia, Wa	1,725,096
218 Fargo-Moorhead, N.D-Mn	1,687,251
219 Odessa, Tx	1,680,433
220 Midland, Tx	1,679,020
221 Wheeling, W.V-Oh	1,661,200
222 Parkersburg-Marietta, W.V-Oh	1,657,029
223 Tyler, Tx	1,639,851
224 Provo-Orem, Ut	1,635,745
225 Benton Harbor, Mi	1,633,829
226 Chico, Ca	1,626,217
227 Asheville, N.C	1,610,817
228 Yakima, Wa	1,606,938
229 Manchester, N.H.	1,597,576
230 St. Cloud, Mn	1,586,958
231 Bloomington-Normal, Il	1,571,297
232 Fort Smith, Ar-Ok	1,567,778
233 Muskegon, Mi	1,544,950
234 Brownsville-Harlingen, Tx	1,543,110
235 Jackson, Mi	1,515,085
236 Steubenville-Weirton, Oh-W.V	1,502,705
237 Decatur, Il	1,479,020
238 Kenosha, Wi	1,453,171
239 Lima, Oh	1,453,037
240 Janesville-Beloit, Wi	1,448,643
241 Sioux Falls, S.D	1,432,199
242 Elkhart-Goshen, In	1,406,473
243 Burlington, Vt	1,391,427
244 Monroe, La	1,386,781
245 Lafayette, In	1,377,656
246 Naples, Fl	1,365,494
247 Billings, Mt	1,357,590
248 Eau Claire, Wi	1,356,870
249 Wichita Falls, Tx	1,344,488
250 Battle Creek, Mi	1,339,567
251 Alexandria, La	1,324,472
252 Lynchburg, Va	1,322,872
253 Mansfield, Oh	1,321,221
254 Terre Haute, In	1,314,828
255 Abilene, Tx	1,313,637
256 Charlottesville, Va	1,301,657
257 Sharon, Pa	1,301,549
258 Athens, Ga	1,297,493
259 Rochester, Mn	1,294,887
260 Vineland-Millville-Bridgeton, N.J	1,294,157
261 Ocala, Fl	1,288,367
262 Altoona, Pa	1,284,729
263 Redding, Ca	1,277,940
264 Medford, Or	1,271,955
265 New Bedford, Ma	1,271,920
266 Fort Walton Beach, Fl	1,270,619
267 Tuscaloosa, Al	1,269,435
268 Anderson, In	1,260,466
269 Middletown, Ct	1,254,282
270 Florence, Al	1,251,299
271 Pascagoula, Ms	1,247,318
272 Greeley, Co	1,245,625
273 Anderson, S.C	1,235,254
274 Bryan-College Station, Tx	1,234,784
275 Fitchburg-Leominster, Ma	1,218,285
276 Sioux City, Ia-Ne	1,217,996
277 Fall River, Ma-R.I.	1,211,840
278 Joplin, Mo	1,201,046
279 Columbia, Mo	1,174,600
280 Bellingham, Wa	1,170,828
281 Wilmington, N.C	1,167,441
282 Clarksville-Hopkinsville, Tn-Ky	1,155,661
283 Bismarck, N.D	1,151,137
284 Wausau, Wi	1,144,038
285 Muncie, In	1,138,760
286 Williamsport, Pa	1,121,984
287 Sheboygan, Wi	1,113,730
288 Texarkana, Tx-Ar	1,107,315
289 State College, Pa	1,106,816
290 Dothan, Al	1,099,771
291 Kokomo, In	1,080,207
292 Bloomington, In	1,072,958
293 Santa Fe, (979	1,067,676
294 Glens Falls, N.Y	1,060,741
295 Burlington, N.C	1,048,869
296 San Angelo, Tx	1,048,783
297 Fayetteville-Springdale, Ar	1,043,584
298 Anniston, Al	1,042,504
299 Panama City, Fl	1,041,052
300 Casper, Wy	1,037,301
301 Yuba City, Ca	1,026,836
302 Lawton, Ok	1,024,936
303 Pueblo, Co	1,017,458
304 Hagerstown, Md	1,011,331
305 Bristol, Ct	1,011,184
306 Albany, Ga	1,005,073
307 Iowa City, Ia	999,029
308 La Crosse, Wi	998,786
309 Danville, Va	989,477
310 Kankakee, Il	985,153
311 Pittsfield, Ma	971,064
312 Sherman-Denison, Tx	953,926
313 Elmira, N.Y	936,275
314 Owensboro, Ky	925,200
315 Florence, S.C	924,927
316 Las Cruces, N.M	916,205
317 Cumberland, Md-W.V	889,541
318 St. Joseph, Mo	868,762
319 Gadsden, Al	866,207
320 Dubuque, Ia	851,201
321 Victoria, Tx	844,217
322 Bangor, Me	822,318
323 Enid, Ok	815,802
324 Pine Bluff, Ar	808,537
325 Great Falls, Mt	793,514
326 Jacksonville, N.C	776,412
327 Lewiston-Auburn, Me	770,788
328 Lawrence, Ks	732,030
329 Grand Forks, N.D	730,343
330 Laredo, Tx	698,459

Leading counties (thousands)

1 Los Angeles, Cal.	98,274,884
2 Cook, Ill.	66,676,863
3 Harris, Tex.	39,561,549
4 Orange, Cal.	31,083,880
5 Queens, N.Y.	25,994,893
6 San Diego, Cal.	25,873,852
7 Wayne, Mich.	23,594,161
8 Dallas, Tex.	23,455,541
9 New York, N.Y.	23,371,269
10 Santa Clara, Cal.	23,160,721
11 Nassau, N.Y.	22,087,215
12 Kings, N.Y.	21,948,187
13 Dade, Fla.	21,245,976
14 Maricopa, Ariz.	20,079,975
15 Cuyahoga, Ohio	19,789,689
16 King, Wash.	19,258,359
17 Middlesex, Mass.	19,204,983
18 Suffolk, N.Y.	17,764,926
19 Allegheny, Pa.	17,372,407
20 Philadelphia, Pa.	16,194,986
21 Alameda, Cal.	16,095,078
22 Broward, Fla.	15,495,978
23 Westchester, N.Y.	15,041,920
24 Oakland, Mich.	14,710,078
25 Bergen, N.J.	14,407,889
26 St. Louis, Mo.	13,846,496
27 Hennepin, Minn.	13,785,448
28 Fairfield, Conn.	13,345,574
29 Tarrant, Tex.	13,221,828
30 Fairfax, Va.	13,162,098
31 Sacramento, Cal.	11,834,727
32 Du Page, Ill.	11,703,901
33 Hartford, Conn.	11,437,112
34 Montgomery, Md.	11,361,701
35 Contra Costa, Cal.	11,108,620
36 Milwaukee, Wisc.	10,965,747
37 Bronx, N.Y.	10,920,950
38 San Bernardino, Cal.	10,918,007
39 Erie, N.Y.	10,883,087
40 Bexar, Tex.	10,876,374
41 San Francisco, Cal.	10,386,467
42 New Haven, Conn.	10,379,507
43 Franklin, Ohio	10,373,260
44 Montgomery, Pa.	10,315,256
45 Essex, N.J.	10,207,210
46 Monroe, N.Y.	10,185,712
47 San Mateo, Cal.	10,152,044
48 Hamilton, Ohio	10,129,139
49 Pinellas, Fla.	9,981,644
50 District of Columbia, D.C.	9,957,278
51 Palm Beach, Fla.	9,857,188

32	Honolulu, Hi.	9,477,993
33	Baltimore, Md.	9,069,676
34	Middlesex, N.J.	9,040,149
35	Prince George, Md	8,970,715
36	Norfolk, Mass.	8,953,715
37	Macomb, Mich.	8,787,226
38	Marion, Ind.	8,479,407
39	Essex, Mass.	8,372,811
40	Riverside, Cal.	8,369,820
41	Shelby, Tenn.	8,363,056
42	Ventura, Cal.	8,056,057
43	Hillsborough, Fla.	7,989,295
44	Oklahoma, Okla.	7,872,348
45	Union, N.J.	7,814,063
46	Worcester, Mass.	7,630,239
47	Monmouth, N.J.	7,586,370
48	Jefferson, Ky.	7,376,823
49	Delaware, Pa.	7,354,887
50	Jackson, Mo.	7,159,566
51	Morris, N.J.	7,131,981
52	Fulton, Ga.	7,123,963
53	Suffolk, Mass.	6,973,708
54	De Kalb, Ga.	6,967,565
55	Jefferson, Ala.	6,952,394
56	Salt Lake, Utah	6,918,285
57	Bucks, Pa.	6,916,268
58	Tulsa, Okla.	6,781,304
59	Lake, Ill.	6,762,354
60	Pima, Ariz.	6,596,387
61	Denver, Colo.	6,449,737
62	Multnomah, Ore.	6,422,238
63	Duval, Fla.	6,345,665
64	Clark, Nev.	6,296,898
65	Baltimore City, Md.	6,291,433
66	Jefferson, Colo.	6,266,776
67	Montgomery, Ohio	6,225,161
68	Providence, R.I.	6,143,016
69	Travis, Tex.	6,103,830
70	Ramsey, Minn.	6,048,706
71	Camden, N.J.	6,039,253
72	Jefferson, La.	6,023,567
73	Orange, Fla.	5,841,832
74	Summit, Ohio	5,799,279
75	Onondaga, N.Y.	5,773,702
76	Arapahoe, Colo.	5,726,311
77	Hudson, N.J.	5,687,261
78	Fresno, Cal.	5,667,207
79	Davidson, Tenn.	5,640,529
100	Orleans, La.	5,593,499
101	Pierce, Wash.	5,517,798
102	Plymouth, Mass.	5,506,037
103	Passaic, N.J.	5,463,495
104	Kent, Mich.	5,319,339
105	Kern, Cal.	5,291,954
106	Mecklenburg, N.C.	5,284,975
107	Bristol, Mass.	5,218,916
108	Lake, Ind.	5,149,315
109	Hampden, Mass.	5,148,501
110	New Castle, Del.	5,121,919
111	Lucas, Ohio	5,085,915
112	Sedgewick, Kans.	5,072,188
113	Richmond, N.Y.	5,055,888
114	Bernalillo, N.M.	5,034,321
115	Burlington, N.J.	4,965,506
116	Genesee, Mich.	4,957,548
117	Cobb, Ga.	4,926,048
118	Johnson, Kans.	4,921,806
119	Douglas, Neb.	4,919,359
120	Anne Arundel, Md.	4,868,496
121	Chester, Pa.	4,858,866
122	Snohomish, Wash.	4,632,841
123	Ocean, N.J.	4,506,459
124	East Baton Rouge, La.	4,500,746
125	Westmoreland, Pa.	4,382,208
126	Lancaster, Pa.	4,318,159
127	Dane, Wisc.	4,312,531
128	Marin, Cal.	4,305,265
129	Wake, N.C.	4,295,258
130	Will, Ill.	4,248,437
131	El Paso, Tex.	4,222,597
132	Sonoma, Cal.	4,212,637
133	Santa Barbara, Cal.	4,202,401
134	Mercer, N.J.	4,157,335
135	San Joaquin, Cal.	4,154,182
136	Rockland, N.Y.	4,063,914
137	Brevard, Fla.	4,059,918
138	Pulaski, Ark.	4,035,905
139	Polk, Ia.	3,999,616
140	Stark, Ohio	3,921,898
141	Anchorage, Ak.	3,914,114
142	Berks, Pa.	3,854,527
143	Waukesha, Wisc.	3,833,420
144	Kane, Ill.	3,792,147
145	El Paso, Colo.	3,774,020
146	Hillsborough, N.H.	3,748,927
147	New London, Conn.	3,737,429
148	York, Pa.	3,724,732
149	St. Louis City, Mo.	3,681,345
150	Guilford, N.C.	3,675,416
151	Spokane, Wash.	3,609,397
152	Washington, Ore.	3,602,037
153	Monterey, Cal.	3,582,948
154	Albany, N.Y.	3,579,602
155	Mobile, Ala.	3,541,385
156	Somerset, N.J.	3,538,383
157	Solano, Cal.	3,495,429
158	Lehigh, Pa.	3,471,711
159	Virginia Beach, Va.	3,451,073
160	Washtenaw, Mich.	3,367,186
161	Atlantic, N.J.	3,323,087
162	Luzerne, Pa.	3,301,170
163	Knox, Tenn.	3,280,224
164	Dauphin, Pa.	3,267,930
165	Polk, Fla.	3,259,983
166	Arlington, Va.	3,213,495
167	Adams, Colo.	3,209,006
168	Clackamas, Ore.	3,181,533
169	Dutchess, N.Y.	3,175,593
170	Sarasota, Fla.	3,133,342
171	Volusia, Fla.	3,100,331
172	Ingham, Mich.	3,091,433
173	Allen, Ind.	3,080,574
174	Orange, N.Y.	3,052,720
175	Greenville, S.C.	3,036,665
176	Stanislaus, Cal.	3,007,017
177	Jefferson, Tex.	3,002,101
178	Nueces, Tex.	2,993,921
179	Tulare, Cal.	2,959,603
180	Forsyth, N.C.	2,932,794
181	Butler, Ohio	2,926,503
182	Erie, Pa.	2,902,761
183	Boulder, Colo.	2,868,379
184	Gwinnett, Ga.	2,857,932
185	Caddo, La.	2,855,875
186	Washoe, Nev.	2,825,019
187	Winnebago, Ill.	2,823,268
188	Hamilton, Tenn.	2,815,861
189	Lee, Fla.	2,796,831
190	Richland, S.C.	2,771,864
191	Madison, Ill.	2,740,446
192	Seminole, Fla.	2,705,006
193	Lake, Ohio	2,689,075
194	Cumberland, Pa.	2,686,773
195	Northampton, Pa.	2,685,866
196	Lorain, Ohio	2,667,062
197	Santa Cruz, Cal.	2,663,787
198	Cumberland, Me.	2,662,315
199	Collin, Tex.	2,661,313
200	Lane, Ore.	2,657,895
201	Dakota, Minn.	2,648,300
202	Charleston, S.C.	2,641,481
203	Mahoning, Ohio	2,631,552
204	Kalamazoo, Mich.	2,627,891
205	Hinds, Miss.	2,591,996
206	Rockingham, N.H.	2,587,070
207	Broome, N.Y.	2,568,763
208	St. Clair, Ill.	2,563,845
209	Oneida, N.Y.	2,558,997
210	St. Joseph, Ind.	2,549,590
211	Galveston, Tex.	2,542,563
212	Brazoria, Tex.	2,527,654
213	Anoka, Minn.	2,521,340
214	Gloucester, N.J.	2,512,725
215	Kanawha, W.Va.	2,501,932
216	Denton, Tex.	2,464,409
217	Henrico, Va.	2,455,093
218	Trumbull, Ohio	2,443,428
219	Lancaster, Neb.	2,432,298
220	Madison, Ala.	2,427,827
221	Washington, Pa.	2,419,759
222	Pasco, Fla.	2,416,593
223	Beaver, Pa.	2,401,650
224	Escambia, Fla.	2,373,909
225	Fayette, Ky.	2,368,908
226	Lafayette, La.	2,365,712
227	Lubbock, Tex.	2,360,303
228	Prince William, Va.	2,350,241
229	Niagara, N.Y.	2,347,038
230	Clark, Wash.	2,296,011
231	Sangamon, Ill.	2,269,764
232	Montgomery, Tex.	2,256,374
233	Litchfield, Conn.	2,224,293
234	Richmond, Va.	2,215,426
235	Lackawanna, Pa.	2,199,896
236	Saginaw, Mich.	2,186,529
237	Barnstable, Mass.	2,185,280
238	Ada, Ida.	2,184,420
239	Chesterfield, Va.	2,179,876
240	Hidalgo, Tex.	2,153,918
241	Alexandria, Va.	2,128,832
242	McHenry, Ill.	2,109,952
243	Montgomery, Ala.	2,089,240
244	Linn, Ia.	2,080,469
245	Marion, Ore.	2,072,009
246	Brown, Wisc.	2,057,806
247	Middlesex, Conn.	2,054,038
248	Norfolk, Va.	2,052,506
249	Calcasieu, La.	2,046,899
250	Chatham, Ga.	2,029,287
251	Howard, Md.	2,016,338
252	Greene, Mo.	2,014,178
253	Cumberland, N.C.	2,008,520
254	Shawnee, Kans.	2,008,035
255	San Luis Obispo, Cal.	2,005,371
256	Champaign, Ill.	2,004,675
257	Peoria, Ill.	1,997,858
258	St. Charles, Mo.	1,992,595
259	Clayton, Ga.	1,962,573
260	Cleveland, Okla.	1,959,670
261	Spartanburg, S.C.	1,956,193
262	Larimer, Colo.	1,945,606
263	Rock Island, Ill.	1,929,472
264	Kent, R.I.	1,907,724
265	Manatee, Fla.	1,903,548
266	Fort Bend, Tex.	1,896,396
267	Racine, Wisc.	1,889,589
268	Ottawa, Mich.	1,853,650
269	Scott, Ia.	1,835,502
270	Ulster, N.Y.	1,832,562
271	Wyandotte, Kans.	1,831,124
272	Saratoga, N.Y.	1,830,350
273	Schenectady, N.Y.	1,829,548
274	St. Louis, Minn.	1,824,835
275	Vanderburgh, Ind.	1,821,275
276	Kitsap, Wash.	1,808,257
277	Durham, N.C.	1,793,999
278	McLennan, Tex.	1,780,483
279	Clay, Mo.	1,774,881
280	Placer, Cal.	1,736,862
281	Berkshire, Mass.	1,732,643
282	Leon, Fla.	1,728,817
283	Monroe, Mich.	1,727,275
284	Thurston, Wash.	1,725,096
285	Harford, Md.	1,723,263
286	Gaston, N.C.	1,714,490
287	Lexington, S.C.	1,707,867
288	Richmond, Ga.	1,704,852
289	Sussex, N.J.	1,690,857
290	Ector, Tex.	1,689,433
291	Midland, Tex.	1,679,020
292	Tolland, Conn.	1,667,696
293	Napa, Cal.	1,667,478
294	Jefferson, Mo.	1,653,744
295	St. Tammany, La.	1,645,665
296	Hampshire, Mass.	1,641,956
297	Smith, Tex.	1,639,851
298	Utah, Utah	1,635,745
299	Alachua, Fla.	1,635,490
300	Berrien, Mich.	1,633,829
301	Butte, Cal.	1,626,217
302	Rensselaer, N.Y.	1,611,077
303	Buncombe, N.C.	1,610,817
304	Yakima, Wash.	1,606,936
305	Washington, Minn.	1,606,932
306	Newport News, Va.	1,597,315
307	Bell, Tex.	1,573,866
308	McLean, Ill.	1,571,297
309	Kenton, Ky.	1,562,839
310	Butler, Pa.	1,562,390
311	Benton, Wash.	1,557,901
312	Muskegon, Mich.	1,544,950
313	Cameron, Tex.	1,543,110
314	Muscogee, Ga.	1,537,740
315	Davis, Utah	1,535,181
316	Harrison, Miss.	1,532,342
317	Cambria, Pa.	1,525,432
318	Black Hawk, Ia.	1,515,770
319	Jackson, Mich.	1,515,085
320	Winnebago, Wisc.	1,512,959
321	Chautauqua, N.Y.	1,506,809
322	Greene, Ohio	1,497,505
323	Clermont, Ohio	1,495,578
324	Weber, Utah	1,492,568
325	Macon, Ill.	1,479,020
326	Outagamie, Wisc.	1,477,750
327	York, Me.	1,472,649
328	Bibb, Ga.	1,466,932
329	Sullivan, Tenn.	1,460,938
330	Kenosha, Wisc.	1,453,171
331	Rock, Wisc.	1,448,643
332	Hunterdon, N.J.	1,444,622
333	Schuylkill, Pa.	1,444,557
334	Minnehaha, S.D.	1,432,199
335	Portage, Ohio	1,425,236
336	Chittenden, Vt.	1,416,877
337	St. Clair, Mich.	1,410,135
338	Elkhart, Ind.	1,406,473
339	Porter, Ind.	1,404,252
340	Medina, Ohio	1,403,900
341	Fayette, Pa.	1,395,663
342	Ouachita, La.	1,386,781
343	Tippecanoe, Ind.	1,377,656
344	Merced, Cal.	1,377,426
345	Yolo, Cal.	1,377,020
346	Tazewell, Ill.	1,374,404
347	Clark, Ohio	1,367,471
348	Collier, Fla.	1,365,494
349	Yellowstone, Mont.	1,357,590
350	Penobscot, Me.	1,355,665
351	Wichita, Tex.	1,344,488
352	Calhoun, Mich.	1,339,567
353	Rapides, La.	1,324,472
354	Richland, Ohio	1,321,221
355	Taylor, Tex.	1,313,637
356	Mercer, Pa.	1,301,549
357	Hampton, Va.	1,300,290
358	Licking, Ohio	1,297,462
359	Olmsted, Minn.	1,294,887
360	Cumberland, N.J.	1,294,157
361	Marion, Fla.	1,288,367
362	Blair, Pa.	1,284,729
363	Shasta, Cal.	1,277,940
364	Jackson, Ore.	1,271,955
365	Okaloosa, Fla.	1,270,619
366	Cass, N.D.	1,269,732
367	Tuscaloosa, Ala.	1,269,435
368	Gregg, Tex.	1,269,323
369	Bay, Mich.	1,261,053
370	Madison, Ind.	1,260,466
371	Chesapeake, Va.	1,257,614
372	Livingston, Mich.	1,253,701
373	Frederick, Md.	1,252,029
374	Jackson, Miss.	1,247,318
375	Weld, Colo.	1,245,625
376	Anderson, S.C.	1,235,254
377	Brazos, Tex.	1,234,784
378	Williamson, Tex.	1,218,228
379	Merrimack, N.H.	1,216,824
380	Lake, Fla.	1,210,698
381	Franklin, Pa.	1,205,568
382	Onvega, N.Y.	1,205,036
383	Carroll, Md.	1,197,740
384	El Dorado, Cal.	1,186,363
385	Lebanon, Pa.	1,183,568
386	Randall, Tex.	1,182,885
387	Hamilton, Ind.	1,181,932
388	Boone, Mo.	1,174,600
389	Whatcom, Wash.	1,170,828
390	New Hanover, N.C.	1,167,441
391	Wood, Ohio	1,164,800
392	Davidson, N.C.	1,158,411
393	Newport, R.I.	1,153,411
394	La Salle, Ill.	1,151,022
395	Eaton, Mich.	1,148,322
396	Warren, Ohio	1,147,312
397	Marathon, Wisc.	1,144,038
398	La Porte, Ind.	1,140,572
399	Delaware, Ind.	1,138,760
400	Lycoming, Pa.	1,121,884
401	Putnam, N.Y.	1,119,123
402	Sheboygan, Wisc.	1,113,730
403	Centre, Pa.	1,106,816
404	St. Lucie, Fla.	1,105,569
405	York, S.C.	1,103,468
406	Kennebec, Me.	1,102,153
407	Ontario, N.Y.	1,100,842
408	Terrebonne, La.	1,100,398
409	Aiken, S.C.	1,098,545
410	Washington, R.I.	1,092,299
411	Catawba, N.C.	1,090,190
412	Vigo, Ind.	1,085,585
413	Cape May, N.J.	1,085,347
414	Fairfield, Ohio	1,084,726
415	Windham, Conn.	1,082,152
416	Mesa, Colo.	1,078,343
417	Monroe, Ind.	1,072,958
418	Humboldt, Cal.	1,067,840
419	Potter, Tex.	1,067,211
420	Warren, N.J.	1,066,605
421	Hawaii, Hi.	1,063,487
422	Allen, Ohio	1,051,293
423	Alamance, N.C.	1,048,869
424	Tom Green, Tex.	1,048,783
425	Washington, Ark.	1,043,584
426	Cabell, W.Va.	1,043,145
427	Calhoun, Ala.	1,042,504
428	Bay, Fla.	1,041,052
429	Sarpy, Neb.	1,038,859
430	Natrona, Wyo.	1,037,301
431	Lawrence, Pa.	1,035,860
432	Orange, Tex.	1,029,818
433	Comanche, Okla.	1,024,936
434	Sumner, Tenn.	1,024,565
435	Columbiana, Ohio	1,024,172
436	Woodbury, Ia.	1,022,731
437	Pueblo, Colo.	1,017,458
438	Wood, W.Va.	1,014,062
439	Stearns, Minn.	1,012,775
440	Wayne, N.Y.	1,011,753
441	Washington, Md.	1,011,331
442	Morgan, Ala.	1,010,966
443	Steuben, N.Y.	1,005,876
444	Sussex, Del.	999,838
445	Charles, Md.	999,197
446	Johnson, Ia.	999,029
447	La Crosse, Wisc.	998,786
448	Campbell, Ky.	996,269
449	Fairbanks North Star, Ak.	995,733
450	Washington, Wisc.	993,337
451	Sebastian, Ark.	992,483
452	Rowan, N.C.	988,728
453	Horry, S.C.	988,049
454	Strafford, N.H.	987,124
455	Johnson, Tex.	985,970
456	Kankakee, Ill.	985,153
457	St. Lawrence, N.Y.	980,081
458	Vermilion, Ill.	979,420
459	Rutherford, Tenn.	969,530
460	Wayne, Ohio	964,385
461	Roanoke, Va.	964,266
462	Randolph, N.C.	963,691
463	Miami, Ohio	961,179
464	Grayson, Tex.	953,926
465	Martin, Fla.	952,602
466	Maui, Hi.	951,197
467	Loudoun, Va	951,062
468	Kent, Del.	949,353
469	Ozaukee, Wisc.	946,586
470	Pottawattamie, Ia.	946,200
471	Portsmouth, Va.	943,177
472	Ashtabula, Ohio	940,330

473 Indian River, Fla.	938,513
474 Chemung, N.Y.	936,275
475 Bossier, La.	934,743
476 Clark, Ind.	926,450
477 Tompkins, N.Y.	925,233
478 Daviess, Ky.	925,200
479 Florence, S.C.	924,927
480 Northumberland, Pa.	922,699
481 Canadian, Okla.	920,602
482 Berkeley, S.C.	921,417
483 Cabarrus, N.C.	920,986
484 Geauga, Ohio	920,681
485 Orange, N.C.	920,612
486 Midland, Mich.	918,431
487 Androscoggin, Me.	916,675
488 Dona Ana, N.M.	916,205
489 Lafourche, La.	904,461
490 Roanoke, Va.	902,087
491 Fond du Lac, Wisc.	901,589
492 Benton, Ark.	901,477
493 Johnson, Ind.	897,160
494 Howard, Ind.	896,025
495 Hendricks, Ind.	895,237
496 Clay, Fla.	889,298
497 Houston, Ga.	886,274
498 Williamson, Tenn.	885,673
499 Dougherty, Ga.	882,709
500 Linn, Ore.	878,586
501 Lenawee, Mich.	869,831
502 Buchanan, Mo.	868,762
503 Rankin, Miss.	867,762
504 Etowah, Ala.	866,207
505 Charlotte, Fla.	865,149
506 Indiana, Pa.	863,394
507 Eau Claire, Wisc.	859,406
508 Pitt, N.C.	856,731
509 Allegan, Mich.	854,343
510 Dubuque, Ia.	851,201
511 Manitowoc, Wisc.	847,416
512 Cowlitz, Wash.	847,305
513 Erie, Ohio	846,866
514 Tangipahoa, La.	844,898
515 Victoria, Tex.	844,217
516 Monroe, Pa.	844,090
517 Washington, Tenn.	840,526
518 Jefferson, Ohio	839,367
519 Laramie, Wyo.	838,362
520 Jasper, Mo.	830,187
521 Crawford, Pa.	827,933
522 Douglas, Ore.	826,855
523 Tuscarawas, Ohio	818,571
524 Garfield, Okla.	815,802
525 Missoula, Mont.	813,474
526 De Kalb, Ill.	810,768
527 Jefferson, Ark.	808,537
528 Imperial, Cal.	806,378
529 Wayne, N.C.	805,260
530 Burleigh, N.D.	804,152
531 Pennington, S.D.	802,908
532 Jefferson, N.Y.	801,274
533 Beaufort, S.C.	799,158
534 Iredell, N.C.	798,376
535 Dodge, Wisc.	796,733
536 Cascade, Mont.	793,514
537 Cattaraugus, N.Y.	790,974
538 Hall, Ga.	790,630
539 Monroe, Fla.	787,020
540 Bowie, Tex.	786,606
541 Baldwin, Ala.	784,116
542 San Juan, N.M.	781,211
543 Pickens, S.C.	780,052
544 Rockingham, N.C.	779,794
545 Blount, Tenn.	778,129
546 Wood, Wisc.	777,496
547 Onslow, N.C.	776,412
548 Cayuga, N.Y.	776,247
549 Santa Fe, N.M.	776,072
550 St. Bernard, La.	775,655
551 Warren, Ky.	775,184
552 Shelby, Ala.	769,950
553 Walworth, Wisc.	768,643
554 Livingston, La.	764,873
555 Salem, N.J.	763,664
556 Raleigh, W.Va.	763,429
557 Whiteside, Ill.	762,588
558 Muskingum, Ohio	762,477
559 Canyon, Ida.	762,347
560 Story, Ia.	760,264
561 Union, N.C.	759,829
562 Franklin, Mass.	757,659
563 Ellis, Tex.	755,692
564 Lauderdale, Ala.	755,621
565 Franklin, Mo.	753,115
566 Clearfield, Pa.	748,935
567 Clarke, Ga.	747,769
568 Monongalia, W.Va.	745,498
569 Yuma, Ariz.	740,137
570 Skagit, Wash.	738,590
571 Bartholomew, Ind.	737,488
572 Adams, Ill.	737,131
573 Garland, Ark.	733,413
574 Floyd, Ga.	732,574
575 Douglas, Kans.	732,030
576 Houston, Ala.	731,926
577 Nevada, Cal.	731,878
578 Reno, Kans.	731,816
579 Grand Forks, N.D.	730,340
580 Armstrong, Pa.	728,360
581 Adams, Pa.	727,840
582 Anderson, Tenn.	727,259
583 Belmont, Ohio	726,843
584 Benton, Ore.	725,595
585 Cochise, Ariz.	725,161
586 Grant, Ind.	721,978
587 Lea, N.M.	721,668
588 Harrison, W.Va.	718,788
589 St. Landry, La.	715,515
590 Clinton, N.Y.	712,089
591 Cheshire, N.H.	710,526
592 Albemarle, Va.	710,253
593 Yavapai, Ariz.	709,950
594 Lapeer, Mich.	708,730
595 Pinal, Ariz.	708,408
596 Jefferson, Wisc.	703,008
597 Hancock, Ohio	707,920
598 Floyd, Ind.	701,446
599 St. Mary, La.	700,750
600 Washington, Okla.	699,631
601 Grays Harbor, Wash.	698,681
602 Walsh, Tex.	698,489
603 Madera, Cal.	697,955
604 Creek, Okla.	695,649
605 Bannock, Ida.	691,634
606 Bonneville, Ida.	691,084
607 Burke, N.C.	690,132
608 Kings, Cal.	688,790
609 Cleveland, N.C.	688,736
610 Iberia, La.	687,537
611 Madison, N.Y.	687,368
612 Montgomery, Tenn.	684,891
613 Osceola, Fla.	684,472
614 Shiawassee, Mich.	683,527
615 Robeson, N.C.	682,192
616 St. Johns, Fla.	680,357
617 Lee, Ala.	679,477
618 Hardin, Ky.	678,830
619 Cole, Mo.	676,712
620 Citrus, Fla.	675,492
621 Scioto, Ohio	675,470
622 Mendocino, Cal.	674,328
623 Deschutes, Ore.	673,247
624 Wilson, Tenn.	670,705
625 Columbia, N.Y.	667,930
626 Somerset, Pa.	666,639
627 Wayne, Ind.	666,406
628 Bradley, Tenn.	665,059
629 Hanover, Va.	664,767
630 Grafton, N.H.	663,460
631 Lynchburg, Va.	662,611
632 Henderson, N.C.	662,308
633 Knox, Ill.	661,255
634 Clinton, Mich.	660,967
635 Aroostook, Me.	659,057
636 Lauderdale, Miss.	659,029
637 Dorchester, S.C.	658,014
638 Pottawatomie, Okla.	657,914
639 Madison, Tenn.	656,510
640 Ross, Ohio	656,203
641 Rogers, Okla.	653,634
642 Marion, Ohio	652,988
643 Delaware, Ohio	651,890
644 Platte, Mo.	651,037
645 Cecil, Md.	649,587
646 Van Buren, Mich.	649,031
647 Wright, Minn.	648,135
648 Venango, Pa.	647,978
649 Muskogee, Okla.	647,329
650 Pike, Ky.	646,818
651 Nash, N.C.	646,544
652 Cherokee, Ga.	646,327
653 Sullivan, N.Y.	646,102
654 Livingston, N.Y.	645,052
655 Angelina, Tex.	644,240
656 Washington, Ohio	642,967
657 Allegany, Md.	642,419
658 Kosciusko, Ind.	642,106
659 Mercer, W.Va.	642,047
660 Hunt, Tex.	641,416
661 Marshall, Ala.	635,997
662 Ward, N.D.	634,246
663 Wicomico, Md.	634,017
664 Kay, Okla.	630,950
665 Parker, Tex.	630,527
666 Clinton, Ia.	629,805
667 Saline, Ark.	627,184
668 Kootenai, Ida.	626,682
669 Genesee, N.Y.	626,577
670 St. Marys, Md.	626,374
671 Mohave, Ariz.	624,042
672 Lenoir, N.C.	623,983
673 Herkimer, N.Y.	621,728
674 San Patricio, Tex.	621,264
675 Payne, Okla.	619,887
676 Marion, W.Va.	619,721
677 Jackson, Ill.	619,219
678 McCracken, Ky.	618,049
679 Sutter, Cal.	617,707
680 Cortland, N.Y.	617,157
681 Whitfield, Ga.	616,855
682 Sumter, S.C.	613,462
683 Leavenworth, Kans.	610,790
684 Ascension, La.	610,297
685 Coconino, Ariz.	608,944
686 Douglas, Ga.	606,792
687 Craven, N.C.	605,919
688 Grand Traverse, Mich.	604,793
689 Cass, Mo.	604,267
690 Tioga, N.Y.	604,208
691 Liberty, Tex.	602,480
692 Butler, Kans.	601,187
693 Marquette, Mich.	601,042
694 Cape Girardeau, Mo.	598,396
695 Caldwell, N.C.	594,903
696 Sandusky, Ohio	594,343
697 Walker, Ala.	594,334
698 Henry, Ill.	592,237
699 Johnston, N.C.	592,174
700 Williamson, Ill.	592,103
701 De Soto, Miss.	589,183
702 Sweetwater, Wyo.	586,689
703 Santa Rosa, Fla.	585,849
704 Forrest, Miss.	584,741
705 Yamhill, Ore.	583,965
706 Bradford, Pa.	582,376
707 Hernando, Fla.	581,527
708 Columbia, Pa.	577,524
709 Talladega, Ala.	575,977
710 Bristol, R.I.	574,081
711 Scott, Minn.	573,866
712 Craighead, Ark.	572,831
713 Ohio, W.Va.	572,525
714 Orangeburg, S.C.	571,718
715 Glynn, Ga.	570,474
716 Saline, Kans.	570,263
717 Seneca, Ohio	569,732
718 Wilson, N.C.	569,630
719 Fulton, N.Y.	568,838
720 Rutland, Vt.	568,591
721 Portage, Wisc.	568,326
722 Tuscola, Mich.	568,182
723 Morgan, Ind.	567,626
724 Lowndes, Ga.	567,182
725 Clallam, Wash.	567,025
726 Coos, Ore.	566,483
727 Fayette, Ga.	564,750
728 Umatilla, Ore.	564,529
729 Stephenson, Ill.	561,687
730 Warren, N.Y.	560,650
731 Pittsylvania, Va.	559,543
732 Otsego, N.Y.	556,164
733 Grant, Wash.	555,581
734 Lewis, Wash.	555,159
735 Windsor, Vt.	553,794
736 Boone, Ky.	552,365
737 Harrison, Tex.	552,263
738 Coles, Ill.	551,786
739 Guadalupe, Tex.	550,694
740 St. Charles, La.	550,067
741 Carbon, Pa.	545,440
742 Flathead, Mont.	543,131
743 Riley, Kans.	542,893
744 Moore, N.C.	542,046
745 Jones, Miss.	539,990
746 Twin Falls, Ida.	536,790
747 Rockingham, Va.	536,222
748 Montgomery, N.Y.	536,204
749 Cache, Utah	534,486
750 Vermilion, La.	534,072
751 Cerro Gordo, Ia.	533,725
752 Huron, Ohio	532,596
753 Stephens, Okla.	531,650
754 Wagoner, Okla.	531,575
755 Berkeley, W.Va.	528,457
756 Acadia, La.	526,627
757 Greenwood, S.C.	526,012
758 St. Croix, Wisc.	525,609
759 Hall, Neb.	525,149
760 Warren, Miss.	524,538
761 Stafford, Va.	522,889
762 Boyd, Ky.	522,172
763 Wilkes, N.C.	521,170
764 Douglas, Colo.	520,756
765 Surry, N.C.	520,501
766 Ogle, Ill.	520,454
767 Walla Walla, Wash.	518,235
768 Chaves, N.M.	518,116
769 Comal, Tex.	517,973
770 Lee, Miss.	517,382
771 Warrick, Ind.	517,280
772 Washington, Vt.	516,403
773 St. Joseph, Mich.	516,201
774 Kaufman, Tex.	516,186
775 Klamath, Ore.	515,871
776 Des Moines, Ia.	515,187
777 Hancock, Ind.	513,639
778 Montgomery, Va.	513,388
779 Ionia, Mich.	512,085
780 Macoupin, Ill.	510,332
781 Roane, Tenn.	510,063
782 Kenai Peninsula, Ak.	508,338
783 Augusta, Va.	506,721
784 Henderson, Tex.	505,700
785 Eddy, N.M.	504,316
786 Campbell, Wyo.	502,628
787 Lancaster, S.C.	501,316
788 Valencia, N.M.	500,824
789 Blue Earth, Minn.	500,792
790 Franklin, Ky.	500,514
791 Washington, N.Y.	500,091
792 Rockdale, Ga.	499,699
793 Carroll, Ga.	499,663
794 Chippewa, Wisc.	497,464
795 Cullman, Ala.	497,311
796 Juneau, Ak.	497,229
797 Calhert, Ala.	495,678
798 Chelan, Wash.	494,878
799 Lawrence, Ohio	493,710
800 Osage, Okla.	493,353
801 Lewis and Clark, Mont.	493,249
802 Grady, Okla.	492,587
803 Columbia, Ga.	491,586
804 Livingston, Ill.	491,014
805 Carter, Okla.	489,820
806 Darke, Ohio	487,622
807 Highlands, Fla.	486,681
808 Webster, Ia.	486,669
809 Carson City, Nev.	486,472
810 Washington, Miss.	486,281
811 Henry, Va.	485,886
812 Josephine, Ore.	485,684
813 Marion, Ill.	484,950
814 Muscatine, Ia.	482,293
815 Crawford, Ohio	480,717
816 Hardin, Tex.	480,469
817 Grant, Wisc.	479,781
818 Marshall, Ia.	478,293
819 Lowndes, Miss.	476,731
820 York, Va.	474,654
821 Carver, Minn.	473,344
822 Darlington, S.C.	472,446
823 Oconee, S.C.	472,084
824 Warren, Pa.	471,737
825 Christian, Ky.	470,770
826 Lee, Ia.	470,135
827 Faulkner, Ark.	470,070
828 Hays, Tex.	470,049
829 Isabella, Mich.	468,953
830 Greene, Tenn.	468,927
831 Harnett, N.C.	467,619
832 Chenango, N.Y.	467,200
833 Union, Ark.	466,927
834 Kauai, Hi.	464,401
835 Nacogdoches, Tex.	464,090
836 McKinley, N.M.	463,893
837 Barry, Mich.	462,145
838 Limestone, Ala.	461,567
839 Oxford, Me.	461,084
840 Hamblen, Tenn.	460,044
841 Hopkins, Ky.	459,635
842 Henry, Ga.	459,319
843 Scott, Mo.	458,234
844 Orleans, N.Y.	457,542
845 Henderson, Ky.	457,368
846 Edgecombe, N.C.	455,287
847 Montcalm, Mich.	454,951
848 Troup, Ga.	453,799
849 McKean, Pa.	453,752
850 Putnam, Fla.	451,769
851 Boone, Ind.	451,426
852 Fauquier, Va.	451,071
853 Calvert, Md.	450,933
854 Spalding, Ga.	450,828
855 Island, Wash.	450,791
856 Jefferson, Pa.	448,860
857 Haywood, N.C.	448,043
858 Ashland, Ohio	447,512
859 Walker, Tex.	447,126
860 Columbia, Wisc.	446,704
861 Sauk, Wisc.	444,907
862 Henry, Ind.	444,812
863 Rice, Minn.	443,619
864 White, Ark.	442,995
865 Stanly, N.C.	442,821
866 Delaware, N.Y.	442,379
867 Belknap, N.H.	441,846
868 Laurens, S.C.	441,128
869 Rusk, Tex.	440,699
870 Madison, Ky.	440,598
871 Cowley, Kans.	439,438
872 Cass, Mich.	439,417
873 Webster, La.	439,377
874 Montgomery, Kans.	438,635
875 Lyon, Kans.	438,616
876 Fulton, Ill.	438,270
877 Allegany, N.Y.	437,753
878 Whitman, Wash.	437,725
879 Matagorda, Tex.	437,596
880 Vernon, La.	436,371
881 Carteret, N.C.	435,254
882 Ottawa, Ohio	435,194
883 Fremont, Wyo.	435,056
884 Franklin, Il.	434,588
885 Mifflin, Pa.	434,432
886 Kendall, Il.	434,374
887 Washington, La.	434,052
888 Bureau, Il.	433,320
889 Gallatin, Mont.	433,159
890 Winona, Minn.	432,986
891 Charlottesville, Va.	431,503
892 Coryell, Tex.	431,024
893 Navajo, Ariz.	430,958
894 Pickaway, Ohio	429,950
895 Danville, Va.	429,934

896 Rutherford, N.C.	429,783
897 Otter Tail, Minn.	427,826
898 Polk, Ore.	425,789
899 Greene, N.Y.	425,480
900 Athens, Ohio	425,178
901 Fayette, W.Va.	425,167
902 Campbell, Va.	424,794
903 Goodhue, Minn.	422,572
904 Elmore, Ala.	421,814
905 Jackson, Ala.	421,155
906 Sevier, Tenn.	420,726
907 Wharton, Tex.	420,293
908 Mississippi, Ark.	420,187
909 Putnam, Tenn.	418,770
910 Clay, Minn.	417,519
911 Knox, Ohio	417,386
912 De Kalb, Ala.	415,606
913 Walker, Ga.	414,888
914 Barton, Kans.	413,977
915 Siskiyou, Cal.	413,697
916 Lincoln, Neb.	412,183
917 Bedford, Pa.	411,508
918 Maury, Tenn.	411,207
919 Lamar, Tex.	411,189
920 Matanuska-Susitna, Ak.	410,282
921 Howard, Tex.	410,102
922 Yuba, Cal.	409,129
923 Douglas, Wisc.	408,847
924 Shelby, Ind.	408,176
925 Coweta, Ga.	407,413
926 Tehama, Cal.	406,998
927 Mower, Minn.	405,870
928 Bullitt, Ky.	405,838
929 Pope, Ark.	405,286
930 Morgan, Ill.	404,049
931 Shelby, Ohio	403,449
932 Cass, Ind.	403,058
933 Williams, N.D.	402,663
934 Warren, Ia.	402,257
935 Wapello, Ia.	401,749
936 Auglaize, Ohio	401,744
937 Clarion, Pa.	401,598
938 Lee, Ill.	401,494
939 Lake, Cal.	401,460
940 Stark, N.D.	401,324
941 Dallas, Ala.	401,158
942 Spotsylvania, Va.	400,793
943 Waupaca, Wisc.	399,965
944 Russell, Ala.	399,393
945 McMinn, Tenn.	397,698
946 Putnam, W.Va.	397,179
947 Anderson, Tex.	396,326
948 St. John the Baptist, La.	396,306
949 Georgetown, S.C.	396,217
950 Jasper, Ia.	395,535
951 Hancock, W.Va.	394,982
952 Carter, Tenn.	394,616
953 Christian, Ill.	394,295
954 Knox, Ind.	394,285
955 Dodge, Neb.	393,754
956 Marshall, Ind.	393,551
957 Jefferson, Ill.	392,776
958 Logan, W.Va.	392,018
959 Otero, N.M.	391,838
960 Kerr, Tex.	390,102
961 Brown, S.D.	389,273
962 Nassau, Fla.	388,627
963 Wayne, W.Va.	387,770
964 Franklin, Wash.	386,081
965 Lincoln, La.	385,122
966 Halifax, N.C.	382,652
967 Defiance, Ohio	382,499
968 Perry, Pa.	382,049
969 Scotts Bluff, Neb.	381,260
970 Crittenden, Ark.	380,056
971 Gibson, Tenn.	379,755
972 Preble, Ohio	379,733
973 Fairfax, Va.	379,726
974 Franklin, N.Y.	379,432
975 Lincoln, Ore.	379,120
976 Fulton, Ohio	378,124
977 Navarro, Tex.	377,967
978 Hutchinson, Tex.	377,702
979 Hancock, Me.	377,182
980 Robertson, Tenn.	376,571
981 Columbus, N.C.	375,262
982 Greene, Pa.	374,860
983 St. Martin, La.	374,447
984 Windham, Vt.	374,248
985 Lincoln, N.C.	374,135
986 Richmond, N.C.	373,849
987 Lawrence, Ind.	373,473
988 Tazewell, Va.	373,101
989 St. Clair, Ala.	372,949
990 Coffee, Tenn.	372,871
991 Newton, Mo.	371,859
992 Geary, Kans.	371,832
993 Cherokee, Tex.	369,981
994 Jackson, Ind.	369,887
995 Sullivan, N.H.	369,753
996 Huntingdon, Pa.	368,683
997 Tuolumne, Cal.	368,003
998 Randolph, Ill.	367,978
999 Gratiot, Mich.	367,890
1000 Dale, Ala.	367,845
1001 Coffee, Ala.	367,308
1002 Sanilac, Mich.	367,257
1003 Gibson, Ind.	367,252
1004 Mercer, Ohio	367,084
1005 Laurens, Ga.	366,679
1006 Hillsdale, Mich.	366,642
1007 Custer, Okla.	366,356
1008 Lee, N.C.	366,240
1009 Hawkins, Tenn.	365,995
1010 Brown, Tex.	365,719
1011 St. Francois, Mo.	365,196
1012 Tioga, Pa.	365,102
1013 Wise, Tex.	364,330
1014 Floyd, Ky.	364,235
1015 Guernsey, Ohio	363,730
1016 Mason, Wash.	363,653
1017 Calumet, Wisc.	363,190
1018 Buffalo, Neb.	362,358
1019 Wyoming, N.Y.	362,114
1020 Marshall, W.Va.	361,832
1021 Branch, Mich.	360,582
1022 Columbia, Ore.	360,539
1023 Crawford, Kans.	360,132
1024 Okmulgee, Okla.	359,918
1025 Curry, N.M.	358,591
1026 Pulaski, Ky.	358,060
1027 Van Zandt, Tex.	358,000
1028 Logan, Ill.	357,569
1029 Suffolk, Va.	356,955
1030 Iroquois, Ill.	356,822
1031 Montgomery, Ind.	356,811
1032 Elk, Pa.	356,652
1033 Sampson, N.C.	356,571
1034 Harvey, Kans.	356,478
1035 Washington, Va.	355,094
1036 Bartow, Ga.	354,793
1037 Itasca, Minn.	354,631
1038 Baldwin, Ga.	354,602
1039 Logan, Ohio	354,397
1040 Newton, Ga.	353,996
1041 McDonough, Ill.	353,762
1042 Greenup, Ky.	353,231
1043 Freeborn, Minn.	353,227
1044 Susquehanna, Pa.	352,843
1045 Dearborn, Ind.	352,807
1046 Coshocton, Ohio	352,327
1047 Forsyth, Ga.	352,214
1048 Essex, N.Y.	352,047
1049 Madison, Ohio	351,845
1050 Kershaw, S.C.	351,391
1051 Barron, Wisc.	350,060
1052 Delta, Mich.	348,853
1053 Le Flore, Okla.	348,756
1054 Jim Wells, Tex.	348,561
1055 Grundy, Ill.	348,172
1056 Pittsburg, Okla.	347,991
1057 Kandiyohi, Minn.	347,849
1058 Madison, Neb.	347,290
1059 Morton, N.D.	346,985
1060 Silver Bow, Mont.	346,307
1061 Avoyelles, La.	346,290
1062 Bennington, Vt.	346,072
1063 Gray, Tex.	346,057
1064 Williams, Ohio	345,959
1065 Dallas, Ia.	345,744
1066 Monroe, Wisc.	344,928
1067 Knox, Me.	343,020
1068 Brunswick, N.C.	342,958
1069 Green, Wisc.	342,349
1070 Somerset, Me.	342,327
1071 Cherokee, S.C.	341,791
1072 Montgomery, Ill.	340,594
1073 Beaufort, N.C.	340,103
1074 Garfield, Colo.	339,224
1075 Clinton, Pa.	337,879
1076 Natchitoches, La.	337,802
1077 Adams, Neb.	337,445
1078 Marinette, Wisc.	337,113
1079 James City, Va.	336,785
1080 Wayne, Pa.	336,727
1081 Mayes, Okla.	336,075
1082 Hale, Tex.	336,047
1083 Woodford, Ill.	335,425
1084 Thomas, Ga.	334,867
1085 Sherburne, Minn.	334,651
1086 Douglas, Nev.	334,452
1087 Effingham, Ill.	334,251
1088 Greenbrier, W.Va.	333,890
1089 Chatham, N.C.	333,841
1090 Wabash, Ind.	333,694
1091 Oldham, Ky.	333,418
1092 Jefferson, W.Va.	333,346
1093 Petersburg, Va.	333,201
1094 Madison, Miss.	333,176
1095 Frederick, Va.	332,713
1096 Franklin, Vt.	331,964
1097 Box Elder, Utah	331,878
1098 Sheridan, Wyo.	331,470
1099 Cooke, Tex.	330,672
1100 Pettis, Mo.	330,438
1101 Finney, Kans.	330,132
1102 Dubois, Ind.	329,951
1103 Caddo, Okla.	329,396
1104 Nez Perce, Ida.	328,438
1105 Pontotoc, Okla.	328,125
1106 Huntington, Ind.	327,651
1107 Catoosa, Ga.	327,361
1108 Stokes, N.C.	327,298
1109 Clatsop, Ore.	326,358
1110 Callaway, Mo.	325,845
1111 Woodward, Okla.	325,617
1112 Noble, Ind.	325,452
1113 Bulloch, Ga.	325,425
1114 Crawford, Ark.	325,221
1115 Boone, Ill.	324,992
1116 Wise, Va.	324,320
1117 Columbia, Fla.	324,287
1118 Seneca, N.Y.	324,171
1119 Union, Pa.	323,280
1120 Ellis, Kans.	322,011
1121 Tallapoosa, Ala.	321,361
1122 Upshur, Tex.	321,031
1123 Miller, Ark.	320,709
1124 Phelps, Mo.	320,669
1125 Laurel, Ky.	320,298
1126 Miami, Ind.	320,258
1127 Snyder, Pa.	319,917
1128 Clinton, Ill.	319,377
1129 Huron, Mich.	318,818
1130 Sandoval, N.M.	318,100
1131 Hood, Tex.	317,916
1132 Clinton, Ohio	317,881
1133 De Kalb, Ind.	315,749
1134 McDowell, W.Va.	315,707
1135 Johnson, Mo.	314,370
1136 Pierce, Wisc.	313,649
1137 Lafayette, Mo.	313,596
1138 Beauregard, La.	313,531
1139 Talbot, Md.	313,348
1140 Bedford, Va.	313,077
1141 Polk, Wisc.	313,048
1142 Adams, Miss.	312,969
1143 Autauga, Ala.	312,318
1144 Chambers, Ala.	312,096
1145 Ford, Kans.	311,525
1146 Shawano, Wisc.	311,083
1147 Covington, Ala.	310,540
1148 Union, Ohio	310,451
1149 Crow Wing, Minn.	310,298
1150 Newaygo, Mich.	310,230
1151 Bastrop, Tex.	309,346
1152 Jefferson Davis, La.	309,265
1153 Platte, Neb.	309,222
1154 Dunn, Wisc.	308,819
1155 Logan, Okla.	308,734
1156 McPherson, Kans.	308,502
1157 Gila, Ariz.	307,818
1158 Marion, Ia.	307,602
1159 Steele, Minn.	307,366
1160 Sumner, Kans.	307,206
1161 Lawrence, Tenn.	306,138
1162 Franklin, Va.	306,013
1163 Lonoke, Ark.	305,671
1164 Champaign, Ohio	305,487
1165 La Plata, Colo.	304,937
1166 Worcester, Md.	304,929
1167 Sagadahoc, Me.	304,360
1168 Garvin, Okla.	303,629
1169 McDowell, N.C.	302,570
1170 Escambia, Ala.	302,510
1171 Dickson, Tenn.	302,293
1172 Pearl River, Miss.	301,134
1173 Van Wert, Ohio	300,467
1174 Coos, N.H.	300,396
1175 Jackson, Fla.	300,353
1176 Loudon, Tenn.	300,116
1177 Tipton, Tenn.	299,437
1178 McLeod, Minn.	298,909
1179 Barren, Ky.	298,404
1180 Putnam, Ohio	298,104
1181 Ware, Ga.	297,978
1182 Clinton, Ind.	297,960
1183 Graves, Ky.	297,431
1184 Cass, Tex.	297,165
1185 Duplin, N.C.	297,013
1186 Pulaski, Mo.	296,917
1187 Bingham, Ida.	296,645
1188 Clark, Ky.	296,230
1189 Carroll, N.H.	296,139
1190 Saline, Ill.	296,065
1191 Albany, Wyo.	295,776
1192 Harlan, Ky.	295,751
1193 Rockwall, Tex.	295,601
1194 Highland, Ohio	295,238
1195 Jasper, Tex.	294,996
1196 Blount, Ala.	294,456
1197 Brown, Ohio	294,269
1198 Addison, Vt.	293,667
1199 Sioux, Ia.	293,665
1200 Muhlenberg, Ky.	293,235
1201 Jefferson, Ind.	293,097
1202 Oneida, Wisc.	292,289
1203 Los Alamos, N.M.	291,604
1204 Kleberg, Tex.	291,588
1205 Beckham, Okla.	291,419
1206 Independence, Ark.	291,214
1207 Hardin, Ohio	291,043
1208 Queen Annes, Md.	291,030
1209 Boone, Ia.	290,310
1210 Baxter, Ark.	289,186
1211 Okitibbeha, Miss.	287,608
1212 Kittitas, Wash.	287,558
1213 Greene, Ind.	287,259
1214 Salem, Va.	286,445
1215 Walton, Ga.	286,410
1216 Colquitt, Ga.	286,294
1217 Maverick, Tex.	286,039
1218 Jasper, Ind.	286,026
1219 Granville, N.C.	284,564
1220 Polk, Minn.	284,313
1221 Ottawa, Okla.	283,341
1222 Putnam, Ind.	283,161
1223 Butler, Mo.	282,909
1224 Chisago, Minn.	281,988
1225 Posey, Ind.	281,298
1226 Franklin, Me.	280,836
1227 Liberty, Ga.	280,583
1228 Plaquemines, La.	280,536
1229 Chesterfield, S.C.	280,115
1230 Calaveras, Cal.	279,861
1231 Latah, Ida.	279,735
1232 Watauga, N.C.	279,600
1233 Wyoming, W.Va.	279,310
1234 Jefferson, Tenn.	279,091
1235 Okanogan, Wash.	278,874
1236 Marion, Mo.	278,271
1237 Dorchester, Md.	278,155
1238 Pulaski, Va.	277,792
1239 Miami, Kans.	277,715
1240 Gadsden, Fla.	277,675
1241 Monroe, Miss.	277,652
1242 Dyer, Tenn.	277,585
1243 Alcorn, Miss.	276,899
1244 San Benito, Cal.	276,878
1245 Hopkins, Tex.	276,464
1246 Iberville, La.	276,341
1247 Morehouse, La.	276,293
1248 Evangeline, La.	275,410
1249 Labette, Kans.	275,016
1250 Obion, Tenn.	274,511
1251 Vance, N.C.	274,219
1252 Alpena, Mich.	274,160
1253 Bolivar, Miss.	273,919
1254 Pike, Miss.	273,576
1255 Franklin, Tenn.	273,517
1256 Ouachita, Ark.	273,252
1257 Wood, Tex.	272,706
1258 Paulding, Ga.	272,214
1259 Mecosta, Mich.	272,114
1260 Lincoln, Okla.	271,499
1261 Henry, Ohio	271,331
1262 Clark, Wisc.	270,594
1263 Schoharie, N.Y.	269,706
1264 Yadkin, N.C.	269,612
1265 Adams, Ind.	269,327
1266 McClain, Okla.	268,611
1267 Bryan, Okla.	268,570
1268 Brooke, W.Va.	268,356
1269 Park, Wyo.	267,815
1270 Tooele, Utah	266,095
1271 Bremer, Ia.	265,974
1272 Leflore, Miss.	265,636
1273 Val Verde, Tex.	265,485
1274 Calloway, Ky.	265,350
1275 Houghton, Mich.	265,239
1276 Stutsman, N.D.	265,182
1277 Brown, Minn.	265,126
1278 Hill, Tex.	264,693
1279 Grant, N.M.	264,630
1280 Campbell, Tenn.	264,289
1281 Decatur, Ind.	264,038
1282 Manassas, Va.	264,012
1283 Colleton, S.C.	263,511
1284 Buchanan, Va.	263,237
1285 Scotland, N.C.	262,974
1286 Gordon, Ga.	262,614
1287 Gloucester, Va.	262,146
1288 Gallia, Ohio	262,084
1289 Cherokee, Okla.	262,068
1290 Seminole, Okla.	261,959
1291 Carbon, Wyo.	261,649
1292 Erath, Tex.	261,489
1293 Audrain, Mo.	261,337
1294 Door, Wisc.	261,321
1295 Mingo, W.Va.	261,275
1296 Warren, Tenn.	260,220
1297 Nicollet, Minn.	259,728
1298 Washington, Tex.	259,648
1299 Jackson, Okla.	259,468
1300 Fremont, Colo.	258,497
1301 Polk, Ga.	258,317
1302 Whitley, Ind.	258,274
1303 Preston, W.Va.	257,646
1304 Palo Pinto, Tex.	257,638
1305 Perry, Ohio	257,212
1306 Tift, Ga.	256,866
1307 Dunklin, Mo.	256,628
1308 Hancock, Miss.	256,298
1309 Wells, Ind.	256,035
1310 Jessamine, Ky.	256,010
1311 Washington, Md.	255,987
1312 Yankton, S.D.	255,791
1313 Plymouth, Ia.	254,961
1314 McCurtain, Okla.	254,814
1315 Harrison, Ind.	254,697
1316 Davie, N.C.	254,696
1317 Greene, Ark.	253,897
1318 Marion, Ala.	253,645

1319	Steuben, Ind.	253,501
1320	Boone, W.Va.	253,366
1321	Wyoming, Pa.	252,685
1322	Beadle, S.D.	252,550
1323	Webster, Ky.	252,395
1324	Franklin, Kans.	252,361
1325	Uinta, Wyo.	251,785
1326	Mason, Mich.	251,642
1327	Jackson, W.Va.	251,312
1328	Lincoln, Miss.	250,785
1329	Martin, Minn.	250,643
1330	Crawford, Ill.	250,307
1331	Franklin, Ala.	250,165
1332	Young, Tex.	250,115
1333	Sequoyah, Okla.	250,074
1334	Benton, Ia.	249,913
1335	Waller, Tex.	249,698
1336	Hockley, Tex.	249,199
1337	Randolph, W.Va.	249,169
1338	Gage, Neb.	248,377
1339	Stevens, Wash.	247,265
1340	Perry, Ky.	247,154
1341	Mineral, W.Va.	247,122
1342	Randolph, Ind.	247,023
1343	Newberry, S.C.	246,916
1344	Russell, Va.	246,896
1345	Accomac, Va.	246,701
1346	Perry, Ill.	246,590
1347	Cheatham, Tenn.	246,319
1348	Shelby, Ill.	245,828
1349	Montrose, Colo.	245,819
1350	Lincoln, Wisc.	245,599
1351	De Soto, La.	245,341
1352	Brookings, S.D.	245,265
1353	Marshall, Ky.	245,256
1354	Botetourt, Va.	243,947
1355	Daviess, Ind.	243,893
1356	Union, S.C.	243,838
1357	Weakley, Tenn.	243,780
1358	Carlton, Minn.	243,517
1359	Titus, Tex.	243,244
1360	Fayette, Ia.	243,221
1361	Monroe, Ill.	243,177
1362	Shenandoah, Va.	243,105
1363	Transylvania, N.C.	242,910
1364	Apache, Ariz.	242,884
1365	Hancock, Ill.	242,448
1366	Chester, S.C.	242,443
1367	Boyle, Ky.	242,277
1368	Fannin, Tex.	242,249
1369	Buena Vista, Ia.	241,989
1370	Chilton, Ala.	241,966
1371	Boone, Ark.	241,871
1372	Eagle, Colo.	241,751
1373	Vernon, Wisc.	241,670
1374	Carbon, Utah	241,448
1375	Hardin, Ia.	241,092
1376	Chambers, Tex.	240,647
1377	Shelby, Ky.	240,094
1378	Elko, Nev.	239,895
1379	Monroe, Tenn.	239,868
1380	Sabine, La.	239,767
1381	Benton, Minn.	239,532
1382	Columbia, Ark.	239,462
1383	Jackson, Ga.	239,460
1384	Jo Daviess, Ill.	239,353
1385	Culpeper, Va.	238,273
1386	Lawrence, Mo.	238,072
1387	Ketchikan Gateway, Ak.	237,972
1388	Lafayette, Miss.	237,442
1389	Williamsburg, S.C.	237,359
1390	Morrow, Ohio	237,128
1391	Person, N.C.	237,110
1392	Douglas, Minn.	236,151
1393	Hot Spring, Ark.	235,926
1394	Whitley, Ky.	235,920
1395	Polk, Tex.	235,813
1396	Oconto, Wisc.	235,701
1397	Amherst, Va.	235,467
1398	Fayette, Ohio	235,432
1399	Pasquotank, N.C.	235,215
1400	Becker, Minn.	235,077
1401	Randolph, Mo.	234,888
1402	Carroll, Ia.	234,498
1403	Franklin, N.C.	234,400
1404	Trempealeau, Wisc.	234,327
1405	Jackson, Ohio	233,963
1406	Henry, Tenn.	233,402
1407	Fayette, Ind.	232,510
1408	Ashley, Ark.	232,452
1409	Nelson, Ky.	232,279
1410	Mason, W.Va.	232,213
1411	Codington, S.D.	232,131
1412	Beltrami, Minn.	232,121
1413	Alexander, N.C.	231,941
1414	Lamar, Miss.	231,882
1415	Morgan, Colo.	231,750
1416	Marion, S.C.	231,639
1417	Panola, Tex.	231,569
1418	Davison, S.D.	231,457
1419	Wasco, Ore.	230,236
1420	Sumter, Ga.	230,219
1421	Amador, Cal.	230,061
1422	Saline, Mo.	229,990
1423	Smyth, Va.	229,855
1424	White, Ind.	229,499
1425	Clay, Ind.	229,243
1426	Le Sueur, Minn.	229,066
1427	Clay, Ia.	228,974
1428	Lyon, Minn.	228,498
1429	Lassen, Cal.	228,296
1430	Cumberland, Tenn.	228,100
1431	Pike, Pa.	227,875
1432	Stoddard, Mo.	227,007
1433	Douglas, Ill.	226,847
1434	Ripley, Ind.	226,572
1435	See, Tex.	226,082
1436	Calhoun, Tex.	225,625
1437	Waldo, Me.	225,327
1438	Caldwell, Tex.	225,326
1439	Carroll, Ohio	225,106
1440	Jackson, Ia.	224,548
1441	Dawson, Neb.	224,499
1442	Lincoln, Me.	224,280
1443	Austin, Tex.	224,222
1444	Isanti, Minn.	224,102
1445	Atascosa, Tex.	223,880
1446	Mahaska, Ia.	223,842
1447	Ray, Mo.	223,725
1448	Douglas, Wash.	223,475
1449	Lawrence, Ala.	223,431
1450	Adair, Mo.	223,035
1451	Falls Church, Va.	222,927
1452	Iosco, Mich.	222,715
1453	Washington, Utah	222,685
1454	Scurry, Tex.	222,387
1455	Wexford, Mich.	221,971
1456	Arkansas, Ark.	221,279
1457	Chippewa, Mich.	221,007
1458	Lincoln, Mo.	220,973
1459	Holmes, Ohio	220,915
1460	Glenn, Cal.	220,792
1461	Seward, Kans.	220,725
1462	Winchester, Va.	220,509
1463	Caledonia, Vt.	220,163
1464	Dickinson, Mich.	219,881
1465	Cass, Neb.	219,761
1466	Bell, Ky.	219,581
1467	Warren, Ill.	219,404
1468	Upson, Ga.	219,182
1469	Taney, Mo.	219,013
1470	Bedford, Tenn.	218,662
1471	Union, Ore.	218,463
1472	Edgar, Ill.	218,439
1473	Menominee, Mich.	218,374
1474	Buchanan, Ia.	218,229
1475	Milam, Tex.	218,141
1476	Nicholas, W.Va.	218,071
1477	Howell, Mo.	217,622
1478	Uintah, Utah	217,256
1479	Christian, Mo.	216,786
1480	Manistee, Mich.	216,734
1481	Barry, Mo.	216,468
1482	Jackson, N.C.	216,352
1483	Jennings, Ind.	216,238
1484	Walton, Fla.	216,059
1485	Lewis, N.Y.	215,887
1486	Coahoma, Miss.	215,549
1487	White, Ill.	215,186
1488	Richland, N.D.	214,998
1489	Kossuth, Ia.	214,138
1490	Fayette, Tex.	213,906
1491	Rhea, Tenn.	213,190
1492	Mecklenburg, Va.	213,155
1493	Cocke, Tenn.	212,897
1494	Phillips, Ark.	212,864
1495	Jersey, Ill.	212,487
1496	Sumter, Fla.	212,270
1497	Macon, N.C.	212,142
1498	West Baton Rouge, La.	212,133
1499	Mercer, Ill.	212,021
1500	Ravalli, Mont.	211,887
1501	Delaware, Okla.	211,802
1502	Staunton, Va.	211,645
1503	Shelby, Tex.	211,537
1504	Morrison, Minn.	211,190
1505	Texas, Okla.	211,169
1506	Laclede, Mo.	210,402
1507	De Witt, Ill.	209,933
1508	Letcher, Ky.	209,152
1509	Emmet, Mich.	208,906
1510	St. James, La.	208,895
1511	Fayette, Ill.	208,642
1512	Cedar, Ia.	208,598
1513	Malheur, Ore.	208,494
1514	Bladen, N.C.	208,482
1515	Poinsett, Ark.	208,467
1516	Pointe Coupee, La.	208,425
1517	Sunflower, Miss.	208,336
1518	Camden, Mo.	208,267
1519	Carroll, Tenn.	208,227
1520	Warren, Va.	207,769
1521	Concordia, La.	207,685
1522	Clarke, Ala.	207,616
1523	Halifax, Va.	207,591
1524	Wyandot, Ohio	207,531
1525	Assumption, La.	207,424
1526	Fulton, Ind.	207,306
1527	Logan, Ky.	207,172
1528	Orleans, Vt.	206,963
1529	Lagrange, Ind.	206,772
1530	Scott, Ky.	206,673
1531	Marlboro, S.C.	206,319
1532	St. Francis, Ark.	206,001
1533	Colorado, Tex.	205,992
1534	Logan, Colo.	205,812
1535	Pike, Ala.	204,894
1536	Okeechobee, Fla.	204,563
1537	Caroline, Md.	204,494
1538	Delta, Colo.	204,468
1539	Mason, Ill.	204,326
1540	Washington, In.	204,302
1541	Dickinson, Kans.	204,284
1542	Medina, Tex.	204,059
1543	Nobles, Minn.	204,037
1544	Tillamook, Ore.	203,247
1545	Habersham, Ga.	202,503
1546	Hocking, Ohio	202,410
1547	Coffee, Ga.	202,040
1548	Bonner, Ida.	201,878
1549	Richland, Ill.	201,467
1550	Woodford, Ky.	200,647
1551	Clark, Ark.	200,550
1552	Neosho, Kans.	200,315
1553	Washita, Okla.	200,151

Leading cities (thousands)

1	New York City, N.Y.	87,291,187
2	Los Angeles, Cal.	38,462,744
3	Chicago, Ill.	31,480,412
4	Houston, Tex.	24,947,763
5	Philadelphia, Pa.	16,194,986
6	Dallas, Tex.	12,899,493
7	San Diego, Cal.	11,648,278
8	San Fernando Valley, Cal.	11,613,117
9	San Jose, Cal.	10,776,056
10	San Francisco, Cal.	10,386,467
11	Washington, D.C.	9,957,278
12	Detroit, Mich.	9,600,046
13	Phoenix, Ariz.	9,246,190
14	San Antonio, Tex.	7,985,385
15	Cleveland, Ohio	7,687,648
16	South Bay, Cal.	7,637,579
17	Indianapolis, Ind.	7,621,395
18	Seattle, Wash.	6,580,046
19	Denver, Colo.	6,449,737
20	Milwaukee, Wisc.	6,430,270
21	Memphis, Tenn.	6,423,885
22	Baltimore, Md.	6,291,433
23	Columbus, Ohio	6,236,532
24	Boston, Mass.	6,018,658
25	Jacksonville, Fla.	5,797,737
26	Oklahoma City, Okla.	5,649,425
27	New Orleans, La.	5,593,499
28	Tulsa, Okla.	5,230,987
29	Nashville, Tenn.	5,130,939
30	Honolulu, Hi.	5,072,018
31	Fort Worth, Tex.	4,845,544
32	1Kansas City, Mo.	4,802,726
33	Long Beach, Cal.	4,761,229
34	Austin, Tex.	4,724,041
35	Minneapolis, Minn.	4,362,476
36	Charlotte, N.C.	4,251,151
37	Oakland, Cal.	4,225,133
38	Pittsburgh, Pa.	4,208,052
39	Albuquerque, N.M.	4,163,068
40	Portland, Ore.	4,051,759
41	2Atlanta, Ga.	3,989,374
42	Anchorage, Ak.	3,942,076
43	El Paso, Tex.	3,835,546
44	Wichita, Kans.	3,821,935
45	Cincinnati, Ohio	3,787,873
46	St. Louis, Mo.	3,681,345
47	Omaha, Neb.	3,641,179
48	Toledo, Ohio	3,514,986
49	Tucson, Ariz.	3,509,312
50	Sacramento, Cal.	3,493,806
51	Anaheim, Cal.	3,287,709
52	Miami, Fla.	3,234,767
53	St. Paul, Minn.	3,141,165
54	Las Vegas, Nev.	3,083,549
55	Buffalo, N.Y.	3,012,761
56	Arlington, Tex.	3,002,032
57	Colorado Springs, Colo.	2,856,867
58	Yonkers, N.Y.	2,848,966
59	Baton Rouge, La.	2,835,227
60	Fresno, Cal.	2,727,137
61	Tampa, Fla.	2,697,914
62	St. Petersburg, Fla.	2,641,096
63	Corpus Christi, Tex.	2,618,121
64	Rochester, N.Y.	2,604,681
65	Louisville, Ky.	2,555,091
66	Newark, N.J.	2,511,279
67	1Lexington, Ky.	2,404,585
68	Birmingham, Ala.	2,371,523
69	San Gabriel Valley, Cal.	2,365,729
70	Santa Ana, Cal.	2,353,157
71	Shreveport, La.	2,327,647
72	Akron, Ohio	2,265,373
73	Fremont, Cal.	2,263,415
74	Amarillo, Tex.	2,250,096
75	Des Moines, Ia.	2,237,171
76	Fort Lauderdale, Fla.	2,226,204
77	Mesa, Ariz.	2,204,126
78	Garland, Tex.	2,177,173
79	Torrance, Cal.	2,170,197
80	Lincoln, Neb.	2,166,785
81	Jackson, Miss.	2,161,819
82	Raleigh, N.C.	2,152,002
83	Madison, Wisc.	2,125,822
84	Glendale, Cal.	2,081,024
85	Little Rock, Ark.	2,069,663
86	Jersey City, N.J.	2,015,699
87	Mobile, Ala.	1,998,728
88	Lubbock, Tex.	1,970,529
89	Montgomery, Ala.	1,953,953
90	Huntsville, Ala.	1,893,771
91	Riverside, Cal.	1,857,047
92	Greensboro, N.C.	1,802,232
93	Grand Rapids, Mich.	1,802,203
94	Stockton, Cal.	1,799,375
95	Irving, Tex.	1,762,041
96	Pasadena, Tex.	1,743,420
97	Thousand Oaks, Cal.	1,728,291
98	Syracuse, N.Y.	1,723,397
99	Kansas City, Kans.	1,716,267
100	Stamford, Conn.	1,705,823
101	Bakersfield, Cal.	1,684,260
102	Pasadena, Cal.	1,678,976
103	Newport Beach, Cal.	1,666,415
104	Spokane, Wash.	1,665,063
105	Salt Lake City, Utah	1,648,789
106	Dayton, Ohio	1,643,969
107	Knoxville, Tenn.	1,637,509
108	Fullerton, Cal.	1,634,083
109	Fort Wayne, Ind.	1,629,585
110	Scottsdale, Ariz.	1,624,560
111	Worcester, Mass.	1,620,667
112	Tacoma, Wash.	1,618,068
113	Chattanooga, Tenn.	1,615,114
114	Hollywood, Fla.	1,543,289
115	Winston-Salem, N.C.	1,532,054
116	Columbus, Ga.	1,530,846
117	Santa Monica, Cal.	1,517,933
118	Woodbridge, N.J.	1,508,617
119	Springfield, Mass.	1,505,750
120	Huntington Beach, Cal.	1,504,897
121	Rockford, Ill.	1,498,307
122	Providence, R.I.	1,491,505
123	Orlando, Fla.	1,473,223
124	Bridgeport, Conn.	1,473,185
125	Richardson, Tex.	1,456,973
126	Tempe, Ariz.	1,450,651
127	Midland, Tex.	1,430,624
128	Flint, Mich.	1,419,768
129	Lansing, Mich.	1,412,106
130	Beaumont, Tex.	1,405,825
131	Topeka, Kans.	1,395,570
132	San Mateo, Cal.	1,391,862
133	Reno, Nev.	1,387,696
134	Schaumberg, Ill.	1,387,312
135	Bellevue, Wash.	1,374,579
136	Modesto, Cal.	1,370,916
137	Springfield, Mo.	1,357,605
138	Cedar Rapids, Ia.	1,343,845
139	Hayward, Cal.	1,341,942
140	Savannah, Ga.	1,336,833
141	Boise City, Ida.	1,329,271
142	Oxnard, Cal.	1,325,023
143	Springfield, Ill.	1,301,569
144	Evansville, Ind.	1,296,404
145	Independence, Mo.	1,295,769
146	Odessa, Tex.	1,290,779
147	San Buenaventura, Cal. Ventura, Cal.	1,277,299
148	Clearwater, Fla.	1,276,662
149	Elizabeth, N.J.	1,276,048
150	Ann Arbor, Mich.	1,266,339
151	Hartford, Conn.	1,254,288
152	Costa Mesa, Cal.	1,248,269
153	New Haven, Conn.	1,237,856
154	Norwalk, Conn.	1,234,834
155	Lafayette, La.	1,231,104
156	Peoria, Ill.	1,226,062
157	Burbank, Cal.	1,223,149
158	Walnut Creek, Cal.	1,223,101
159	West Covina, Cal.	1,221,953
160	Pompano Beach, Fla.	1,206,324
161	Greenwich, Conn.	1,195,732
162	Santa Rosa, Cal.	1,188,065
163	Gary, Ind.	1,182,840
164	Downey, Cal.	1,182,508
165	Waterbury, Conn.	1,165,906
166	Paterson, N.J.	1,161,096
167	Allentown, Pa.	1,158,929
168	Arlington Heights, Ill.	1,154,399
169	Palo Alto, Cal.	1,148,383

170	Abilene, Tex.	1,140,419
171	Simi Valley, Cal.	1,132,591
172	Quincy, Mass.	1,130,567
173	Oceanside, Cal.	1,118,011
174	New Rochelle, N.Y.	1,113,092
175	Boca Raton, Fla.	1,110,819
176	Davenport, Ia.	1,103,967
177	Albany, N.Y.	1,102,850
178	Sioux Falls, S.D.	1,097,886
179	San Bernardino, Cal.	1,092,944
180	Eugene, Ore.	1,089,003
181	Santa Barbara, Cal.	1,088,102
182	Erie, Pa.	1,082,264
183	Vallejo, Cal.	1,081,997
184	Tallahassee, Fla.	1,080,423
185	South Bend, Ind.	1,062,657
186	Clifton, N.J.	1,047,694
187	Decatur, Ill.	1,047,615
188	Manchester, N.H.	1,042,640
189	Macon, Ga.	1,040,884
190	Wichita Falls, Tex.	1,031,325
191	Durham, N.C.	1,028,344
192	Mount Prospect, Ill.	1,022,825
193	Framingham, Mass.	1,019,983
194	Aurora, Ill.	1,019,891
195	Grand Prairie, Tex.	1,005,524
196	Redondo Beach, Cal.	1,005,008
197	Boulder, Colo.	1,003,301
198	Brockton, Mass.	988,551
199	Whittier, Cal.	987,348
200	Lowell, Mass.	976,523
201	Waco, Tex.	964,674
202	Alameda, Cal.	962,396
203	Green Bay, Wisc.	961,626
204	Salinas, Cal.	959,956
205	Ontario, Cal.	954,798
206	Nashua, N.H.	950,298
207	Norman, Okla.	946,863
208	El Cajon, Cal.	938,781
209	1Salem, Ore.	937,006
210	Danbury, Conn.	929,403
211	Pomona, Cal.	916,291
212	Cherry Hill, N.J.	910,401
213	Tyler, Tex.	893,071
214	Longview, Tex.	889,238
215	New Bedford, Mass.	888,916
216	Fargo, N.D.	881,193
217	Hammond, Ind.	877,475
218	Elgin, Ill.	874,720
219	Joliet, Ill.	869,790
220	Escondido, Cal.	869,430
221	San Angelo, Tex.	869,236
222	Mount Vernon, N.Y.	868,633
223	Carrollton, Tex.	862,077
224	Redwood City, Cal.	858,713
225	New Britain, Conn.	857,141
226	Arcadia, Cal.	854,741
227	Royal Oak, Mich.	854,294
228	Rochester, Minn.	853,046
229	Lynn, Mass.	844,093
230	Trenton, N.J.	839,716
231	Sioux City, Ia.	835,572
232	Youngstown, Ohio	835,185
233	Levittown, Pa.	832,463
234	Baytown, Tex.	831,148
235	San Rafael, Cal.	831,135
236	Billings, Mont.	830,797
237	Waterloo, Ia.	828,977
238	Lake Charles, La.	828,477
239	Gainesville, Fla.	826,665
240	Columbia, S.C.	825,404
241	Richmond, Cal.	825,092
242	Parsippany, N.J.	823,949
243	Racine, Wisc.	821,306
244	Kenosha, Wisc.	820,953
245	1Bethlehem, Pa.	820,025
246	Waukegan, Ill.	819,761
247	Pueblo, Colo.	803,874
248	Kalamazoo, Mich.	801,214
249	Middletown, N.J.	800,180
250	Livermore, Cal.	799,257
251	North Little Rock, Ark.	797,332
252	Fall River, Mass.	796,262
253	White Plains, N.Y.	794,474
254	Napa, Cal.	791,707
255	Canton, Ohio	790,801
256	Des Plaines, Ill.	786,733
257	Wheaton, Ill.	786,329
258	Lawton, Okla.	785,472
259	Palm Springs, Cal.	779,588
260	Meriden, Conn.	769,740
261	Bristol, Conn.	765,445
262	Reading, Pa.	760,092
263	St. Joseph, Mo.	758,808
264	Charleston, W.Va	758,101
265	Fairfield, Cal.	755,879
266	Waltham, Mass.	750,444
267	Hoffman Estates, Ill.	753,510
268	Fort Collins, Colo.	751,148
269	Brick Township, N.J.	746,262
270	Huntington Park, Cal.	742,897
271	Scranton, Pa.	741,840
272	Hicksville, N.Y.	725,600
273	Manchester, Conn.	724,540
274	Rockville, Md.	724,197
275	Muncie, Ind.	722,795
276	Casper, Wyo.	721,864
277	Milford, Conn.	717,994
278	Schenectady, N.Y.	716,018
279	Pleasanton, Cal.	710,549
280	Appleton, Wisc.	708,902
281	West Palm Beach, Fla.	706,407
282	Pawtucket, R.I.	705,672
283	Upland, Cal.	703,222
284	Medford, Mass.	685,964
285	Sun City, Ariz.	677,259
286	McAllen, Tex.	676,845
287	Albany, Ga.	675,563
288	Tuscaloosa, Ala.	674,149
289	Champaign, Ill.	674,113
290	South Gate, Cal.	673,624
291	Charleston, S.C.	671,711
292	Fort Smith, Ark.	669,246
293	Wilmington, Del.	668,078
294	Bismarck, N.D.	667,428
295	Manhattan Beach, Cal.	663,747
296	Saratoga, Cal.	661,670
297	Galveston, Tex.	656,586
298	Enid, Okla.	655,814
299	Lorain, Ohio	655,525
300	Columbia, Mo.	654,320
301	Antioch, Cal.	653,515
302	Utica, N.Y.	650,988
303	Pontiac, Mich.	650,685
304	La Habra, Cal.	649,584
305	Niagara Falls, N.Y.	645,383
306	Port Arthur, Tex.	643,505
307	Plano, Tex.	643,212
308	Malden, Mass.	643,017
309	Duluth, Minn.	641,352
310	Everett, Wash.	639,593
311	Visalia, Cal.	639,453
312	High Point, N.C.	634,038
313	Midwest City, Okla.	633,346
314	Cape Coral, Fla.	624,666
315	Olathe, Kans.	623,121
316	Portland, Me.	621,301
317	Denton, Tex.	619,386
318	Waukesha, Wisc.	619,135
319	Longmont, Colo.	613,732
320	Hackensack, N.J.	610,210
321	Bloomington, Ill.	610,151
322	Edmond, Okla.	608,297
323	Broken Arrow, Okla.	605,581
324	Vacaville, Cal.	602,895
325	Ogden, Utah	601,378
326	Palatine, Ill.	600,116
327	Lawrence, Mass.	598,866
328	Victoria, Tex.	596,936
329	Pensacola, Fla.	594,494
330	Binghamton, N.Y.	593,472
331	Glendora, Cal.	591,460
332	Cheyenne, Wyo.	589,982
333	Peabody, Mass.	589,885
334	Bryan, Tex.	588,783
335	Mentor, Ohio	587,099
336	Council Bluffs, Ia.	586,778
337	Springfield, Ohio	586,196
338	Owensboro, Ky.	585,854
339	Great Falls, Mont.	584,489
340	Laredo, Tex.	584,150
341	Hurst, Tex.	583,721
342	Moline, Ill.	582,997
343	Sarasota, Fla.	582,488
344	Pittsfield, Mass.	580,154
345	Covina, Cal.	576,093
346	Dubuque, Ia.	575,917
347	Brownsville, Tex.	575,613
348	Hamilton, Ohio	573,905
349	Hempstead, N.Y.	573,618
350	Brea, Cal.	570,682
351	Elyria, Ohio	569,617
352	Iowa City, Ia.	568,362
353	1Huntington, W.Va.	567,416
354	Camden, N.J.	564,916
355	Trumbull, Conn.	561,990
356	San Clemente, Cal.	558,851
357	Lawrence, Kans.	558,318
358	Fayetteville, N.C.	556,613
359	Saginaw, Mich.	556,115
360	Janesville, Wisc.	555,293
361	Redlands, Cal.	555,044
362	Texarkana, Ark.-Texarkana, Tex., Ark.	554,689
363	1Texarkana, Tex.	554,689
364	Camarillo, Cal.	551,126
365	Eau Claire, Wisc.	546,654
366	Bartlesville, Okla.	545,876
367	Greeley, Colo.	538,257
368	Wallingford, Conn.	537,875
369	Greenville, S.C.	537,577
370	Harrisburg, Pa.	537,183
371	Haverhill, Mass.	536,088
372	Anderson, Ind.	535,299
373	Rapid City, S.D.	534,581
374	Vineland, N.J.	531,579
375	Grand Forks, N.D.	530,155
376	Enfield, Conn.	527,607
377	Redding, Cal.	525,825
378	Wilmington, N.J.	520,813
379	Mansfield, Ohio	518,785
380	Daytona Beach, Fla.	517,519
381	Midland, Mich.	516,521
382	Warminster, Pa.	516,250
383	Asheville, N.C.	515,962
384	Middletown, Conn.	514,373
385	Dothan, Ala.	514,144
386	Kennewick, Wash.	511,685
387	Alexandria, La.	511,636
388	Atlantic City, N.J.	508,090
389	Warren, Ohio	505,534
390	Terre Haute, Ind.	505,085
391	Richland, Wash.	503,634
392	Sheboygan, Wisc.	503,344
393	Rock Island, Ill.	502,251
394	Salina, Kans.	502,135
395	Oshkosh, Wisc.	499,671
396	San Pedro, Cal.	497,320
397	Bridgewater, N.J.	496,720
398	Battle Creek, Mich.	495,972
399	Beverly, Mass.	495,756
400	Altoona, Pa.	495,274
401	Troy, N.Y.	494,541
402	Elk Grove Village, Ill.	494,462
403	Lancaster, Pa.	494,348
404	Pocatello, Ida.	493,758
405	Passaic, N.J.	492,300
406	Taunton, Mass.	491,791
407	Santa Fe, N.M.	491,029
408	Santa Cruz, Cal.	490,400
409	Davis, Cal.	488,309
410	Union City, N.J.	487,803
411	Gastonia, N.C.	487,183
412	Pine Bluff, Ark.	486,895
413	Provo, Utah	486,828
414	Carson City, Nev.	486,472
415	Belleville, Ill.	485,519
416	Vista, Cal.	484,592
417	Norwich, Conn.	481,606
418	Yakima, Wash.	480,348
419	Woburn, Mass.	479,053
420	Fairbanks, Ak.	478,993
421	Lakeland, Fla.	478,742
422	Monroe, La.	477,206
423	Kokomo, Ind.	476,835
424	Las Cruces, N.M.	473,849
425	Temple, Tex.	472,164
426	La Crosse, Wisc.	470,223
427	Santa Maria, Cal.	468,756
428	Pittsburg, Cal.	468,693
429	Newark, Cal.	468,619
430	Juneau, Ak.	466,351
431	Warner Robins, Ga.	464,380
432	Westfield, Mass.	464,148
433	Hutchinson, Kans.	462,750
434	Bloomington, Ind.	461,327
435	Killeen, Tex.	461,243
436	Ames, Ia.	460,919
437	Clarksville, Tenn.	458,387
438	Wheeling, Ill.	456,948
439	Bristol, Tenn.-Bristol, Va., Tenn.	455,689
440	Petaluma, Cal.	454,549
441	Lodi, Cal.	453,807
442	East Lansing, Mich.	451,888
443	Middletown, Ohio	451,798
444	Texas City, Tex.	451,202
445	Salem, Mass.	451,128
446	Holyoke, Mass.	449,997
447	Decatur, Ala.	448,986
448	Lafayette, Ind.	447,745
449	New Brunswick, N.J.	445,191
450	Vancouver, Wash.	444,558
451	Kent, Wash.	443,440
452	Garden City, N.Y.	440,693
453	Blue Springs, Mo.	439,978
454	Jackson, Tenn.	439,850
455	Mishawaka, Ind.	438,256
456	Biloxi, Miss.	434,522
457	Idaho Falls, Ida.	434,483
458	Normal, Ill.	434,472
459	Euless, Tex.	433,745
460	Marlborough, Mass.	433,597
461	Wilkes-Barre, Pa.	427,839
462	Fontana, Cal.	427,763
463	College Station, Tex.	427,111
464	Quincy, Ill.	425,770
465	Bellingham, Wash.	423,442
466	Woonsocket, R.I.	422,132
467	Perth Amboy, N.J.	421,655
468	Marietta, Ga.	420,384
469	Baldwin Park, Cal.	416,062
470	Rocky Mount, N.C.	415,892
471	Elkhart, Ind.	414,366
472	Naples, Fla.	413,739
473	Burlington, N.C.	411,970
474	Merced, Cal.	410,654
475	Jefferson City, Mo.	410,593
476	Vernon, Conn.	409,743
477	Attleboro, Mass.	409,650
478	Medford, Ore.	409,236
479	Covington, Ky.	408,811
480	Roswell, N.M.	408,764
481	Melrose, Mass.	407,307
482	Grand Island, Neb.	406,975
483	Woodland, Cal.	406,549
484	Lewisville, Tex.	405,969
485	Slidell, La	405,935
486	Corona, Cal.	404,589
487	Minot, N.D.	403,420
488	Newark, Ohio	402,670
489	Bowling Green, Ky.	402,376
490	Danville, Ill.	402,147
491	Rome, N.Y.	399,849
492	Wheeling, W.Va.	398,308
493	Muskogee, Okla.	398,117
494	Annapolis, Md.	396,088
495	Fitchburg, Mass.	396,780
496	Chapel Hill, N.C.	395,336
497	Hilo, Hi.	394,781
498	Urbana, Ill.	394,381
499	Corvallis, Ore.	394,278
500	1St. Cloud, Minn.	393,515
501	Ocala, Fla.	392,799
502	Spartanburg, S.C.	392,042
503	Meridian, Miss.	391,705
504	San Luis Obispo, Cal.	391,551
505	Martinez, Cal.	391,138
506	Parkersburg, W.Va.	390,410
507	Palm Beach, Fla.	388,677
508	York, Pa.	388,187
509	Monterey, Cal.	386,692
510	Oak Ridge, Tenn.	385,961
511	Chester, Pa.	385,696
512	New Albany, Ind.	385,344
513	Findlay, Ohio	384,383
514	Houma, La.	383,982
515	Hanover Park, Ill.	382,458
516	Gulfport, Miss.	381,274
517	Wakefield, Mass.	378,316
518	Bettendorf, Ia.	378,239
519	Hobbs, N.M.	376,844
520	Loveland, Colo.	376,504
521	Fayetteville, Ark.	375,877
522	Lima, Ohio	375,090
523	Galesburg, Ill.	374,916
524	Gloucester, Mass.	374,149
525	Buffalo Grove, Ill.	373,853
526	Johnson City, Tenn.	373,630
527	Gadsden, Ala.	373,234
528	Bay City, Mich.	370,724
529	Burlington, Vt.	370,662
530	Murfreesboro, Tenn.	370,408
531	2Joplin, Mo.	370,346
532	Hattiesburg, Miss.	369,927
533	Beaver Creek, Ohio	368,265
534	Torrington, Conn.	365,819
535	Auburn, Wash.	365,543
536	Norristown, Pa.	363,399
537	Haltom City, Tex.	362,597
538	Farmington, N.M.	362,560
539	Leavenworth, Kans.	362,519
540	North Tonawanda, N.Y.	360,864
541	Port Chester, N.Y.	359,720
542	Ossining, N.Y.	359,084
543	Lancaster, Ohio	357,862
544	Clinton, Ia.	357,436
545	Fond du Lac, Wisc.	356,404
546	Columbus, Ind.	355,914
547	Wilmington, N.C.	355,108
548	Ponca City, Okla.	354,764
549	Manteca, Cal.	354,553
550	Stillwater, Okla.	353,792
551	Lake Jackson, Tex.	352,703
552	Butte, Mont.	352,303
553	Athens, Ga.	351,839
554	Newport, R.I.	351,446
555	Naugatuck, Conn.	350,837
556	Grand Junction, Colo.	349,558
557	Manhattan, Kans.	348,951
558	Yuma, Ariz.	347,591
559	Cape Girardeau, Mo.	347,540
560	Richmond, Ind.	346,841
561	Florence, Ala.	346,335
562	Greenville, N.C.	345,996
563	New London, Conn.	344,194
564	Kingsport, Tenn.	343,414

565	New Iberia, La.	343,193
566	Gilroy, Cal.	342,905
567	Lewiston, Me.	341,910
568	Dedham, Mass.	341,561
569	Longview, Wash.	338,831
570	Wausau, Wisc.	338,117
571	Harlingen, Tex.	336,679
572	Concord, N.H.	335,858
573	East Chicago, Ind.	335,852
574	Augusta, Ga.	335,228
575	Michigan City, Ind.	334,825
576	Rosenberg, Tex.	332,934
577	Rolling Meadows, Ill.	332,599
578	Bremerton, Wash.	332,367
579	Hermosa Beach, Cal.	331,740
580	Northampton, Mass.	331,628
581	Pekin, Ill.	331,560
582	Manitowoc, Wisc.	331,434
583	Chandler, Ariz.	331,393
584	Wilson, N.C.	330,868
585	Olympia, Wash.	330,342
586	Missoula, Mont.	328,317
587	Turlock, Cal.	326,405
588	Frankfort, Ky.	325,939
589	Bradenton, Fla.	323,516
590	Jackson, Mich.	320,752
591	Beloit, Wisc.	320,447
592	Vero Beach, Fla.	320,293
593	Emporia, Kans.	319,096
594	Fort Myers, Fla.	316,477
595	Poughkeepsie, N.Y.	316,336
596	Marion, Ohio	315,736
597	Mamaroneck, N.Y.	315,158
598	Marshalltown, Ia.	314,187
599	Alton, Ill.	314,024
600	Cortland, N.Y.	312,531
601	Conroe, Tex.	312,024
602	Sherman, Tex.	311,661
603	Fort Dodge, Ia.	311,264
604	Fairborn, Ohio	310,553
605	Muskegon, Mich.	310,134
606	Jamestown, N.Y.	308,915
607	Duncan, Okla.	308,759
608	Burlington, Ia.	308,103
609	Mason City, Ia.	308,045
610	Valdosta, Ga.	306,984
611	Jonesboro, Ark.	306,494
612	De Kalb, Ill.	305,638
613	Big Spring, Tex.	304,637
614	Pascagoula, Miss.	304,289
615	Marion, Ind.	302,767
616	Bangor, Me.	302,089
617	Rock Hill, S.C.	301,918
618	Shawnee, Okla.	299,970
619	Streamwood, Ill.	299,748
620	Fort Pierce, Fla.	298,651
621	Lompoc, Cal.	298,090
622	West Warwick, R.I.	297,742
623	Hot Springs, Ark.	297,241
624	McKeesport, Pa.	296,321
625	Willoughby, Ohio	295,295
626	Watsonville, Cal.	292,988
627	Freeport, Ill.	292,200
628	Dickinson, N.D.	292,172
629	Pampa, Tex.	292,168
630	Henderson, Ky.	291,980
631	Monroe, Mich.	291,592
632	Neenah, Wisc.	291,386
633	Peekskill, N.Y.	290,871
634	Panama City, Fla.	289,767
635	Renton, Wash.	289,186
636	Roswell, Ga.	288,621
637	Roseville, Cal.	288,447
638	Lufkin, Tex.	288,359
639	Newark, Del.	287,669
640	Crystal Lake, Ill.	286,023
641	Sandusky, Ohio	284,973
642	Frederick, Md.	284,706
643	Ardmore, Okla.	284,590
644	Springdale, Ark.	284,242
645	Pottstown, Pa.	282,185
646	North Platte, Neb.	281,892
647	Holland, Mich.	281,765
648	Port Huron, Mich.	280,934
649	Tulare, Cal.	280,904
650	Clovis, N.M.	280,638
651	Lockport, N.Y.	280,553
652	Albany, Ore.	280,262
653	Bethpage, N.Y.	279,775
654	Massillon, Ohio	279,766
655	Lewiston, Ida.	278,134
656	Hemet, Cal.	277,117
657	Ottumwa, Ia.	276,922
658	New Castle, Pa.	276,865
659	West Lafayette, Ind.	276,089
660	Elmira, N.Y.	275,625
661	Twin Falls, Ida.	275,151
662	Cleveland, Tenn.	275,126
663	North Attleboro, Mass.	274,755
664	Muscatine, Ia.	272,995
665	Aberdeen, S.D.	272,974
666	Carlisle, Pa.	272,711
667	Fremont, Neb.	272,158
668	Morristown, N.J.	271,551
669	Cleburne, Tex.	271,495
670	Rock Springs, Wyo.	271,449
671	Kannapolis, N.C.	270,918
672	Milford, Mass.	270,467
673	Auburn, N.Y.	269,441
674	South Lake Tahoe, Cal.	269,260
675	Jacksonville, Ark.	269,239
676	Greenville, Miss.	268,573
677	Orange, Tex.	268,567
678	Chillicothe, Ohio	268,372
679	Florence, S.C.	268,056
680	Carlsbad, N.M.	268,048
681	El Dorado, Ark.	267,565
682	Millville, N.J.	267,227
683	Dover, Del.	265,824
684	Williamsport, Pa.	265,376
685	Marion, Ia.	265,176
686	Hagerstown, Md.	264,470
687	State College, Pa.	263,489
688	Winter Haven, Fla.	263,027
689	Marshall, Tex.	262,790
690	Paducah, Ky.	262,067
691	Greenville, Tex.	261,814
692	Mankato, Minn.	261,429
693	Chico, Cal.	261,197
694	League City, Tex.	261,076
695	Austin, Minn.	260,027
696	Myrtle Beach, S.C.	259,328
697	Hastings, Neb.	259,253
698	New Braunfels, Tex.	259,229
699	Junction City, Kans.	259,172
700	Kankakee, Ill.	258,514
701	Dover, N.H.	258,208
702	North Las Vegas, Nev.	256,916
703	Alvin, Tex.	256,733
704	Xenia, Ohio	256,672
705	2Weirton, W.Va.	256,332
706	Saratoga Springs,N.Y.	256,063
707	Nacogdoches, Tex.	255,770
708	Tupelo, Miss.	254,307
709	North Chicago, Ill.	254,134
710	Helena, Mont.	254,042
711	Denison, Tex.	253,557
712	Hazleton, Pa.	253,544
713	East Moline, Ill.	252,913
714	Ashland, Ky.	252,642
715	Pinole, Cal.	252,108
716	Porterville, Cal.	251,187
717	Fort Walton Beach, Fla.	250,474
718	Rome, Ga.	250,272
719	Garden City, Kans.	249,703
720	Anniston, Ala.	249,069
721	Gillette, Wyo.	249,056
722	Corsicana, Tex.	247,828
723	India, Cal.	247,693
724	Moorhead, Minn.	247,360
725	Logan, Utah	247,232
726	Johnstown, Pa.	246,437
727	Yuba City, Cal.	246,338
728	Port Hueneme, Cal.	245,808
729	Walla Walla, Wash.	245,728
730	Niles, Ohio	243,810
731	Paris, Tex.	243,642
732	Dodge City, Kans.	243,294
733	El Centro, Cal.	243,207
734	Lebanon, Pa.	242,373
735	Flagstaff, Ariz.	241,895
736	Portsmouth, N.H.	241,332
737	Santa Paula, Cal.	240,903
738	Goldsboro, N.C.	240,618
739	Hanford, Cal.	240,533
740	Sanford, Fla.	240,373
741	Valparaiso, Ind.	240,263
742	Williston, N.D.	240,093
743	Great Bend, Kans.	239,518
744	Ansonia, Conn.	239,434
745	La Porte, Ind.	238,819
746	West Memphis, Ark.	238,685
747	Norfolk, Neb.	238,257
748	Fairmont, W.Va.	238,183
749	Auburn, Ala.	238,039
750	Huntsville, Tex.	237,735
751	Hopkinsville, Ky.	237,385
752	Steubenville, Ohio	237,102
753	Pullman, Wash.	235,842
754	Kingston, N.Y.	233,583
755	Hickory, N.C.	232,843
756	Laramie, Wyo.	232,162
757	Eureka, Cal.	231,747
758	Alliance, Ohio	231,713
759	Lansdale, Pa.	231,598
760	Bell, Cal.	231,474
761	Madera, Cal.	231,109
762	McKinney, Tex.	230,271
763	Ypsilanti, Mich.	230,129
764	Ithaca, N.Y.	229,741
765	Mattoon, Ill.	229,303
766	Victorville, Cal.	228,024
767	Superior, Wisc.	227,508
768	Carbondale, Ill.	227,316
769	Ridgecrest, Cal.	227,119
770	Salisbury, N.C.	226,330
771	Borger, Tex.	226,232
772	Kearney, Neb.	226,191
773	Kinston, N.C.	225,971
774	Woodbridge, Va.	225,803
775	Middletown, N.Y.	224,534
776	Chelsea, Mass.	223,542
777	Homestead, Fla.	223,516
778	Clarksburg, W.Va.	221,657
779	Auburn, Me.	221,335
780	Kent, Ohio	221,077
781	La Grange, Ga.	220,939
782	Easton, Pa.	220,542
783	Gardner, Mass.	220,475
784	Hays, Kans.	220,388
785	Hudson, Mass.	220,366
786	Amsterdam, N.Y.	220,352
787	Medina, Ohio	220,022
788	Winona, Minn.	219,389
789	Morgantown, W.Va.	218,571
790	Westerly, R.I.	218,531
791	Buston, La.	217,990
792	Wooster, Ohio	217,585
793	Greensburg, Pa.	217,501
794	Vicksburg, Miss.	217,377
795	Dublin, Cal.	217,190
796	Columbia, Tenn.	216,966
797	Delaware, Ohio	216,774
798	San Marcos, Tex.	216,319
799	Keene, N.H.	216,079
800	Stevens Point, Wisc.	215,465
801	Jeffersonville, Ind.	215,451
802	Anderson, S.C.	215,238
803	Beckley, W.Va.	215,154
804	Sierra Vista, Ariz.	214,712
805	Newburgh, N.Y.	214,573
806	Marshfield, Wisc.	213,736
807	Jacksonville, Ill.	213,466
808	Sikeston, Mo.	212,709
809	Rogers, Ark.	212,311
810	Conway, Ark.	212,296
811	Nampa, Ida.	212,219
812	Troy, Ohio	212,181
813	Columbus, Miss.	212,013
814	Selma, Ala.	211,481
815	Del Rio, Tex.	211,282
816	Mount Clemens, Mich.	210,913
817	Dalton, Ga.	210,889
818	Portsmouth, Ohio	210,517
819	Bowling Green, Ohio	210,477
820	Bartlett, Ill.	210,166
821	Woodward, Okla.	210,124
822	Zanesville, Ohio	209,959
823	Wisconsin Rapids, Wisc.	209,831
824	Alamogordo, N.M.	209,044
825	Tonawanda, N.Y.	208,046
826	Ashland, Ohio	207,767
827	Cookeville, Tenn.	207,078
828	Bristol, Pa.	206,656
829	Albert Lea, Minn.	206,382
830	Barstow, Cal.	205,499
831	El Reno, Okla.	204,825
832	Altus, Okla.	204,752
833	Prichard, Ala.	204,484
834	Owatonna, Minn.	204,359
835	Benton, Ark.	203,829
836	Cumberland, Md.	203,766
837	Newburyport, Mass.	203,378
838	Plainview, Tex.	203,011
839	West Chester, Pa.	202,266
840	Tarrytown, N.Y.	200,955
841	Mount Vernon, Ill.	200,897
842	Goshen, Ind.	200,457
843	Newton, Kans.	200,382

TOTAL RETAIL SALES

Metropolitan Statistical Areas (thousands)

1	Los Angeles-Long Beach, Ca	49,600,799
2	New York, N.Y	36,809,408
3	Chicago, Il	36,283,272
4	Philadelphia, Pa-N.J	28,959,818
5	Boston, Ma	26,642,964
6	Washington, D.C-Md-Va	24,754,589
7	Detroit, Mi	24,355,442
8	Nassau-Suffolk, N.Y	24,203,757
9	Houston, Tx	22,161,476
10	Dallas, Tx	18,169,972
11	Atlanta, Ga	17,325,928
12	Minneapolis-St. Paul, Mn-Wi	16,669,139
13	Anaheim-Santa Ana, Ca	16,471,879
14	Tampa-St. Petersburg-Clearwater, Fl	14,113,169
15	St. Louis, Mo-Il	13,277,418
16	San Francisco, Ca	13,256,189
17	San Diego, Ca	13,165,931
18	Seattle, Wa	13,138,380
19	Oakland, Ca	12,944,439
20	Baltimore, Md	12,771,950
21	Pittsburgh, Pa	12,600,198
22	San Jose, Ca	12,269,669
23	Denver, Co	11,696,492
24	Riverside-San Bernardino, Ca	11,349,838
25	Cleveland, Oh	11,342,044
26	Newark, N.J	11,265,266
27	Phoenix, Az	11,037,697
28	Fort Worth-Arlington, Tx	10,522,196
29	Indianapolis, In	10,466,784
30	Miami-Hialeah, Fl	10,226,195
31	Cincinnati, Oh-Ky-In	9,123,301
32	Kansas City, Mo-Ks	9,010,675
33	Fort Lauderdale-Hollywood-Pompano Beach, Fl	8,836,465
34	Bergen-Passaic, N.J	8,798,227
35	Portland, Or	8,717,714
36	Sacramento, Ca	8,556,892
37	New Orleans, La	8,222,405
38	Norfolk-Virginia Beach-Newport News, Va	7,952,315
39	San Antonio, Tx	7,435,545
40	Milwaukee, Wi	7,419,471
41	Columbus, Oh	7,176,014
42	Oklahoma City, Ok	6,929,578
43	Orlando, Fl	6,859,842
44	Charlotte-Gastonia-Rock Hill, N.C-S.C	6,675,881
45	Rochester, N.Y	6,548,178
46	Middlesex-Somerset-Hunterdon, N.J	6,298,747
47	Memphis, Tn-Ar-Ms	6,174,090
48	West Palm Beach-Boca Raton-Delray, Fl	6,042,403
49	Nashville, Tn	5,906,003
50	Birmingham, Al	5,817,828
51	Hartford, Ct	5,763,453
52	Richmond-Petersburg, Va	5,682,700
53	Greensboro-Winston-Salem-High Point, N.C	5,565,679
54	Monmouth-Ocean, N.J	5,490,832
55	Salt Lake City-Ogden, Ut	5,462,416
56	Louisville, Ky-In	5,208,439
57	Providence, R.I	5,174,078
58	Buffalo, N.Y	4,920,061
59	Dayton-Springfield, Oh	4,733,297
60	Grand Rapids, Mi	4,711,241
61	Honolulu, Hi	4,681,892
62	Tucson, Az	4,667,129
63	Syracuse, N.Y	4,415,559
64	Austin, Tx	4,330,949
65	Raleigh-Durham, N.C	4,303,166
66	Jacksonville, Fl	4,155,377
67	Toledo, Oh	4,115,886
68	Atlantic City, N.J	4,093,707
69	Oxnard-Ventura, Ca	4,014,387
70	Albany-Schenectady-Troy, N.Y	3,967,246
71	Little Rock-North Little Rock, Ar	3,900,228
72	Fresno, Ca	3,888,748
73	Las Vegas, Nv	3,822,747
74	Tulsa, Ok	3,776,008
75	Pawtucket-Woonsocket-Attleboro, R.I.-Ma	3,758,252
76	Akron, Oh	3,666,385
77	Wilmington, De-N.J-Md	3,623,385
78	Omaha, Ne-Ia	3,583,349

79 Allentown-Bethlehem, Pa-N.J	3,581,102
80 Scranton-Wilkes Barre, Pa	3,526,879
81 Knoxville, Tn	3,483,637
82 Corpus Christi, Tx	3,397,384
83 Springfield, Mo	3,348,804
84 Harrisburg-Lebanon-Carlisle, Pa	3,333,327
85 Greenville-Spartanburg, S.C	3,310,419
86 Lake County, Il	3,303,500
87 Youngstown-Warren, Oh	3,296,914
88 Albuquerque, N.M	3,285,440
89 Gary-Hammond, In	3,219,191
90 Wichita, Ks	3,209,533
91 Columbia, S.C	3,089,668
92 Lansing-East Lansing, Mi	3,076,246
93 Beaumont-Port Arthur, Tx	3,008,986
94 Bridgeport-Milford, Ct	2,975,104
95 New Haven-Meriden, Ct	2,816,732
96 Bakersfield, Ca	2,800,529
97 Johnson City-Kingsport-Bristol, Tn-Va	2,590,293
98 Santa Barbara-Santa Maria-Lompoc, Ca	2,499,530
99 Des Moines, Ia	2,496,809
100 Santa Rosa-Petaluma, Ca	2,492,379
101 Salem-Gloucester, Ma	2,484,920
102 Lawrence-Haverhill, Ma-N.H.	2,430,868
103 Charleston, W.V	2,427,974
104 Tacoma, Wa	2,413,253
105 Poughkeepsie, N.Y	2,400,264
106 Fort Myers-Cape Coral, Fl	2,362,045
107 Colorado Springs, Co	2,356,519
108 Ann Arbor, Mi	2,316,021
109 Mobile, Al	2,259,813
110 Lancaster, Pa	2,253,767
111 Stockton, Ca	2,247,232
112 Brownsville-Harlingen, Tx	2,244,843
113 Chattanooga, Tn-Ga	2,233,526
114 Worcester, Ma	2,228,705
115 York, Pa	2,228,310
116 Saginaw-Bay City-Midland, Mi	2,222,718
117 Fort Wayne, In	2,188,780
118 Canton, Oh	2,165,649
119 Davenport-Rock Island-Moline, Ia-Il	2,164,456
120 Sarasota, Fl	2,159,343
121 Vallejo-Fairfield-Napa, Ca	2,157,798
122 Jackson, Ms	2,152,471
123 Flint, Mi	2,150,019
124 Tyler, Tx	2,113,221
125 Baton Rouge, La	2,083,833
126 Stamford, Ct	2,053,290
127 Melbourne-Titusville-Palm Bay, Fl	2,029,518
128 Portsmouth-Dover-Rochester, N.H.-Me	2,015,451
129 Lafayette, La	2,005,496
130 Salinas-Seaside-Monterey, Ca	1,999,622
131 Lubbock, Tx	1,991,769
132 El Paso, Tx	1,984,356
133 Lakeland-Winter Haven, Fl	1,949,005
134 Madison, Wi	1,942,616
135 Appleton-Oshkosh-Neenah, Wi	1,907,349
136 Trenton, N.J	1,864,163
137 Spokane, Wa	1,858,513
138 Orange, N.Y	1,849,367
139 Daytona Beach, Fl	1,824,122
140 Peoria, Il	1,813,516
141 Charleston, S.C	1,809,870
142 New London-Norwich, Ct-R.I.	1,807,120
143 Alton-Granite City, Il	1,799,260
144 Modesto, Ca	1,762,274
145 Evansville, In-Ky	1,748,542
146 Lexington-Fayette, Ky	1,730,258
147 Reno, Nv	1,723,948
148 Augusta, Ga-S.C	1,723,911
149 Shreveport, La	1,711,258
150 Aurora-Elgin, Il	1,690,987
151 Springfield, Ma	1,690,430
152 Reading, Pa	1,683,379
153 Kalamazoo, Mi	1,658,708
154 Amarillo, Tx	1,627,035
155 Jersey City, N.J	1,610,532
156 Roanoke, Va	1,605,210
157 East St. Louis-Belleville, Il	1,578,144
158 Lowell, Ma-N.H.	1,578,136
159 Portland, Me	1,573,652
160 Rockford, Il	1,547,955
161 Visalia-Tulare-Porterville, Ca	1,511,274
162 San Angelo, Tx	1,483,899
163 Boulder-Longmont, Co	1,469,275
164 Fayetteville, N.C	1,466,370
165 Huntington-Ashland, W.V-Ky-Oh	1,466,129
166 Anchorage, Ak	1,460,525
167 Lake Charles, La	1,454,225
168 Utica-Rome, N.Y	1,449,386
169 Erie, Pa	1,436,990
170 Binghamton, N.Y	1,434,530
171 Savannah, Ga	1,417,212
172 McAllen-Edinburg-Mission, Tx	1,409,823
173 St. Cloud, Mn	1,406,942
174 Santa Cruz, Ca	1,370,760
175 Norwalk, Ct	1,356,242
176 Joliet, Il	1,353,471
177 Pensacola, Fl	1,352,715
178 Brazoria, Tx	1,352,123
179 Eugene-Springfield, Or	1,325,309
180 Gainesville, Fl	1,319,265
181 Waco, Tx	1,290,681
182 Macon-Warner Robins, Ga	1,283,917
183 Boise City, Id	1,282,067
184 Wheeling, W.V-Oh	1,269,367
185 Bradenton, Fl	1,254,080
186 South Bend-Mishawaka, In	1,246,311
187 Duluth, Mn-Wi	1,244,467
188 Springfield, Il	1,223,589
189 Salem, Or	1,217,670
190 Columbus, Ga-Al	1,217,264
191 Hickory, N.C	1,214,083
192 Montgomery, Al	1,208,819
193 Lorain-Elyria, Oh	1,194,824
194 Green Bay, Wi	1,187,222
195 Houma-Thibodaux, La	1,181,619
196 Laredo, Tx	1,179,807
197 Waterbury, Ct	1,156,897
198 Fargo-Moorhead, N.D-Mn	1,152,686
199 Danbury, Ct	1,150,855
200 Fort Pierce, Fl	1,146,298
201 Biloxi-Gulfport, Ms	1,143,491
202 Billings, Mt	1,141,541
203 Tallahassee, Fl	1,137,510
204 Manchester, N.H.	1,123,971
205 Johnstown, Pa	1,123,864
206 Provo-Orem, Ut	1,087,635
207 Cedar Rapids, Ia	1,081,031
208 Lincoln, Ne	1,062,260
209 Hamilton-Middletown, Oh	1,060,588
210 Nashua, N.H.	1,058,370
211 Asheville, N.C	1,057,087
212 Texarkana, Tx-Ar	1,055,143
213 Brockton, Ma	1,047,757
214 Champaign-Urbana-Rantoul, Il	1,043,000
215 Fort Smith, Ar-Ok	1,039,874
216 Huntsville, Al	1,022,939
217 Wilmington, N.C	1,021,822
218 Mansfield, Oh	1,010,862
219 Longview-Marshall, Tx	1,002,356
220 Abilene, Tx	1,001,814
221 Odessa, Tx	994,096
222 Joplin, Mo	965,472
223 Topeka, Ks	954,222
224 Naples, Fl	956,702
225 Killeen-Temple, Tx	929,819
226 Terre Haute, In	922,684
227 Olympia, Wa	920,498
228 Fort Collins-Loveland, Co	914,115
229 Beaver, Pa	909,483
230 Waterloo-Cedar Falls, Ia	891,172
231 Lynchburg, Va	875,668
232 Midland, Tx	866,865
233 Chico, Ca	863,932
234 Lima, Oh	860,141
235 Sioux Falls, S.D	852,228
236 Florence, Al	845,035
237 Niagara Falls, N.Y	844,689
238 New Britain, Ct	842,259
239 Bloomington-Normal Il	837,227
240 Yakima, Wa	831,870
241 Ocala, Fl	822,456
242 Elkhart-Goshen, In	820,441
243 Redding, Ca	818,020
244 Parkersburg-Mariette, W.V-Oh	815,576
245 Galveston-Texas City, Tx	806,463
246 Jackson, Mi	802,961
247 Medford, Or	790,349
248 Bangor, Me	775,390
249 Vancouver, Wa	775,244
250 Charlottesville, Va	771,666
251 Richland-Kennewick-Pasco, Wa	758,044
252 Owensboro, Ky	756,862
253 Muskegon, Mi	741,459
254 Columbia, Mo	741,177
255 Williamsport, Pa	739,469
256 Janesville-Beloit, Wi	738,958
257 Burlington, N.C	736,293
258 Athens, Ga	731,153
259 Rochester, Mn	726,841
260 Bremerton, Wa	726,729
261 Muncie, In	724,167
262 New Bedford, Ma	719,370
263 Fayetteville-Springdale, Ar	709,307
264 Kenosha, Wi	707,233
265 Eau Claire, Wi	707,224
266 Wichita Falls, Tx	700,867
267 Fall River, Ma-R.I.	700,094
268 Decatur, Il	698,664
269 La Crosse, Wi	695,637
270 Benton Harbor, Mi	691,449
271 Altoona, Pa	690,839
272 Bismarck, N.D	690,746
273 Racine, Wi	684,955
274 Santa Fe, (979	684,837
275 Anderson, In	867,526
276 Panama City, Fl	643,632
277 Greeley, Co	639,859
278 Anderson, S.C	636,430
279 Monroe, La	632,193
280 Steubenville-Weirton, Oh-W.V	629,962
281 Enid, Ok	629,065
282 Fort Walton Beach, Fl	624,794
283 Sioux City, Ia-Ne	619,697
284 Bellingham, Wa	609,370
285 Burlington, Vt	606,289
286 State College, Pa	603,062
287 Bryan-College Station, Tx	597,630
288 Tuscaloosa, Al	595,022
289 Lafayette, In	594,704
290 Kokomo, In	594,531
291 Fitchburg-Leominster, Ma	593,075
292 Sharon, Pa	583,547
293 Florence, S.C	574,817
294 Lawton, Ok	570,310
295 Clarksville-Hopkinsville, Tn-Ky	569,983
296 Dubuque, Ia	564,816
297 Great Falls, Mt	559,990
298 Hagerstown, Md	559,625
299 Battle Creek, Mi	559,595
300 Glens Falls, N.Y	557,454
301 Albany, Ga	548,998
302 Jacksonville, N.C	542,392
303 Victoria, Tx	536,979
304 Las Cruces, N.M	536,892
305 Sherman-Denison, Tx	535,456
306 Danville, Va	529,782
307 Dothan, Al	524,155
308 Yuba City, Ca	515,023
309 Alexandria, La	504,907
310 Kankakee, Il	503,621
311 Iowa City, Ia	501,059
312 Grand Forks, N.D	497,174
313 Vineland-Millville-Bridgeton, N.J	495,170
314 Pittsfield, Ma	487,605
315 Bloomington, In	485,584
316 Pueblo, Co	478,116
317 Anniston, Al	475,249
318 Gadsden, Al	473,744
319 St. Joseph, Mo	472,392
320 Cumberland, Md-W.V	438,156
321 Lewiston-Auburn, Me	432,724
322 Wausau, Wi	430,126
323 Sheboygan, Wi	419,750
324 Elmira, N.Y	405,693
325 Casper, Wy	365,009
326 Pine Bluff, Ar	344,421
327 Lawrence, Ks	325,472
328 Middletown, Ct	319,929
329 Bristol, Ct	290,662
330 Pascagoula, Ms	273,379

Leading counties (thousands)

1 Los Angeles, Cal.	49,600,799
2 Cook, Il.	29,281,471
3 Harris, Tex.	19,251,663
4 Orange, Cal.	16,471,879
5 Dallas, Tex.	14,996,305
6 Middlesex, Mass.	13,233,263
7 San Diego, Cal.	13,165,931
8 Nassau, N.Y.	13,086,749
9 New York, N.Y.	12,982,344
10 Santa Clara, Cal.	12,269,669
11 Suffolk, N.Y.	11,117,008
12 Maricopa, Ariz.	11,037,697
13 King, Wash.	10,655,219
14 Dade, Fla.	10,226,195
15 Tarrant, Tex.	9,941,506
16 Oakland, Mich.	9,506,602
17 Wayne, Mich.	9,335,439
18 Broward, Fla.	8,836,465
19 Cuyahoga, Ohio	8,771,140
20 St. Louis, Mo.	8,733,581
21 Marion, Ind.	8,679,823
22 Allegheny, Pa.	8,553,851
23 Hennepin, Minn.	8,418,270
24 Alameda, Cal.	8,129,348
25 Westchester, N.Y.	7,762,326
26 Bexar, Tex.	6,614,366
27 Pinellas, Fla.	6,560,294
28 Fairfield, Conn.	6,396,620
29 San Bernardino, Cal.	6,361,669
30 Sacramento, Cal.	6,304,239
31 Philadelphia, Pa.	6,299,696
32 Bergen, N.J.	6,225,068
33 Du Page, Il.	6,169,595
34 Hillsborough, Fla.	6,117,068
35 Hartford, Conn.	6,065,465
36 Palm Beach, Fla.	6,042,402
37 San Francisco, Cal.	6,002,615
38 Norfolk, Mass.	5,757,034
39 Franklin, Ohio	5,716,818
40 Shelby, Tenn.	5,620,987
41 Hamilton, Ohio	5,598,311
42 Queens, N.Y.	5,441,321
43 Orange, Fla.	5,439,279
44 Montgomery, Pa.	5,403,414
45 Oklahoma, Okla	5,366,484
46 San Mateo, Cal.	5,304,414
47 Montgomery, Md.	5,218,228
48 Baltimore, Md.	5,187,568
49 Riverside, Cal.	4,988,369
50 Jefferson, Ala.	4,963,387
51 Erie, N.Y.	4,920,061
52 Prince Georges, Md.	4,916,127
53 Milwaukee, Wisc.	4,872,298
54 Fulton, Ga.	4,866,316
55 Contra Costa, Cal.	4,815,091
56 Monroe, N.Y.	4,814,191
57 Honolulu, Hi.	4,681,892
58 Pima, Ariz.	4,667,129
59 Kings, N.Y.	4,639,989
60 Morris, N.J.	4,630,766
61 Jefferson, La.	4,616,692
62 Essex, Mass.	4,580,911
63 New Haven, Conn.	4,559,462
64 Fairfax, Va.	4,459,874
65 De Kalb, Ga.	4,388,868
66 Suffolk, Mass.	4,255,163
67 Salt Lake, Utah	4,237,026
68 Ventura, Cal.	4,014,387
69 Jefferson, Ky.	4,009,462
70 Davidson, Tenn.	3,988,327
71 Fresno, Cal.	3,888,748
72 Monmouth, N.J.	3,839,004
73 Clark, Nev.	3,822,747
74 Bucks, Pa.	3,799,190
75 Arapahoe, Colo.	3,773,116
76 Ramsey, Minn.	3,745,813
77 Macomb, Mich.	3,719,315
78 Delaware, Pa.	3,708,926
79 Middlesex, N.J.	3,662,167
80 Travis, Tex.	3,654,603
81 Kent, Mich.	3,643,308
82 Mecklenburg, N.C.	3,616,479
83 Jackson, Mo.	3,601,463
84 Worcester, Mass.	3,596,823
85 District of Columbia, D.C.	3,531,547
86 Essex, N.J.	3,471,936
87 Atlantic, N.J.	3,415,903
88 Pulaski, Ark.	3,387,052
89 Lucas, Ohio	3,377,587
90 Multnomah, Ore.	3,377,295
91 Camden, N.J.	3,371,544
92 Lake, Ill.	3,303,500
93 Bernalillo, N.M.	3,285,440
94 Montgomery, Ohio	3,247,607
95 Washington, Ore.	3,228,167
96 Nueces, Tex.	3,191,579
97 Onondaga, N.Y.	3,168,195
98 Summit, Ohio	3,136,440
99 Cobb, Ga.	3,117,672
100 Tulsa, Okla.	3,040,649
101 Duval, Fla.	3,018,515
102 Denver, Colo.	2,993,437
103 Sedgewick, Kans.	2,938,936
104 Burlington, N.J.	2,929,662
105 New Castle, Del.	2,923,973
106 Baltimore City, Md.	2,919,704
107 Jefferson, Colo.	2,861,608
108 Lake, Ind.	2,846,692
109 Anne Arundel, Md.	2,834,350
110 Providence, R.I.	2,815,479
111 Rockingham, N.H.	2,800,870
112 Kern, Cal.	2,800,520
113 Douglas, Neb.	2,744,153
114 Plymouth, Mass.	2,651,159
115 Johnson, Kans.	2,642,582
116 Union, N.J.	2,639,234
117 Bronx, N.Y.	2,625,013

118 Wake, N.C.	2,615,017
119 Passaic, N.J.	2,573,139
120 Guilford, N.C.	2,516,760
121 Santa Barbara, Cal.	2,499,530
122 Sonoma, Cal.	2,492,379
123 Snohomish, Wash.	2,483,661
124 Pierce, Wash.	2,413,253
125 Dutchess, N.Y.	2,400,264
126 Lee, Fla.	2,362,043
127 El Paso, Colo.	2,356,519
128 Ingham, Mich.	2,356,150
129 Washtenaw, Mich.	2,316,021
130 Hampden, Mass.	2,287,733
131 Kanawha, W.Va.	2,275,429
132 Polk, Ia.	2,270,132
133 Bristol, Mass.	2,264,077
134 Lancaster, Pa.	2,253,767
135 San Joaquin, Cal.	2,247,232
136 Cameron, Tex.	2,244,843
137 Richland, S.C.	2,228,223
138 Lehigh, Pa.	2,224,414
139 Jefferson, Tex.	2,219,676
140 Westmoreland, Pa.	2,219,042
141 Hillsborough, N.H.	2,216,907
142 Chester, Pa.	2,206,561
143 Virginia Beach, Va.	2,202,041
144 Sarasota, Fla.	2,159,343
145 Genesee, Mich.	2,150,019
146 Knox, Tenn.	2,124,079
147 Smith, Tex.	2,113,221
148 Greenville, S.C.	2,094,165
149 Orleans, La.	2,075,017
150 Anoka, Minn.	2,053,000
151 Brevard, Fla.	2,029 518
152 Stark, Ohio	2,027 820
153 Monterey, Cal.	1,999,422
154 Lubbock, Tex.	1,991,769
155 Adams, Colo.	1,985,138
156 El Paso, Tex.	1,984,356
157 York, Pa.	1,963,402
158 Waukesha, Wisc.	1,958,419
159 Marin, Cal.	1,949,160
160 Polk, Fla.	1,949,005
161 Dane, Wisc.	1,942,616
162 Cumberland, Me.	1,928,161
163 Albany, N.Y.	1,910,790
164 Lafayette, La.	1,896,431
165 Forsyth, N.C.	1,886,921
166 Mercer, N.J.	1,864,163
167 Allen, Ind.	1,862,536
168 Barnstable, Mass.	1,859,105
169 Spokane, Wash.	1,858,513
170 Orange, N.Y.	1,849,367
171 Volusia, Fla.	1,824,122
172 Somerset, N.J.	1,819,706
173 St. Charles, Mo.	1,805,704
174 Clackamas, Ore.	1,781,463
175 Mobile, Ala.	1,763,798
176 Stanislaus, Cal.	1,762,274
177 Hamilton, Tenn.	1,759,014
178 Mahoning, Ohio	1,754,144
179 Washoe, Nev.	1,723,948
180 Madison, Ill.	1,722,575
181 Hinds, Miss.	1,714,121
182 Lake, Ohio	1,690,627
183 Berks, Pa.	1,683,379
184 Richmond, Va.	1,671,416
185 Norfolk, Va.	1,660,058
186 Kalamazoo, Mich.	1,658,708
187 Ocean, N.J.	1,651,828
188 St. Louis City, Mo.	1,629,120
189 Rockland, N.Y.	1,627,645
190 Hudson, N.J.	1,610,532
191 Kane, Ill.	1,609,239
192 Greene, Mo.	1,608,718
193 East Baton Rouge, La.	1,585,275
194 Solano, Cal.	1,582,177
195 Luzerne, Pa.	1,545,606
196 Trumbull, Ohio	1,542,770
197 New London, Conn.	1,525,079
198 Dauphin, Pa.	1,511,772
199 Tulare, Cal.	1,511,274
200 Tom Green, Tex.	1,483,899
201 Boulder, Colo.	1,469,275
202 Cumberland, N.C.	1,466,370
203 Anchorage, Ak.	1,460,525
204 Calcasieu, La.	1,454,225
205 St. Clair, Ill.	1,447,155
206 Clayton, Ga.	1,442,023
207 Erie, Pa.	1,436,990
208 Winnebago, Ill.	1,426,572
209 Collin, Tex.	1,424,973
210 Henrico, Va.	1,410,206
211 Hidalgo, Tex.	1,409,823
212 Caddo, La.	1,395,562
213 Richmond, N.Y.	1,389,613
214 Chatham, Ga.	1,381,784
215 Santa Cruz, Cal.	1,370,740
216 Ulster, N.Y.	1,367,937
217 Gwinnett, Ga.	1,354,011
218 Brazoria, Tex.	1,352,123
219 Montgomery, Tex.	1,350,463
220 Charleston, S.C.	1,330,472
221 Saginaw, Mich.	1,326,321
222 Lane, Ore.	1,325,309
223 Chesterfield, Va.	1,314,568
224 McLennan, Tex.	1,290,681
225 Ada, Ida.	1,282,067
226 Oneida, N.Y.	1,274,445
227 Broome, N.Y.	1,273,164
228 Fayette, Ky.	1,271,046
229 Manatee, Fla.	1,266,080
230 Arlington, Va.	1,250,618
231 St. Joseph, Ind.	1,246,311
232 Gloucester, N.J.	1,240,825
233 Alachua, Fla.	1,240,237
234 Clay, Mo.	1,218,814
235 Cumberland, Pa.	1,208,117
236 Sangamon, Ill.	1,198,276
237 Will, Ill.	1,195,759
238 Lorain, Ohio	1,194,824
239 Brown, Wisc.	1,187,222
240 Webb, Tex.	1,179,807
241 Outagamie, Wisc.	1,172,221
242 Pasco, Fla.	1,165,080
243 Denton, Tex.	1,161,853
244 Vanderburgh, Ind.	1,160,308
245 St. Tammany, La.	1,153,304
246 Durham, N.C.	1,142,179
247 Yellowstone, Mont.	1,141,541
248 Marion, Ore.	1,122,674
249 San Luis Obispo, Cal.	1,117,619
250 Stearns, Minn.	1,109,747
251 Lackawanna, Pa.	1,108,561
252 Washington, Pa.	1,098,008
253 Hawaii, Hi.	1,092,947
254 Utah, Utah	1,087,635
255 Muscogee, Ga.	1,082,295
256 Linn, Ia.	1,081,031
257 Escambia, Fla.	1,078,401
258 Peoria, Ill.	1,073,171
259 Fort Bend, Tex.	1,065,991
260 Ottawa, Mich.	1,065,933
261 Placer, Cal.	1,065,510
262 Lancaster, Neb.	1,062,260
263 Butler, Ohio	1,060,588
264 Buncombe, N.C.	1,057,087
265 St. Louis, Minn.	1,052,037
266 Leon, Fla.	1,048,934
267 Champaign, Ill.	1,043,300
268 Harrison, Miss.	1,027,983
269 Madison, Ala.	1,022,939
270 New Hanover, N.C.	1,021,822
271 Alexandria, Va.	1,012,568
272 Clermont, Ohio	1,011,435
273 Richland, Ohio	1,010,862
274 Potter, Tex.	1,003,338
275 Taylor, Tex.	1,001,814
276 Richmond, Ga.	1,000,255
277 Montgomery, Ala.	994,734
278 Ector, Tex.	994,096
279 Spartanburg, S.C.	992,568
280 Scott, Ia.	985,455
281 Sullivan, Tenn.	984,335
282 Seminole, Fla.	979,275
283 Penobscot, Me.	974,549
284 Kent, R.I.	973,056
285 Shawnee, Kans.	964,222
286 Rock Island, Ill.	957,949
287 Collier, Fla.	956,702
288 Prince William, Va.	946,325
289 Oswego, N.Y.	945,312
290 Hampton, Va.	938,957
291 Cass, N.D.	934,791
292 Thurston, Wash.	920,498
293 Horry, S.C.	916,804
294 Larimer, Colo.	914,115
295 Beaver, Pa.	909,483
296 Butler, Pa.	906,428
297 Gaston, N.C.	902,579
298 Bowie, Tex.	890,127
299 Newport News, Va.	885,772
300 Belmont, Ohio	877,790
301 Midland, Tex.	866,865
302 Butte, Cal.	863,932
303 Catawba, N.C.	858,750
304 Cleveland, Okla.	854,615
305 Lexington, S.C.	852,445
306 Minnehaha, S.D.	852,228
307 Chautauqua, N.Y.	849,635
308 Bibb, Ga.	846,743
309 Niagara, N.Y.	844,689
310 Fairfax, Va.	837,691
311 McLean, Ill.	837,227
312 McHenry, Ill.	832,206
313 Yakima, Wash.	831,870
314 Marion, Fla.	822,456
315 Sebastian, Ark.	820,509
316 Elkhart, Ind.	820,441
317 Roanoke, Va.	820,291
318 Shasta, Cal.	818,020
319 Hunterdon, N.J.	816,874
320 Dakota, Minn.	814,671
321 Bell, Tex.	814,445
322 Weber, Utah	807,794
323 Galveston, Tex.	806,463
324 Jackson, Mich.	802,961
325 Black Hawk, Ia.	800,495
326 Terrebonne, La.	793,725
327 Ontario, N.Y.	792,700
328 Sussex, Del.	788,734
329 Wyandotte, Kans.	785,187
330 Cambria, Pa.	784,511
331 Northampton, Pa.	780,993
332 Jackson, Ore.	780,349
333 Easton, Ky.	777,439
334 Clark, Wash.	775,244
335 Vigo, Ind.	775,031
336 Chesapeake, Va.	773,808
337 Litchfield, Conn.	764,556
338 Merrimack, N.H.	763,539
339 Raleigh, W.Va.	763,185
340 Frederick, Md.	760,161
341 Howard, Md.	759,293
342 Daviess, Ky.	756,862
343 Jasper, Mo.	745,071
344 Muskegon, Mich.	741,459
345 Boone, Mo.	741,177
346 Lycoming, Pa.	739,469
347 Rock, Wisc.	738,958
348 Indian River, Fla.	738,953
349 Berkshire, Mass.	736,617
350 Alamance, N.C.	736,293
351 Fayette, Pa.	729,297
352 Olmsted, Minn.	728,841
353 Kitsap, Wash.	726,729
354 Hampshire, Mass.	724,833
355 Delaware, Ind.	724,167
356 Kennebec, Me.	709,660
357 Washington, Ark.	709,307
358 Kenosha, Wisc.	707,233
359 Merced, Cal.	703,033
360 Wichita, Tex.	700,867
361 Macon, Ill.	698,564
362 La Crosse, Wisc.	695,637
363 Berrien, Mich.	691,449
364 Blair, Pa.	690,839
365 Mesa, Colo.	685,974
366 Racine, Wisc.	684,955
367 York, Me.	678,944
368 La Salle, Ill.	678,261
369 Cape May, N.J.	677,804
370 Humboldt, Cal.	677,307
371 Schenectady, N.Y.	677,207
372 Missoula, Mont.	675,084
373 Jefferson, Mo.	673,200
374 Middlesex, Conn.	672,087
375 Boone, Ky.	670,065
376 Madison, Ind.	667,526
377 Allen, Ohio	657,922
378 Gregg, Tex.	654,122
379 Lake, Fla.	649,506
380 Pitt, N.C.	649,418
381 Wayne, N.Y.	646,706
382 Bay, Fla.	643,632
383 Winnebago, Wisc.	640,014
384 Weld, Colo.	639,859
385 Anderson, S.C.	636,430
386 Ouachita, La.	632,193
387 Yolo, Cal.	630,181
388 Garfield, Okla.	629,065
389 Tazewell, Ill.	628,210
390 Santa Fe, N.M.	626,418
391 Okaloosa, Fla.	624,794
392 York, S.C.	624,267
393 Randall, Tex.	623,697
394 Washington, Minn.	623,502
395 Hancock, Ohio	622,626
396 Iberia, La.	621,197
397 Grand Traverse, Mich.	616,593
398 St. Clair, Mich.	616,335
399 Chittenden, Vt.	610,046
400 Whatcom, Wash.	609,370
401 Warren, Ky.	608,384
402 Yavapai, Ariz.	607,804
403 Pennington, S.D.	607,301
404 Washington, Tenn.	604,644
405 Harford, Md.	604,103
406 Guadalupe, Tex.	603,665
407 Centre, Pa.	603,062
408 Madison, Tenn.	601,436
409 Brazos, Tex.	597,630
410 Clarke, Ga.	595,788
411 Tuscaloosa, Ala.	595,022
412 Tippecanoe, Ind.	594,704
413 St. Lucie, Fla.	594,335
414 Ward, N.D.	594,277
415 Sciota, Ohio	594,261
416 Orange, Tex.	588,624
417 Mercer, Pa.	583,547
418 Hall, Ga.	580,612
419 Clinton, N.Y.	576,886
420 Charlottesville, Va.	575,845
421 Napa, Cal.	575,621
422 Cabell, W.Va.	575,510
423 Florence, S.C.	574,817
424 Nash, N.C.	571,290
425 Beaufort, S.C.	570,775
426 Comanche, Okla.	570,310
427 Dubuque, Ia.	564,814
428 Wood, Ohio	560,685
429 Deschutes, Ore.	560,019
430 Cascade, Mont.	559,990
431 Washington, Md.	559,625
432 Calhoun, Mich.	559,595
433 Benton, Wash.	557,369
434 El Dorado, Cal.	556,962
435 Monroe, Mich.	556,512
436 Tolland, Conn.	553,526
437 Martin, Fla.	551,963
438 Imperial, Cal.	550,178
439 Lynchburg, Va.	549,584
440 Washington, R.I.	547,432
441 Lauderdale, Miss.	546,792
442 Wood, W.Va.	546,703
443 Clay, Fla.	544,701
444 Onslow, N.C.	542,292
445 Dougherty, Ga.	540,552
446 Laramie, Wyo.	537,122
447 Victoria, Tex.	536,979
448 Dona Ana, N.M.	536,892
449 Burleigh, N.D.	535 946
450 Clark, Ohio	535,927
451 Grayson, Tex.	535,456
452 Washington, Okla.	534,865
453 Greene, Ohio	534,800
454 Portsmouth, Va.	533,223
455 Portage, Ohio	529,945
456 Lebanon, Pa.	526,154
457 Saratoga, N.Y.	526,134
458 Colbert, Ala.	525,053
459 Cabarrus, N.C.	524,693
460 Sussex, N.J.	523,330
461 Maui, Hi.	522,886
462 Clearfield, Pa.	520,893
463 Lowndes, Ga.	520,532
464 Woodbury, Ia.	519,419
465 Medina, Ohio	519,299
466 Howard, Ind.	518,782
467 Bay, Mich.	515,778
468 Newport, R.I.	515,666
469 Aiken, S.C.	513,860
470 Rensselaer, N.Y.	513,487
471 Stephens, Okla.	507,369
472 Wayne, Ohio	505 211
473 Rapides, La.	504,907
474 Kankakee, Ill.	503,621
475 Forrest, Miss.	503,026
476 Canyon, Ida.	502,008
477 Johnson, Ia.	501,059
478 Clark, Ind.	501,020
479 Grand Forks, N.D.	497,174
480 Rutherford, Tenn.	496,611
481 Baldwin, Ala.	496,015
482 Cumberland, N.J.	495,170
483 Coconino, Ariz.	487,340
484 Wood, Wisc.	486,922
485 Monroe, Ind.	485,584
486 Eaton, Mich.	485,213
487 Indiana, Pa.	483,312
488 Rowan, N.C.	478,859
489 Pueblo, Colo.	478,116
490 Davidson, N.C.	477,904
491 Androscoggin, Me.	477,889
492 Monroe, Fla.	477,883
493 Wayne, N.C.	476,944
494 Custer, Okla.	476,872
495 Calhoun, Ala.	475,249
496 Cole, Mo.	474,448
497 Columbiana, Ohio	474,061
498 Anderson, Tex.	473,998
499 Iredell, N.C.	473,864
500 Etowah, Ala.	473,744
501 Buchanan, Mo.	472,392
502 Cecil, Md.	469,614
503 Lee, Miss.	469,017
504 La Porte, Ind.	468,097
505 McCracken, Ky.	466,770
506 Warren, Ohio	465,446
507 Portage, Wisc.	463,451
508 Cullman, Ala.	463,247
509 Lawrence, Pa.	460,826
510 Pottawattamie, Ia.	460,673
511 Tompkins, N.Y.	460,005
512 Licking, Ohio	459,818
513 Chaves, N.M.	458,393
514 Fond du Lac, Wisc.	457,883
515 Steuben, N.Y.	457,833
516 Kent, Del.	457,377
517 Cape Girardeau, Mo.	457,138
518 Franklin, Pa.	456,985
519 Bannock, Ida.	454,769
520 St. Johns, Fla.	452,723
521 Jefferson, N.Y.	452,527
522 Sumter, S.C.	450,390
523 Jackson, Ill.	450,022
524 Blount, Tenn.	448,871
525 Lea, N.M.	448,826
526 Monroe, Pa.	447,786
527 Danville, Va.	447,425
528 Henderson, N.C.	445,664
529 Harrison, W.Va.	445,560
530 Schuylkill, Pa.	444,394
531 Campbell, Ky.	443,451
532 Loudoun, Va.	442,977
533 Williamson, Tenn.	442,404
534 Osceola, Fla.	441,288
535 Gallatin, Mont.	440,604
536 Franklin, Ky.	439,156
537 Robeson, N.C.	438,802
538 Flathead, Mont.	436,353
539 St. Landry, La.	433,998
540 Wicomico, Md.	433,748
541 Wilson, N.C.	432,207

642	Spotsylvania, Va.	431,361
643	Live Oak, Tex.	430,234
644	Marathon, Wisc.	430,126
645	Wayne, Ind.	429,543
646	Benton, Ark.	428,588
647	Strafford, N.H.	428,341
648	Hendricks, Ind.	427,981
649	St. Lawrence, N.Y.	427,436
650	Vermilion, Ill.	427,389
651	Williamson, Tex.	423,222
652	Mendocino, Cal.	422,407
653	Winchester, Va.	421,879
654	Warren, N.Y.	421,708
655	Kootenai, Ida.	421,138
656	Worcester, Md.	420,927
657	Sheboygan, Wisc.	419,750
658	Story, Ia.	419,478
659	Yuma, Ariz.	419,362
660	Davis, Utah	417,596
661	Skagit, Wash.	417,531
662	Charlotte, Fla.	417,114
663	St. Mary, La.	415,260
664	Miami, Ohio	414,963
665	Adams, Ill.	414,166
666	Aroostook, Me.	413,862
667	Fairfield, Ohio	412,848
668	Glynn, Ga.	411,925
669	San Juan, N.M.	411,575
670	Whitfield, Ga.	407,228
671	Randolph, N.C.	407,007
672	Sullivan, N.Y.	406,785
673	Chemung, N.Y.	405,693
674	Warren, N.J.	405,002
675	Craven, N.C.	404,195
676	Lenawee, Mich.	404,175
677	Charles, Md.	403,893
678	Petersburg, Va.	403,643
679	Twin Falls, Ida.	402,851
680	Cleveland, N.C.	402,522
681	Bradley, Tenn.	402,220
682	Carter, Okla.	401,720
683	Eau Claire, Wisc.	399,903
684	Tangipahoa, La.	398,978
685	Montgomery, Tenn.	398,843
686	Bristol, Va.	397,966
687	Garland, Ark.	396,526
688	Sumner, Tenn.	395,190
689	Johnson, Ind.	393,827
690	Livingston, Mich.	389,031
691	Washington, Miss.	388,492
692	Anderson, Tenn.	388,351
693	Pike, Ky.	387,895
694	Lafourche, La.	387,894
695	Carroll, Md.	387,664
696	Harrisonburg, Va.	384,600
697	Kings, Cal.	384,512
698	Houston, Ala.	381,554
699	Midland, Mich.	380,619
600	Rockingham, N.C.	380,529
601	Sweetwater, Wyo.	378,779
602	Crawford, Pa.	377,391
603	Roanoke, Va.	374 976
604	Marion, W.Va.	374,130
605	Walker, Ala.	373,445
606	Grant, Ind.	373,340
607	Fairbanks North Star, Ak.	373,313
608	Muskingum, Ohio	373,062
609	Porter, Ind.	372,499
610	Johnston, N.C.	371,591
611	Boyd, Ky.	371,125
612	Surry, N.C.	369,239
613	Union, N.C.	368,566
614	Allegany, Md.	367,311
615	Washington, Vt.	366,852
616	Hunt, Tex.	365,645
617	Natrona, Wyo.	365,009
618	Jefferson, Ohio	364,159
619	Bonneville, Ida.	363,559
620	Grafton, N.H.	361,219
621	Geauga, Ohio	360,958
622	Hanover, Va.	359,898
623	Franklin, Mo.	359,895
624	Lee, Ala.	359,794
625	Warren, Pa.	357,466
626	Nevada, Cal.	357,272
627	Martinsville, Va.	356,502
628	Orange, N.C.	356,093
629	Cattaraugus, N.Y.	355,951
630	Sevier, Tenn.	354,990
631	Erie, Ohio	354,655
632	Williamson, Ill.	353,871
633	Sandusky, Ohio	352,813
634	Cayuga, N.Y.	352,346
635	Tazewell, Va.	351,751
636	Cowlitz, Wash.	351,528
637	Orangeburg, S.C.	350,902
638	Beckham, Okla.	348,555
639	Harrison, Tex.	348,234
640	Parker, Tex.	348,052
641	Floyd, Ga.	344,439
642	Jefferson, Ark.	344,421
643	Pottawatomie, Okla.	343,139
644	Ashtabula, Ohio	343,115
645	Allegan, Mich.	341,317
646	Putnam, N.Y.	341,157
647	Calloway, Mo.	340,169
648	Muskogee, Okla.	339,801
649	Rutland, Vt.	339,634
650	Tuscarawas, Ohio	339,456
651	Somerset, Pa.	339,353
652	Hall, Neb.	339,266
653	Douglas, Ore.	339,231
654	Pulaski, Ky.	334,453
655	Henderson, Ky.	334,861
656	Washington, Wisc.	334,668
657	Linn, Ore.	334,375
658	Shiawassee, Mich.	333,018
659	Citrus, Fla.	332,750
660	Bartholomew, Ind.	332,097
661	Yamhill, Ore.	330,789
662	Salem, Va.	329,394
663	Marion, Ill.	327,666
664	Houston, Ga.	327,252
665	Liberty, Tex.	326,409
666	Douglas, Kans.	325,472
667	Isabella, Mich.	325,194
668	Lenoir, N.C.	325,187
669	Reno, Kans.	324,688
670	Mercer, W.Va.	324,355
671	De Kalb, Ill.	324,285
672	Umatilla, Ore.	323,810
673	Howard, Tex.	323,151
674	Troup, Ga.	322,636
675	Carroll, Ga.	321,332
676	Lauderdale, Ala.	319,982
677	Cerro Gordo, Ia.	319,065
678	Whiteside, Ill.	318,258
679	Armstrong, Pa.	317,752
680	Saline, Kans.	317,640
681	Sheridan, Wyo.	317,627
682	Okeechobee, Fla.	317,527
683	Sarpy, Neb.	317,275
684	Craighead, Ark.	316,913
685	Hamilton, Ind.	316,165
686	Bossier, La.	315,696
687	Hancock, Me.	315,307
688	Windhnm, Conn.	315,028
689	Warren, Miss.	314,214
690	Kay, Okla.	313,242
691	Jefferson, Wisc.	312,106
692	Mohave, Ariz.	311,704
693	Carteret, N.C.	311,618
694	Johnson, Mo.	311,329
695	Windsor, Vt.	309,981
696	Knox, Ill.	309,970
697	Benton, Ore.	309,413
698	Jones, Miss.	309,182
699	Pope, Ark.	309,147
700	Falls Church, Va.	309,133
701	Manitowoc, Wisc.	308,168
702	Chippewa, Wisc.	307,321
703	Walworth, Wisc.	306,769
704	Northumberland, Pa.	305,911
705	Ross, Ohio	305,892
706	Sutter, Cal.	305,516
707	Clinton, Ia.	305,000
708	Adams, Miss.	304,984
709	Ellis, Tex.	304,694
710	Grays Harbor, Wash.	304,579
711	Caldwell, N.C.	303,924
712	Columbia, Pa.	303,781
713	McKinley, N.M.	303,654
714	Vermilion, La.	303,402
715	Somerset, Me.	302,610
716	Crow Wing, Minn.	302,198
717	Carson City, Nev.	302,179
718	Douglas, Ga.	302,177
719	Madison, N.Y.	302,052
720	Manassas, Va.	302,031
721	Spalding, Ga.	298,480
722	Creek, Okla.	297,895
723	Hardin, Ky.	297,860
724	Franklin, Mass.	297,617
725	Effingham, Ill.	297,506
726	Freeborn, Minn.	297,332
727	Jim Wells, Tex.	295,563
728	Coffee, Tenn.	294,901
729	Union, Ark.	294,840
730	Dubois, Ind.	294,734
731	Morgan, Ala.	293,877
732	Klamath, Ore.	293,095
733	Dodge, Wisc.	293,056
734	Phelps, Mo.	292,981
735	Putnam, Tenn.	291,506
736	Genesee, N.Y.	291,388
737	Muscatine, Ia.	290,762
738	Cochise, Ariz.	288,696
739	Marquette, Mich.	287,559
740	Lewis and Clark, Mont.	287,318
741	Dorchester, S.C.	286,786
742	Itasca, Minn.	286,025
743	Jefferson, Ill.	285,943
744	Chelan, Wash.	285,524
745	Madera, Cal.	284,808
746	Payne, Okla.	284,296
747	Madison, Neb.	283,016
748	Coles, Ill.	282,852
749	Kosciusko, Ind.	282,652
750	Burke, N.C.	282,434
751	Crittenden, Ark.	281,396
752	Rankin, Miss.	281,155
753	Talladega, Ala.	279,193
754	Valencia, N.M.	278,747
755	Lewis, Wash.	278,042
756	Pettis, Mo.	277,498
757	Lee, N.C.	276,515
758	Monongalia, W.Va.	276,302
759	Box Elder, Utah	275,992
760	Lowndes, Miss.	274,834
761	Bradford, Pa.	274,651
762	Santa Rosa, Fla.	274,314
763	Jackson, Miss.	273,379
764	Des Moines, Ia.	272,908
765	Hamblen, Tenn.	272,167
766	Putnam, Fla.	272,134
767	Silver Bow, Mont.	271,387
768	Highlands, Fla.	270,890
769	Hernando, Fla.	270,737
770	Marshall, Ala.	270,632
771	Butler, Kans.	270,597
772	Clallam, Wash.	270,538
773	Rockdale, Ga.	270,394
774	Washington, Utah	270,300
775	Fredericksburg, Va.	269,921
776	Bennington, Vt.	269,786
777	Ohio, W.Va.	269,350
778	Coos, Ore.	269,226
779	Washington, Ohio	268,873
780	Garfield, Colo.	268,713
781	Navarro, Tex.	267,845
782	Kerr, Tex.	265,480
783	Marion, Ohio	264,976
784	Adams, Pa.	264,908
785	Cache, Utah	264,865
786	Santa Cruz, Ariz.	264,198
787	Buffalo, Neb.	264,191
788	Columbia, N.Y.	263,966
789	Rutherford, N.C.	263,417
790	Barton, Kans.	263,359
791	White, Ark.	261,709
792	Stephenson, Ill.	261,389
793	Josephine, Ore.	261,009
794	Webster, Ia.	260,309
795	Cheshire, N.H.	259,983
796	Nacogdoches, Tex.	259,720
797	Belknap, N.H.	259,696
798	Knox, Ind.	259,630
799	Edgecombe, N.C.	259,166
800	Fayette, W.Va.	258,352
801	Barron, Ky.	257,666
802	Columbus, N.C.	257,464
803	Green, Wisc.	256,543
804	Cooke, Tex.	256,044
805	St. Joseph, Mich.	256,021
806	Ellis, Kans.	255,871
807	Kauai, Hi.	255,498
808	Navaja, Ariz.	255,187
809	Hopkins, Ky.	254,989
810	Juneau, Ak.	254,590
811	Seneca, Ohio	254,495
812	Rogers, Okla.	254,118
813	Ozaukee, Wisc.	254,086
814	Haywood, N.C.	253,419
815	Sauk, Wisc.	253,138
816	Hays, Tex.	253,124
817	Maury, Tenn.	252,439
818	Moore, N.C.	251,480
819	Wright, Minn.	250,557
820	Huron, Ohio	250,517
821	Faulkner, Ark.	249,839
822	Cherokee, S.C.	249,718
823	Coweta, Ga.	249,141
824	Crawford, Ohio	248,716
825	Wilbarger, Tex.	248,226
826	St. Marys, Md.	248,194
827	Matagorda, Tex.	247,886
828	Brown, S.D.	246,607
829	Halifax, N.C.	245,999
830	Laclede, Mo.	245,326
831	Coffee, Ala.	245,171
832	Lawrence, Ohio	244,726
833	Montcalm, Mich.	244,631
834	Rice, Minn.	243,738
835	Randolph, Mo.	243,007
836	Otsego, N.Y.	242,639
837	Oconee, S.C.	242,374
838	Nez Perce, Ida.	242,344
839	Rusk, Tex.	242,249
840	Angelina, Tex.	241,314
841	Shelby, Ala.	240,934
842	St. Francois, Mo.	240,461
843	Tehama, Cal.	239,896
844	Natchitoches, La.	239,693
845	Floyd, Ind.	239,474
846	Ouachita, Ark.	237,366
847	Jefferson Davis, La.	236,987
848	Ottawa, Ohio	236,871
849	Greenbrier, W.Va.	236,144
850	Greene, Tenn.	235,993
851	York, Va.	235,881
852	Eddy, N.M.	235,545
853	Harnett, N.C.	234,976
854	Clinton, Mich.	234,883
855	Windham, Vt.	234,065
856	Staunton, Va.	232,720
857	Johnson, Tex.	232,638
858	Kandiyohi, Minn.	232,486
859	Lapeer, Mich.	232,208
860	Van Buren, Mich.	231,790
861	Ascension, La.	231,698
862	Greenwood, S.C.	230,769
863	Oxford, Me.	230,119
864	Salem, N.J.	229,798
865	De Kalb, Ala.	229,296
866	Morgan, Ut.	229,137
867	La Plata, Colo.	228,502
868	Watauga, N.C.	228,133
869	Steele, Minn.	227,221
870	Lee, Ia.	226,696
871	Marion, Mo.	226,406
872	Georgetown, S.C.	225,909
873	Macoupin, Ill.	225,028
874	Henderson, Tex.	224,664
875	Pickens, S.C.	223,686
876	Pasquotank, N.C.	222,686
877	Vance, N.C.	222,540
878	Pike, Miss.	222,530
879	Henry, Ill.	221,052
880	Grant, Wisc.	220,834
881	Pinal, Ariz.	220,800
882	Bell, Ky.	220,603
883	Montgomery, Kans.	220,572
884	Newton, Mo.	220,401
885	Marshall, Ind.	220,232
886	Beaufort, N.C.	219,794
887	Wilkes, N.C.	219,486
888	Val Verde, Tex.	218,882
889	Jefferson, Pa.	218,250
890	Bedford, Pa.	218,154
891	Clay, Minn.	217,895
892	Comal, Tex.	217,514
893	McKean, Pa.	217,253
894	Morgan, Ind.	217,226
895	Wexford, Mich.	216,828
896	Marshall, Ia.	216,644
897	Lake, Cal.	215,756
898	Dodge, Neb.	215,188
899	Christian, Ill.	215,048
900	Emmet, Mich.	214,716
901	Ford, Kans.	214,438
902	Athens, Ohio	214,406
903	Montgomery, Va.	212,841
904	Finney, Kans.	212,509
905	Grady, Okla.	212,214
906	Barron, Wisc.	212,128
907	Stanly, N.C.	212,013
908	Scott, Mo.	211,702
909	Chenango, N.Y.	211,295
910	Cassia, Ida.	211,175
911	Kaufman, Tex.	211,119
912	Lyon, Kans.	209,938
913	Wise, Va.	209,710
914	Yuba, Cal.	209,507
915	Delta, Mich.	208,979
916	Mingo, W.Va.	208,587
917	Ware, Ga.	208,314
918	Leflore, Miss.	207,905
919	Darlington, S.C.	207,802
920	Knox, Me.	207,569
921	Campbell, Va.	207,098
922	Bee, Tex.	206,862
923	San Patricio, Tex.	205,705
924	Otter Tail, Minn.	205,194
925	Livingston, La.	205,129
926	Riley, Kans.	205,015
927	De Kalb, Ind.	204,636
928	Island, Wash.	204,184
929	Sampson, N.C.	203,654
930	Marinette, Wisc.	202,980
931	Darke, Ohio	202,304
932	Auglaize, Ohio	202,219
933	Columbia, Fla.	202,198
934	Delaware, N.Y.	201,686
935	Steuben, Ind.	201,444
936	Wapello, Ia.	201,122
937	Hardin, Tex.	200,686
938	Franklin, Wash.	200,675
939	Suffolk, Va.	200,651
940	Bartow, Ga.	200,566
941	Oneida, Wisc.	200,389
942	Hale, Tex.	200,177

Leading cities (thousands)

1	New York City, N.Y.	27,078,280
2	Los Angeles, Cal.	18,734,840
3	Houston, Tex.	13,858,236
4	Chicago, Ill.	12,568,001
5	San Fernando Valley, Cal.	11,066,264
6	Dallas, Tex.	8,552,913
7	Indianapolis, Ind.	8,332,355
8	San Diego, Cal.	6,377,132
9	Philadelphia, Pa.	6,299,696
10	San Francisco, Cal.	6,002,615
11	San Antonio, Tex.	5,852,510
12	Memphis, Tenn.	5,322,424
13	South Bay, Cal.	4,998,489
14	Phoenix, Ariz.	4,973,524
15	San Jose, Cal.	4,606,943
16	Fort Worth, Tex.	4,071,912
17	Oklahoma City, Okla.	3,850,577

18	Nashville, Tenn.	3,839,231
19	Tucson, Ariz.	3,687,814
20	Seattle, Wash.	3,674,499
21	Boston, Mass.	3,643,248
22	Tampa, Fla.	3,625,225
23	Columbus, Ohio	3,605,262
24	Washington, D.C.	3,531,547
25	Austin, Tex.	3,501,578
26	Honolulu, Hi.	3,148,463
27	Albuquerque, N.M.	3,107,992
28	Corpus Christi, Tex.	2,999,912
29	Denver, Colo.	2,993,437
30	Baltimore, Md.	2,919,704
31	Jacksonville, Fla.	2,892,720
32	2Atlanta, Ga.	2,780,712
33	Fresno, Cal.	2,731,386
34	Tulsa, Okla.	2,626,713
35	Wichita, Kans.	2,620,368
36	Detroit, Mich.	2,557,011
37	Omaha, Neb.	2,499,545
38	Arlington, Tex.	2,497,600
39	Charlotte, N.C.	2,453,609
40	San Gabriel Valley, Cal.	2,260,326
41	Colorado Springs, Colo.	2,203,882
42	Portland, Ore.	2,197,956
43	Miami, Fla.	2,173,567
44	Sacramento, Cal.	2,112,244
45	1Kansas City, Mo.	2,091,886
46	Milwaukee, Wisc.	2,085,122
47	Toledo, Ohio	2,079,218
48	New Orleans, La.	2,075,017
49	Long Beach, Cal.	2,067,769
50	Cleveland, Ohio	2,016,562
51	Birmingham, Ala.	1,974,192
52	Tyler, Tex.	1,930,629
53	Torrance, Cal.	1,923,817
54	El Paso Tex.	1,917,673
55	Costa Mesa, Cal.	1,904,196
56	Orlando, Fla.	1,878,846
57	Minneapolis, Minn.	1,871,100
58	Knoxville, Tenn.	1,858,342
59	Lubbock, Tex.	1,856,777
60	Fort Lauderdale, Fla.	1,840,197
61	Oakland, Cal.	1,833,156
62	Little Rock, Ark.	1,802,288
63	Anaheim, Cal.	1,770,676
64	Hollywood, Fla.	1,752,193
65	Greensboro, N.C.	1,751,569
66	Cincinnati, Ohio	1,698,941
67	Lafayette, La.	1,673,752
68	St. Louis, Mo.	1,629,120
69	Jackson, Miss.	1,619,088
70	Mesa, Ariz.	1,609,880
71	Schaumberg, Ill.	1,604,046
72	Raleigh, N.C.	1,595,348
73	Bakersfield, Cal.	1,567,317
74	Winston-Salem, N.C.	1,553,967
75	Des Moines, Ia.	1,546,478
76	Pasadena, Cal.	1,545,235
77	Amarillo, Tex.	1,526,276
78	Akron, Ohio	1,505,241
79	Santa Ana, Cal.	1,500,608
80	Pittsburgh, Pa.	1,486,762
81	Grand Rapids, Mich.	1,481,184
82	San Angelo, Tex.	1,479,529
83	St. Paul, Minn.	1,474,266
84	Springfield, Mo.	1,473,119
85	Riverside, Cal.	1,466,754
86	Anchorage, Ak.	1,460,525
87	Santa Monica, Cal.	1,454,332
88	Fort Myers, Fla.	1,434,494
89	West Palm Beach, Fla.	1,408,995
90	Fort Wayne, Ind.	1,388,502
91	Beaumont, Tex.	1,368,703
92	Scottsdale, Ariz.	1,365,212
93	Lansing, Mich.	1,365,013
94	Mobile, Ala.	1,359,653
95	Huntington Beach, Cal.	1,357,126
96	Salt Lake City, Utah	1,323,938
97	Glendale, Cal.	1,328,325
98	Reno, Nev.	1,288,740
99	Shreveport, La.	1,281,569
100	1Lexington, Ky.	1,271,066
101	Baton Rouge, La.	1,264,818
102	Bellevue, Wash.	1,248,346
103	Louisville, Ky.	1,247,244
104	Santa Rosa, Cal.	1,241,346
105	Las Vegas Nev.	1,238,304
106	San Bernardino, Cal.	1,219,719
107	Madison, Wisc.	1,219,597
108	Chattanooga, Tenn.	1,198,258
109	Spokane, Wash.	1,185,835
110	Modesto, Cal.	1,170,511
111	Conroe, Tex.	1,170,083
112	Stockton, Cal.	1,159,699
113	Brownsville, Tex.	1,151,064
114	Yonkers, N.Y.	1,133,224
115	Thousand Oaks, Cal.	1,112,333
116	Lake Charles, La.	1,094,939
117	Tacoma, Wash.	1,094,409
118	Gainesville, Fla.	1,087,935
119	Clearwater, Fla.	1,082,707
120	Columbus, Ga.	1,082,295
121	Irving, Tex.	1,075,907
122	Pompano Beach, Fla.	1,067,784
123	Fremont, Cal.	1,051,606
124	Charleston, W.Va.	1,047,736
125	Evansville, Ind.	1,041,591
126	Ann Arbor, Mich.	1,038,997
127	San Mateo, Cal.	1,025,450
128	Waco, Tex.	1,018,963
129	Buffalo, N.Y.	1,017,581
130	Lincoln, Neb.	1,016,324
131	Stamford, Conn.	1,013,714
132	El Cajon, Cal.	1,011,060
133	Cherry Hill, N.J.	993,819
134	Santa Barbara, Cal.	989,586
135	Springfield, Ill.	983,252
136	Walnut Creek, Cal.	982,208
137	Huntsville, Ala.	966,989
138	Durham, N.C.	963,340
139	1St. Cloud, Minn.	958,943
140	Billings, Mont.	956,753
141	Montgomery, Ala.	955,769
142	Rochester, N.Y.	944,862
143	Odessa, Tex.	944,634
144	Fayetteville, N.C.	934,101
145	Hayward, Cal.	930,831
146	Palo Alto, Cal.	929,600
147	White Plains, N.Y.	928,920
148	Worcester, Mass.	922,190
149	Rockford, Ill.	916,686
150	Framingham, Mass.	907,851
151	Cedar Rapids, Ia.	900,469
152	Topeka, Kans.	900,170
153	Texarkana, Ark.-Texarkana, Tex., Ark.	894,280
154	1Texarkana, Tex.	894,280
155	Springfield, Mass.	891,747
156	Downey, Cal.	884,009
157	Abilene, Tex.	869,866
158	North Little Rock, Ark.	867,527
159	Boise City, Ida.	859,978
160	Pasadena, Tex.	855,793
161	Syracuse, N.Y.	849,848
162	Tempe, Ariz.	849,818
163	West Covina, Cal.	846,756
164	Peoria, Ill.	845,534
165	Hicksville, N.Y.	838,710
166	Hurst, Tex.	834,759
167	Midland, Tex.	829,103
168	McAllen, Tex.	824,132
169	Laredo, Tex.	817,382
170	Atlantic City, N.J.	812,849
171	Fargo, N.D.	812,131
172	Escondido, Cal.	807,529
173	San Rafael, Cal.	807,268
174	Newport Beach, Cal.	807,200
175	Fullerton, Cal.	806,735
176	Lakeland, Fla.	801,458
177	Macon, Ga.	800,744
178	Boulder, Colo.	800,136
179	Garland, Tex.	790,765
180	Sarasota, Fla.	789,262
181	Nashua, N.H.	784,739
182	Salinas, Cal.	783,093
183	Independence, Mo.	780,204
184	Ontario, Cal.	778,845
185	Burbank, Cal.	775,272
186	Bristol, Tenn.-Bristol, Va., Tenn.	774,538
187	Green Bay, Wisc.	765,589
188	Fort Smith, Ark.	763,100
189	Richardson, Tex.	756,265
190	Hartford, Conn.	755,969
191	Kansas City, Kans.	754,123
192	Harlingen, Tex.	752,248
193	Redwood City, Cal.	746,447
194	Daytona Beach, Fla.	745,129
195	Flint, Mich.	743,748
196	Providence, R.I.	736,375
197	Columbia, S.C.	733,427
198	Denton, Tex.	732,684
199	Oxnard, Cal.	731,821
200	Visalia, Cal.	729,739
201	Brockton, Mass.	727,211
202	1Salem, Ore.	725,308
203	South Bend, Ind.	723,733
204	Hilo, Hi.	721,148
205	Davenport, Ia.	720,371
206	Sioux Falls, S.D.	719,286
207	Boca Raton, Fla.	718,639
208	Naples, Fla.	718,007
209	Dayton, Ohio	716,947
210	Everett, Wash.	713,227
211	Columbia, Mo.	708,814
212	Owensboro, Ky.	708,188
213	Asheville, N.C.	701,538
214	Greenville, S.C.	699,363
215	Quincy, Mass.	696,814
216	Bridgeport, Conn.	696,534
217	Norwalk, Conn.	696,313
218	Waltham, Mass.	695,644
219	Santa Maria, Cal.	693,529
220	Joliet, Ill.	693,115
221	Wilmington, N.C.	692,718
222	Slidell, La.	686,352
223	Manchester, N.H.	684,056
224	Lowell, Mass.	679,115
225	Woodbridge, N.J.	676,818
226	Greenwich, Conn.	671,533
227	Rochester, Minn.	665,920
228	Allentown, Pa.	642,699
229	San Buenaventura, Cal. Ventura, Cal.	637,786
230	Norman, Okla.	636,497
231	Gastonia, N.C.	634,476
232	Whittier, Cal.	631,494
233	Missoula, Mont.	630,291
234	Waterbury, Conn.	625,290
235	Frederick, Md.	624,826
236	Mentor, Ohio	623,968
237	2Joplin, Mo.	622,866
238	Spartanburg, S.C.	618,810
239	Enid, Okla.	615,896
240	Kalamazoo, Mich.	615,551
241	Ocala, Fla.	615,416
242	Portsmouth, N.H.	613,894
243	New Haven, Conn.	613,866
244	Grand Junction, Colo.	612,667
245	Beckley, W.Va.	612,425
246	New Rochelle, N.Y.	612,153
247	Wichita Falls, Tex.	611,143
248	Newark, N.J.	609,815
249	Canton, Ohio	599,467
250	La Crosse, Wisc.	598,441
251	Terre Haute, Ind.	597,982
252	Renton, Wash.	592,250
253	Santa Cruz, Cal.	589,952
254	Jackson, Tenn.	588,348
255	Santa Fe, N.M.	583,075
256	Arlington Heights, Ill.	584,103
257	Redding, Cal.	583,937
258	Bowling Green, Ky.	583,835
259	Fairfield, Cal.	583,748
260	Midwest City, Okla.	583,626
261	High Point, N.C.	581,140
262	Royal Oak, Mich.	580,614
263	Charleston, S.C.	579,678
264	Bloomington, Ill.	579,487
265	Decatur, Ill.	579,097
266	Rapid City, S.D.	575,377
267	Waukegan, Ill.	572,357
268	Burlington, N.C.	570,996
269	Champaign, Ill.	570,513
270	Muncie, Ind.	569,977
271	Appleton, Wisc.	568,221
272	Johnson City, Tenn.	566,578
273	Aurora, Ill.	566,295
274	Eugene, Ore.	564,399
275	Oceanside, Cal.	559,104
276	Minot, N.D.	558,918
277	Covina, Cal.	557,811
278	Greenville, N.C.	555,482
279	Vallejo, Cal.	554,004
280	Milford, Conn.	553,611
281	Kingsport, Tenn.	551,552
282	Kenosha, Wisc.	546,897
283	Fort Pierce, Fla.	546,042
284	Jersey City, N.J.	545,573
285	Baytown, Tex.	544,074
286	Fort Collins, Colo.	542,735
287	Yakima, Wash.	541,704
288	Plano, Tex.	541,471
289	Lawton, Okla.	539,312
290	Dedham, Mass.	539,131
291	Albany, N.Y.	538,972
292	Findlay, Ohio	538,862
293	McKinney, Tex.	538,784
294	Tallahassee, Fla.	537,307
295	Simi Valley, Cal.	535,515
296	Victoria, Tex.	533,857
297	Mount Prospect, Ill.	531,888
298	Hempstead, N.Y.	530,461
299	Bismarck, N.D.	530,349
300	Medford, Mass.	528,704
301	Meridian, Miss.	528,515
302	Gulfport, Miss.	528,298
303	Vero Beach, Fla.	527,330
304	New Iberia, La.	525,866
305	Belleville, Ill.	522,382
306	Scranton, Pa.	522,052
307	Pomona, Cal.	521,024
308	Rockville, Md.	520,876
309	Elgin, Ill.	515,706
310	Bartlesville, Okla.	514,362
311	Dubuque, Ia.	514,082
312	Fayetteville, Ark.	513,643
313	Elkhart, Ind.	513,575
314	Mansfield, Ohio	513,455
315	Hammond, Ind.	512,814
316	Ogden, Utah	511,701
317	Las Cruces, N.M.	510,187
318	Arcadia, Cal.	509,524
319	Greeley, Colo.	508,823
320	Duluth, Minn.	504,656
321	Danbury, Conn.	503,572
322	Kokomo, Ind.	503,518
323	Seguin, Tex.	502,082
324	Medford, Ore.	501,488
325	Parsippany, N.J.	497,743
326	Albany, Ga.	496,685
327	Myrtle Beach, S.C.	496,080
328	Great Falls, Mont.	496,014
329	Bangor, Me.	495,495
330	Manchester, Conn.	494,572
331	Longview, Tex.	493,799
332	Waterloo, Ia.	492,249
333	Rosenberg, Tex.	489,162
334	Norwich, Conn.	485,943
335	Pleasanton, Cal.	484,762
336	Panama City, Fla.	483,009
337	Lancaster, Pa.	482,890
338	Cheyenne, Wyo.	481,719
339	Sioux City, Ia.	481,186
340	Marietta, Ga.	471,827
341	Gainesville, Ga.	470,621
342	Rock Hill, S.C.	470,102
343	Rocky Mount, N.C.	466,749
344	St. Joseph, Mo.	465,532
345	Valdosta, Ga.	464,892
346	Moline, Ill.	463,703
347	Napa, Cal.	463,659
348	Grand Forks, N.D.	463,344
349	Portland, Me.	457,560
350	Palm Springs, Cal.	456,669
351	Jefferson City, Mo.	455,706
352	Morristown, N.J.	454,759
353	Roswell, N.M.	450,881
354	Bloomington, Ind.	449,464
355	Savannah, Ga.	448,441
356	Youngstown, Ohio	448,219
357	Monroe, La.	447,441
358	Port Arthur, Tex.	447,250
359	San Luis Obispo, Cal.	446,988
360	Lafayette, Ind.	446,510
361	Pueblo, Colo.	445,769
362	Corona, Cal.	442,783
363	Brea, Cal.	441,036
364	Roseville, Cal.	440,447
365	Binghamton, N.Y.	439,748
366	Pocatello, Ida.	439,511
367	Peabody, Mass.	439,357
368	Mount Vernon, N.Y.	439,330
369	Biloxi, Miss.	437,425
370	Frankfort, Ky.	436,903
371	Erie, Pa.	436,621
372	Hickory, N.C.	434,647
373	Gary, Ind.	431,178
374	Chico, Cal.	430,934
375	Murfreesboro, Tenn.	429,853
376	1Huntington, W.Va.	428,838
377	Sanford, Fla.	427,888
378	Hattiesburg, Miss.	427,314
379	Redondo Beach, Cal.	425,816
380	Merced, Cal.	425,071
381	Bellingham, Wash.	423,110
382	Tuscaloosa, Ala.	420,660
383	Tupelo, Miss.	420,329
384	Elizabeth, N.J.	417,252
385	Clifton, N.J.	417,158
386	Bradenton, Fla.	417,142
387	Pawtucket, R.I.	416,471
388	Garden City, N.Y.	414,684
389	Palestine, Tex.	413,568
390	Bremerton, Wash.	413,366
391	Niles, Ohio	412,315
392	Woodbridge, Va.	411,998
393	Janesville, Wisc.	410,428
394	Jacksonville, N.C.	408,373
395	Winter Haven, Fla.	404,222
396	Cape Girardeau, Mo.	403,846
397	Alexandria, La.	403,247
398	Racine, Wisc.	401,201
399	Council Bluffs, Ia.	398,069
400	Annapolis, Md.	397,131
401	Stevens Point, Wisc.	396,835
402	Bryan, Tex.	396,080
403	Iowa City, Ia.	394,246
404	Duncan, Okla.	392,036
405	Pensacola, Fla.	391,311
406	Clarksville, Tenn.	390,371
407	Wilson, N.C.	389,610
408	Manhattan Beach, Cal.	389,007
409	Alameda, Cal.	388,328

410	Athens, Ga.	388,286
411	St. Augustine, Fla.	388,278
412	Pontiac, Mich.	388,006
413	Hot Springs, Ark.	387,809
414	Upland, Cal.	387,093
415	Quincy, Ill.	386,717
416	Paducah, Ky.	386,601
417	Sumter, S.C.	385,611
418	Anderson, S.C.	383,966
419	Cullman, Ala.	383,663
420	Concord, N.H.	383,489
421	Lynn, Mass.	381,978
422	Cleveland, Tenn.	381,556
423	Anderson, Ind.	381,153
424	Killeen, Tex.	380,913
425	Woburn, Mass.	380,485
426	Poughkeepsie, N.Y.	379,480
427	Twin Falls, Ida.	379,071
428	Auburn, Wash.	377,908
429	Victorville, Cal.	377,013
430	Salisbury, Md.	376,675
431	Richmond, Cal.	375,078
432	Monterey, Cal.	374,345
433	Fall River, Mass.	372,995
434	Alton, Ill.	372,305
435	Parkersburg, W.Va.	371,681
436	Bozeman, Mont.	371,364
437	Orange, Tex.	371,242
438	Fort Walton Beach, Fla.	370,201
439	Lodi, Cal.	369,872
440	Redlands, Cal.	369,772
441	Kennewick, Wash.	369,056
442	Greenville, Miss.	368,753
443	Oshkosh, Wisc.	368,744
444	Dalton, Ga.	368,138
445	Eau Claire, Wisc.	367,470
446	Des Plaines, Ill.	367,447
447	Eureka, Cal.	366,291
448	Gadsden, Ala.	363,719
449	Salisbury, N.C.	362,549
450	La Habra, Cal.	360,821
451	Ames, Ia.	360,764
452	Traverse City, Mich.	360,183
453	Idaho Falls, Ida.	359,553
454	Florence, S.C.	358,496
455	Augusta, Ga.	358,115
456	Longmont, Colo.	357,765
457	Bend, Ore.	357,109
458	Hackensack, N.J.	356,592
459	Covington, Ky.	356,219
460	Olympia, Wash.	355,578
461	Haverhill, Mass.	355,395
462	Dothan, Ala.	352,645
463	Tempe, Tex.	352,571
464	Hamilton, Ohio	351,710
465	Woonsocket, R.I.	351,307
466	Stuart, Fla.	350,958
467	Portsmouth, Ohio	349,674
468	Fairbanks, Ak.	349,366
469	Prescott, Ariz.	348,918
470	Carbondale, Ill.	348,680
471	Kingston, N.Y.	348,061
472	Greensburg, Pa.	347,862
473	Richmond, Ind.	343,732
474	Midland, Mich.	343,657
475	Enfield, Conn.	341,505
476	Casper, Wyo.	341,006
477	Lawrenceville, Ga.	340,706
478	Elyria, Ohio	339,933
479	Pittsfield, Mass.	336,905
480	Burlington, Vt.	335,789
481	Ashland, Ky.	333,860
482	Goldsboro, N.C.	333,624
483	Rome, N.Y.	332,609
484	Farmington, N.M.	331,690
485	Galveston, Tex.	331,287
486	Utica, N.Y.	330,379
487	Altoona, Pa.	330,150
488	Olathe, Kans.	329,670
489	Yuma, Ariz.	328,768
490	Newark, Del.	328,115
491	Lawrence, Mass.	327,808
492	Pine Bluff, Ark.	327,487
493	Marion, Ind.	326,304
494	Henderson, Ky.	325,998
495	Hagerstown, Md.	325,820
496	Glendora, Cal.	323,773
497	Grand Prairie, Tex.	323,231
498	New Bedford, Mass.	323,554
499	Provo, Utah	322,303
500	Houma, La.	321,655
501	†Bethlehem, Pa.	321,442
502	Rome, Ga.	320,755
503	Antioch, Cal.	320,747
504	Anniston, Ala.	320,105
505	Lancaster, Ohio	317,894
506	Hemet, Cal.	315,816
507	Newark, Cal.	315,466
508	Indio, Cal.	314,927
509	Muskogee, Okla.	314,797
510	Marshall, Tex.	314,580
511	Salina, Kans.	314,509
512	Big Spring, Tex.	314,224
513	Hobbs, N.M.	313,422
514	Hendersonville, N.C.	313,222
515	Danville, Ill.	312,759
516	Vancouver, Wash.	312,374
517	Ardmore, Okla.	311,926
518	Holland, Mich.	311,451
519	Vicksburg, Miss.	311,136
520	Nampa, Ida.	310,713
521	Augusta, Me.	307,651
522	Malden, Mass.	307,161
523	Warren, Pa.	307,052
524	Coeur d'Alene, Ida.	305,230
525	Grand Island, Neb.	305,051
526	Meriden, Conn.	304,285
527	Flagstaff, Ariz.	303,706
528	Reading, Pa.	303,672
529	Carrollton, Tex.	303,409
530	Jonesboro, Ark.	302,979
531	Lawrence, Kans.	302,644
532	Oswego, N.Y.	302,425
533	Carson City, Nev.	302,179
534	Middletown, N.J.	301,352
535	Beverly, Mass.	299,999
536	Alvin, Tex.	299,811
537	Hanover, Pa.	298,807
538	Mishawaka, Ind.	298,602
539	Sheridan, Wyo.	298,201
540	Vernon, Conn.	296,874
541	Lewisville, Tex.	295,715
542	Washington, Pa.	295,011
543	Somerset, Ky.	294,961
544	Monroe, N.C.	294,948
545	Jacksonville, Ark.	294,342
546	Hutchinson, Kans.	294,287
547	Edmond, Okla.	294,258
548	Plattsburgh, N.Y.	293,779
549	Natchez, Miss.	293,418
550	Laurel, Miss.	292,597
551	Sherman, Tex.	292,278
552	Port Huron, Mich.	292,021
553	Waukesha, Wisc.	291,944
554	Columbus, Ind.	291,002
555	Fitchburg, Mass.	288,650
556	Warren, Ohio	286,140
557	Griffin, Ga.	287,758
558	Russellville, Ark.	287,392
559	Leesburg, Fla.	287,143
560	Chillicothe, Ohio	286,061
561	Florence, Ala.	285,808
562	Corvallis, Ore.	285,471
563	Marlborough, Mass.	283,532
564	Zanesville, Ohio	282,943
565	Palm Beach, Fla.	282,550
566	New Britain, Conn.	281,553
567	Gallup, N.M.	280,213
568	Sheboygan, Wisc.	279,187
569	Fairmont, W.Va.	278,795
570	Wallingford, Conn.	276,340
571	Helena, Mont.	276,194
572	Jasper, Ala.	275,794
573	Concord, N.C.	275,619
574	Sedalia, Mo.	274,967
575	Fulton, N.Y.	274,027
576	Kent, Wash.	273,834
577	Somerville, N.J.	272,910
578	Newburgh, N.Y.	272,817
579	Middletown, Ohio	272,349
580	Jersey Shore, Pa.	272,272
581	Albert Lea, Minn.	272,258
582	South Gate, Cal.	271,836
583	Dover, Del.	271,698
584	Oregon City, Ore.	271,642
585	Cookeville, Tenn.	271,378
586	Sanford, N.C.	271,132
587	El Dorado, Ark.	271,063
588	Shawnee, Okla.	271,012
589	Porterville, Cal.	270,167
590	Michigan City, Ind.	269,368
591	Brunswick, Ga.	268,741
592	Yuba City, Cal.	267,993
593	Galesburg, Ill.	267,858
594	Morristown, Tenn.	267,854
595	Columbus, Miss.	267,249
596	Mount Vernon, Ill.	266,847
597	Fontana, Cal.	266,401
598	Longview, Wash.	266,001
599	Hanford, Cal.	265,575
600	York, Pa.	265,389
601	Quakertown, Pa.	264,978
602	Vineland, N.J.	264,715
603	Haltom City, Tex.	263,343
604	Pottstown, Pa.	263,323
605	Eldapell, Mont.	262,559
606	Dover, N.J.	261,207
607	Warminster Pa.	260,808
608	Petaluma, Cal.	260,176
609	Asheboro, N.C.	259,576
610	Lumberton, N.C.	259,388
611	Pekin, Il.	258,806
612	Rolla, Mo.	258,305
613	Livermore, Cal.	258,031
614	Rock Springs, Wyo.	257,952
615	Peekskill, N.Y.	257,647
616	Lexington, N.C.	257,596
617	New London, Conn.	257,278
618	Uniontown, Pa.	256,650
619	Effingham, Ill.	256,180
620	Jamestown, N.Y.	256,153
621	Bristol, Conn.	255,859
622	Warrensburg, Mo.	255,739
623	Middletown, N.Y.	255,575
624	Newark, Ohio	255,253
625	Wheaton, Ill.	255,125
626	Mount Airy, N.C.	255,078
627	La Grange, Ga.	254,614
628	Juneau, Ak.	254,590
629	Newport, R.I.	254,259
630	Warner Robins, Ga.	253,705
631	Huntington Park, Cal.	252,548
632	Morgantown, W.Va.	252,322
633	Conyers, Ga.	252,154
634	South Lake Tahoe, Cal.	252,118
635	Chapel Hill, N.C.	251,881
636	Mason City, Ia.	251,109
637	Statesville, N.C.	250,433
638	Beloit, Wisc.	250,182
639	Westfield, Mass.	249,789
640	Nacogdoches, Tex.	248,807
641	Lorain, Ohio	248,383
642	Oak Ridge, Tenn.	247,954
643	Logan, Utah	247,306
644	Kearney, Neb.	247,090
645	Clinton, Okla.	247,025
646	Vernon, Tex.	246,822
647	Chambersburg, Pa.	246,730
648	Kinston, N.C.	246,384
649	Carlisle, Pa.	246,042
650	Butte, Mont.	245,808
651	Fond du Lac, Wisc.	245,570
652	Saginaw, Mich.	245,089
653	Wooster, Ohio	244,651
654	Hammond, La.	244,073
655	Mount Pleasant, Mich.	243,759
656	Wheeling, W.Va.	242,650
657	Conway, Ark.	241,372
658	Jackson, Mich.	241,269
659	Lewiston, Ida.	240,941
660	Hays, Kans.	240,567
661	Wausau, Wisc.	240,210
662	Fort Dodge, Ia.	239,741
663	Alcoa, Tenn.	239,422
664	Moberly, Mo.	239,284
665	Clinton, Ia.	239,176
666	Orangeburg, S.C.	238,195
667	Wilmington, Del.	238,071
668	Salem, Mass.	237,904
669	Albany, Ore.	236,925
670	Corsicana, Tex.	236,738
671	Lenoir, N.C.	236,547
672	Harrisburg, Pa.	236,414
673	Davis, Cal.	236,357
674	Kankakee, Ill.	236,261
675	Lewiston, Me.	236,167
676	Lebanon, Mo.	236,104
677	Jasper, Ind.	235,594
678	Freeport, Ill.	235,177
679	San Marcos, Tex.	234,774
680	Watsonville, Cal.	234,490
681	Rogers, Ark.	233,553
682	Beaufort, S.C.	233,478
683	Battle Creek, Mich.	233,449
684	St. George, Utah	232,947
685	Bristol, Pa.	232,323
686	Ottawa, Ill.	231,929
687	Glens Falls, N.Y.	231,669
688	Crystal Lake, Ill.	231,490
689	Muscle Shoals, Ala.	231,398
690	Elk City, Okla.	230,914
691	Greenville, Tex.	230,759
692	Torrington, Conn.	230,539
693	Watertown, N.Y.	230,351
694	Columbia, Tenn.	230,036
695	Holyoke, Mass.	229,762
696	Clarksburg, W.Va.	229,415
697	Wilkes Barre, Pa.	229,095
698	Great Bend, Kans.	228,778
699	Ithaca, N.Y.	228,753
700	Vacaville, Cal.	228,346
701	Northampton, Mass.	228,301
702	West Memphis, Ark.	228,274
703	Decatur, Ala.	228,062
704	Milford, Mass.	227,988
705	Gainesville, Tex.	227,784
706	Barstow, Cal.	227,754
707	Ponca City, Okla.	226,967
708	Wisconsin Rapids, Wisc.	226,966
709	Springfield, Ohio	226,747
710	Paterson, N.J.	226,692
711	Cleburne, Tex.	225,970
712	El Centro, Cal.	225,408
713	Auburn, N.Y.	225,293
714	Marion, Ill.	224,507
715	Norfolk, Neb.	223,938
716	Aberdeen, S.D.	223,935
717	Morgan City, La.	223,684
718	Niagara Falls, N.Y.	223,438
719	Abbeville, La.	222,984
720	Brooksville, Fla.	222,956
721	Kerrville, Tex.	221,534
722	Muskegon, Mich.	220,892
723	Grass Valley, Cal.	220,639
724	Chelsea, Mass.	220,627
725	Woodland, Cal.	220,129
726	Key West, Fla.	220,113
727	Turlock, Cal.	219,752
728	New Bern, N.C.	219,733
729	Brunswick, Me.	219,307
730	Bay City, Tex.	219,270
731	Klamath Falls, Ore.	219,096
732	Elizabeth City, N.C.	218,673
733	Schenectady, N.Y.	218,341
734	Wheeling, Ill.	218,307
735	Del Rio, Tex.	217,954
736	Williamsport, Pa.	216,913
737	New Albany, Ind.	216,765
738	Waterville, Me.	216,124
739	Greeneville, Tenn.	216,104
740	State College, Pa.	215,619
741	Mount Vernon, Wash.	215,329
742	Middletown, Conn.	214,848
743	Willingboro, N.J.	214,745
744	Carrollton, Ga.	214,458
745	Roseburg, Ore.	213,698
746	Mamaroneck, N.Y.	213,670
747	Rad Bank, N.J.	213,453
748	Greenfield, Mass.	213,126
749	Madisonville, Ky.	212,911
750	Christiansburg, Va.	212,841
751	Durango, Colo.	212,608
752	Vincennes, Ind.	212,341
753	Lima, Ohio	212,227
754	Searcy, Ark.	211,974
755	Manteca, Cal.	211,406
756	Lufkin, Tex.	211,316
757	Stillwater, Okla.	211,267
758	Dodge City, Kans.	211,120
759	Manitowoc, Wisc.	210,588
760	Garden City, Kans.	210,535
761	Gilroy, Cal.	210,253
762	North Las Vegas, Nev.	210,011
763	Monroe, Wisc.	209,626
764	Camarillo, Cal.	209,595
765	Bay City, Mich.	209,425
766	Shelby, N.C.	209,071
767	Westerly, R.I.	208,174
768	New Braunfels, Tex.	207,234
769	Morganton, N.C.	207,130
770	Wakefield, Mass.	207,006
771	Grants Pass, Ore.	206,366
772	Johnstown, Pa.	205,527
773	Marshalltown, Ia.	205,498
774	Massillon, Ohio	205,234
775	Thibodaux, La.	205,214
776	Fremont, Neb.	204,969
777	Kannapolis, N.C.	204,749
778	Aberdeen, Wash.	204,620
779	Glasgow, Ky.	204,454
780	Jacksonville, Ill.	204,044
781	Centralia, Ill.	204,012
782	Weatherford, Okla.	203,982
783	Emporia, Kans.	203,920
784	Enterprise, Ala.	202,707
785	Glenwood Springs, Colo.	202,649
786	Waycross, Ga.	202,452
787	Auburn, Ala.	202,341
788	Kent, Ohio	202,081
789	Owatonna, Minn.	201,948
790	Elk Grove Village, Ill.	201,827
791	Palatka, Fla.	201,700
792	East Lansing, Mich.	201,264
793	Rolling Meadows, Ill.	201,060
794	Sandusky, Ohio	200,788
795	Henderson, N.C.	200,715
796	College Station, Tex.	200,654

TOTAL FOOD SALES

Metropolitan Statistical Areas (thousands)

1 Los Angeles-Long Beach, Ca	9,999,917
2 New York, N.Y	8,697,945
3 Chicago, Il	6,382,083
4 Philadelphia, Pa-N.J	6,048,143
5 Boston, Ma	5,585,835
6 Nassau-Suffolk, N.Y	5,490,490
7 Detroit, Mi	4,837,464
8 Washington, D.C.-Md-Va	4,705,375
9 Houston, Tx	4,467,916
10 Atlanta, Ga	3,286,213
11 Tampa-St. Petersburg-Clearwater, Fl	3,250,389
12 Dallas, Tx	3,224,371
13 Anaheim-Santa Ana, Ca	3,074,151
14 Baltimore, Md	2,826,147
15 Newark, N.J	2,815,288
16 Minneapolis-St. Paul, Mn-Wi	2,792,636
17 St. Louis, Mo-Il	2,756,015
18 Oakland, Ca	2,742,469
19 San Francisco, Ca	2,652,929
20 Seattle, Wa	2,636,260
21 Pittsburgh, Pa	2,629,076
22 Riverside-San Bernardino, Ca	2,449,207
23 San Diego, Ca	2,426,111
24 Phoenix, Az	2,345,652
25 Cleveland, Oh	2,321,021
26 San Jose, Ca	2,308,709
27 Denver, Co	2,231,931
28 New Orleans, La	2,050,563
29 Miami-Hialeah, Fl	1,939,636
30 Cincinnati, Oh-Ky-In	1,920,941
31 Bergen-Passaic, N.J	1,862,042
32 Indianapolis, In	1,835,667
33 Sacramento, Ca	1,782,604
34 Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,775,309
35 Fort Worth-Arlington, Tx	1,770,895
36 Kansas City, Mo-Ks	1,635,806
37 Norfolk-Virginia Beach-Newport News, Va	1,609,432
38 San Antonio, Tx	1,534,442
39 Portland, Or	1,529,350
40 Rochester, N.Y	1,477,171
41 Milwaukee, Wi	1,463,275
42 Middlesex-Somerset-Hunterdon, N.J	1,461,653
43 Orlando, Fl	1,461,135
44 Charlotte-Gastonia-Rock Hill, N.C-S.C	1,419,374
45 Columbus, Oh	1,365,858
46 Monmouth-Ocean, N.J	1,353,134
47 Oklahoma City, Ok	1,351,197
48 West Palm Beach-Boca Raton-Delray, Fl	1,327,822
49 Memphis, Tn-Ar-Ms	1,279,548
50 Hartford, Ct	1,208,458
51 Birmingham, Al	1,206,348
52 Providence, R.I	1,202,751
53 Nashville, Tn	1,156,520
54 Richmond-Petersburg, Va	1,148,237
55 Buffalo, N.Y	1,140,130
56 Syracuse, N.Y	1,103,000
57 Greensboro-Winston-Salem-High Point, N.C	1,084,273
58 Louisville, Ky-In	1,036,153
59 Tucson, Az	1,031,868
60 Pawtucket-Woonsocket-Attleboro, R.I.-Ma	1,029,453
61 Salt Lake City-Ogden, Ut	1,023,644
62 Dayton-Springfield, Oh	971,751
63 Albany-Schenectady-Troy, N.Y	941,131
64 Atlantic City, N.J	898,229
65 Oxnard-Ventura, Ca	897,538
66 Raleigh-Durham, N.C	895,339
67 Austin, Tx	869,316
68 Akron, Oh	840,126
69 Grand Rapids, Mi	823,561
70 Toledo, Oh	821,268
71 Scranton-Wilkes Barre, Pa	812,358
72 Jacksonville, Fl	793,673
73 Springfield, Ma	792,423
74 Allentown-Bethlehem, Pa-N.J	790,140
75 Tulsa, Ok	783,128
76 Honolulu, Hi	776,062
77 Fresno, Ca	760,851
78 Corpus Christi, Tx	756,614
79 Las Vegas, Nv	740,520
80 Greenville-Spartanburg, S.C	739,377
81 Little Rock-North Little Rock, Ar	732,463
82 Wilmington, De-N.J-Md	730,083
83 Gary-Hammond, In	709,424
84 Harrisburg-Lebanon-Carlisle, Pa	702,354
85 Knoxville, Tn	690,456
86 Bridgeport-Milford, Ct	685,777
87 Youngstown-Warren, Oh	666,391
88 Columbia, S.C	663,936
89 Omaha, Ne-Ia	661,620
90 Poughkeepsie, N.Y	660,927
91 Beaumont-Port Arthur, Tx	630,466
92 New Haven-Meriden, Ct	612,379
93 Bakersfield, Ca	597,630
94 Lawrence-Haverhill, Ma-N.H.	584,836
95 Lake County, Il	570,172
96 Wichita, Ks	559,341
97 Orange, N.Y	556,791
98 Albuquerque, N.M	556,632
99 Santa Rosa-Petaluma, Ca	553,458
100 Brownsville-Harlingen, Tx	536,909
101 Lansing-East Lansing, Mi	515,091
102 Johnson City-Kingsport-Bristol, Tn-Va	513,938
103 Fort Myers-Cape Coral, Fl	510,690
104 Charleston, W.V	497,576
105 Worcester, Ma	489,561
106 York, Pa	484,419
107 Baton Rouge, La	481,746
108 Chattanooga, Tn-Ga	477,351
109 Saginaw-Bay City-Midland, Mi	476,388
110 Des Moines, Ia	471,327
111 Mobile, Al	468,899
112 Santa Barbara-Santa Maria-Lompoc, Ca	463,352
113 Stockton, Ca	455,365
114 Vallejo-Fairfield-Napa, Ca	454,979
115 Canton, Oh	451,146
116 Lancaster, Pa	448,760
117 Tacoma, Wa	437,311
118 Jackson, Ms	435,865
119 Salem-Gloucester, Ma	434,636
120 Trenton, N.J	429,714
121 Tyler, Tx	429,448
122 Lakeland-Winter Haven, Fl	427,775
123 Charleston, S.C	427,225
124 Sarasota, Fl	415,272
125 Stamford, Ct	414,056
126 Melbourne-Titusville-Palm Bay, Fl	408,667
127 Jersey City, N.J	407,241
128 Lowell, Ma-N.H.	403,391
129 Colorado Springs, Co	400,299
130 Daytona Beach, Fl	398,317
131 Fort Wayne, In	395,629
132 New London-Norwich, Ct-R.I.	395,563
133 Allen-Granite City, Il	391,351
134 Davenport-Rock Island-Moline, Ia-Il	387,215
135 Augusta, Ga-S.C	385,537
136 Salinas-Seaside-Monterey, Ca	383,554
137 Flint, Mi	382,521
138 Brazoria, Tx	379,781
139 Lafayette, La	379,226
140 El Paso, Tx	374,611
141 Ann Arbor, Mi	372,841
142 Portsmouth-Dover-Rochester, N.H.-Me	366,761
143 Reading, Pa	357,113
144 Appleton-Oshkosh-Neenah, Wi	355,672
145 Modesto, Ca	355,491
146 Lexington-Fayette, Ky	350,507
147 Lubbock, Tx	344,740
148 Huntington-Ashland, W.V-Ky-Oh	342,795
149 Spokane, Wa	340,150
150 Binghamton, N.Y	339,674
151 Utica-Rome, N.Y	338,752
152 Lake Charles, La	335,550
153 Roanoke, Va	334,484
154 Visalia-Tulare-Portsville, Ca	330,895
155 Peoria, Il	330,386
156 Wheeling, W.V-Oh	324,644
157 Evansville, In-Ky	319,548
158 Shreveport, La	316,539
159 Madison, Wi	316,200
160 Portland, Me	313,915
161 Pensacola, Fl	307,724
162 East St. Louis-Belleville, Il	307,408
163 Santa Cruz, Ca	306,641
164 McAllen-Edinburg-Mission, Tx	305,925
165 Aurora-Elgin, Il	304,528
166 Amarillo, Tx	302,670
167 Kalamazoo, Mi	299,317
168 Bradenton, Fl	299,229
169 Boulder-Longmont, Co	297,132
170 San Angelo, Tx	292,964
171 Rockford, Il	291,924
172 Waterbury, Ct	279,314
173 Gainesville, Fl	277,570
174 Reno, Nv	277,368
175 Springfield, Mo	273,795
176 Anchorage, Ak	266,714
177 Hamilton-Middletown, Oh	264,351
178 Macon-Warner Robins, Ga	263,663
179 Houma-Thibodaux, La	262,719
180 Lorain-Elyria, Oh	262,369
181 Fayetteville, N.C	262,034
182 Waco, Tx	261,857
183 Savannah, Ga	259,742
184 Joliet, Il	258,402
185 Hickory, N.C	257,863
186 Norwalk, Ct	255,985
187 Danbury, Ct	255,844
188 Fort Pierce, Fl	252,696
189 Nashua, N.H.	251,550
190 Biloxi-Gulfport, Ms	251,257
191 Duluth, Mn-Wi	245,496
192 Erie, Pa	243,871
193 Johnstown, Pa	237,430
194 Eugene-Springfield, Or	236,777
195 Boise City, Id	231,729
196 South Bend-Mishawaka, In	230,079
197 Tallahassee, Fl	227,529
198 Springfield, Il	222,672
199 Wilmington, N.C	222,585
200 Brockton, Ma	221,293
201 Asheville, N.C	219,600
202 Longview-Marshall, Tx	217,095
203 Salem, Or	215,457
204 Montgomery, Al	215,059
205 Columbus, Ga-Al	214,862
206 Olympia, Wa	213,875
207 Fort Smith, Ar-Ok	213,466
208 Green Bay, Wi	213,427
209 Texarkana, Tx-Ar	211,969
210 New Britain, Ct	210,377
211 Galveston-Texas City, Tx	205,801
212 Cedar Rapids, Ia	204,172
213 Manchester, N.H.	203,549
214 Beaver, Pa	203,267
215 Lynchburg, Va	200,127
216 Niagara Falls, N.Y	198,234
217 Mansfield, Oh	197,230
218 Chico, Ca	197,151
219 Provo-Orem, Ut	196,005
220 Billings, Mt	195,467
221 Odessa, Tx	187,815
222 Laredo, Tx	186,060
223 Naples, Fl	185,265
224 Charlottesville, Va	184,701
225 Killeen-Temple, Tx	183,546
226 Ocala, Fl	182,382
227 Lincoln, Ne	179,424
228 Florence, Al	175,371
229 Redding, Ca	174,770
230 Huntsville, Al	174,211
231 Vancouver, Wa	173,851
232 Bremerton, Wa	172,898
233 Parkersburg-Marietta, W.V-Oh	170,660
234 Champaign-Urbana-Rantoul, Il	170,223
235 Topeka, Ks	168,662
236 Joplin, Mo	168,580
237 Benton Harbor, Mi	165,209
238 Yakima, Wa	165,154
239 Fort Collins-Loveland, Co	165,034
240 Kenosha, Wi	163,230
241 Midland, Tx	161,475
242 Fargo-Moorhead, N.D-Mn	161,203
243 Racine, Wi	160,111
244 New Bedford, Ma	159,708
245 Abilene, Tx	159,641
246 Fall River, Ma-R.I.	158,530
247 Lima, Oh	158,069
248 Burlington, N.C	157,697
249 Steubenville-Weirton, Oh-W.V	155,180
250 Waterloo-Cedar Falls, Ia	153,979
251 Bangor, Me	153,516
252 Altoona, Pa	152,287
253 Janesville-Beloit, Wi	149,739
254 State College, Pa	149,680
255 Richland-Kennewick-Pasco, Wa	149,275
256 Jackson, Mi	148,161
257 Bloomington-Normal, Il	148,057
258 Owensboro, Ky	146,625
259 Medford, Or	144,324
260 Elkhart-Goshen, In	143,905
261 Glens Falls, N.Y	141,713
262 Anderson, S.C	140,327
263 Muskegon, Mi	138,385
264 Fitchburg-Leominster, Ma	136,796
265 St. Cloud, Mn	136,648
266 Athens, Ga	136,132
267 Fayetteville-Springdale, Ar	135,314
268 Santa Fe, (979	135,096
269 Muncie, In	134,875
270 Danville, Va	133,050
271 Anderson, In	131,208
272 Williamsport, Pa	131,073
273 Greeley, Co	131,050
274 Vineland-Millville-Bridgeton, N.J	130,442
275 Columbia, Mo	130,042
276 Decatur, Il	130,006
277 Burlington, Vt	129,660
278 Monroe, La	128,855
279 Sioux City, Ia-Ne	127,540
280 Terre Haute, In	127,238
281 Sharon, Pa	126,736
282 Yuba City, Ca	126,554
283 Tuscaloosa, Al	123,407
284 Wichita Falls, Tx	120,752
285 Eau Claire, Wi	116,815
286 Pittsfield, Ma	113,844
287 Enid, Ok	113,747
288 La Crosse, Wi	113,496
289 Sioux Falls, S.D	113,469
290 Bismarck, N.D	113,050
291 Florence, S.C	112,240
292 Las Cruces, N.M	111,650
293 Panama City, Fl	110,953
294 Fort Walton Beach, Fl	110,459
295 Battle Creek, Mi	110,036
296 Sherman-Denison, Tx	109,050
297 Hagerstown, Md	108,118
298 Rochester, Mn	107,743
299 Lawton, Ok	107,719
300 Bryan-College Station, Tx	107,240
301 Kokomo, In	107,142
302 Lafayette, In	106,970
303 Anniston, Al	106,473
304 Cumberland, Md-W.V	105,039
305 Pueblo, Co	104,920
306 Alexandria, La	104,362
307 Victoria, Tx	103,703
308 Bellingham, Wa	102,186
309 Dothan, Al	101,590
310 Dubuque, Ia	98,974
311 Albany, Ga	98,063
312 Bloomington, In	96,661
313 Gadsden, Al	96,453
314 Great Falls, Mt	95,212
315 Clarksville-Hopkinsville, Tn-Ky	94,881
316 Elmira, N.Y	94,338
317 Kankakee, Il	94,035
318 Iowa City, Ia	92,959
319 St. Joseph, Mo	92,503
320 Sheboygan, Wi	90,328
321 Lewiston-Auburn, Me	88,180
322 Wausau, Wi	85,948
323 Pascagoula, Ms	82,195
324 Jacksonville, N.C	79,626
325 Pine Bluff, Ar	72,740

326 Middletown, Ct	72,720
327 Bristol, Ct	71,840
328 Lawrence, Ks	65,453
329 Grand Forks, N.D	62,340
330 Casper, Wy	61,564

Leading counties (thousands)

1 Los Angeles, Cal.	9,099,917
2 Cook, Ill.	5,254,227
3 Harris, Tex.	3,724,612
4 Orange, Cal.	3,074,151
5 Middlesex, Mass.	2,863,185
6 Nassau, N.Y.	2,807,920
7 Suffolk, N.Y.	2,682,570
8 Dallas, Tex.	2,457,134
9 San Diego, Cal.	2,426,111
10 Maricopa, Ariz.	2,345,652
11 Santa Clara, Cal.	2,308,709
12 King, Wash.	2,109,139
13 New York, N.Y.	2,029,574
14 Dade, Fla.	1,939,636
15 Wayne, Mich.	1,938,127
16 Westchester, N.Y.	1,826,068
17 Broward, Fla.	1,775,309
18 Cuyahoga, Ohio	1,771,504
19 Allegheny, Pa.	1,767,334
20 St. Louis, Mo.	1,747,861
21 Alameda, Cal.	1,725,441
22 Oakland, Mich.	1,678,186
23 Tarrant, Tex.	1,627,046
24 Queens, N.Y.	1,579,625
25 Pinellas, Fla.	1,452,364
26 Marion, Ind.	1,440,168
27 Philadelphia, Pa.	1,432,347
28 Kings, N.Y.	1,405,027
29 Hillsborough, Fla.	1,394,021
30 Bergen, N.J.	1,376,658
31 San Bernardino, Cal.	1,350,912
32 Fairfield, Conn.	1,350,050
33 Palm Beach, Fla.	1,327,822
34 Bexar, Tex.	1,327,422
35 Norfolk, Mass.	1,303,683
36 Hennepin, Minn.	1,282,771
37 Morris, N.J.	1,269,643
38 Hartford, Conn.	1,266,453
39 Sacramento, Cal.	1,242,682
40 Baltimore, Md.	1,182,767
41 Jefferson, La.	1,168,289
42 Monroe, N.Y.	1,155,760
43 Erie, N.Y.	1,140,130
44 Shelby, Tenn.	1,135,134
45 Orange, Fla.	1,128,412
46 San Francisco, Cal.	1,127,093
47 Riverside, Cal.	1,098,295
48 Hamilton, Ohio	1,094,970
49 San Mateo, Cal.	1,078,301
50 New Haven, Conn.	1,066,081
51 Montgomery, Pa.	1,048,177
52 Pima, Ariz.	1,031,868
53 Franklin, Ohio	1,026,045
54 Contra Costa, Cal.	1,019,028
55 Oklahoma, Okla.	1,004,794
56 Montgomery, Md.	1,004,564
57 Prince Georges, Md.	1,003,078
58 Jefferson, Ala.	993,211
59 Du Page, Ill.	975,613
60 Monmouth, N.J.	959,513
61 Milwaukee, Wisc.	903,461
62 Bronx, N.Y.	902,713
63 Ventura, Cal.	897,538
64 Middlesex, N.J.	878,772
65 Essex, Mass.	868,059
66 Fairfax, Va.	855,897
67 Macomb, Mich.	820,315
68 Suffolk, Mass.	817,913
69 Delaware, Pa.	815,436
70 Worcester, Mass.	807,502
71 Jefferson, Ky.	795,399
72 Essex, N.J.	784,250
73 Salt Lake, Utah	782,581
74 De Kalb, Ga.	777,781
75 Honolulu, Hi.	776,062
76 Onondaga, N.Y.	766,758
77 Fresno, Cal.	760,851
78 Bucks, Pa.	755,257
79 Fulton, Ga.	748,761
80 Clark, Nev.	740,520
81 Atlantic, N.J.	733,138
82 Summit, Ohio	722,685
83 Camden, N.J.	713,954
84 Travis, Tex.	703,861
85 Davidson, Tenn.	700,695
86 Mecklenburg, N.C.	696,828
87 Nueces, Tex.	689,254
88 Rockingham, N.H.	684,274
89 Lucas, Ohio	678,926
90 Jackson, Mo.	671,794
91 Dutchess, N.Y.	660,927
92 Kent, Mich.	647,825
93 Ramsey, Minn.	642,383
94 Montgomery, Ohio	631,353
95 Lake, Ind.	622,161
96 Providence, R.I.	619,887
97 Anne Arundel, Md.	618,515
98 Pulaski, Ark.	615,479
99 Plymouth, Mass.	607,872
100 Arapahoe, Colo.	602,254
101 Baltimore City, Md.	597,651
102 Kern, Cal.	597,630
103 New Castle, Del.	590,542
104 Union, N.J.	587,279
105 Denver, Colo.	578,006
106 Cobb, Ga.	575,985
107 Tulsa, Okla.	574,676
108 Lake, Ill.	570,172
109 Jefferson, Colo.	564,937
110 District of Columbia, D.C.	562,366
111 Orange, N.Y.	556,791
112 Bernalillo, N.M.	556,632
113 Duval, Fla.	554,326
114 Washington, Ore.	554,181
115 Burlington, N.J.	553,467
116 Sonoma, Cal.	553,458
117 Cameron, Tex.	536,909
118 Hampden, Mass.	536,051
119 Wake, N.C.	534,909
120 Snohomish, Wash.	527,121
121 Bristol, Mass.	518,779
122 Chester, Pa.	514,254
123 Lee, Fla.	510,690
124 Sedgwick, Kans.	499,466
125 Douglas, Neb.	490,745
126 Passaic, N.J.	485,384
127 Hillsborough, N.H.	480,129
128 Multnomah, Ore.	467,188
129 Guilford, N.C.	467,016
130 Santa Barbara, Cal.	463,352
131 Greenville, S.C.	462,697
132 Adams, Colo.	461,355
133 Westmoreland, Pa.	460,021
134 Kanawha, W.Va.	459,982
135 Jefferson, Tex.	455,566
136 San Joaquin, Cal.	455,365
137 Richmond, N.Y.	451,095
138 Lancaster, Pa.	448,760
139 Marin, Cal.	447,535
140 Ocean, N.J.	443,621
141 Lehigh, Pa.	441,129
142 Pierce, Wash.	437,311
143 Orleans, La.	434,929
144 Clackamas, Ore.	432,401
145 Mercer, N.J.	429,714
146 Smith, Tex.	429,448
147 Richland, S.C.	429,369
148 Polk, Fla.	427,775
149 Waukesha, Wisc.	426,760
150 Stark, Ohio	425,030
151 York, Pa.	423,036
152 Rockland, N.Y.	420,402
153 Sarasota, Fla.	415,272
154 Polk, Ia.	412,813
155 Virginia Beach, Va.	411,564
156 Brevard, Fla.	408,667
157 Hudson, N.J.	407,241
158 Albany, N.Y.	404,473
159 Barnstable, Mass.	400,386
160 El Paso, Colo.	400,299
161 Volusia, Fla.	398,317
162 Cumberland, Me.	397,345
163 Somerset, N.J.	395,866
164 Monterey, Cal.	383,554
165 Genesee, Mich.	382,521
166 Knox, Tenn.	381,384
167 Brazoria, Tex.	379,781
168 Johnson, Kans.	378,163
169 El Paso, Tex.	374,611
170 Anoka, Minn.	374,370
171 Madison, Ill.	372,961
172 Washtenaw, Mich.	372,841
173 Ingham, Mich.	368,884
174 St. Charles, Mo.	367,375
175 Montgomery, Tex.	367,152
176 Gwinnett, Ga.	362,465
177 Forsyth, N.C.	361,457
178 Luzerne, Pa.	359,034
179 Berks, Pa.	357,113
180 Stanislaus, Cal.	355,491
181 Mobile, Ala.	354,737
182 Collin, Tex.	352,567
183 Ulster, N.Y.	351,127
184 Dauphin, Pa.	348,282
185 Lake, Ohio	348,100
186 Lubbock, Tex.	344,740
187 Lafayette, La.	341,213
188 Spokane, Wash.	340,150
189 Mahoning, Ohio	337,054
190 Calcasieu, La.	335,550
191 New London, Conn.	334,611
192 St. Louis City, Mo.	333,737
193 East Baton Rouge, La.	331,663
194 Hinds, Miss.	331,179
195 Tulare, Cal.	330,895
196 Trumbull, Ohio	329,337
197 Pasco, Fla.	326,500
198 Hamilton, Tenn.	322,997
199 Henrico, Va.	320,212
200 Dane, Wisc.	316,200
201 Solano, Cal.	314,230
202 Chesterfield, Va.	312,340
203 Allen, Ind.	309,051
204 Santa Cruz, Cal.	306,641
205 Hidalgo, Tex.	305,925
206 Kalamazoo, Mich.	299,317
207 Manatee, Fla.	299,229
208 Norfolk, Va.	297,292
209 St. Tammany, La.	297,167
210 Boulder, Colo.	297,132
211 Tom Green, Tex.	292,904
212 Oneida, N.Y.	292,890
213 Broome, N.Y.	291,141
214 Kane, Ill.	282,684
215 St. Clair, Ill.	281,710
216 Washoe, Nev.	277,568
217 Saginaw, Mich.	275,550
218 Fort Bend, Tex.	272,620
219 Charleston, S.C.	268,224
220 Denton, Tex.	268,175
221 Anchorage, Ak.	266,714
222 Hawaii, Hi.	265,413
223 Clayton, Ga.	265,259
224 Butler, Ohio	264,351
225 Winnebago, Ill.	262,581
226 Lorain, Ohio	262,349
227 Cumberland, N.C.	262,034
228 McLennan, Tex.	261,857
229 Lackawanna, Pa.	256,705
230 Oswego, N.Y.	255,974
231 Belmont, Ohio	255,524
232 Greene, Mo.	255,236
233 Richmond, Va.	255,111
234 San Luis Obispo, Cal.	254,742
235 Alachua, Fla.	252,415
236 Chatham, Ga.	250,035
237 Caddo, La.	248,249
238 Placer, Cal.	247,111
239 Clermont, Ohio	244,078
240 Erie, Pa.	243,871
241 Durham, N.C.	242,630
242 Lane, Ore.	236,777
243 Lexington, S.C.	234,567
244 Ada, Ida.	231,729
245 Washington, Pa.	230,836
246 St. Joseph, Ind.	230,079
247 Will, Ill.	226,224
248 Seminole, Fla.	224,296
249 New Hanover, N.C.	222,583
250 Cumberland, Pa.	221,980
251 Buncombe, N.C.	219,600
252 Spartanburg, S.C.	217,711
253 Arlington, Va.	217,451
254 Kenton, Ky.	216,635
255 Sangamon, Ill.	215,889
256 Gloucester, N.J.	215,251
257 Gaston, N.C.	215,070
258 Fayette, Ky.	214,427
259 Outagamie, Wisc.	214,146
260 Thurston, Wash.	213,875
261 Chesapeake, Va.	213,539
262 Brown, Wisc.	213,427
263 Sussex, Del.	213,071
264 Clay, Mo.	212,860
265 Harrison, Miss.	211,795
266 St. Louis, Minn.	209,132
267 Penobscot, Me.	205,904
268 Galveston, Tex.	205,801
269 Jefferson, Mo.	204,438
270 Leon, Fla.	204,184
271 Linn, Ia.	204,172
272 Beaver, Pa.	203,267
273 Escambia, Fla.	198,789
274 Niagara, N.Y.	198,234
275 Richland, Ohio	197,230
276 Butte, Cal.	197,151
277 Hunterdon, N.J.	197,015
278 Vanderburgh, Ind.	196,936
279 Utah, Utah	196,005
280 Yellowstone, Mont.	195,487
281 Kent, R.I.	194,070
282 Northampton, Pa.	193,925
283 Sullivan, Tenn.	189,815
284 Prince William, Va.	188,592
285 Butler, Pa.	187,819
286 Ector, Tex.	187,815
287 Alexandria, Va.	187,125
288 Marion, Ore.	186,384
289 Webb, Tex.	186,060
290 Collier, Fla.	185,265
291 Richmond, Ga.	185,082
292 Chautauqua, N.Y.	182,917
293 Marion, Fla.	182,282
294 Hampton, Va.	182,015
295 Indian River, Fla.	180,361
296 Lancaster, Neb.	179,424
297 Muscogee, Ga.	177,293
298 Wyandotte, Kans.	177,194
299 Berkshire, Mass.	177,112
300 Hampshire, Mass.	176,771
301 Litchfield, Conn.	176,338
302 Ottawa, Mich.	175,756
303 Shasta, Cal.	174,770
304 Newport News, Va.	174,665
305 Madison, Ala.	174,211
306 Sussex, N.J.	174,116
307 Clark, Wash.	173,851
308 Kitsap, Wash.	172,898
309 Fayette, Pa.	170,885
310 Schenectady, N.Y.	170,690
311 Rock Island, Ill.	170,527
312 Champaign, Ill.	170,223
313 Scott, Ia.	169,077
314 Shawnee, Kans.	168,662
315 Dakota, Minn.	167,689
316 Humboldt, Cal.	167,505
317 Cleveland, Okla.	166,963
318 Cambria, Pa.	165,527
319 Catawba, N.C.	165,440
320 Berrien, Mich.	165,209
321 Yakima, Wash.	165,154
322 Peoria, Ill.	165,110
323 Cape May, N.J.	165,091
324 Larimer, Colo.	165,024
325 Raleigh, W.Va.	164,270
326 Terrebonne, La.	163,855
327 Bibb, Ga.	163,265
328 Kenosha, Wisc.	163,230
329 Merrimack, N.H.	162,838
330 Midland, Tex.	161,475
331 Horry, S.C.	160,578
332 Racine, Wisc.	160,111
333 Yavapai, Ariz.	159,645
334 Taylor, Tex.	159,641
335 Yolo, Cal.	159,505
336 Howard, Md.	159,008
337 Randall, Tex.	158,823
338 Alamance, N.C.	157,697
339 Bowie, Tex.	157,671
340 Kennebec, Me.	157,115
341 Tolland, Conn.	156,633
342 Rensselaer, N.Y.	155,397
343 Weber, Utah	154,951
344 Montgomery, Ala.	152,534
345 Blair, Pa.	152,287
346 Bell, Tex.	152,245
347 McHenry, Ill.	152,243
348 Iberia, La.	152,086
349 York, Me.	152,055
350 Merced, Cal.	152,021
351 York, S.C.	152,009
352 Sebastian, Ark.	151,431
353 Harford, Md.	150,649
354 Middlesex, Conn.	149,782
355 Rock, Wisc.	149,739
356 Centre, Pa.	149,680
357 Lake, Fla.	149,481
358 Orange, Tex.	149,181
359 Jackson, Mich.	148,161
360 McLean, Ill.	148,057
361 Daviess, Ky.	146,625
362 Guadalupe, Tex.	145,785
363 Imperial, Cal.	144,903
364 Jackson, Ore.	144,324
365 Elkhart, Ind.	143,905
366 Potter, Tex.	143,847
367 Tazewell, Ill.	143,411
368 Frederick, Md.	143,044
369 Ontario, N.Y.	142,935
370 Scioto, Ohio	142,897
371 Aiken, S.C.	141,302
372 Napa, Cal.	140,749
373 Anderson, S.C.	140,327
374 Muskegon, Mich.	138,385
375 Martin, Fla.	135,970
376 Washington, Ark.	135,314
377 La Salle, Ill.	135,125
378 St. Clair, Mich.	134,975
379 Delaware, Ind.	134,875
380 Roanoke, Va.	134,020
381 Gregg, Tex.	133,449
382 El Dorado, Cal.	133,306
383 Fairfax, Va.	133,274
384 Black Hawk, Ia.	132,512
385 Greene, Ohio	132,322
386 Hall, Ga.	132,242
387 Madison, Ind.	131,208
388 Lycoming, Pa.	131,073
389 Weld, Colo.	131,050
390 Chittenden, Vt.	130,634
391 Cumberland, N.J.	130,442
392 Boone, Mo.	130,042
393 Macon, Ill.	130,006
394 Washington, Minn.	129,844
395 Pitt, N.C.	129,006
396 Ouachita, La.	128,855
397 Roanoke, Va.	127,313
398 Mercer, Pa.	126,736
399 Portsmouth, Va.	126,393
400 Clinton, N.Y.	125,339
401 Cabell, W.Va.	124,851
402 Warren, Ky.	124,592
403 Mesa, Colo.	124,479
404 Charlottesville, Va.	124,470
405 Washington, R.I.	124,158
406 Tuscaloosa, Ala.	123,407
407 Anderson, Tex.	121,170
408 Beaufort, S.C.	120,885
409 Wichita, Tex.	120,752
410 St. Mary, La.	119,699
411 Campbell, Ky.	119,292
412 Missoula, Mont.	119,193
413 Maui, Hi.	118,962
414 Rowan, N.C.	118,912
415 Jasper, Mo.	118,652
416 Saratoga, N.Y.	117,867

417 Lawrence, Pa.	117,575
418 Portage, Ohio	117,341
419 Clark, Ohio	117,256
420 St. Lucie, Fla.	116,726
421 Hancock, Ohio	116,648
422 Tazewell, Va.	116,510
423 Schuylkill, Pa.	116,179
424 Winnebago, Wisc.	116,126
425 Stephens, Okla.	115,243
426 Monroe, Mich.	114,893
427 Columbiana, Ohio	114,671
428 Deschutes, Ore.	114,632
429 Spotsylvania, Va.	114,570
430 Franklin, Ky.	114,256
431 Baldwin, Ala.	114,162
432 Garfield, Okla.	113,747
433 St. Lawrence, N.Y.	113,635
434 La Crosse, Wisc.	113,496
435 Minnehaha, S.D.	113,449
436 Lynchburg, Va.	113,390
437 Benton, Wash.	113,215
438 Santa Fe, N.M.	113,198
439 Loudoun, Va.	113,082
440 Cass, N.D.	112,967
441 Custer, Okla.	112,811
442 Lauderdale, Miss.	112,688
443 Medina, Ohio	112,384
444 Iredell, N.C.	112,327
445 Florence, S.C.	112,240
446 Dona Ana, N.M.	111,650
447 Madison, Tenn.	111,509
448 Lebanon, Pa.	111,340
449 Bay, Fla.	110,953
450 Allen, Ohio	110,918
451 Monroe, Fla.	110,711
452 Henderson, N.C.	110,666
453 Okaloosa, Fla.	110,459
454 Calhoun, Mich.	110,036
455 Williamson, Tex.	109,909
456 Washington, Tenn.	109,748
457 St. Landry, La.	109,474
458 Grayson, Tex.	109,050
459 Warren, N.J.	109,006
460 Santa Rosa, Fla.	108,935
461 Tompkins, N.Y.	108,816
462 Canyon, Ida.	108,700
463 Osceola, Fla.	108,427
464 Boone, Ky.	108,264
465 Washington, Md.	108,118
466 Wayne, Ohio	107,891
467 Sumner, Tenn.	107,777
468 Olmsted, Minn.	107,743
469 Comanche, Okla.	107,719
470 Bay, Mich.	107,692
471 Brazos, Tex.	107,240
472 Tippecanoe, Ind.	106,978
473 Steuben, N.Y.	106,715
474 Hendricks, Ind.	106,683
475 Calhoun, Ala.	106,473
476 Rutherford, Tenn.	105,851
477 Colbert, Ala.	105,457
478 Wood, Ohio	105,345
479 Danville, Va.	105,145
480 Woodbury, Ia.	105,125
481 Pueblo, Colo.	104,920
482 Benton, Ariz.	104,534
483 Rapides, La.	104,362
484 Rockingham, N.C.	104,167
485 Wood, W.Va.	104,065
486 Harrison, W.Va.	103,978
487 Victoria, Tex.	103,703
488 Androscoggin, Me.	103,684
489 Cullman, Ala.	103,680
490 Clearfield, Pa.	103,456
491 Mendocino, Cal.	102,907
492 Cabarrus, N.C.	102,764
493 Flathead, Mont.	102,551
494 Pike, Ky.	102,539
495 Jefferson, N.Y.	102,497
496 Whatcom, Wash.	102,186
497 Sullivan, N.Y.	102,015
498 Carter, Okla.	101,966
499 Newport, R.I.	101,409
500 Robeson, N.C.	101,257
501 Franklin, Pa.	101,234
502 Vigo, Ind.	101,152
503 Clarke, Ga.	101,010
504 St. Johns, Fla.	100,293
505 Indiana, Pa.	100,139
506 Warren, Ohio	100,069
507 Kootenai, Ida.	99,999
508 Licking, Ohio	99,869
509 Fairfield, Ohio	99,527
510 Dubuque, Ia.	98,974
511 Lafourche, La.	98,864
512 Clay, Fla.	98,706
513 Carroll, Md.	98,684
514 Coconino, Ariz.	98,502
515 Williamson, Tenn.	98,379
516 Live Oak, Tex.	97,831
517 Wayne, N.Y.	97,041
518 Wilson, N.C.	97,034
519 Stearns, Minn.	96,800
520 Grand Traverse, Mich.	96,675
521 Monroe, Ind.	96,661
522 Etowah, Ala.	96,453
523 Davidson, N.C.	96,411
524 Lea, N.M.	95,180
525 Strafford, N.H.	96,044
526 Lowndes, Ga.	95,891
527 Nash, N.C.	95,801
528 Tangipahoa, La.	95,555
529 Washington, Okla.	95,545
530 Pottawattamie, Ia.	95,306
531 Cascade, Mont.	95,212
532 Carroll, Ga.	95,207
533 Washington, Miss.	95,136
534 Dougherty, Ga.	94,684
535 Worcester, Md.	94,638
536 Chemung, N.Y.	94,338
537 Warren, N.Y.	94,276
538 Kankakee, Ill.	94,035
539 Citrus, Fla.	93,731
540 Cleveland, N.C.	93,544
541 Livingston, Mich.	93,447
542 Creek, Okla.	93,400
543 La Porte, Ind.	93,284
544 Midland, Mich.	93,146
545 Johnson, Ia.	92,959
546 Sumter, S.C.	92,714
547 Buchanan, Mo.	92,503
548 Johnston, N.C.	92,490
549 Cayuga, N.Y.	91,602
550 Yuma, Ariz.	91,587
551 Monroe, Pa.	91,525
552 Aroostook, Me.	91,400
553 Wicomico, Md.	91,139
554 San Juan, N.M.	90,830
555 Miami, Ohio	90,820
556 Nevada, Cal.	90,784
557 Whitfield, Ga.	90,703
558 Cecil, Md.	90,663
559 Orange, N.C.	90,497
560 Sheboygan, Wisc.	90,328
561 Pennington, S.D.	90,006
562 Wayne, N.C.	89,935
563 Burleigh, N.D.	89,740
564 Allegany, Md.	89,505
565 Somerset, Me.	89,489
566 Grafton, N.H.	89,132
567 Geauga, Ohio	89,033
568 Howard, Ind.	88,616
569 Randolph, N.C.	88,591
570 Anderson, Tenn.	88,509
571 Lenawee, Mich.	88,277
572 Jefferson, Ohio	88,140
573 Kings, Cal.	88,076
574 Union, N.C.	88,006
575 Beckham, Okla.	87,931
576 Garland, Ark.	87,896
577 Fond du Lac, Wisc.	87,846
578 Douglas, Ga.	87,816
579 Blount, Tenn.	87,743
580 Harrisonburg, Va.	87,664
581 Cattaraugus, N.Y.	87,609
582 Charles, Md.	87,565
583 Vermilion, Ill.	87,476
584 Porter, Ind.	87,263
585 Pulaski, Ky.	87,234
586 Ellis, Tex.	86,764
587 Armstrong, Pa.	86,448
588 Carteret, N.C.	86,272
589 Davis, Utah	86,112
590 Marathon, Wisc.	85,948
591 Parker, Tex.	85,593
592 Craven, N.C.	85,452
593 Lee, Miss.	85,345
594 Eaton, Mich.	85,169
595 Adams, Ill.	84,883
596 Skagit, Wash.	84,848
597 Bannock, Ida.	84,736
598 Glynn, Ga.	84,346
599 Franklin, Mo.	84,227
600 Marion, W.Va.	83,857
601 Pottawatomie, Okla.	83,833
602 Warren, Miss.	83,815
603 Harrison, Tex.	83,646
604 Ward, N.D.	83,617
605 Wood, Wisc.	83,599
606 Portage, Wisc.	83,367
607 Putnam, N.Y.	83,341
608 Mohave, Ariz.	83,123
609 Walker, Ala.	82,987
610 Sweetwater, Wyo.	82,986
611 Muskogee, Okla.	82,903
612 Shiawassee, Mich.	82,524
613 Bradley, Tenn.	82,491
614 McCracken, Ky.	82,373
615 Jackson, Miss.	82,195
616 Talladega, Ala.	81,186
617 Washington, Fla.	80,889
618 Hunt, Tex.	80,576
619 Muskingum, Ohio	80,322
620 Madison, N.Y.	80,268
621 Hancock, Me.	80,187
622 Floyd, Ga.	80,074
623 Berkeley, S.C.	80,047
624 Sutter, Cal.	79,877
625 Jim Wells, Tex.	79,862
626 Chaves, N.M.	79,824
627 Cole, Mo.	79,744
628 Onslow, N.C.	79,626
629 Clark, Ind.	79,059
630 Dorchester, S.C.	78,954
631 Kent, Del.	78,434
632 Winchester, Va.	78,307
633 Washington, Vt.	78,214
634 Sandusky, Ohio	77,930
635 Hernando, Fla.	77,424
636 Cape Girardeau, Mo.	77,353
637 Crawford, Pa.	77,093
638 Jones, Miss.	76,927
639 Washington, Wisc.	76,914
640 Vermilion, La.	76,683
641 Ashtabula, Ohio	76,652
642 Kay, Okla.	76,313
643 Troup, Ga.	76,013
644 Yamhill, Ore.	75,780
645 Laramie, Wyo.	75,534
646 Charlotte, Fla.	75,410
647 Douglas, Ore.	75,325
648 Grant, Ind.	75,315
649 Liberty, Tex.	75,121
650 Story, Ia.	75,050
651 Gallatin, Mont.	74,897
652 Kauai, Hi.	74,795
653 Putnam, Fla.	74,732
654 Valencia, N.M.	74,437
655 Williamson, Ill.	74,413
656 Hanover, Va.	74,277
657 Windham, Conn.	74,165
658 Martinsville, Va.	73,751
659 Wayne, Ind.	73,723
660 Caldwell, N.C.	73,619
661 Grays Harbor, Wash.	73,523
662 Jefferson, Wisc.	73,357
663 Allegan, Mich.	72,927
664 Burke, N.C.	72,819
665 Orangeburg, S.C.	72,777
666 Jefferson, Ark.	72,740
667 Surry, N.C.	72,482
668 Tuscarawas, Ohio	72,253
669 Adams, Miss.	72,240
670 Marion, Ill.	72,215
671 Columbia, N.Y.	71,980
672 Somerset, Pa.	71,923
673 Pinal, Ariz.	71,851
674 Boyd, Ky.	71,831
675 Madera, Cal.	71,718
676 Hamilton, Ind.	71,432
677 St. Bernard, La.	71,415
678 Maury, Tenn.	71,026
679 Umatilla, Ore.	70,690
680 Highlands, Fla.	70,692
681 Lake, Cal.	70,665
682 Isabella, Mich.	70,083
683 Petersburg, Va.	69,936
684 Lauderdale, Ala.	69,914
685 Cowlitz, Wash.	69,659
686 Sevier, Tenn.	69,629
687 Spalding, Ga.	69,363
688 Walworth, Wisc.	69,350
689 Lenoir, N.C.	69,006
690 Cochise, Ariz.	68,985
691 Houston, Ga.	68,899
692 Shelby, Ala.	68,893
693 Bossier, La.	68,290
694 Union, Ark.	68,204
695 Erie, Ohio	68,015
696 Lee, Ala.	67,979
697 Rutland, Vt.	67,758
698 Ross, Ohio	67,715
699 Dodge, Wisc.	67,517
700 Columbia, Pa.	67,480
701 Rankin, Miss.	67,435
702 San Patricio, Tex.	67,360
703 McKinley, N.M.	67,163
704 Jackson, Ill.	67,010
705 Oconee, S.C.	66,870
706 Moore, N.C.	66,768
707 Mathews, Va.	66,665
708 Washington, Ohio	66,595
709 Navajo, Ariz.	66,505
710 Reno, Kans.	66,243
711 Mercer, W.Va.	66,150
712 Ascension, La.	66,117
713 Forrest, Miss.	65,807
714 Kerr, Tex.	65,785
715 Clallam, Wash.	65,747
716 Cheshire, N.H.	65,735
717 Morgan, Ind.	65,491
718 Douglas, Kans.	65,453
719 Brunswick, N.C.	65,451
720 Cherokee, S.C.	65,286
721 Genesee, N.Y.	65,086
722 Sarpy, Neb.	64,964
723 Halifax, N.C.	64,956
724 Manitowoc, Wisc.	64,921
725 Edgecombe, N.C.	64,577
726 Lee, N.C.	64,536
727 Payne, Okla.	64,515
728 Twin Falls, Ida.	64,500
729 Bartholomew, Ind.	64,396
730 Fairbanks North Star, Ak.	64,307
731 Monongalia, W.Va.	64,105
732 Houston, Ala.	63,957
733 Van Buren, Mich.	63,952
734 Coweta, Ga.	63,926
735 Lewis and Clark, Mont.	63,924
736 Johnson, Ind.	63,855
737 Montgomery, Tenn.	63,693
738 Fayette, W.Va.	63,605
739 Nacogdoches, Tex.	63,534
740 Pope, Ark.	63,294
741 Hopkins, Ky.	63,263
742 Marquette, Mich.	63,227
743 Northumberland, Pa.	63,072
744 Floyd, Ind.	62,842
745 Vance, N.C.	62,701
746 Santa Cruz, Ariz.	62,487
747 Windham, Vt.	62,486
748 St. Joseph, Mich.	62,410
749 Grand Forks, N.D.	62,340
750 Huron, Ohio	61,887
751 Natrona, Wyo.	61,564
752 Eau Claire, Wisc.	61,461
753 Adams, Pa.	61,383
754 Benton, Ore.	61,251
755 Harnett, N.C.	61,249
756 Comal, Tex.	61,235
757 Clinton, Mich.	61,038
758 De Kalb, Ill.	60,976
759 Lawrence, Ohio	60,941
760 Henderson, Ky.	60,862
761 Bonneville, Ida.	60,767
762 Harlan, Ky.	60,761
763 Ouachita, Ark.	60,653
764 Oxford, Me.	60,646
765 Sheridan, Wyo.	60,552
766 Angelina, Tex.	60,528
767 Crawford, Ohio	60,387
768 Johnson, Mo.	60,280
769 Salem, Va.	60,249
770 Wise, Va.	60,187
771 Juneau, Ak.	60,155
772 Bradford, Pa.	60,148
773 Knox, Ill.	60,016
774 Matagorda, Tex.	60,010
775 Butler, Kans.	59,897
776 Greenbrier, W.Va.	59,786
777 Itasca, Minn.	59,772
778 Marshall, Ala.	59,771
779 Haywood, N.C.	59,394
780 Rutherford, N.C.	59,239
781 Clinton, Ia.	59,174
782 Silver Bow, Mont.	59,046
783 Pickens, S.C.	58,969
784 Mingo, W.Va.	58,902
785 Kosciusko, Ind.	58,838
786 Belknap, N.H.	58,775
787 Craighead, Ark.	58,763
788 Lewis, Wash.	58,719
789 Crow Wing, Minn.	58,716
790 Callaway, Mo.	58,426
791 Rockdale, Ga.	58,259
792 Johnson, Tex.	58,256
793 Crittenden, Ark.	58,142
794 Rogers, Okla.	58,042
795 Windsor, Vt.	58,023
796 Klamath, Ore.	57,742
797 Lapeer, Mich.	57,521
798 Hamblen, Tenn.	57,504
799 Howard, Tex.	57,402
800 Natchitoches, La.	57,396
801 Coos, Ore.	57,373
802 Saline, Kans.	57,345
803 Gloucester, Va.	57,308
804 Darlington, S.C.	57,183
805 White, Ark.	57,166
806 De Soto, Miss.	57,128
807 Washington, Tex.	57,084
808 Bennington, Vt.	57,009
809 Delaware, N.Y.	56,930
810 Eddy, N.M.	56,881
811 Morgan, Ala.	56,530
812 Sauk, Wisc.	56,424
813 St. Francois, Mo.	56,389
814 De Kalb, Ind.	56,364
815 Lowndes, Miss.	56,302
816 Cerro Gordo, Ia.	56,299
817 St. Marys, Md.	56,181
818 Ozaukee, Wisc.	56,140
819 Kleberg, Tex.	56,120
820 Christian, Ill.	55,923
821 Georgetown, S.C.	55,661
822 Hays, Tex.	55,546
823 Stephenson, Ill.	55,534
824 Bell, Ky.	55,471
825 Garfield, Colo.	55,393
826 Ottawa, Ohio	55,378
827 Chelan, Wash.	55,378
828 Dickson, Tenn.	55,119
829 Onsego, N.Y.	54,732
830 Barren, Ky.	54,650
831 Franklin, Mass.	54,621
832 Greene, Tenn.	54,545
833 Miller, Ark.	54,298
834 Faulkner, Ark.	54,220
835 Hendry, Fla.	54,177
836 Athens, Ohio	54,170
837 Seneca, Ohio	54,027
838 Linn, Ore.	53,951
839 Whiteside, Ill.	53,807

840	Livingston, La.	53,656
841	Fredericksburg, Va.	53,588
842	Walker, Ga.	53,533
843	Des Moines, Ia.	53,500
844	Manassas Park, Va.	53,495
845	Siskiyou, Cal.	53,411
846	Chippewa, Wisc.	53,354
847	Putnam, Tenn.	53,310
848	Campbell, Va.	53,232
849	Jefferson Davis, La.	53,203
850	Jefferson, Ill.	53,179
851	Thomas, Ga.	53,150
852	Kaufman, Tex.	53,009
853	Logan, W.Va.	53,000
854	Rusk, Tex.	52,790
855	Wyoming, W.Va.	52,672
856	Marion, Ohio	52,597
857	Pulaski, Va.	52,565
858	Hawkins, Tenn.	52,401
859	Lincoln, Miss.	52,390
860	Acadia, La.	52,345
861	Wilbarger, Tex.	52,211
862	Randolph, Mo.	52,183
863	Phelps, Mo.	52,102
864	Pasquotank, N.C.	52,083
865	Navarro, Tex.	52,059
866	Grant, Wash.	51,997
867	Greenwood, S.C.	51,915
868	Beaufort, N.C.	51,863
869	Knox, Me.	51,833
870	McKean, Pa.	51,756
871	Chambers, Ala.	51,675
872	Freeborn, Minn.	51,508
873	Carson City, Nev.	51,479
874	Loudon, Tenn.	51,451
875	McDowell, W.Va.	51,443
876	Saline, Ill.	51,324
877	Kodiak Island, Ak.	51,321
878	Tehama, Cal.	51,307
879	Montcalm, Mich.	51,279
880	Dare, N.C.	51,267
881	York, Va.	51,166
882	Pontotoc, Okla.	50,979
883	Livingston, N.Y.	50,975
884	Greene, N.Y.	50,883
885	Gila, Ariz.	50,837
886	Rice, Minn.	50,821
887	Columbus, N.C.	50,750
888	Box Elder, Utah	50,740
889	Franklin, N.Y.	50,683
890	Cooke, Tex.	50,399
891	Macoupin, Ill.	50,395
892	Leflore, Miss.	50,385
893	La Plata, Colo.	50,105

Leading cities (thousands)

1	New York City, N.Y.	6,368,134
2	Los Angeles, Cal.	3,729,639
3	Houston, Tex.	2,357,590
4	Chicago, Ill.	2,331,467
5	San Fernando Valley, Cal.	2,132,982
6	Philadelphia, Pa.	1,432,347
7	Indianapolis, Ind.	1,353,562
8	Dallas, Tex.	1,282,507
9	San Francisco, Cal.	1,127,093
10	San Diego, Cal.	1,115,518
11	San Antonio, Tex.	1,095,159
12	Memphis, Tenn.	1,070,457
13	Phoenix, Ariz.	1,039,058
14	South Bay, Cal.	976,171
15	San Jose, Cal.	906,556
16	Tucson, Ariz.	743,979
17	Nashville, Tenn.	693,531
18	Boston, Mass.	674,560
19	Austin, Tex.	661,112
20	Corpus Christi, Tex.	625,765
21	Oklahoma City, Okla.	617,880
22	Tampa, Fla.	605,215
23	Baltimore, Md.	597,651
24	Fort Worth, Tex.	589,510
25	Columbus, Ohio	584,223
26	Denver, Colo.	578,006
27	Seattle, Wash.	577,009
28	Detroit, Mich.	566,773
29	Washington, D.C.	562,366
30	Jacksonville, Fla.	525,367
31	Albuquerque, N.M.	496,394
32	Fresno, Cal.	473,130
33	Tulsa, Okla.	466,164
34	Cleveland, Ohio	461,922
35	Charlotte, N.C.	452,153
36	San Gabriel Valley, Cal.	451,635
37	Milwaukee, Wisc.	442,274
38	Sacramento, Cal.	441,326
39	New Orleans, La.	434,929
40	Toledo, Ohio	434,190
41	Wichita, Kans.	433,247
42	Omaha, Neb.	426,336
43	Honolulu, Hi.	422,289
44	Long Beach, Cal.	386,317
45	Tyler, Tex.	385,833
46	Arlington, Tex.	381,292
47	2Atlanta, Ga.	375,959
48	Colorado Springs, Colo.	370,428
49	Oakland, Cal.	366,926
50	1Kansas City, Mo.	360,362
51	Hollywood, Fla.	357,762
52	El Paso, Tex.	356,517
53	Miami, Fla.	339,279
54	St. Louis, Mo.	333,737
55	Lubbock, Tex.	327,708
56	Yonkers, N.Y.	325,263
57	Cincinnati, Ohio	316,742
58	Torrance, Cal.	311,058
59	Anaheim, Cal.	307,580
60	Knoxville, Tenn.	301,212
61	Jackson, Miss.	301,122
62	Greensboro, N.C.	299,511
63	San Angelo, Tex.	292,275
64	Portland, Ore.	292,267
65	Little Rock, Ark.	292,165
66	Lafayette, La.	292,001
67	Huntington Beach, Cal.	290,497
68	Buffalo, N.Y.	288,104
69	Conroe, Tex.	288,103
70	Louisville, Ky.	286,916
71	Minneapolis, Minn.	284,704
72	Birmingham, Ala.	279,746
73	Winston-Salem, N.C.	279,002
74	Akron, Ohio	278,794
75	Des Moines, Ia.	276,593
76	Mesa, Ariz.	276,451
77	Orlando, Fla.	274,606
78	Amarillo, Tex.	274,552
79	St. Paul, Minn.	269,181
80	Brownsville, Tex.	267,767
81	Anchorage, Ak.	266,714
82	Glendale, Cal.	262,709
83	Pasadena, Cal.	259,019
84	Raleigh, N.C.	255,159
85	Fort Myers, Fla.	251,656
86	Pittsburgh, Pa.	251,509
87	Thousand Oaks, Cal.	247,413
88	Springfield, Mo.	241,463
89	Grand Rapids, Mich.	234,309
90	Fort Lauderdale, Fla.	232,728
91	Las Vegas, Nev.	228,540
92	Shreveport, La.	226,530
93	Santa Rosa, Cal.	224,727
94	Bakersfield, Cal.	222,307
95	Santa Ana, Cal.	222,188
96	Beaumont, Tex.	215,536
97	1Lexington, Ky.	214,427
98	Lake Charles, La.	213,412
99	Syracuse, N.Y.	213,350
100	Riverside, Cal.	213,070
101	Scottsdale, Ariz.	211,692
102	Durham, N.C.	211,177
103	Gainesville, Fla.	211,005
104	Mobile, Ala.	208,682
105	Tempe, Ariz.	208,545
106	Fort Wayne, Ind.	206,117
107	Irving, Tex.	201,556
108	Bellevue, Wash.	201,433
109	Costa Mesa, Cal.	199,873
110	Stamford, Conn.	199,867
111	Garland, Tex.	199,241
112	Modesto, Cal.	195,187
113	Fremont, Cal.	195,056
114	Baton Rouge, La.	192,657
115	Santa Monica, Cal.	191,678
116	Rockford, Ill.	189,768
117	Spokane, Wash.	188,736
118	Santa Barbara, Cal.	187,661
119	Burbank, Cal.	186,763
120	Springfield, Mass.	185,516
121	Ann Arbor, Mich.	184,220
122	West Palm Beach, Fla.	183,966
123	Worcester, Mass.	183,677
124	Lansing, Mich.	182,337
125	Salt Lake City, Utah	181,049
126	Odessa, Tex.	180,325
127	Stockton, Cal.	179,253
128	Evansville, Ind.	179,221
129	Schaumberg, Ill.	178,069
130	Columbus, Ga.	177,293
131	Boise City, Ida.	176,964
132	San Mateo, Cal.	176,244
133	Laredo, Tex.	175,308
134	Springfield, Ill.	174,439
135	Boca Raton, Fla.	172,709
136	North Little Rock, Ark.	172,038
137	Kansas City, Kans.	170,647
138	Chattanooga, Tenn.	170,409
139	Lincoln, Neb.	169,317
140	Ontario, Cal.	168,787
141	Salinas, Cal.	168,473
142	Waco, Tex.	168,182
143	Pleasanton, Cal.	166,985
144	Texarkana, Ark.-Texarkana, Tex., Ark.	166,304
145	1Texarkana, Tex.	166,304
146	Perssippany, N.J.	165,920
147	Reno, Nev.	165,169
148	Clearwater, Fla.	165,138
149	Simi Valley, Cal.	164,615
150	Boulder, Colo.	163,364
151	Lakeland, Fla.	161,990
152	Madison, Wisc.	161,823
153	Nashua, N.H.	161,606
154	Rochester, N.Y.	160,166
155	Bridgeport, Conn.	159,758
156	Slidell, La.	158,611
157	Plano, Tex.	158,105
158	Huntsville, Ala.	157,069
159	Quincy, Mass.	156,746
160	Fayetteville, N.C.	156,055
161	Cedar Rapids, Ia.	155,188
162	Cherry Hill, N.J.	154,979
163	Midwest City, Okla.	154,395
164	Walnut Creek, Cal.	152,908
165	Denton, Tex.	152,692
166	Hilo, Hi.	152,612
167	Topeka, Kans.	152,485
168	Midland, Tex.	152,301
169	Brockton, Mass.	152,212
170	Framingham, Mass.	151,214
171	Sarasota, Fla.	150,935
172	Abilene, Tex.	150,694
173	Billings, Mont.	150,235
174	Harlingen, Tex.	149,640
175	Charleston, W.Va.	148,584
176	Macon, Ga.	148,068
177	Waltham, Mass.	145,729
178	Medford, Mass.	145,557
179	Montgomery, Ala.	144,242
180	Norwalk, Conn.	143,986
181	Flint, Mich.	142,831
182	McAllen, Tex.	142,293
183	Waadbridge, N.J.	141,775
184	Redwood City, Cal.	141,766
185	Pasadena, Tex.	140,463
186	Naples, Fla.	140,143
187	Oxnard, Cal.	140,080
188	Hayward, Cal.	139,024
189	Tacoma, Wash.	138,489
190	Hicksville, N.Y.	137,941
191	Pompano Beach, Fla.	137,921
192	Greenwich, Conn.	137,661
193	Green Bay, Wisc.	133,989
194	Joliet, Ill.	133,334
195	Waterbury, Conn.	131,895
196	Jersey City, N.J.	131,840
197	Canton, Ohio	131,171
198	Palo Alto, Cal.	130,448
199	Fullerton, Cal.	130,234
200	West Covina, Cal.	130,154
201	Owensboro, Ky.	129,803
202	San Bernardino, Cal.	129,795
203	Manchester, Conn.	128,644
204	Everett, Wash.	127,450
205	Lowell, Mass.	126,924
206	Downey, Cal.	126,814
207	Ocala, Fla.	125,904
208	Kenosha, Wisc.	125,410
209	El Cajon, Cal.	125,198
210	Vero Beach, Fla.	124,691
211	Fort Smith, Ark.	123,959
212	Newark, N.J.	123,467
213	Independence, Mo.	123,174
214	Bowling Green, Ky.	122,328
215	Columbia, Mo.	121,853
216	San Buenaventura, Cal. Ventura, Cal.	121,494
217	South Bend, Ind.	121,266
218	Wilmington, N.C.	120,301
219	Allentown, Pa.	119,405
220	Providence, R.I.	119,198
221	Manchester, N.H.	119,170
222	White Plains, N.Y.	118,932
223	Richardson, Tex.	118,683
224	Spartanburg, S.C.	118,465
225	Clifton, N.J.	118,003
226	Whittier, Cal.	117,797
227	Norwich, Conn.	117,203
228	New Haven, Conn.	117,005
229	Gastonia, N.C.	116,534
230	Frederick, Md.	115,724
231	Beckley, W.Va.	115,541
232	Escondido, Cal.	115,130
233	Newport Beach, Cal.	114,829
234	New Iberia, La.	114,782
235	Hammond, Ind.	114,495
236	Frankfort, Ky.	114,256
237	Missoula, Mont.	113,671
238	High Point, N.C.	113,665
239	Tallahassee, Fla.	113,413
240	Newark, Cal.	112,936
241	Appleton, Wisc.	112,722
242	Gulfport, Miss.	112,681
243	Rock Hill, S.C.	112,349
244	Burlington, N.C.	111,880
245	Bristol, Tenn.-Bristol, Va., Tenn.	111,250
246	Santa Fe, N.M.	110,688
247	Enid, Okla.	110,665
248	Albany, N.Y.	110,575
249	Sequin, Tex.	110,346
250	Davenport, Ia.	109,764
251	Las Cruces, N.M.	109,661
252	Napa, Cal.	109,499
253	Meridian, Miss.	109,136
254	Greeley, Colo.	108,849
255	Rosenberg, Tex.	108,803
256	Jackson, Tenn.	108,583
257	Dayton, Ohio	108,401
258	Vallejo, Cal.	108,160
259	Findlay, Ohio	108,074
260	Baytown, Tex.	108,049
261	Fort Pierce, Fla.	107,955
262	Hartford, Conn.	107,592
263	Redondo Beach, Cal.	106,781
264	Elizabeth, N.J.	106,626
265	Fort Collins, Colo.	106,520
266	Palestine, Tex.	106,379
267	Charleston, S.C.	106,376
268	Muncie, Ind.	106,187
269	Norman, Okla.	105,390
270	Visalia, Cal.	104,277
271	Greenville, N.C.	104,231
272	Asheville, N.C.	102,849
273	Yakima, Wash.	102,687
274	Victoria, Tex.	102,536
275	Johnson City, Tenn.	101,805
276	Grand Junction, Colo.	101,765
277	Middletown, N.J.	101,571
278	Rochester, Minn.	101,454
279	Kingsport, Tenn.	100,910
280	Erie, Pa.	100,380
281	Greenville, S.C.	100,207
282	Longview, Tex.	100,127
283	Santa Cruz, Cal.	99,831
284	Peoria, Ill.	99,697
285	Racine, Wisc.	99,665
286	Decatur, Ill.	99,630
287	Sioux City, Ia.	99,619
288	Pueblo, Colo.	99,471
289	San Rafael, Cal.	99,323
290	Utica, N.Y.	99,210
291	Mentor, Ohio	99,077
292	Wichita Falls, Tex.	99,024
293	Port Arthur, Tex.	98,044
294	Savannah, Ga.	98,024
295	New Rochelle, N.Y.	97,822
296	Renton, Wash.	97,129
297	Youngstown, Ohio	96,997
298	Sioux Falls, S.D.	96,556
299	Terre Haute, Ind.	96,376
300	Portland, Me.	96,213
301	Covina, Cal.	95,831
302	Milford, Conn.	95,551
303	Royal Oak, Mich.	94,310
304	Lawton, Okla.	94,220
305	Alameda, Cal.	94,091
306	Eugene, Ore.	93,928
307	Fargo, N.D.	93,908
308	Scranton, Pa.	93,498
309	Bartlesville, Okla.	93,045
310	Corona, Cal.	92,714
311	Oceanside, Cal.	92,615
312	Peekskill, N.Y.	92,090
313	Portsmouth, N.H.	91,774
314	2Joplin, Mo.	91,514
315	Bloomington, Ill.	91,433
316	Orange, Tex.	91,271
317	St. Joseph, Mo.	90,896
318	Mount Vernon, N.Y.	90,886
319	Waukegan, Ill.	90,885
320	1Bethlehem, Pa.	90,838
321	Arcadia, Cal.	90,506
322	Duluth, Minn.	90,364
323	Dubuque, Ia.	90,251
324	Pomona, Cal.	90,051
325	La Crosse, Wisc.	89,866
326	Rocky Mount, N.C.	89,634
327	Hickory, N.C.	89,424
328	Prescott, Ariz.	89,423
329	Gainesville, Ga.	89,328
330	St. Augustine, Fla.	89,254
331	Hurst, Tex.	89,186
332	Bismarck, N.D.	89,062
333	Fall River, Mass.	88,928
334	Greenville, Miss.	88,915
335	Wilson, N.C.	88,915
336	Woburn, Mass.	88,821
337	Brea, Cal.	88,740
338	Gary, Ind.	88,452
339	Antioch, Cal.	88,414
340	Fayetteville, Ark.	87,968

341	Fairfield, Cal.	87,643
342	Longmont, Colo.	87,547
343	Albany, Ga.	87,255
344	Niles, Ohio	87,160
345	Binghamton, N.Y.	87,096
346	Mount Prospect, Ill.	87,072
347	Chico, Cal.	86,967
348	†Huntington, W.Va.	86,741
349	Kokomo, Ind.	86,649
350	Bristol, Pa.	86,599
351	Valdosta, Ga.	86,308
352	Lafayette, Ind.	86,251
353	Rapid City, S.D.	85,931
354	Murfreesboro, Tenn.	85,614
355	Great Falls, Mont.	85,068
356	Lancaster, Pa.	84,382
357	Daytona Beach, Fla.	84,831
358	Rockville, Md.	84,802
359	Winter Haven, Fla.	84,708
360	Columbia, S.C.	84,642
361	Sumter, S.C.	84,522
362	Hot Springs, Ark.	84,513
363	Parkersburg, W.Va.	84,509
364	Midland, Mich.	84,115
365	Lynn, Mass.	84,068
366	Council Bluffs, Ia.	84,003
367	Bloomington, Ind.	83,229
368	Grand Prairie, Tex.	83,214
369	Elgin, Ill.	83,197
370	Woodbridge, Va.	83,126
371	Elkhart, Ind.	83,069
372	Cullman, Ala.	82,859
373	Santa Maria, Cal.	82,405
374	Vicksburg, Miss.	81,945
375	Quincy, Ill.	81,915
376	Upland, Cal.	81,800
377	Hamilton, Ohio	81,627
378	Alvin, Tex.	80,973
379	Pocatello, Ida.	80,816
380	Sanford, Fla.	80,769
381	Aurora, Ill.	80,672
382	Warminster, Pa.	80,590
383	Houma, La.	80,583
384	Hendersonville, N.C.	80,414
385	Melrose, Mass.	80,277
386	Waterloo, Ia.	80,162
387	Pawtucket, R.I.	79,932
388	Biloxi, Miss.	79,879
389	Stuart, Fla.	79,835
390	Champaign, Ill.	79,772
391	Salisbury, Md.	79,487
392	Altoona, Pa.	79,401
393	Ogden, Utah	79,116
394	Roswell, N.M.	79,028
395	Duncan, Okla.	78,758
396	Greensburg, Pa.	78,607
397	Manhattan Beach, Cal.	78,473
398	Vernon, Conn.	78,459
399	Lewisville, Tex.	78,407
400	Dalton, Ga.	78,349
401	Myrtle Beach, S.C.	78,237
402	Janesville, Wisc.	77,930
403	Kingston, N.Y.	77,886
404	Pittsfield, Mass.	77,768
405	Redding, Cal.	77,612
406	Fitchburg, Mass.	77,343
407	McKinney, Tex.	77,317
408	Belleville, Ill.	77,285
409	Danbury, Conn.	76,977
410	Washington, Pa.	76,837
411	San Luis Obispo, Cal.	76,757
412	Marshall, Tex.	76,635
413	Lancaster, Ohio	76,625
414	Minot, N.D.	76,536
415	Monroe, N.C.	76,229
416	Athens, Ga.	76,113
417	Mansfield, Ohio	75,786
418	Salisbury, N.C.	75,757
419	Atlantic City, N.J.	75,512
420	Bremerton, Wash.	74,833
421	Woonsocket, R.I.	74,705
422	Haverhill, Mass.	74,582
423	†Salem, Ore.	74,497
424	Panama City, Fla.	74,080
425	Alton, Ill.	74,059
426	Rome, Ga.	74,004
427	Willingboro, N.J.	73,979
428	Marietta, Ga.	73,668
429	Porterville, Cal.	73,327
430	Arlington Heights, Ill.	73,240
431	Cleveland, Tenn.	73,210
432	Temple, Tex.	73,036
433	Stevens Point, Wisc.	72,993
434	Somerset, Ky.	72,968
435	Jefferson City, Mo.	72,899
436	Concord, N.H.	72,805
437	Fulton, N.Y.	72,699
438	Covington, Ky.	72,283
439	Rome, N.Y.	72,269
440	Roseville, Cal.	72,267
441	Laurel, Miss.	71,977
442	Yuba City, Cal.	71,742
443	Waukesha, Wisc.	71,465
444	Glendora, Cal.	71,412
445	Livermore, Cal.	71,396
446	Bryan, Tex.	71,375
447	Bangor, Me.	71,351
448	Beverly, Mass.	71,331
449	Kalamazoo, Mich.	71,262
450	Oswego, N.Y.	71,161
451	Lodi, Cal.	70,990
452	Needham, Mass.	70,741
453	Muskogee, Okla.	70,560
454	Petaluma, Cal.	70,373
455	Merced, Cal.	69,942
456	South Gate, Cal.	69,500
457	Middletown, Ohio	69,373
458	Pinole, Cal.	69,371
459	North Las Vegas, Nev.	69,020
460	Poughkeepsie, N.Y.	68,678
461	Iowa City, Ia.	68,673
462	Farmington, N.M.	68,619
463	Carrollton, Ga.	68,369
464	Bend, Ore.	68,291
465	Galveston, Tex.	68,192
466	Mamaroneck, N.Y.	68,167
467	Tuscaloosa, Ala.	68,156
468	Ardmore, Okla.	68,098
469	Natchez, Miss.	67,645
470	Hemet, Cal.	67,382
471	Lawrenceville, Ga.	67,339
472	Vineland, N.J.	67,174
473	Fontana, Cal.	66,661
474	Alexandria, La.	66,627
475	Pensacola, Fla.	66,596
476	Pekin, Ill.	66,592
477	Anniston, Ala.	66,540
478	Cape Coral, Fla.	66,447
479	Augusta, Me.	66,294
480	Kalispell, Mont.	66,212
481	Tupelo, Miss.	66,175
482	Milford, Mass.	66,097
483	Marlborough, Mass.	66,084
484	Olympia, Wash.	65,874
485	Auburn, N.Y.	65,720
486	†St. Cloud, Minn.	65,693
487	Pine Bluff, Ark.	65,650
488	Palm Springs, Cal.	65,500
489	New Britain, Conn.	65,304
490	Yuma, Ariz.	65,230
491	Bristol, Conn.	65,109
492	Anderson, Ind.	65,107
493	Brunswick, Ga.	64,963
494	Des Plaines, Ill.	64,959
495	Fairmont, W.Va.	64,675
496	Paducah, Ky.	64,643
497	Traverse City, Mich.	64,506
498	Euless, Tex.	64,485
499	Cape Girardeau, Mo.	64,467
500	Griffin, Ga.	64,449
501	Marion, Ind.	64,367
502	New Bedford, Mass.	64,259
503	Kennewick, Wash.	64,236
504	Nampa, Ida.	64,095
505	Hattiesburg, Miss.	64,070
506	La Grange, Ga.	64,047
507	Hobbs, N.M.	64,032
508	Bradenton, Fla.	63,999
509	Elk City, Okla.	63,885
510	Anderson, S.C.	63,884
511	Coeur d'Alene, Ida.	63,863
512	Columbia, Tenn.	63,838
513	Florence, S.C.	63,807
514	Wilkes-Barre, Pa.	63,755
515	Ames, Ia.	63,492
516	Bellingham, Wash.	63,453
517	Carrollton, Tex.	63,292
518	Flagstaff, Ariz.	63,218
519	Hutchinson, Kans.	63,159
520	Sheboygan, Wisc.	63,099
521	Enfield, Conn.	63,095
522	Hagerstown, Md.	63,023
523	Salem, Mass.	62,902
524	Cheyenne, Wyo.	62,866
525	Monroe, La.	62,790
526	Gadsden, Ala.	62,765
527	Ashland, Ky.	62,698
528	Baldwin Park, Cal.	62,680
529	Oshkosh, Wisc.	62,618
530	Huntington Park, Cal.	62,384
531	El Dorado, Ark.	62,352
532	Westfield, Mass.	62,203
533	Bozeman, Mont.	61,936
534	Newburgh, N.Y.	61,479
535	Kerrville, Tex.	61,261
536	Wallingford, Conn.	61,244
537	Lawrence, Kans.	61,193
538	Helena, Mont.	61,056
539	Elyria, Ohio	60,979
540	Moline, Ill.	60,958
541	Torrington, Conn.	60,893
542	Sanford, N.C.	60,670
543	Clarksville, Tenn.	60,644
544	Portsmouth, Ohio	60,635
545	Chillicothe, Ohio	60,634
546	Morgantown, W.Va.	60,599
547	Mishawaka, Ind.	60,564
548	Nacogdoches, Tex.	60,375
549	Gallup, N.M.	60,211
550	Juneau, Ak.	60,155
551	Jersey Shore, Pa.	60,086
552	Provo, Utah	60,027
553	Malden, Mass.	59,963
554	Newton, N.J.	59,809
555	La Habra, Cal.	59,698
556	Concord, N.C.	59,696
557	Pontiac, Mich.	59,687
558	Niagara Falls, N.Y.	59,494
559	Lorain, Ohio	59,318
560	Idaho Falls, Ida.	59,234
561	Holyoke, Mass.	59,215
562	Fairbanks, Ak.	59,082
563	Florence, Ala.	58,696
564	Twin Falls, Ida.	58,696
565	Victorville, Cal.	58,563
566	Auburn, Wash.	58,542
567	Butte, Mont.	58,521
568	Richmond, Ind.	58,314
569	Edmond, Okla.	58,231
570	Brooksville, Fla.	58,104
571	Newark, Ohio	57,941
572	Grand Forks, N.D.	57,937
573	Eureka, Cal.	57,778
574	Casper, Wyo.	57,692
575	Eau Claire, Wisc.	57,681
576	Leesburg, Fla.	57,331
577	South Lake Tahoe, Cal.	57,275
578	Woodland, Cal.	57,274
579	Gilroy, Cal.	57,271
580	Salina, Kans.	57,210
581	Medford, Ore.	56,844
582	Vista, Cal.	56,834
583	Haltom City, Tex.	56,673
584	Ponca City, Okla.	56,584
585	Columbus, Ind.	56,570
586	Plattsburgh, N.Y.	56,524
587	Kent, Wash.	56,417
588	Watertown, N.Y.	56,395
589	Lawrence, Mass.	56,385
590	Jacksonville, N.C.	56,105
591	Jamestown, N.Y.	56,096
592	Meriden, Conn.	56,020
593	Grass Valley, Cal.	56,018
594	Vacaville, Cal.	55,827

TOTAL FOOD SALES

595	Corvallis, Ore.	55,797
596	Sheridan, Wyo.	55,579
597	Rock Springs, Wyo.	55,275
598	Kinston, N.C.	55,263
599	Mount Pleasant, Mich.	55,113
600	Asheboro, N.C.	55,017
601	Davis, Cal.	54,977
602	Clute, Tex.	54,956
603	Wheeling, Ill.	54,921
604	Henderson, Ky.	54,826
105	Beloit, Wisc.	54,808
606	Big Spring, Tex.	54,602
607	Hanover, Pa.	54,338
608	Danville, Ill.	54,337
609	Warner Robins, Ga.	54,302
610	Hanford, Cal.	54,219
611	Morristown, Tenn.	54,202
612	Phillipsburg, N.J.	54,186
613	Dothan, Ala.	54,156
614	Lenoir, N.C.	54,084
615	Wheaton, Ill.	54,039
616	Michigan City, Ind.	54,023
617	Lexington, N.C.	54,017
618	Killeen, Tex.	53,923
619	Carlisle, Pa.	53,863
620	New Albany, Ind.	53,738
621	Blue Springs, Mo.	53,715
622	Saginaw, Mich.	53,705
623	Chapel Hill, N.C.	53,625
624	Lumberton, N.C.	53,618
625	Turlock, Cal.	53,612
626	Jacksonville, Ark.	53,586
627	Jonesboro, Ark.	53,570
628	Clinton, Okla.	53,432
629	Branham, Tex.	53,346
630	Morgan City, La.	53,317
631	Brick Township, N.J.	53,236
632	Morganton, N.C.	53,217
633	Quakertown, Pa.	53,141
634	Statesville, N.C.	53,012
635	Russellville, Ark.	52,998
636	Sapulpa, Okla.	52,969
637	Morristown, N.J.	52,937
638	Columbus, Miss.	52,798
639	New Braunfels, Tex.	52,789
640	Manteca, Cal.	52,781
641	Newark, Del.	52,768
642	Zanesville, Ohio	52,253
643	Vernon, Tex.	52,211
644	Northampton, Mass.	52,153
645	Jonesboro, Ga.	52,129
646	Shawnee, Okla.	52,043
647	Brookhaven, Miss.	52,014
648	Massillon, Ohio	51,932
649	Middletown, Conn.	51,804
650	Richmond, Cal.	51,672
651	Moberly, Mo.	51,627
652	Vancouver, Wash.	51,625
653	Glens Falls, N.Y.	51,547
654	Carson City, Nev.	51,479
655	Orangeburg, S.C.	51,470
656	Freeport, Ill.	51,377
657	Elizabeth City, N.C.	51,366
658	Kodiak, Ak.	51,321
659	Greenville, Tex.	51,320
660	Galesburg, Ill.	51,184
661	Annapolis, Md.	51,144
662	San Marcos, Tex.	51,051
663	Jasper, Ala.	50,798
664	Angleton, Tex.	50,675
665	Mount Vernon, Ill.	50,673
666	Fremont, Ohio	50,634
667	Lufkin, Tex.	50,574
668	Holland, Mich.	50,572
669	Reidsville, N.C.	50,555
670	Madisonville, Ky.	50,543
671	Henderson, N.C.	50,532
672	Brunswick, Me.	50,502
673	Oak Ridge, Tenn.	50,350
674	Redlands, Cal.	50,258
675	Monterey, Cal.	50,232
676	Weatherford, Okla.	50,136

DISPOSABLE INCOME PER HOUSEHOLD

Metropolitan Statistical Areas		
1	Anchorage, Ak	52,946
2	Danbury, Ct	46,743
3	Nassau-Suffolk, N.Y	45,417
4	Stamford, Ct	45,979
5	San Jose, Ca	45,637
6	Norwalk, Ct	45,374
7	Middlesex-Somerset-Hunterdon, N.J	44,592
8	Lake County, Il	44,013
9	Washington, D.C.-Md-Va	43,912
10	New London-Norwich, Ct-R.I.	41,926
11	Bergen-Passaic, N.J	41,115
12	Midland, Tx	40,972
13	Oxnard-Ventura, Ca	40,868
14	Brazoria, Tx	40,282
15	Bridgeport-Milford, Ct	40,034
16	Anaheim-Santa Ana, Ca	39,480
17	Newark, N.J	39,359
18	Atlantic City, N.J	39,012
19	Honolulu, Hi	38,869
20	Middletown, Ct	38,661
21	Joliet, Il	38,576
22	Vallejo-Fairfield-Napa, Ca	38,487
23	Nashua, N.H.	38,448
24	Houston, Tx	37,476
25	Aurora-Elgin, Il	37,325
26	Monmouth-Ocean, N.J	37,136
27	Lafayette, La	37,098
28	Poughkeepsie, N.Y	36,946
29	Oakland, Ca	36,866
30	Trenton, N.J	36,838
31	Rochester, N.Y	36,749
32	Rochester, Mn	36,615
33	San Francisco, Ca	36,593
34	Dallas, Tx	36,566
35	Lowell, Ma-N.H.	36,501
36	Salem-Gloucester, Ma	36,369
37	Bloomington-Normal, Il	36,304
38	Bismarck, N.D	36,110
39	Denver, Co	36,041
40	Bristol, Ct	35,912
41	Boulder-Longmont, Co	35,806
42	Minneapolis-St. Paul, Mn-Wi	35,614
43	Casper, Wy	35,584
44	Chicago, Il	35,500
45	Fort Worth-Arlington, Tx	35,246
46	Brockton, Ma	35,212
47	Hartford, Ct	35,095
48	Atlanta, Ga	35,086
49	Baton Rouge, La	34,922
50	Ann Arbor, Mi	34,876
51	Richland-Kennewick-Pasco, Wa	34,871
52	New Britain, Ct	34,725

53 Harrisburg-Lebanon-Carlisle, Pa 34,505
54 Seattle, Wa 34,489
55 Waterbury, Ct 34,451
56 New Haven-Meriden, Ct 34,395
57 Cleveland, Oh 34,204
58 Boston, Ma 33,954
59 Philadelphia, Pa-N.J 33,938
60 Santa Barbara-Santa Maria-Lompoc, Ca 33,834
61 Wilmington, De-N.J-Md 33,760
62 Lawrence-Haverhill, Ma-N.H. 33,740
63 Orange, N.Y 33,502
64 Salinas-Seaside-Monterey, Ca 33,398
65 San Diego, Ca 33,286
66 Madison, Wi 33,250
67 Detroit, Mi 33,182
68 Lansing-East Lansing, Mi 33,179
69 St. Louis, Mo-Il 33,048
70 Sacramento, Ca 33,013
71 Austin, Tx 33,007
72 Huntsville, Al 32,872
73 Kalamazoo, Mi 32,861
74 Burlington, Vt 32,831
75 Wichita, Ks 32,744
76 Lake Charles, La 32,735
77 West Palm Beach-Boca Raton-Delray, Fl 32,675
78 Des Moines, Ia 32,668
79 Kansas City, Mo-Ks 32,551
80 Los Angeles-Long Beach, Ca 32,508
81 Syracuse, N.Y 32,468
82 Raleigh-Durham, N.C 32,413
83 Sioux Falls, S.D 32,408
84 Tulsa, Ok 32,404
85 Grand Rapids, Mi 32,370
86 Cedar Rapids, Ia 32,353
87 Beaver, Pa 32,283
88 Santa Cruz, Ca 32,248
89 Houma-Thibodaux, La 32,236
90 Melbourne-Titusville-Palm Bay, Fl 32,165
91 Oklahoma City, Ok 32,157
92 Santa Rosa-Petaluma, Ca 32,113
93 Grand Forks, N.D 32,106
94 Binghamton, N.Y 32,092
95 Topeka, Ks 32,065
96 New York, N.Y 32,063
97 Champaign-Urbana-Rantoul, Il 32,046
98 Kenosha, Wi 32,030
99 Fargo-Moorhead, N.D-Mn 31,952
100 Portsmouth-Dover-Rochester, N.H.-Me 31,922
101 Odessa, Tx 31,913
102 Bakersfield, Ca 31,876
103 Milwaukee, Wi 31,855
104 Galveston-Texas City, Tx 31,849
105 Omaha, Ne-Ia 31,812
106 New Orleans, La 31,773
107 Fort Lauderdale-Hollywood-Pompano Beach, Fl 31,771
108 Green Bay, Wi 31,758
109 Lancaster, Pa 31,729
110 Victoria, Tx 31,657
111 Springfield, Il 31,592
112 Flint, Mi 31,552
113 Lafayette, In 31,512
114 Appleton-Oshkosh-Neenah, Wi 31,421
115 Olympia, Wa 31,418
116 Phoenix, Az 31,413
117 Visalia-Tulare-Porterville, Ca 31,405
118 Reading, Pa 31,308
119 Pittsfield, Ma 31,252
120 Beaumont-Port Arthur, Tx 31,234
121 Baltimore, Md 31,115
122 Allentown-Bethlehem, Pa-N.J 31,114
123 Naples, Fl 31,073
124 Lincoln, Ne 31,067
125 Worcester, Ma 30,935
126 Richmond-Petersburg, Va 30,896
127 Nashville, Tn 30,893
128 Hamilton-Middletown, Oh 30,892
129 Manchester, N.H. 30,866
130 Reno, Nv 30,796
131 Boise City, Id 30,781
132 Albany-Schenectady-Troy, N.Y 30,728
133 Pascagoula, Ms 30,725
134 Cincinnati, Oh-Ky-In 30,694
135 Fitchburg-Leominster, Ma 30,662
136 Amarillo, Tx 30,641
137 Shreveport, La 30,611
138 Corpus Christi, Tx 30,520
139 Albuquerque, N.M 30,499
140 Tyler, Tx 30,420
141 Fort Collins-Loveland, Co 30,394
142 Springfield, Mo 30,343
143 Iowa City, Ia 30,340
144 Salt Lake City-Ogden, Ut 30,329
145 York, Pa 30,261
146 Lubbock, Tx 30,238
147 Enid, Ok 30,210
148 Pittsburgh, Pa 30,187
149 Columbia, S.C 30,185
150 Colorado Springs, Co 30,181
151 Rockford, Il 30,111
152 Indianapolis, In 30,105
153 Waterloo-Cedar Falls, Ia 30,083
154 Racine, Wi 30,057
155 Vancouver, Wa 30,041
156 Las Vegas, Nv 29,992
157 Portland, Or 29,978
158 Davenport-Rock Island-Moline, Ia-Il 29,943
159 Saginaw-Bay City-Midland, Mi 29,939
160 Decatur, Il 29,913
161 Billings, Mt 29,911
162 Columbia, Mo 29,823
163 Columbus, Oh 29,814
164 Little Rock-North Little Rock, Ar 29,794
165 Gary-Hammond, In 29,690
166 Orlando, Fl 29,667
167 San Antonio, Tx 29,593
168 Fort Walton Beach, Fl 29,587
169 Norfolk-Virginia Beach-Newport News, Va 29,577
170 Akron, Oh 29,527
171 Jackson, Ms 29,509
172 Abilene, Tx 29,507
173 Bloomington, In 29,505
174 Charlotte-Gastonia-Rock Hill, N.C-S.C 29,419
175 Jackson, Mi 29,388
176 Providence, R.I 29,387
177 Alton-Granite City, Il 29,352
178 Lexington-Fayette, Ky 29,347
179 Bremerton, Wa 29,326
180 St. Cloud, Mn 29,263
181 Santa Fe, 1979 29,204
182 Sheboygan, Wi 29,137
183 Miami-Hialeah, Fl 29,101
184 Niagara Falls, N.Y 29,098
185 Riverside-San Bernardino, Ca 29,016
186 Louisville, Ky-In 28,959
187 Tucson, Az 28,937
188 Kokomo, In 28,899
189 Charlottesville, Va 28,866
190 Buffalo, N.Y 28,858
191 State College, Pa 28,856
192 Toledo, Oh 28,787
193 Greensboro-Winston-Salem-High Point, N.C 28,720
194 Owensboro, Ky 28,690
195 Erie, Pa 28,660
196 Macon-Warner Robins, Ga 28,625
197 San Angelo, Tx 28,624
198 Longview-Marshall, Tx 28,539
199 Memphis, Tn-Ar-Ms 28,527
200 Evansville, In-Ky 28,510
201 Pawtucket-Woonsocket-Attleboro, R.I.-Ma 28,485
202 Alexandria, La 28,456
203 Monroe, La 28,438
204 Portland, Me 28,431
205 Jacksonville, Fl 28,395
206 Fort Wayne, In 28,392
207 Wilmington, N.C 28,364
208 Wausau, Wi 28,363
209 Wichita Falls, Tx 28,333
210 Janesville-Beloit, Wi 28,329
211 South Bend-Mishawaka, In 28,283
212 Dayton-Springfield, Oh 28,275
213 Tacoma, Wa 28,275
214 Bryan-College Station, Tx 28,162
215 Lorain-Elyria, Oh 28,157
216 La Crosse, Wi 28,079
217 Lawrence, Ks 27,954
218 Parkersburg-Marietta, W.V-Oh 27,946
219 Montgomery, Al 27,933
220 Charleston, W.V 27,913
221 Peoria, Il 27,829
222 Sharon, Pa 27,614
223 Sarasota, Fl 27,584
224 Sioux City, Ia-Ne 27,550
225 Dubuque, Ia 27,543
226 Killeen-Temple, Tx 27,515
227 Elkhart-Goshen, In 27,499
228 Vineland-Millville-Bridgeton, N.J 27,442
229 Charleston, S.C 27,435
230 Fresno, Ca 27,427
231 Birmingham, Al 27,426
232 Canton, Oh 27,416
233 Savannah, Ga 27,373
234 Kankakee, Il 27,362
235 Roanoke, Va 27,355
236 Benton Harbor, Mi 27,310
237 Fort Pierce, Fl 27,297
238 Stockton, Ca 27,200
239 Augusta, Ga-S.C 27,193
240 Mansfield, Oh 27,186
241 Muskegon, Mi 27,174
242 Eau Claire, Wi 27,108
243 Glens Falls, N.Y 27,041
244 Utica-Rome, N.Y 26,941
245 East St. Louis-Belleville, Il 26,932
246 Albany, Ga 26,930
247 Fayetteville-Springdale, Ar 26,777
248 Springfield, Mo 26,771
249 Burlington, N.C 26,756
250 Bellingham, Wa 26,745
251 Modesto, Ca 26,740
252 Bangor, Me 26,700
253 Elmira, N.Y 26,630
254 Tampa-St. Petersburg-Clearwater, Fl 26,531
255 Tallahassee, Fl 26,457
256 Biloxi-Gulfport, Ms 26,457
257 Jersey City, N.J 26,350
258 Greenville-Spartanburg, S.C 26,317
259 Youngstown-Warren, Oh 26,233
260 Spokane, Wa 26,136
261 Athens, Ga 26,116
262 Great Falls, Mt 26,098
263 Lima, Oh 26,070
264 Pensacola, Fl 26,064
265 Lawton, Ok 26,060
266 Fort Myers-Cape Coral, Fl 26,040
267 Waco, Tx 26,038
268 Mobile, Al 25,902
269 Scranton-Wilkes Barre, Pa 25,822
270 Lynchburg, Va 25,795
271 Fayetteville, N.C 25,793
272 Tuscaloosa, Al 25,777
273 Panama City, Fl 25,753
274 Williamsport, Pa 25,751
275 Hickory, N.C 25,746
276 Greeley, Co 25,711
277 El Paso, Tx 25,675
278 Salem, Or 25,541
279 Texarkana, Tx-Ar 25,474
280 Terre Haute, In 25,454
281 Battle Creek, Mi 25,454
282 St. Joseph, Mo 25,410
283 Pine Bluff, Ar 25,392
284 Columbus, Ga-Al 25,297
285 Knoxville, Tn 25,297
286 Muncie, In 25,292
287 Anderson, In 25,270
288 Redding, Ca 25,238
289 Steubenville-Weirton, Oh-W.V 25,176
290 Eugene-Springfield, Or 25,165
291 Yuba City, Ca 25,100
292 Gainesville, Fl 25,018
293 Las Cruces, N.M 25,011
294 Altoona, Pa 24,964
295 Provo-Orem, Ut 24,936
296 New Bedford, Ma 24,862
297 Dothan, Al 24,733
298 Fort Smith, Ar-Ok 24,703
299 Sherman-Denison, Tx 24,668
300 Anniston, Al 24,655
301 Bradenton, Fl 24,655
302 Fall River, Ma-R.I. 24,639
303 Chattanooga, Tn-Ga 24,617
304 Lewiston-Auburn, Me 24,559
305 Asheville, N.C 24,443
306 Yakima, Wa 24,311
307 Lakeland-Winter Haven, Fl 24,208
308 Florence, Al 24,196
309 Jacksonville, N.C 24,157
310 Florence, S.C 24,147
311 Hagerstown, Md 24,020
312 Medford, Or 23,949
313 Chico, Ca 23,909
314 Anderson, S.C 23,904
315 Huntington-Ashland, W.V-Ky-Oh 23,897
316 Wheeling, W.V-Oh 23,542
317 Johnson City-Kingsport-Bristol, Tn-Va 23,498
318 Johnstown, Pa 23,129
319 Danville, Va 23,089
320 Clarksville-Hopkinsville, Tn-Ky 22,758
321 Joplin, Mo 22,748
322 Daytona Beach, Fl 22,684
323 Duluth, Mn-Wi 22,629
324 Gadsden, Al 22,378
325 McAllen-Edinburg-Mission, Tx 22,157
326 Laredo, Tx 21,856
327 Ocala, Fl 21,617
328 Cumberland, Md-W.V 21,540
329 Pueblo, Co 21,519
330 Brownsville-Harlingen, Tx 21,285

Leading counties

1 Bristol Bay, Ak. 63,913
2 North Slope, Ak. 58,160
3 Sitka, Ak. 54,672
4 Fairfax, Va. 54,356
5 Juneau, Ak. 53,924
6 Anchorage, Ak. 52,946
7 Valdez-Cordova, Ak. 51,349
8 Ketchikan Gateway, Ak. 51,078
9 Wrangell-Petersburg, Ak. 50,172
10 Kodiak Island, Ak. 50,031
11 Morris, N.J. 49,900
12 Rockland, N.Y. 49,178
13 Somerset, N.J. 48,842
14 Nassau, N.Y. 48,621
15 Aleutian Islands, Ak. 48,536
16 Montgomery, Md. 48,449
17 Douglas, Colo. 48,018
18 Fairfax, Va. 47,710
19 Falls Church, Va. 47,120
20 Du Page, Il. 47,003
21 Prince William, Va. 46,307
22 Westchester, N.Y. 46,273
23 Hunterdon, N.J. 45,791
24 Fairbanks North Star, Ak. 45,737
25 Santa Clara, Ca. 45,637
26 Loudoun, Va. 45,505
27 Johnson, Kans. 45,133
28 Marin, Ca. 45,104
29 Bergen, N.J. 45,000
30 Kobuk, Ak. 44,845
31 Fairfield, Conn. 44,511
32 Billings, N.D. 44,245
33 Collin, Tex. 44,140
34 Lake, Il. 44,013
35 Suffolk, N.Y. 43,941
36 Fayette, Ga. 43,891
37 Manassas, Va. 43,878
38 Atlantic, N.J. 43,618
39 Kenai Peninsula, Ak. 43,526
40 New London, Conn. 43,439
41 Tolland, Conn. 43,376
42 Howard, Md. 43,327
43 Skagway-Yakutat-Angoon, Ak. 43,158
44 Prince of Wales-Outer Ketchikan, Ak. 43,156
45 Rockwall, Tex. 43,109
46 Putnam, N.Y. 43,050
47 Middlesex, N.J. 42,950
48 Arapahoe, Colo. 42,615
49 Arlington, Va. 42,223
50 Matanuska-Susitna, Ak. 42,020
51 St. Charles, La. 41,967
52 San Mateo, Cal. 41,843
53 Sussex, N.J. 41,840
54 Jefferson, Colo. 41,672
55 Montgomery, Pa. 41,630
56 Chester, Pa. 41,454
57 Alexandria, Va. 41,345
58 Contra Costa, Cal. 41,245
59 Gwinnett, Ga. 41,207
60 Union, N.J. 41,058
61 Monmouth, N.J. 41,022
62 Richmond, N.Y. 40,985
63 Midland, Tex. 40,972
64 Ozaukee, Wisc. 40,945
65 Ventura, Cal. 40,868
66 Washington, Minn. 40,858
67 Middlesex, Conn. 40,634
68 Rosebud, Mont. 40,622
69 Norfolk, Mass. 40,621
70 Paquosan, Va. 40,616

71 Waukesha, Wisc.	40,434
72 Napa, Cal.	40,381
73 Dillingham, Ak.	40,359
74 Los Alamos, N.M.	40,344
75 Campbell, Wyo.	40,333
76 Brazoria, Tex.	40,282
77 Haines, Ak.	40,103
78 Chesterfield, Va.	40,062
79 Bucks, Pa.	40,014
80 Newport, R.I.	39,974
81 Hamilton, Ind.	39,727
82 Monroe, Mich.	39,715
83 McHenry, Ill.	39,713
84 Lafayette, La.	39,712
85 Burlington, N.J.	39,633
86 Oakland, Mich.	39,629
87 Powder River, Mont.	39,588
88 Montgomery, Tex.	39,540
89 Charles, Md.	39,531
90 Williamson, Tenn.	39,528
91 Orange, Cal.	39,480
92 Will, Ill.	39,404
93 Cobb, Ga.	39,396
94 Cumberland, Pa.	39,046
95 District of Columbia, D.C.	39,022
96 Mercer, N.D.	38,911
97 Geauga, Ohio	38,900
98 Honolulu, Hi.	38,869
99 Plymouth, Mass.	38,868
100 Denton, Tex.	38,705
101 Middlesex, Mass.	38,656
102 De Kalb, Ga.	38,512
103 Anoka, Minn.	38,496
104 St. Louis, Mo.	38,481
105 Prince Georges, Md.	38,346
106 Scott, Minn.	38,220
107 Nantucket, Mass.	38,130
108 Monroe, N.Y.	38,122
109 Harris, Tex.	37,727
110 Kane, Ill.	37,663
111 Solano, Cal.	37,645
112 Dakota, Minn.	37,637
113 Livingston, Mich.	37,591
114 Rockdale, Ga.	37,501
115 Canadian, Okla.	37,460
116 Douglas, Nev.	37,444
117 York, Va.	37,307
118 Randall, Tex.	37,306
119 St. Charles, Mo.	37,218
120 Chattahoochee, Ga.	37,037
121 Dutchess, N.Y.	36,946
122 Mercer, N.J.	36,838
123 Hartford, Conn.	36,811
124 St. Tammany, La.	36,788
125 Plaquemines, La.	36,767
126 Manassas Park, Va.	36,738
127 Sweetwater, Wyo.	36,680
128 Olmsted, Minn.	36,615
129 Stark, N.D.	36,610
130 Anne Arundel, Md.	36,605
131 Macomb, Mich.	36,567
132 West Feliciana, La.	36,565
133 Platte, Mo.	36,460
134 Jefferson, La.	36,416
135 Custer, Mont.	36,410
136 Litchfield, Conn.	36,396
137 Delaware, Pa.	36,379
138 Oldham, Ky.	36,372
139 Pitkin, Colo.	36,320
140 Stafford, Va.	36,314
141 McLean, Ill.	36,304
142 Clayton, Ga.	36,296
143 Eaton, Mich.	36,270
144 Benton, Wash.	36,268
145 Burleigh, N.D.	36,249
146 Oliver, N.D.	36,166
147 Routt, Colo.	36,105
148 Calvert, Md.	36,008
149 Williamson, Tex.	36,001
150 New Haven, Conn.	35,998
151 Converse, Wyo.	35,976
152 Cortland, N.Y.	35,948
153 Dallas, Tex.	35,937
154 Summit, Colo.	35,904
155 Cass, N.D.	35,881
156 Medina, Ohio	35,824
157 Boulder, Colo.	35,806
158 Hanover, Va.	35,800
159 Morton, N.D.	35,790
160 Geary, Kans.	35,729
161 Maui, Hi.	35,722
162 Carver, Minn.	35,711
163 Hennepin, Minn.	35,673
164 Yukon-Koyukuk, Ak.	35,644
165 Yankton, S.D.	35,635
166 Gloucester, N.J.	35,618
167 Natrona, Wyo.	35,584
168 Tarrant, Tex.	35,570
169 Clinton, Mich.	35,559
170 Midland, Mich.	35,520
171 Eagle, Colo.	35,473
172 East Baton Rouge, La.	35,456
173 Sarpy, Neb.	35,291
174 Douglas, Ga.	35,225
175 Clear Creek, Colo.	35,201
176 Hillsborough, N.H.	35,148
177 Southeast Fairbanks, Ak.	35,048
178 Rockingham, N.H.	35,045
179 Wake, N.C.	34,983
180 Treutlen, Ga.	34,977
181 Hartley, Tex.	34,967
182 McKenzie, N.D.	34,933
183 Hendricks, Ind.	34,886
184 Washtenaw, Mich.	34,876
185 Baltimore, Md.	34,830
186 Ascension, La.	34,820
187 New Castle, Del.	34,772
188 Washington, Wisc.	34,767
189 Hood, Tex.	34,764
190 King, Wash.	34,757
191 James City, Va.	34,731
192 St. John the Baptist, La.	34,615
193 Kendall, Ill.	34,609
194 Bethel, Ak.	34,573
195 Williams, N.D.	34,569
196 Cleveland, Okla.	34,491
197 Lake, Ohio	34,465
198 Dauphin, Pa.	34,444
199 Camden, N.J.	34,443
200 Washington, Ore.	34,383
201 Alameda, Cal.	34,349
202 Virginia Beach, Va.	34,281
203 Harford, Md.	34,241
204 Essex, Mass.	34,217
205 Morgan, Utah	34,202
206 Delaware, Ohio	34,193
207 Queens, N.Y.	34,116
208 Ottawa, Mich.	34,054
209 Fort Bend, Tex.	34,006
210 Clackamas, Ore.	33,974
211 Summit, Utah	33,962
212 Cook, Ill.	33,928
213 Campbell, Ky.	33,925
214 Henry, Ga.	33,908
215 Tioga, N.Y.	33,895
216 Roberts, Tex.	33,890
217 Bristol, R.I.	33,883
218 Cuyahoga, Ohio	33,871
219 Santa Barbara, Cal.	33,834
220 St. Bernard, La.	33,814
221 Chittenden, Vt.	33,771
222 Moffat, Colo.	33,768
223 Sacramento, Cal.	33,741
224 Carbon, Wyo.	33,739
225 Placer, Cal.	33,734
226 Ochiltree, Tex.	33,704
227 Grant, Kans.	33,690
228 Calumet, Wisc.	33,654
229 Seminole, Fla.	33,640
230 Henrico, Va.	33,601
231 Cameron, La.	33,595
232 Fauquier, Va.	33,584
233 Kauai, Hi.	33,574
234 Warren, N.J.	33,564
235 Ontario, N.Y.	33,560
236 Woodward, Okla.	33,517
237 Orange, N.Y.	33,502
238 Hancock, Ind.	33,495
239 Carson City, Nev.	33,490
240 Passaic, N.J.	33,489
241 Beadle, S.D.	33,477
242 Carroll, Md.	33,476
243 St. Croix, Wisc.	33,465
244 Ramsey, Minn.	33,452
245 Snohomish, Wash.	33,421
246 Finney, Kans.	33,414
247 Clay, Mo.	33,414
248 Adams, Colo.	33,405
249 Monterey, Cal.	33,398
250 Roanoke, Va.	33,383
251 Rogers, Okla.	33,345
252 Davison, S.D.	33,313
253 San Diego, Cal.	33,286
254 Gallatin, Mont.	33,274
255 Chambers, Tex.	33,266
256 Terrebonne, La.	33,263
257 Albemarle, Va.	33,259
258 Onondaga, N.Y.	33,254
259 Dane, Wisc.	33,250
260 Warrick, Ind.	33,246
261 Tulsa, Okla.	33,222
262 Andrews, Tex.	33,222
263 Warren, Ohio	33,171
264 Livingston, Ill.	33,154
265 Lake, Colo.	33,148
266 Saratoga, N.Y.	33,132
267 Leavenworth, Kans.	33,105
268 Essex, N.J.	33,099
269 Oconee, Ga.	33,095
270 Boone, Ky.	33,092
271 Johnson, Tex.	33,086
272 Wayne, N.Y.	33,063
273 Orange, Tex.	33,018
274 Davis, Utah	32,991
275 Hampshire, Mass.	32,974
276 Williamsburg, Va.	32,962
277 Washington, R.I.	32,934
278 Miami, Kans.	32,916
279 Rankin, Miss.	32,896
280 Porter, Ind.	32,887
281 Fremont, Wyo.	32,882
282 Livingston, La.	32,874
283 Madison, Ala.	32,872
284 Kalamazoo, Mich.	32,861
285 Houston, Ga.	32,838
286 Polk, Ia.	32,835
287 Travis, Tex.	32,804
288 Rio Blanco, Colo.	32,803
289 Sedgewick, Kans.	32,793
290 Hemphill, Tex.	32,781
291 Johnson, Ind.	32,773
292 Powhatan, Va.	32,772
293 Sherburne, Minn.	32,767
294 Warren, Ia.	32,749
295 Calcasieu, La.	32,735
296 Piatt, Ill.	32,718
297 Palm Beach, Fla.	32,675
298 Clay, Fla.	32,673
299 Bowman, N.D.	32,607
300 De Soto, Miss.	32,553
301 Mecklenburg, N.C.	32,523
302 Columbia, Ga.	32,519
303 Seward, Kans.	32,517
304 Los Angeles, Cal.	32,508
305 Jasper, Ind.	32,488
306 Mansford, Tex.	32,460
307 Saline, Ark.	32,455
308 Golden Valley, N.D.	32,448
309 Livingston, N.Y.	32,408
310 Minnehaha, S.D.	32,408
311 Whiteside, Ill.	32,398
312 Parker, Tex.	32,371
313 Goochland, Va.	32,369
314 Linn, Ia.	32,353
315 Butler, Kans.	32,338
316 Uinta, Wyo.	32,313
317 Orleans, N.Y.	32,296
318 Beaver, Pa.	32,283
319 East Feliciana, La.	32,277
320 Putnam, Ill.	32,270
321 Kent, R.I.	32,268
322 Wright, Minn.	32,249
323 Santa Cruz, Cal.	32,248
324 Waller, Tex.	32,244
325 Greene, Ohio	32,184
326 Barnstable, Mass.	32,181
327 Martin, Tex.	32,181
328 Brevard, Fla.	32,165
329 Forsyth, Ga.	32,145
330 Lapeer, Mich.	32,143
331 West Baton Rouge, La.	32,141
332 Sumner, Tenn.	32,114
333 Sonoma, Cal.	32,113
334 Jefferson, Mo.	32,112
335 Grand Forks, N.D.	32,106
336 St. Mary, La.	32,075
337 Shawnee, Kans.	32,065
338 Comal, Tex.	32,061
339 Stevens, Kans.	32,047
340 Champaign, Ill.	32,046
341 Wheatland, Mont.	32,037
342 Monroe, Ill.	32,031
343 Kenosha, Wisc.	32,030
344 Ocean, N.J.	32,028
345 Gilpin, Colo.	32,022
346 Oklahoma, Okla.	32,015
347 Beaufort, S.C.	32,011
348 Boone, Ind.	32,007
349 Worcester, Mass.	31,991
350 Hughes, S.D.	31,974
351 Wilson, Tenn.	31,972
352 Outagamie, Wisc.	31,961
353 Clermont, Ohio	31,925
354 Ector, Tex.	31,913
355 Traill, N.D.	31,905
356 Washington, Okla.	31,901
357 De Kalb, Ill.	31,885
358 Taylor, Ga.	31,880
359 Kern, Cal.	31,876
360 Galveston, Tex.	31,849
361 St. James, La.	31,824
362 Kent, Mich.	31,822
363 Dakota, Neb.	31,792
364 Douglas, Neb.	31,783
365 Spotsylvania, Va.	31,774
366 Broward, Fla.	31,771
367 Whitman, Wash.	31,770
368 Brown, Wisc.	31,758
369 New York, N.Y.	31,756
370 Lancaster, Pa.	31,729
371 Ingham, Mich.	31,721
372 Broome, N.Y.	31,696
373 Victoria, Tex.	31,657
374 Menard, Ill.	31,649
375 Albany, N.Y.	31,649
376 Woodford, Ky.	31,623
377 Sangamon, Ill.	31,588
378 Nome, Ak.	31,568
379 Lehigh, Pa.	31,566
380 Cherokee, Ga.	31,565
381 Decatur, Ind.	31,557
382 Wagoner, Okla.	31,555
383 Genesee, Mich.	31,552
384 Cheatham, Tenn.	31,543
385 Tippecanoe, Ind.	31,512
386 Chesapeake, Va.	31,469
387 Merrimack, N.H.	31,458
388 Matagorda, Tex.	31,441
389 Thurston, Wash.	31,418
390 Maricopa, Ariz.	31,413
391 Tulare, Cal.	31,405
392 Ellis, Tex.	31,370
393 Lexington, S.C.	31,342
394 Dunn, N.D.	31,332
395 Storey, Nev.	31,330
396 Hampton, Va.	31,311
397 Sutton, Tex.	31,309
398 Berks, Pa.	31,308
399 Bartholomew, Ind.	31,295
400 Treasure, Mont.	31,273
401 Texas, Okla.	31,261
402 Salem, N.J.	31,258
403 Kenton, Ky.	31,255
404 St. Marys, Md.	31,231
405 Schenectady, N.Y.	31,224
406 Kearny, Kans.	31,210
407 Berkshire, Mass.	31,202
408 Bossier, La.	31,192
409 Fairfield, Ohio	31,162
410 Lincoln, Neb.	31,160
411 Barton, Kans.	31,133
412 Shelby, Ala.	31,123
413 Collier, Fla.	31,073
414 Cass, Mo.	31,073
415 Lafourche, La.	31,068
416 Lancaster, Neb.	31,067
417 San Patricio, Tex.	31,046
418 Orange, N.C.	31,036
419 Story, Ia.	31,034
420 Sweet Grass, Mont.	31,020
421 Elbert, Colo.	31,010
422 Hutchinson, Tex.	31,010
423 Moore, Tex.	31,009
424 Teller, Colo.	31,004
425 Northampton, Pa.	30,965
426 Hampden, Mass.	30,949
427 Platte, Wyo.	30,947
428 Steele, N.D.	30,930
429 Allegheny, Pa.	30,924
430 Scott, Mo.	30,897
431 Butler, Ohio	30,892
432 Scott, Ia.	30,880
433 Muscatine, Ia.	30,877
434 Kendall, Tex.	30,874
435 Hardin, Tex.	30,857
436 Richland, N.D.	30,855
437 Chisago, Minn.	30,849
438 Seaver, Okla.	30,840
439 Box Butte, Neb.	30,827
440 Lander, Nev.	30,810
441 Grundy, Ia.	30,809
442 Washoe, Nev.	30,796
443 Ada, Ida.	30,781
444 Dallas, Ia.	30,768
445 Harper, Okla.	30,759
446 Boone, Ill.	30,752
447 Garfield, Colo.	30,738
448 Thomas, Kans.	30,734
449 Jackson, Miss.	30,725
450 Jefferson, Tex.	30,725
451 Ulster, N.Y.	30,713
452 Adams, N.D.	30,710
453 Grundy, Ill.	30,706
454 Borden, Tex.	30,703
455 Gray, Kans.	30,657
456 Sherman, Tex.	30,656
457 Hawaii, Hi.	30,636
458 Fulton, Ga.	30,635
459 Lea, N.M.	30,632
460 Wise, Tex.	30,631
461 Washington, Neb.	30,628
462 York, Pa.	30,625
463 Teton, Wyo.	30,599
464 Jefferson, Kans.	30,593
465 Bonneville, Ida.	30,582
466 Wood, Ohio	30,573
467 Nassau, Fla.	30,564
468 Yoakum, Tex.	30,553
469 Grand, Colo.	30,545
470 Windham, Conn.	30,523
471 Ogle, Ill.	30,523
472 New Kent, Va.	30,521
473 Kaufman, Tex.	30,500
474 Bernalillo, N.M.	30,499
475 Madison, N.Y.	30,482
476 San Francisco, Cal.	30,472
477 Douglas, Ill.	30,470
478 Ford, Kans.	30,437
479 Winnebago, Wisc.	30,433
480 Davidson, Tenn.	30,427
481 Caddo, La.	30,425
482 Smith, Tex.	30,420
483 Nueces, Tex.	30,413
484 Larimer, Colo.	30,394
485 Strafford, N.H.	30,356
486 Clay, Ia.	30,352
487 Johnson, Ia.	30,340
488 Calhoun, Tex.	30,322
489 Scurry, Tex.	30,319
490 Glasscock, Tex.	30,311
491 Grant, Wash.	30,310

492 Cumberland, Me.	30,297
493 Greeley, Kans.	30,295
494 Ellis, Kans.	30,293
495 Tuscola, Mich.	30,287
496 Carson, Tex.	30,284
497 Cole, Mo.	30,274
498 Salt Lake, Utah	30,270
499 Marshall, Ill.	30,240
500 Lee, Ill.	30,238
501 Lubbock, Tex.	30,238
502 Indian River, Fla.	30,232
503 Morgan, Ind.	30,211
504 Garfield, Okla.	30,210
505 Pulaski, Ark.	30,197
506 El Paso, Colo.	30,181
507 Black Hawk, Ia.	30,181
508 Franklin, Wash.	30,179
509 Live Oak, Tex.	30,176
510 Oswego, N.Y.	30,173
511 Liberty, Tex.	30,151
512 Guilford, N.C.	30,150
513 Baldwin, Ga.	30,138
514 Fayette, Ky.	30,138
515 Tipton, Ind.	30,130
516 Clinton, Ia.	30,120
517 Morton, Kans.	30,106
518 Haskell, Kans.	30,097
519 Tooele, Utah	30,081
520 Newton, Ind.	30,077
521 Madison, Ohio	30,075
522 Racine, Wisc.	30,057
523 Carter, Mont.	30,053
524 Randolph, Ill.	30,046
525 Clark, Wash.	30,041
526 Winnebago, Ill.	30,038
527 Washington, Pa.	30,037
528 Lyon, Kans.	30,020
529 Washakie, Wyo.	30,018
530 Portage, Ohio	29,994
531 Clark, Nev.	29,992
532 Hodgeman, Kans.	29,986
533 Laramie, Wyo.	29,976
534 Westmoreland, Pa.	29,934
535 Macon, Ill.	29,913
536 Dodge, Wisc.	29,912
537 Yellowstone, Mont.	29,911
538 Logan, Ill.	29,907
539 Hamilton, Ohio	29,903
540 Bay, Mich.	29,888
541 Clay, S.D.	29,888
542 Yolo, Cal.	29,881
543 Durham, N.C.	29,871
544 Crane, Tex.	29,867
545 Iberia, La.	29,836
546 Floyd, Ind.	29,831
547 Jefferson, Wisc.	29,825
548 Boone, Mo.	29,823
549 Charles City, Va.	29,800
550 Franklin, Ohio	29,792
551 Gregg, Tex.	29,790
552 Pratt, Kans.	29,770
553 Scott, Kans.	29,769
554 Portage, Wisc.	29,769
555 Forsyth, N.C.	29,764
556 Cecil, Md.	29,738
557 Cheshire, N.H.	29,713
558 Jefferson, W.Va.	29,710
559 Park, Colo.	29,706
560 San Benito, Cal.	29,698
561 Moultrie, Ill.	29,688
562 Musselshell, Mont.	29,688
563 Pennington, S.D.	29,681
564 Harvey, Kans.	29,679
565 Lee, Ga.	29,657
566 Butler, Pa.	29,642
567 McLean, N.D.	29,633
568 Ward, N.D.	29,628
569 Mercer, Ill.	29,620
570 Weston, Wyo.	29,613
571 Cedar, Ia.	29,609
572 Rock Island, Ill.	29,601
573 Green, Wisc.	29,589
574 Okaloosa, Fla.	29,587
575 Sheridan, Wyo.	29,572
576 Skamania, Wash.	29,566
577 La Salle, Ill.	29,564
578 Wahkiakum, Wash.	29,562
579 Erie, Ohio	29,545
580 Kingfisher, Okla.	29,539
581 Bremer, Ia.	29,536
582 Union, N.C.	29,521
583 McClain, Okla.	29,521
584 Richland, S.C.	29,514
585 Taylor, Tex.	29,507
586 San Bernardino, Cal.	29,506
587 Monroe, Ind.	29,505
588 Bexar, Tex.	29,498
589 Box Elder, Utah	29,487
590 Cape May, N.J.	29,482
591 Emery, Utah	29,456
592 Bannock, Ida.	29,453
593 Union, Pa.	29,453
594 Maverick, Tex.	29,437
595 Ionia, Mich.	29,423
596 Summit, Ohio	29,414
597 Effingham, Ill.	29,411
598 Ottawa, Ohio	29,407
599 Pierce, Wisc.	29,406
600 Madison, Ill.	29,395
601 Kosciusko, Ind.	29,391
602 Franklin, Mass.	29,388
603 Jackson, Mich.	29,388
604 De Witt, Ill.	29,386
605 Richland, Mont.	29,382
606 Ford, Ill.	29,381
607 Guadalupe, Tex.	29,350
608 El Dorado, Cal.	29,349
609 Bleckley, Ga.	29,330
610 Kitsap, Wash.	29,326
611 Bristol, Mass.	29,309
612 Gaines, Tex.	29,309
613 Pawnee, Kans.	29,288
614 Sumner, Kans.	29,288
615 Hinds, Miss.	29,277
616 Wabash, Ill.	29,276
617 Dorchester, S.C.	29,263
618 Pickaway, Ohio	29,258
619 Nicollet, Minn.	29,255
620 Posey, Ind.	29,244
621 McPherson, Kans.	29,242
622 Carbon, Utah	29,242
623 Jones, Ga.	29,227
624 Des Moines, Ia.	29,225
625 Johnson, Wyo.	29,218
626 Henderson, Ky.	29,197
627 Morgan, Ala.	29,189
628 Fulton, Ohio	29,185
629 Seward, Neb.	29,183
630 Buena Vista, Ia.	29,162
631 Genesee, N.Y.	29,147
632 Crockett, Tex.	29,147
633 Sheboygan, Wisc.	29,137
634 Bullitt, Ky.	29,132
635 Mono, Cal.	29,116
636 Walworth, Wisc.	29,115
637 Newport News, Va.	29,112
638 Gray, Tex.	29,107
639 Hockley, Tex.	29,102
640 Dade, Fla.	29,101
641 Niagara, N.Y.	29,098
642 Meade, S.D.	29,096
643 Major, Okla.	29,095
644 Crawford, Ill.	29,085
645 La Porte, Ind.	29,080
646 Hays, Tex.	29,080
647 Woodford, Ill.	29,061
648 Bureau, Ill.	29,057
649 Rutherford, Tenn.	29,055
650 Osage, Okla.	29,048
651 Iowa, Ia.	29,046
652 Allegan, Mich.	29,040
653 Marshall, Ia.	29,019
654 Park, Wyo.	29,019
655 Elko, Nev.	29,015
656 Jasper, Ill.	29,014
657 Pottawattamie, Ia.	29,014
658 Wayne, Mich.	29,011
659 Tangipahoa, La.	29,000
660 Lebanon, Pa.	28,996
661 Alpine, Cal.	28,983
662 Rensselaer, N.Y.	28,983
663 Montour, Pa.	28,982
664 Beauregard, La.	28,969
665 Hancock, Ohio	28,959
666 Slope, N.D.	28,951
667 Franklin, Kans.	28,947
668 Stearns, Minn.	28,947
669 Tompkins, N.Y.	28,946
670 Sioux, N.D.	28,943
671 Pima, Ariz.	28,937
672 Milwaukee, Wisc.	28,934
673 Ramsey, N.D.	28,927
674 Lake, Ind.	28,924
675 Frederick, Md.	28,911
676 Newton, Ga.	28,905
677 Stark, Ill.	28,876
678 Howard, Tex.	28,876
679 Russell, Kans.	28,864
680 Gloucester, Va.	28,861
681 Rice, Minn.	28,859
682 Erie, N.Y.	28,858
683 Monroe, Pa.	28,858
684 Centre, Pa.	28,856
685 Warren, Miss.	28,854
686 Denver, Colo.	28,852
687 Jefferson, Ky.	28,843
688 Orange, Fla.	28,834
689 Lake, Minn.	28,829
690 Columbia, N.Y.	28,822
691 Franklin, Ky.	28,808
692 Stutsman, N.D.	28,805
693 Jersey, Ill.	28,804
694 Shiawassee, Mich.	28,787
695 Lee, Ia.	28,783
696 Stephenson, Ill.	28,760
697 Pembina, N.D.	28,748
698 Vermilion, La.	28,741
699 Mercer, Ohio	28,739
700 Perry, Ill.	28,733
701 Tazewell, Ill.	28,728
702 Carroll, Ia.	28,727
703 Clark, Ind.	28,724
704 Kittitas, Wash.	28,704
705 Hamilton, Neb.	28,702
706 Daviess, Ky.	28,690
707 Reagan, Tex.	28,687
708 Plymouth, Ia.	28,686
709 Chouteau, Mont.	28,685
710 Coffey, Kans.	28,675
711 Defiance, Ohio	28,669
712 St. Clair, Mich.	28,668
713 Lyon, Nev.	28,668
714 Winkler, Tex.	28,665
715 Erie, Pa.	28,660
716 Allen, Ind.	28,658
717 Howard, Ind.	28,658
718 Dukes, Mass.	28,635
719 Cherokee, Ia.	28,633
720 Lipscomb, Tex.	28,628
721 Tom Green, Tex.	28,624
722 Somervell, Tex.	28,608
723 York, Neb.	28,607
724 Wood, Wisc.	28,605
725 Hillsborough, Fla.	28,600
726 Shelby, Tenn.	28,597
727 Knox, Ill.	28,589
728 Grand Traverse, Mich.	28,581
729 Appomattox, Va.	28,572
730 Martin, Fla.	28,565
731 Hamilton, Ia.	28,560
732 Hill, Mont.	28,548
733 Putnam, Ind.	28,547
734 Adams, Pa.	28,525
735 Cowley, Kans.	28,511
736 Wood, W.Va.	28,509
737 Mills, Ia.	28,500
738 Sioux, Ia.	28,492
739 Platte, Neb.	28,490
740 Morgan, Ill.	28,476
741 Sherman, Kans.	28,471
742 Lincoln, S.D.	28,464
743 Rapides, La.	28,456
744 Ouachita, La.	28,438
745 Fond du Lac, Wisc.	28,434
746 Coryell, Tex.	28,424
747 Reno, Kans.	28,423
748 Montgomery, Ohio	28,421
749 Perry, Pa.	28,420
750 King George, Va.	28,420
751 Riverside, Cal.	28,401
752 Jackson, Mo.	28,398
753 Callaway, Mo.	28,396
754 Stanley, S.D.	28,392
755 Archer, Tex.	28,387
756 Washita, Okla.	28,386
757 Assumption, La.	28,383
758 Saline, Kans.	28,380
759 Lucas, Ohio	28,379
760 Young, Tex.	28,374
761 Lenoir, N.C.	28,372
762 New Hanover, N.C.	28,364
763 Marathon, Wisc.	28,363
764 Custer, Okla.	28,358
765 Dodge, Neb.	28,356
766 Botetourt, Va.	28,356
767 McKinley, N.M.	28,354
768 Henry, Ill.	28,343
769 Caribou, Ida.	28,333
770 Warren, Mo.	28,333
771 Wichita, Tex.	28,333
772 Rock, Wisc.	28,329
773 Marion, Ind.	28,321
774 Berkeley, W.Va.	28,310
775 Sagadahoc, Me.	28,305
776 Golden Valley, Mont.	28,300
777 St. Joseph, Ind.	28,283
778 Laurens, Ga.	28,278
779 Addison, Vt.	28,278
780 Hettinger, N.D.	28,275
781 Pierce, Wash.	28,275
782 Mason, Ill.	28,273
783 Franklin, Mo.	28,270
784 Salem, Va.	28,269
785 San Luis Obispo, Cal.	28,263
786 Union, Ohio	28,256
787 Webster, Ia.	28,252
788 Weber, Utah	28,241
789 Benton, Ore.	28,232
790 White Pine, Nev.	28,222
791 Spencer, Ind.	28,211
792 Miami, Ohio	28,211
793 Divide, N.D.	28,208
794 Autauga, Ala.	28,200
795 Brazos, Tex.	28,162
796 Kay, Okla.	28,160
797 Wichita, Kans.	28,157
798 Lorain, Ohio	28,157
799 Benton, Ia.	28,153
800 Esmeralda, Nev.	28,152
801 Brookings, S.D.	28,146
802 Queen Annes, Md.	28,138
803 Shelby, Ind.	28,135
804 York, S.C.	28,120
805 Clark, Ky.	28,113
806 Saginaw, Mich.	28,112
807 Lane, Kans.	28,096
808 Stanton, Kans.	28,096
809 Mesa, Colo.	28,090
810 Boone, Ia.	28,090
811 Custer, S.D.	28,080
812 La Crosse, Wisc.	28,079
813 Crook, Wyo.	28,062
814 Putnam, Ohio	28,059
815 Wayne, Ohio	28,051
816 St. Johns, Fla.	28,031
817 Louisa, Ia.	28,023
818 Isabella, Mich.	28,009
819 Montgomery, Ala.	28,007
820 Wade Hampton, Ak.	27,983
821 Kiowa, Kans.	27,965
822 Goodhue, Minn.	27,957
823 Butts, Ga.	27,954
824 Douglas, Kans.	27,954
825 Lenawee, Mich.	27,949
826 Humboldt, Nev.	27,936
827 Kanawha, W.Va.	27,929
828 Woods, Okla.	27,927
829 Jo Daviess, Ill.	27,926
830 Franklin, Pa.	27,926
831 Armstrong, Tex.	27,925
832 Iroquois, Ill.	27,912
833 Talbot, Md.	27,905
834 Dickinson, Ia.	27,899
835 Seneca, N.Y.	27,898
836 Walla Walla, Wash.	27,886
837 Jefferson, Ala.	27,884
838 Riley, Kans.	27,884
839 Cowlitz, Wash.	27,879
840 Jasper, Ia.	27,876
841 Nye, Nev.	27,875
842 Clinton, Ill.	27,869
843 Sutter, Cal.	27,865
844 Coles, Ill.	27,851
845 Barry, Mich.	27,847
846 Fall River, S.D.	27,844
847 Fisher, Tex.	27,844
848 Creek, Okla.	27,837
849 Lincoln, Wyo.	27,833
850 Jennings, Ind.	27,830
851 Roane, Tenn.	27,828
852 Glynn, Ga.	27,820
853 Putnam, W.Va.	27,814
854 Hall, Ga.	27,811
855 Duval, Fla.	27,803
856 Christian, Ill.	27,801
857 Foster, N.D.	27,800
858 Gaston, N.C.	27,785
859 Cass, Neb.	27,783
860 Manitowoc, Wisc.	27,780
861 Jessamine, Ky.	27,773
862 Wyandotte, Kans.	27,771
863 Clay, Tex.	27,742
864 Yamhill, Ore.	27,738
865 Grand Isle, Vt.	27,726
866 Decatur, Kans.	27,725
867 Morris, Tex.	27,718
868 Pecos, Tex.	27,710
869 Terry, Tex.	27,704
870 Franklin, Ind.	27,693
871 Jefferson Davis, La.	27,692
872 Colonial Heights, Va.	27,682
873 Dearborn, Ind.	27,675
874 Ness, Kans.	27,675
875 Cavalier, N.D.	27,672
876 Isanti, Minn.	27,667
877 Clallam, Wash.	27,667
878 Licking, Ohio	27,666
879 San Juan, Wash.	27,666
880 Ray, Mo.	27,661
881 Trumbull, Ohio	27,659
882 Dawson, Tex.	27,653
883 Osage, Kans.	27,652
884 Barber, Kans.	27,641
885 Anderson, Tenn.	27,639
886 Emmet, Ia.	27,638
887 Trego, Kans.	27,638
888 Greenlee, Ariz.	27,637
889 Clark, Kans.	27,633
890 Mercer, Pa.	27,614
891 Stark, Ohio	27,610
892 Uintah, Utah	27,609
893 Snyder, Pa.	27,603
894 Warren, N.Y.	27,594
895 Sarasota, Fla.	27,584
896 Steele, Minn.	27,581
897 Oneida, N.Y.	27,581
898 Humboldt, Ia.	27,577
899 Hancock, Ia.	27,568
900 White, Ill.	27,560
901 Jones, Ia.	27,559
902 Comanche, Kans.	27,559
903 Wells, Ind.	27,557
904 Austin, Tex.	27,556
905 Marion, Ia.	27,546
906 Dubuque, Ia.	27,543
907 Dodge, Minn.	27,540
908 Colusa, Cal.	27,530
909 Dubois, Ind.	27,530
910 Dawson, Mont.	27,528
911 Rice, Kans.	27,521
912 Madison, Neb.	27,519
913 Whitley, Ind.	27,517
914 Kearney, Neb.	27,512
915 King William, Va.	27,506

916 Liberty, Mont. 27,505
917 Elkhart, Ind. 27,499
918 Kerr, Tex. 27,491
919 Culpeper, Va. 27,489
920 Paulding, Ga. 27,485
921 Dewey, Okla. 27,483
922 Kent, Del. 27,482
923 Leelanau, Mich. 27,472
924 Shelby, Ky. 27,471
925 Chatham, Ga. 27,469
926 Leon, Fla. 27,466
927 Rich, Utah 27,455
928 Cumberland, N.J. 27,442
929 Fresno, Cal. 27,427
930 Clarke, Va. 27,426
931 Fulton, Ind. 27,418
932 York, Me. 27,405
933 Marrow, Ore. 27,405
934 Harris, Ga. 27,404
935 Limestone, Ala. 27,398
936 Eau Claire, Wisc. 27,398
937 Vermilion, Ill. 27,393
938 Wabaunsee, Kans. 27,393
939 Jackson, Ia. 27,367
940 Georgetown, S.C. 27,386
941 Oldham, Tex. 27,386
942 Elmore, Ala. 27,383
943 Ellis, Okla. 27,380
944 Titus, Tex. 27,380
945 Sandoval, N.M. 27,375
946 Lewis and Clark, Mont. 27,371
947 Benton, Ark. 27,365
948 Kankakee, Ill. 27,362
949 Steuben, N.Y. 27,358
950 Deaf Smith, Tex. 27,357
951 Scott, Ky. 27,356
952 Hall, Neb. 27,344
953 Irion, Tex. 27,343
954 Aiken, S.C. 27,340
955 Pike, Ga. 27,333
956 Clinton, Mo. 27,324
957 Missoula, Mont. 27,323
958 Gunnison, Colo. 27,315
959 Garza, Tex. 27,314
960 Wright, Ia. 27,312
961 Berrien, Mich. 27,310
962 Pottawatomie, Kans. 27,308
963 Terrell, Tex. 27,299
964 Stephens, Okla. 27,293
965 Grant, Wisc. 27,290
966 Bell, Tex. 27,276
967 Coweta, Ga. 27,274
968 Lincoln, La. 27,263
969 Wharton, Tex. 27,255
970 Providence, R.I. 27,249
971 Madison, Tex. 27,249
972 Crawford, Ia. 27,245
973 Alfalfa, Okla. 27,245
974 Warren, Ill. 27,238
975 Ward, Tex. 27,238
976 Cass, Ill. 27,231
977 Berkeley, S.C. 27,231
978 Jefferson, Mont. 27,214
979 Ross, Ohio 27,201
980 San Joaquin, Cal. 27,200
981 Transylvania, N.C. 27,199
982 Grays Harbor, Wash. 27,198
983 Cerro Gordo, Ia. 27,193
984 Richland, Ohio 27,186
985 Shelby, Ia. 27,178
986 Codington, S.D. 27,178
987 Barnes, N.D. 27,177
988 Wheeler, Tex. 27,177
989 Muskegon, Mich. 27,174
990 Marion, Ill. 27,167
991 Henry, Ohio 27,152
992 Vanderburgh, Ind. 27,146
993 Mitchell, Ia. 27,143
994 Refugio, Tex. 27,138
995 Gratiot, Mich. 27,135
996 Johnson, Ga. 27,131
997 Camden, N.C. 27,107
998 Washington, Ohio 27,101
999 Redwillow, Neb. 27,097
1000 Cayuga, N.Y. 27,093
1001 Preble, Ohio 27,089
1002 Sargent, N.D. 27,087
1003 Cumberland, Ill. 27,086
1004 Charleston, S.C. 27,084
1005 Jackson, Kans. 27,082
1006 Sublette, Wyo. 27,080
1007 Shelby, Ill. 27,071
1008 Wyoming, N.Y. 27,064
1009 Aransas, Tex. 27,062
1010 Jefferson, Ind. 27,058
1011 Peoria, Ill. 27,055
1012 Gibson, Ind. 27,048
1013 Jackson, Colo. 27,046
1014 Shelby, Ohio 27,046
1015 Madera, Cal. 27,045
1016 McLeod, Minn. 27,043
1017 Dare, N.C. 27,043
1018 Kewaunee, Wisc. 27,041
1019 Bibb, Ga. 27,039
1020 Adams, Neb. 27,039
1021 Buchanan, Ia. 27,035
1022 Ste. Genevieve, Mo. 27,029
1023 Pulaski, Ind. 27,020
1024 Washington, Ia. 27,020
1025 Grand, Utah 27,014
1026 Rawlins, Kans. 27,004
1027 Greene, Mo. 26,998
1028 Huron, Ohio 26,998
1029 Sandusky, Ohio 26,996
1030 Cooke, Tex. 26,996
1031 Kingman, Kans. 26,989
1032 Clinton, N.Y. 26,989
1033 Fredericksburg, Va. 26,989
1034 Humphreys, Tenn. 26,982
1035 Bowie, Tex. 26,981
1036 Nevada, Cal. 26,980
1037 Grant, N.M. 26,978
1038 Santa Rosa, Fla. 26,968
1039 Penobscot, Me. 26,963
1040 Indiana, Pa. 26,955
1041 Grady, Okla. 26,951
1042 Osceola, Ia. 26,947
1043 Brown, S.D. 26,947
1044 Chautauqua, N.Y. 26,945
1045 Kossuth, Ia. 26,932
1046 Davie, N.C. 26,932
1047 Henry, Ia. 26,912
1048 Robertson, Tenn. 26,909
1049 Catawba, N.C. 26,906
1050 Towner, N.D. 26,905
1051 Morgan, Colo. 26,904
1052 McMullen, Tex. 26,897
1053 Shackelford, Tex. 26,890
1054 Saunders, Neb. 26,868
1055 Pershing, Nev. 26,867
1056 Woodbury, Ia. 26,866
1057 Saline, Neb. 26,860
1058 Cheyenne, Kans. 26,857
1059 Greene, N.Y. 26,848
1060 Clark, Ill. 26,847
1061 Campbell, Va. 26,842
1062 Faulkner, Ark. 26,838
1063 Venango, Pa. 26,838
1064 Washington, Tex. 26,834
1065 Waseca, Minn. 26,830
1066 Monroe, Ga. 26,825
1067 Rooks, Kans. 26,825
1068 Van Buren, Mich. 26,825
1069 St. Clair, Ill. 26,820
1070 Keith, Neb. 26,820
1071 Bradley, Tenn. 26,815
1072 Blue Earth, Minn. 26,810
1073 Greenville, S.C. 26,807
1074 O'Brien, Ia. 26,801
1075 Pike, Pa. 26,799
1076 Logan, Colo. 26,798
1077 Washington, Ark. 26,777
1078 Mitchell, Kans. 26,775
1079 Jackson, Ind. 26,763
1080 Ohio, Ind. 26,763
1081 Alamance, N.C. 26,756
1082 Noble, Okla. 26,754
1083 Hood River, Ore. 26,748
1084 Lee, Tex. 26,747
1085 Whatcom, Wash. 26,745
1086 Phelps, Neb. 26,743
1087 Stanislaus, Cal. 26,740
1088 Pocahontas, Ia. 26,738
1089 Jim Wells, Tex. 26,736
1090 Mower, Minn. 26,735
1091 Fulton, Ill. 26,734
1092 Clarion, Pa. 26,730
1093 Lawrence, Pa. 26,717
1094 Iberville, La. 26,715
1095 Stanton, Neb. 26,703
1096 Multnomah, Ore. 26,700
1097 Columbia, Ore. 26,699
1098 Hot Springs, Wyo. 26,698
1099 Cabarrus, N.C. 26,697
1100 Pottawatomie, Okla. 26,692
1101 Island, Wash. 26,690
1102 Cape Girardeau, Mo. 26,679
1103 De Kalb, Ind. 26,677
1104 Marshall, Ind. 26,672
1105 Grant, Okla. 26,672
1106 Paulding, Ohio 26,667
1107 Harlan, Ia. 26,664
1108 Cuming, Neb. 26,656
1109 Hinsdale, Colo. 26,654
1110 Carroll, Ind. 26,647
1111 La Sueur, Minn. 26,645
1112 Whitfield, Ga. 26,639
1113 Pondera, Mont. 26,639
1114 Fallon, Mont. 26,636
1115 Walton, Ga. 26,630
1116 Chemung, N.Y. 26,630
1117 Duchesne, Utah 26,622
1118 Lafayette, Mo. 26,621
1119 Chippewa, Wisc. 26,619
1120 Adams, Ind. 26,616
1121 Huntington, Ind. 26,610
1122 Seneca, Ohio 26,598
1123 Dougherty, Ga. 26,592
1124 Frederick, Va. 26,592
1125 Calhoun, Ia. 26,585
1126 Mountrail, N.D. 26,581
1127 Windsor, Vt. 26,580
1128 Washington, Ill. 26,575
1129 Lafayette, Wisc. 26,574
1130 Pickens, S.C. 26,571
1131 Kennebec, Me. 26,569
1132 Randolph, N.C. 26,568
1133 Marion, Ohio 26,567
1134 Poweshiek, Ia. 26,563
1135 Columbia, Wisc. 26,556
1136 Macoupin, Ill. 26,555
1137 La Plata, Colo. 26,549
1138 Franklin, Vt. 26,542
1139 Wayne, Neb. 26,540
1140 Walsh, N.D. 26,557
1141 Harrison, Miss. 26,535
1142 Carroll, Ill. 26,529
1143 Benton, Minn. 26,526
1144 Wyoming, Pa. 26,526
1145 Churchill, Nev. 26,525
1146 Benewah, Ida. 26,519
1147 Phillips, Kans. 26,509
1148 Dawson, Neb. 26,508
1149 Hancock, W.Va. 26,502
1150 Buffalo, Neb. 26,494
1151 Greene, Va. 26,492
1152 Andrew, Mo. 26,476
1153 Power, Ida. 26,470
1154 Elk, Pa. 26,468
1155 Santa Fe, N.M. 26,459
1156 Warren, Ind. 26,457
1157 Pinellas, Fla. 26,455
1158 Washington, N.Y. 26,447
1159 Roger Mills, Okla. 26,445
1160 Harrisonburg, Va. 26,445
1161 Mason, Wash. 26,434
1162 Davidson, N.C. 26,428
1163 Greenup, Ky. 26,424
1164 Acadia, La. 26,424
1165 Suffolk, Mass. 26,423
1166 Wasatch, Utah 26,423
1167 Rappahannock, Va. 26,416
1168 Skagit, Wash. 26,411
1169 Merced, Cal. 26,406
1170 Anderson, Ky. 26,402
1171 Richland, Ill. 26,401
1172 Delaware, Ia. 26,398
1173 Prince George, Va. 26,380
1174 Henderson, Ill. 26,377
1175 Montgomery, Ill. 26,370
1176 Flagler, Fla. 26,362
1177 Hudson, N.J. 26,350
1178 Fulton, N.Y. 26,344
1179 McDonough, Ill. 26,339
1180 Lyon, Ia. 26,339
1181 Sac, Ia. 26,338
1182 Baker, Fla. 26,336
1183 Richmond, Ga. 26,331
1184 Cass, Ind. 26,326
1185 Washington, La. 26,321
1186 Labette, Kans. 26,320
1187 Lawrence, S.D. 26,318
1188 Stokes, N.C. 26,316
1189 Adams, Ill. 26,312
1190 Valencia, N.M. 26,311
1191 Schleicher, Tex. 26,310
1192 St. Lawrence, N.Y. 26,309
1193 Upton, Tex. 26,308
1194 Gove, Kans. 26,304
1195 Effingham, Ga. 26,303
1196 Lawrence, Ill. 26,302
1197 St. Lucie, Fla. 26,292
1198 Scotts Bluff, Neb. 26,287
1199 Sullivan, Tenn. 26,281
1200 Door, Wisc. 26,269
1201 Sauk, Wisc. 26,265
1202 Lincoln, Wash. 26,264
1203 Freeborn, Minn. 26,251
1204 Steuben, Ind. 26,250
1205 Warren, Ky. 26,249
1206 Logan, Okla. 26,246
1207 Meade, Kans. 26,232
1208 Worth, Ia. 26,228
1209 Monroe, Wisc. 26,228
1210 Ransom, N.D. 26,226
1211 Jackson, Tex. 26,223
1212 Sheridan, Kans. 26,222
1213 St. Martin, La. 26,202
1214 Franklin, Me. 26,200
1215 Floyd, Ia. 26,196
1216 Bulloch, Ga. 26,189
1217 Cochran, Tex. 26,187
1218 Perkins, S.D. 26,186
1219 Jefferson, Wash. 26,178
1220 Upshur, Tex. 26,170
1221 Allen, Ohio 26,168
1222 Ashland, Ohio 26,164
1223 Flathead, Mont. 26,160
1224 Logan, Kans. 26,155
1225 Adams, Wash. 26,152
1226 Clarke, Ga. 26,151
1227 Sussex, Del. 26,149
1228 Allen, Kans. 26,149
1229 Bottineau, N.D. 26,143
1230 Warren, Pa. 26,142
1231 Orleans, La. 26,141
1232 Renville, N.D. 26,139
1233 Spokane, Wash. 26,136
1234 Bingham, Ida. 26,134
1235 Blaine, Okla. 26,132
1236 Edwards, Kans. 26,125
1237 Monroe, Fla. 26,119
1238 Bailey, Tex. 26,118
1239 Clearwater, Ida. 26,114
1240 Banks, Ga. 26,110
1241 Palo Alto, Ia. 26,107
1242 Grant, Ark. 26,103
1243 Cascade, Mont. 26,098
1244 Atchison, Kans. 26,093
1245 Kleberg, Tex. 26,091
1246 Bennington, Vt. 26,079
1247 Hamilton, Tenn. 26,070
1248 Sullivan, N.Y. 26,066
1249 Sterling, Tex. 26,067
1250 Lee, N.C. 26,363
1251 Comanche, Okla. 26,060
1252 Burleson, Tex. 26,055
1253 Meigs, Tenn. 26,054
1254 Lee, Fla. 26,040
1255 Montgomery, Ind. 26,039
1256 McLennan, Tex. 26,038
1257 Marshall, Kans. 26,037
1258 Deschutes, Ore. 26,031
1259 Van Wert, Ohio 26,030
1260 Angelina, Tex. 26,029
1261 Harrison, Tex. 26,027
1262 Pope, Ark. 26,018
1263 Kings, N.Y. 26,006
1264 Hancock, Miss. 25,999
1265 Dickson, Tenn. 25,999
1266 Gallatin, Mont. 25,995
1267 Sebastian, Ark. 25,985
1268 Wayne, Ga. 25,979
1269 Jackson, W.Va. 25,978
1270 Staunton, Va. 25,972
1271 Harney, Ore. 25,971
1272 Andersen, Tex. 25,958
1273 Montrose, Colo. 25,952
1274 Winona, Minn. 25,952
1275 Panola, Tex. 25,952
1276 Hopkins, Ky. 25,949
1277 Hunt, Tex. 25,944
1278 Brown, Ind. 25,936
1279 Sevier, Utah 25,936
1280 Dickey, N.D. 25,934
1281 Mobile, Ala. 25,932
1282 Eddy, N.M. 25,932
1283 Chenango, N.Y. 25,924
1284 Lassen, Cal. 25,916
1285 Petroleum, Mont. 25,912
1286 Jones, Tex. 25,908
1287 Union, Fla. 25,901
1288 Hamilton, Kans. 25,900
1289 Carter, Okla. 25,900
1290 Cake, Tex. 25,891
1291 Spalding, Ga. 25,889
1292 Lackawanna, Pa. 25,884
1293 Williams, Ohio 25,880
1294 Beckham, Okla. 25,879
1295 Vigo, Ind. 25,877
1296 Glenn, Cal. 25,872
1297 Callahan, Tex. 25,868
1298 Freestone, Tex. 25,864
1299 Jefferson, Ill. 25,854
1300 Lincoln, Mo. 25,854
1301 Butler, Ia. 25,852
1302 Escambia, Fla. 25,850
1303 Pointe Coupee, La. 25,840
1304 Sheridan, Neb. 25,823
1305 Lamb, Tex. 25,821
1306 Auglaize, Ohio 25,817
1307 Cache, Utah 25,813
1308 Benton, Ind. 25,806
1309 Franklin, Ia. 25,805
1310 Isle of Wight, Va. 25,800
1311 Tama, Ia. 25,794
1312 Cumberland, N.C. 25,793
1313 Walker, Tex. 25,793
1314 Lewis, N.Y. 25,787
1315 Schoharie, N.Y. 25,787
1316 Cimarron, Okla. 25,784
1317 Moore, N.C. 25,782
1318 Hancock, Ill. 25,781
1319 Loudon, Tenn. 25,781
1320 Tuscaloosa, Ala. 25,777
1321 Wasco, Ore. 25,771
1322 Baldwin, Ala. 25,768
1323 Bastrop, Tex. 25,768
1324 Belknap, N.H. 25,762
1325 Graham, Kans. 25,761
1326 Wabash, Ind. 25,760
1327 Roosevelt, Mont. 25,760
1328 Cattle, Tex. 25,757
1329 Bourbon, Kans. 25,754
1330 Bay, Fla. 25,753
1331 Pitt, N.C. 25,752
1332 Lycoming, Pa. 25,751
1333 Boyd, Ky. 25,747
1334 Darke, Ohio 25,744
1335 Sioux, Neb. 25,740
1336 Dunn, Wisc. 25,737
1337 Rusk, Tex. 25,734
1338 Twin Falls, Ida. 25,729
1339 Waynesboro, Va. 25,725

1340 Pawnee, Okla. 25,723
1341 Madison, In. 25,722
1342 Ripley, Ind. 25,715
1343 Carbon, Pa. 25,713
1344 Weld, Colo. 25,711
1345 Noble, Ind. 25,707
1346 Augusta, Va. 25,702
1347 Linn, Ore. 25,690
1348 Kings, Cal. 25,675
1349 El Paso, Tex. 25,675
1350 Concordia, La. 25,669
1351 Mitchell, Tex. 25,666
1352 Parmer, Tex. 25,652
1353 Chickasaw, Io. 25,650
1354 Cherry, Neb. 25,647
1355 Polk, Ore. 25,639
1356 Douglas, Wash. 25,634
1357 Knox, Tenn. 25,631
1358 Webster, La. 25,629
1359 Philadelphia, Pa. 25,627
1360 San Juan, N.M. 25,624
1361 Pierce, N.D. 25,615
1362 Audrain, Mo. 25,609
1363 Sheridan, Mont. 25,608
1364 Little River, Ark. 25,593
1365 Union, Ill. 25,592
1366 Grafton, N.H. 25,591
1367 Montgomery, N.Y. 25,590
1368 Henderson, Tex. 25,590
1369 Calaveras, Cal. 25,577
1370 Potter, Tex. 25,577
1371 Stafford, Kans. 25,575
1372 Edwards, Ill. 25,573
1373 Schuyler, N.Y. 25,570
1374 Houston, Ala. 25,556
1375 Nez Perce, Ida. 25,553
1376 Lancaster, S.C. 25,546
1377 Martin, Minn. 25,542
1378 Colorado, Tex. 25,541
1379 Cattaraugus, N.Y. 25,538
1380 Sanilac, Mich. 25,534
1381 Wabasha, Minn. 25,532
1382 Bear Lake, Ida. 25,527
1383 Haskell, Tex. 25,522
1384 Marion, Ore. 25,521
1385 Pike, Ind. 25,518
1386 Mineral, Colo. 25,507
1387 Stone, Miss. 25,504
1388 Radford, Va. 25,500
1389 Karnes, Tex. 25,498
1390 Charlottesville, Va. 25,498
1391 Spartanburg, S.C. 25,496
1392 South Boston, Va. 25,494
1393 Crittenden, Ark. 25,493
1394 Grant, Ind. 25,490
1395 Franklin, Tex. 25,489
1396 Hardin, Ohio 25,479
1397 Amador, Cal. 25,475
1398 Cheyenne, Neb. 25,472
1399 Delaware, N.Y. 25,472
1400 Iowa, Wisc. 25,472
1401 Essex, N.Y. 25,470
1402 Brown, Minn. 25,464
1403 Chase, Kans. 25,458
1404 Hale, Tex. 25,456
1405 Calhoun, Mich. 25,454
1406 Anderson, Kans. 25,453
1407 Rutland, Vt. 25,441
1408 Kimball, Neb. 25,438
1409 Cedar, Neb. 25,425
1410 Lincoln, N.M. 25,422
1411 Washington, Vt. 25,422
1412 Camp, Tex. 25,419
1413 Nolan, Tex. 25,418
1414 Fillmore, Neb. 25,415
1415 Buchanan, Mo. 25,410
1416 Wyandot, Ohio 25,408
1417 Montgomery, Io. 25,405
1418 Morgan, W.Va. 25,396
1419 Jefferson, Ark. 25,392
1420 Kootenai, Ida. 25,392
1421 Lyon, Ky. 25,367
1422 Grant, Ky. 25,366
1423 Harding, S.D. 25,362
1424 Polk, Neb. 25,357
1425 Amherst, Va. 25,357
1426 Jackson, Ga. 25,353
1427 Lonoke, Ark. 25,352
1428 Rush, Ind. 25,346
1429 Linn, Kans. 25,321
1430 Lynchburg, Va. 25,317
1431 Alachua, Fla. 25,316
1432 Fayette, Io. 25,314
1433 Wicomico, Md. 25,308
1434 Bee, Tex. 25,303
1435 Delaware, Ind. 25,292
1436 Bond, Ill. 25,289
1437 Lagrange, Ind. 25,287
1438 White, Ind. 25,278
1439 Winnebago, Io. 25,272
1440 Washington, Tenn. 25,272
1441 Madison, Ind. 25,270
1442 Winchester, Va. 25,270
1443 Ouray, Colo. 25,263

1444 Martin, Ky. 25,257
1445 Hendry, Fla. 25,252
1446 Chaffee, Colo. 25,248
1447 Shasta, Cal. 25,238
1448 Winnebago, Io. 25,234
1449 Richmond, Va. 25,234
1450 Oxford, Me. 25,229
1451 Otsego, N.Y. 25,227
1452 Rowan, N.C. 25,225
1453 McCracken, Ky. 25,224
1454 Monongalia, W.Va. 25,224
1455 Putnam, Ga. 25,215
1456 Chatham, N.C. 25,211
1457 Llano, Tex. 25,207
1458 Kiowa, Colo. 25,204
1459 Allegany, N.Y. 25,200
1460 Griggs, N.D. 25,198
1461 Muhlenberg, Ky. 25,194
1462 Henderson, N.C. 25,193
1463 Ralls, Mo. 25,190
1464 Union, S.D. 25,190
1465 Scott, Ind. 25,189
1466 Green Lake, Wisc. 25,189
1467 Starke, Ind. 25,187
1468 Orange, Va. 25,187
1469 Luzerne, Pa. 25,184
1470 Lamar, Miss. 25,172
1471 Edgar, Ill. 25,169
1472 Cass, Io. 25,169
1473 Lane, Ore. 25,165
1474 Clinton, Ind. 25,157
1475 Greene, Io. 25,154
1476 Taylor, Wisc. 25,152
1477 Morrow, Ohio 25,149
1478 Wayne, Ill. 25,142
1479 Susquehanna, Pa. 25,140
1480 Crawford, Pa. 25,138
1481 Love, Okla. 25,135
1482 Knox, Tex. 25,134
1483 Garfield, Wash. 25,130
1484 Alexander, N.C. 25,129
1485 Bandera, Tex. 25,126
1486 St. Clair, Ala. 25,121
1487 Boyle, Ky. 25,119
1488 Otsego, Mich. 25,115
1489 Clinton, Ohio 25,109
1490 Coshocton, Ohio 25,109
1491 Grant, S.D. 25,109
1492 Ashtabula, Ohio 25,098
1493 Hardeman, Tex. 25,095
1494 Lincoln, Nev. 25,094
1495 Iredell, N.C. 25,089
1496 Cass, Tex. 25,088
1497 Columbia, Pa. 25,082
1498 Wapello, Io. 25,075
1499 Cass, Mich. 25,075
1500 Butler, Neb. 25,073
1501 Muscogee, Ga. 25,070
1502 Portsmouth, Va. 25,070
1503 Albany, Wyo. 25,036
1504 Mahoning, Ohio 25,034
1505 Marshall, Ky. 25,029
1506 Castro, Tex. 25,029
1507 Montcalm, Mich. 25,028
1508 Crawford, Ohio 25,022
1509 Androscoggin, Me. 25,019
1510 Merrick, Neb. 25,012
1511 Dona Ana, N.M. 25,011
1512 Mayes, Okla. 25,009
1513 Audubon, Io. 25,002
1514 Harrison, Ind. 24,995
1515 Williamson, Ill. 24,993
1516 Gage, Neb. 24,993
1517 Dickinson, Kans. 24,992
1518 Wilson, Tex. 24,985
1519 Nobles, Minn. 24,980
1520 Jefferson, Pa. 24,980
1521 Blount, Tenn. 24,980
1522 Cocanino, Ariz. 24,979
1523 Toole, Mont. 24,974
1524 Neosho, Kans. 24,971
1525 Nash, N.C. 24,964
1526 Blair, Pa. 24,964
1527 Klickitat, Wash. 24,962
1528 Minidoka, Ida. 24,961
1529 Rush, Kans. 24,961
1530 Sullivan, N.H. 24,960
1531 McPherson, Neb. 24,956
1532 Hardin, Ky. 24,954
1533 Clay, Neb. 24,947
1534 Benson, N.D. 24,943
1535 Butte, S.D. 24,941
1536 Plumas, Cal. 24,936
1537 Utah, Utah 24,936
1538 Wilbarger, Tex. 24,933
1539 Jackson, Ill. 24,929
1540 Greene, Pa. 24,924
1541 Goliad, Tex. 24,921
1542 Jefferson, N.Y. 24,919
1543 Branch, Mich. 24,899
1544 Mifflin, Pa. 24,897
1545 Otoe, Neb. 24,895
1546 Jefferson, Io. 24,893
1547 Blaine, Ida. 24,892
1548 Bradford, Pa. 24,890
1549 Brown, Ohio 24,879
1550 Deuel, Neb. 24,872

1551 Howard, Io. 24,869
1552 McMinn, Tenn. 24,867
1553 Simpson, Ky. 24,866
1554 Oconee, S.C. 24,857
1555 Lexington, Va. 24,845
1556 Grant, La. 24,840
1557 Lyon, Minn. 24,839
1558 Thomas, Ga. 24,827
1559 Christian, Mo. 24,827
1560 Hidalgo, N.M. 24,806
1561 Schuyler, Ill. 24,805
1562 Tuscarawas, Ohio 24,787
1563 Houston, Minn. 24,785
1564 Jefferson, Ohio 24,780
1565 Mathews, Va. 24,780
1566 Imperial, Cal. 24,776
1567 St. Joseph, Mich. 24,771
1568 Ida, Io. 24,770
1569 Massac, Ill. 24,764
1570 Camden, Ga. 24,759
1571 Wells, N.D. 24,759
1572 Mineral, Nev. 24,755
1573 Holmes, Ohio 24,752
1574 Moody, S.D. 24,749
1575 Norton, Kans. 24,746
1576 Van Zandt, Tex. 24,741
1577 Latah, Ida. 24,740
1578 Craighead, Ark. 24,733
1579 Cabell, W.Va. 24,731
1580 Hancock, Ky. 24,730
1581 Eddy, N.D. 24,728
1582 Nacogdoches, Tex. 24,725
1583 Marquette, Mich. 24,710
1584 Blanco, Tex. 24,707
1585 Arkansas, Ark. 24,688
1586 Crosby, Tex. 24,680
1587 Waupaca, Wisc. 24,680
1588 Sevier, Tenn. 24,673
1589 Ellsworth, Kans. 24,671
1590 Grayson, Tex. 24,668
1591 Floyd, Ga. 24,659
1592 Hamblen, Tenn. 24,658
1593 Calhoun, Ala. 24,655
1594 Manatee, Fla. 24,655
1595 Brown, Tex. 24,654
1596 Payne, Okla. 24,652
1597 Mineral, W.Va. 24,646
1598 Valley, Mont. 24,643
1599 Dawes, Neb. 24,641
1600 Marshall, W.Va. 24,640
1601 Emmet, Mich. 24,638
1602 Juniata, Pa. 24,637
1603 Marion, Kans. 24,634
1604 Northampton, N.C. 24,633
1605 Clearfield, Pa. 24,620
1606 Coffee, Ala. 24,617
1607 Nelson, Ky. 24,616
1608 Tipton, Tenn. 24,600
1609 Wilson, N.C. 24,598
1610 Brooks, W.Va. 24,593
1611 Herkimer, N.Y. 24,591
1612 Caddo, Okla. 24,591
1613 Charlotte, Fla 24,589
1614 Armstrong, Pa. 24,577
1615 Wood, Tex. 24,577
1616 Valley, Ida. 24,576
1617 Teton, Mont. 24,576
1618 Bourbon, Ky. 24,571
1619 Goshen, Wyo. 24,553
1620 Harrison, Io. 24,540
1621 Lewis, Wash. 24,532
1622 Kandiyohi, Minn. 24,531
1623 Polk, Wisc. 24,530
1624 St. Helena, La. 24,526
1625 Frontier, Neb. 24,523
1626 Gem, Ida. 24,519
1627 Natchitoches, La. 24,519
1628 Harper, Kans. 24,510
1629 Rockingham, Va. 24,510
1630 Monroe, Ohio 24,506
1631 Coffee, Tenn. 24,492
1632 Jasper, Tex. 24,489
1633 Clark, Ohio 24,485
1634 Cherokee, Tex. 24,483
1635 Medina, Tex. 24,470
1636 Otero, N.M. 24,464
1637 Hopkins, Tex. 24,464
1638 Madison, Miss. 24,460
1639 Ashley, Ark. 24,453
1640 Stephens, Tex. 24,450
1641 Raleigh, W.Va. 24,450
1642 Kent, Tex. 24,446
1643 Marshall, Ala. 24,445
1644 Meriwether, Ga. 24,443
1645 Shoshone, Ida. 24,443
1646 Buncombe, N.C. 24,443
1647 Umatilla, Ore. 24,440
1648 Douglas, Ore. 24,439
1649 Powell, Mont. 24,436
1650 Windham, Vt. 24,427
1651 Buffalo, Wisc. 24,427
1652 Erath, Tex. 24,425
1653 Asotin, Wash. 24,425
1654 Jack, Tex. 24,422
1655 Carroll, Ohio 24,418
1656 Canyon, Ida. 24,415
1657 Burke, Ga. 24,412

1658 Montgomery, Kans. 24,412
1659 Palo Pinto, Tex. 24,404
1660 Tibley, Minn. 24,403
1661 Columbiana, Ohio 24,396
1662 Grimes, Tex. 24,384
1663 Tioga, Pa. 24,382
1664 Lamar, Ga. 24,381
1665 Daniels, Mont. 24,380
1666 Meeker, Minn. 24,379
1667 Liberty, Ga. 24,371
1668 Northumberland, Va. 24,366
1669 Troup, Ga. 24,365
1670 Floyd, Tex. 24,359
1671 Tuolumne, Cal. 24,357
1672 Long, Ga. 24,357
1673 Union, Ky. 24,339
1674 Union, Ark. 24,328
1675 Osceola, Fla. 24,318
1676 Yakima, Wash. 24,311
1677 Rockingham, N.C. 24,299
1678 La Salle, La. 24,298
1679 Fremont, Io. 24,295
1680 Burke, N.C. 24,294
1681 Crawford, Ga. 24,291
1682 Phelps, Mo. 24,291
1683 De Soto, La. 24,289
1684 Pacific, Wash. 24,289
1685 Madison, Ky. 24,283
1686 Lauderdale, Ala. 24,270
1687 Johnson, Mo. 24,261
1688 Kershaw, S.C. 24,261
1689 Scott, Ill. 24,259
1690 Miami, Ind. 24,253
1691 Fayette, Ill. 24,235
1692 Huron, Mich. 24,235
1693 Bryan, Ga. 24,231
1694 Cottonwood, Minn. 24,227
1695 Mahaska, Io. 24,225
1696 Rhea, Tenn. 24,221
1697 Adams, Wisc. 24,218
1698 Lancaster, Va. 24,217
1699 Reeves, Tex. 24,214
1700 Martinsville, Va. 24,214
1701 Chelan, Wash. 24,214
1702 Burke, N.D. 24,211
1703 Polk, Fla. 24,208
1704 Glacier, Mont. 24,208
1705 Gallia, Ohio 24,204
1706 Russell, Ala. 24,191
1707 Perkins, Neb. 24,188
1708 Johnson, Ill. 24,180
1709 Marion, W.Va. 24,178
1710 Gallatin, Ill. 24,175
1711 Washington, N.C. 24,174
1712 Chaves, N.M. 24,167
1713 Gosper, Neb. 24,165
1714 Onslow, N.C. 24,157
1715 Jerome, Ida. 24,150
1716 Faribault, Minn. 24,147
1717 Florence, S.C. 24,147
1718 Yates, N.Y. 24,143
1719 Keokuk, Io. 24,142
1720 Dinwiddie, Va. 24,137
1721 Page, Io. 24,129
1722 Inyo, Cal. 24,126
1723 Harrison, Ohio 24,125
1724 Clayton, Io. 24,123
1725 Carteret, N.C. 24,119
1726 Haywood, N.C. 24,114
1727 Boone, W.Va. 24,109
1728 Fountain, Ind. 24,104
1729 Nemaha, Neb. 24,103
1730 La Moure, N.D. 24,101
1731 Manistee, Mich. 24,092
1732 Barrow, Ga. 24,085
1733 Colbert, Ala. 24,083
1734 Thayer, Neb. 24,081
1735 Pender, N.C. 24,081
1736 Knox, Ohio 24,079
1737 Hillsdale, Mich. 24,077
1738 Spink, S.D. 24,077
1739 Yadkin, N.C. 24,073
1740 Osage, Mo. 24,072
1741 Conway, Ark. 24,069
1742 Trigg, Ky. 24,063
1743 Jackson, S.D. 24,062
1744 Garland, Ark. 24,061
1745 Phillips, Colo. 24,057
1746 Henry, Va. 24,056
1747 Lowndes, Ga. 24,050
1748 Morgan, Ga. 24,048
1749 McKean, Pa. 24,045
1750 Big Horn, Wyo. 24,043
1751 Lee, Miss. 24,042
1752 Bronx, N.Y. 24,038
1753 Caldwell, N.C. 24,036
1754 Cassia, Ida. 24,034
1755 Donley, Tex. 24,032
1756 Henry, Ind. 24,031
1757 Lynn, Tex. 24,029
1758 Champaign, Ohio 24,028
1759 Wayne, Pa. 24,026
1760 Washington, Md. 24,020
1761 Montezuma, Colo. 24,019
1762 Juab, Utah 24,017
1763 Howard, Neb. 24,007
1764 Muskingum, Ohio 24,004

1765 Monona, Ia. 24,002
1766 Rolette, N.D. 24,002
1767 Madaway, Mo. 24,000
1768 Coos, Ore. 23,999
1769 Franklin, Ill. 23,992
1770 Carroll, N.H. 23,992
1771 Wayne, N.C. 23,985
1772 Delta, Mich. 23,983
1773 Clatsop, Ore. 23,981
1774 Gallatin, Ky. 23,974
1775 Clay, Minn. 23,971
1776 Clark, Ark. 23,969
1777 Greenwood, Kans. 23,964
1778 Kent, Md. 23,963
1779 Horry, S.C. 23,956
1780 Oktibbeha, Miss. 23,953
1781 Jackson, Ore. 23,949
1782 Gillespie, Tex. 23,948
1783 Randolph, Mo. 23,939
1784 Humboldt, Cal. 23,935
1785 Fayette, Pa. 23,934
1786 Wakulla, Fla. 23,911
1787 Butte, Cal. 23,909
1788 Allen, Ia. 23,908
1789 Sullivan, Ind. 23,907
1790 Morris, Kans. 23,907
1791 Jefferson, Ida. 23,906
1792 Stanly, N.C. 23,905
1793 Anderson, S.C. 23,904
1794 Deer Lodge, Mont. 23,902
1795 Lawrence, Tenn. 23,898
1796 Gilliam, Ore. 23,889
1797 Stonewall, Tex. 23,885
1798 Walworth, S.D. 23,882
1799 Norfolk, Va. 23,879
1800 Jackson, Minn. 23,875
1801 Columbia, Fla. 23,869
1802 Kit Carson, Colo. 23,868
1803 Drew, Ark. 23,864
1804 Foard, Tex. 23,861
1805 Livingston, Mo. 23,860
1806 Pike, Mo. 23,858
1807 Walker, Ala. 23,857
1808 Rock, Minn. 23,847
1809 Navarro, Tex. 23,843
1810 Jefferson, Ore. 23,838
1811 Crawford, Ark. 23,833
1812 Milam, Tex. 23,833
1813 Carroll, Ga. 23,825
1814 Mason, Mich. 23,825
1815 Craven, N.C. 23,823
1816 Mecosta, Mich. 23,820
1817 Berrien, Ga. 23,817
1818 Doniphan, Kans. 23,816
1819 Franklin, N.Y. 23,816
1820 Trempealeau, Wisc. 23,816
1821 St. Landry, La. 23,809
1822 Colfax, Neb. 23,809
1823 Nemaha, Kans. 23,803
1824 Owen, Ind. 23,798
1825 Vernon, La. 23,797
1826 Scotland, N.C. 23,796
1827 Caroline, Va. 23,792
1828 Silver Bow, Mont. 23,791
1829 Essex, Va. 23,791
1830 Blackford, Ind. 23,787
1831 Pontotoc, Okla. 23,784
1832 Granville, N.C. 23,781
1833 Peach, Ga. 23,778
1834 Knox, Ind. 23,774
1835 Pulaski, Mo. 23,774
1836 Muskogee, Okla. 23,774
1837 Atascosa, Tex. 23,774
1838 Wallace, Kans. 23,767
1839 Jackson, Okla. 23,767
1840 Waushara, Wisc. 23,764
1841 Lake, Fla. 23,760
1842 Orleans, Vt. 23,748
1843 Ohio, W.Va. 23,748
1844 Worcester, Md. 23,743
1845 Pepin, Wisc. 23,738
1846 Harrison, W.Va. 23,736
1847 Caldwell, Tex. 23,729
1848 Ottawa, Kans. 23,722
1849 Pearl River, Miss. 23,706
1850 Watonwan, Minn. 23,699
1851 Clay, Kans. 23,697
1852 Custer, Neb. 23,695
1853 Lincoln, Mo. 23,693
1854 Boone, Ark. 23,690
1855 Richland, Wisc. 23,684
1856 Hamilton, N.Y. 23,683
1857 Sierra, Cal. 23,680
1858 Douglas, Wisc. 23,678
1859 Thomas, Neb. 23,667
1860 Wilkes, N.C. 23,666
1861 Mason, Tex. 23,664
1862 Pittsylvania, Va. 23,663
1863 Rock, Neb. 23,658
1864 Lincoln, Colo. 23,646
1865 Garden, Neb. 23,644
1866 Franklin, Ida. 23,639
1867 Crook, Ore. 23,638
1868 Tyrrell, N.C. 23,632
1869 Washington, Colo. 23,630
1870 Judith Basin, Mont. 23,627
1871 Grant, N.D. 23,626

1872 Clay, Ind. 23,621
1873 Fulton, Pa. 23,618
1874 Lincoln, Wisc. 23,618
1875 Wyoming, W.Va. 23,612
1876 Clinton, Pa. 23,611
1877 Cambria, Pa. 23,606
1878 Mendocino, Cal. 23,605
1879 Logan, Ohio 23,597
1880 Renville, Minn. 23,593
1881 Wayne, Ind. 23,587
1882 Dodge, Ga. 23,584
1883 Charlton, Mo. 23,573
1884 Haakon, S.D. 23,573
1885 Lincoln, Kans. 23,572
1886 Shawano, Wisc. 23,562
1887 Fannin, Tex. 23,551
1888 Eureka, Nev. 23,549
1889 Burt, Neb. 23,546
1890 Boise, Ida. 23,544
1891 Oneida, Wisc. 23,541
1892 Trimble, Ky 23,540
1893 Leon, Tex. 23,537
1894 Thurston, Neb. 23,531
1895 George, Miss. 23,519
1896 Lamoille, Vt. 23,508
1897 Tripp, S.D. 23,507
1898 Huntingdon, Pa. 23,505
1899 Trinity, Cal. 23,501
1900 Bedford, Pa. 23,492
1901 Madison, Va. 23,489
1902 Murray, Ga. 23,488
1903 Greenwood, S.C. 23,485
1904 Saline, Ill. 23,482
1905 Guthrie, Ia. 23,478
1906 Lowndes, Miss. 23,472
1907 Arthur, Neb. 23,459
1908 Greene, N.C. 23,459
1909 Lake, S.D. 23,459
1910 Saline, Mo. 23,452
1911 Franklin, Va. 23,446
1912 Telfair, Ga. 23,445
1913 Edgecombe, N.C. 23,439
1914 Klamath, Ore. 23,439
1915 Modac, Cal. 23,438
1916 Spencer, Ky. 23,438
1917 San Miguel, Colo. 23,437
1918 Adair, Mo. 23,435
1919 Hickman, Tenn. 23,428
1920 Ohio, Ky. 23,424
1921 Mason, W.Va. 23,420
1922 Mineral, Mont. 23,417
1923 Swisher, Tex. 23,417
1924 Park, Mont. 23,414
1925 Nelson, N.D. 23,406
1926 Jeff Davis, Ga. 23,400
1927 Bedford, Va. 23,395
1928 Warren, Va. 23,395
1929 Moniteau, Mo. 23,393
1930 Iron, Utah 23,391
1931 Lincoln, Ga. 23,387
1932 Siskiyou, Cal. 23,385
1933 Emanuel, Ga. 23,382
1934 Sheridan, N.D. 23,379
1935 Taylor, Fla. 23,374
1936 Lincoln, N.C. 23,366
1937 Twiggs, Ga. 23,362
1938 Lamar, Tex. 23,362
1939 Jefferson, Tenn. 23,361
1940 Curry, N.M. 23,358
1941 Mariposa, Cal. 23,357
1942 Tehama, Cal. 23,356
1943 Lincoln, Okla. 23,349
1944 Crawford, Wisc. 23,348
1945 Juneau, Wisc. 23,347
1946 Lampasas, Tex. 23,340
1947 Brown, Kans. 23,337
1948 Cherokee, S.C. 23,337
1949 Osborne, Kans. 23,329
1950 Lawrence, Ind. 23,322
1951 Randolph, W.Va. 23,320
1952 Madison, Ida. 23,319
1953 Lincoln, Ore. 23,319
1954 Marion, Mo. 23,316
1955 Laurens, S.C. 23,309
1956 Woodson, Kans. 23,308
1957 Christian, Ky. 23,305
1958 Brunswick, N.C. 23,299
1959 Alleghany, Va. 23,298
1960 Schuylkill, Pa. 23,289
1961 Claiborne, Miss. 23,286
1962 Webster, Miss. 23,282
1963 Runnels, Tex. 23,275
1964 Knox, Mo. 23,268
1965 Lincoln, Mont. 23,254
1966 Gordon, Ga. 23,253
1967 Richmond, Va. 23,249
1968 Robertson, Tex. 23,248
1969 Dale, Ala. 23,243
1970 Keya Paha, Neb. 23,235
1971 Vernon, Wisc. 23,235
1972 Emmons, N.D. 23,233
1973 Ware, Ga. 23,225
1974 Wilkinson, Ga. 23,224
1975 Oceana, Mich. 23,221
1976 Concha, Tex. 23,220
1977 Bath, Va. 23,220
1978 Oglethorpe, Ga. 23,218

1979 Barron, Wisc. 23,198
1980 Cross, Ark. 23,195
1981 Perry, Ind. 23,192
1982 Davis, Ia. 23,192
1983 Calhoun, Ill. 23,188
1984 Jones, S.D. 23,178
1985 Screven, Ga. 23,174
1986 Issaquena, Miss. 23,174
1987 Greene, Ind. 23,166
1988 Santa Cruz, Ariz. 23,165
1989 Washington, Ky. 23,163
1990 Jim Hogg, Tex. 23,162
1991 Union, Ore. 23,150
1992 Throckmorton, Tex. 23,145
1993 Washington, Kans. 23,144
1994 Forrest, Miss. 23,140
1995 Guernsey, Ohio 23,134
1996 Columbia, Ark. 23,125
1997 Union, Ia. 23,123
1998 Meade, Ky. 23,119
1999 Murray, Okla. 23,115
2000 Carroll, Ky. 23,111
2001 Alamosa, Colo. 23,108
2002 Upson, Ga. 23,108
2003 Dixon, Neb. 23,103
2004 Alpena, Mich. 23,097
2005 Chase, Neb. 23,095
2006 Lauderdale, Miss. 23,091
2007 Marquette, Wisc. 23,090
2008 Clay, Ill. 23,084
2009 Hot Spring, Ark. 23,082
2010 Colleton, S.C. 23,081
2011 Chautauqua, Kans. 23,079
2012 Pike, Ky. 23,079
2013 Collingsworth, Tex. 23,079
2014 Madison, Tenn. 23,077
2015 Richmond, N.C. 23,061
2016 White, Ark. 23,057
2017 Broadwater, Mont. 23,047
2018 Preston, W.Va. 23,045
2019 Vermilion, Ind. 23,041
2020 Cloud, Kans. 23,038
2021 Roanoke, Va. 23,037
2022 Houston, Tenn. 23,027
2023 Catoosa, Ga. 23,023
2024 Jay, Ind. 23,020
2025 Fremont, Ida. 23,018
2026 Jackson, Wisc. 23,015
2027 Benzie, Mich. 23,011
2028 Baxter, Ark. 23,010
2029 Hill, Tex. 23,009
2030 Lavaca, Tex. 23,005
2031 Logan, W.Va. 22,998
2032 Lyman, S.D. 22,995
2033 Bartow, Ga. 22,988
2034 Westmoreland, Va. 22,985
2035 Escambia, Ala. 22,977
2036 Loving, Tex. 22,971
2037 Pettis, Mo. 22,968
2038 Curry, Ore. 22,964
2039 Franklin, Tenn. 22,954
2040 Nuckolls, Neb. 22,950
2041 Wilkin, Minn. 22,928
2042 Petersburg, Va. 22,927
2043 Calloway, Ky. 22,924
2044 Idaho, Ida. 22,922
2045 Carlton, Minn. 22,921
2046 Wayne, W.Va. 22,919
2047 Tate, Miss. 22,914
2048 Caroline, Md. 22,910
2049 Yuma, Colo. 22,909
2050 Hamilton, Ill. 22,909
2051 Bristol, Va. 22,906
2052 Independence, Ark. 22,896
2053 Jefferson, Neb. 22,894
2054 Lee, Ala. 22,890
2055 Avoyelles, La. 22,889
2056 Jefferson, Ga. 22,888
2057 Adair, Ia. 22,884
2058 Clarke, Ala. 22,883
2059 Hoke, N.C. 22,883
2060 Atchison, Mo. 22,882
2061 Belmont, Ohio 22,879
2062 Randolph, Ind. 22,877
2063 Grant, Ore. 22,872
2064 Highland, Ohio 22,864
2065 Rio Grande, Colo. 22,861
2066 San Juan, Colo. 22,860
2067 Clark, Mo. 22,839
2068 Franklin, Ala. 22,832
2069 Gasconade, Mo. 22,828
2070 Charlevoix, Mich. 22,822
2071 Logan, N.D. 22,818
2072 Hickman, Ky. 22,816
2073 Jasper, Mo. 22,811
2074 Dorchester, Md. 22,809
2075 Redwood, Minn. 22,809
2076 Noble, Ohio 22,809
2077 Fayette, Tex. 22,809
2078 Charlton, Ga. 22,808
2079 Fayette, Ind. 22,806
2080 Ouachita, Ark. 22,799
2081 Graves, Ky. 22,797
2082 Watauga, N.C. 22,787
2083 Parke, Ind. 22,777
2084 Carroll, Mo. 22,776
2085 Greenbrier, W.Va. 22,776

2086 De Witt, Tex. 22,771
2087 Marengo, Ala. 22,764
2088 Antrim, Mich. 22,761
2089 Clark, Wisc. 22,758
2090 Meagher, Mont. 22,753
2091 Mohave, Ariz. 22,750
2092 Sevier, Ark. 22,746
2093 Jewell, Kans. 22,746
2094 Cleveland, N.C. 22,746
2095 Morehouse, La. 22,740
2096 Turner, S.D. 22,740
2097 Murray, Minn. 22,739
2098 McDuffie, Ga. 22,737
2099 Lawrence, Miss. 22,734
2100 Person, N.C. 22,733
2101 Hancock, Me. 22,727
2102 Fergus, Mont. 22,724
2103 Sumter, Ga. 22,722
2104 Garvin, Okla. 22,722
2105 Pierce, Neb. 22,721
2106 Lafayette, Miss. 22,717
2107 Lake, Ore. 22,709
2108 Itasca, Minn. 22,707
2109 Stevens, Wash. 22,695
2110 Sabine, La. 22,694
2111 Northumberland, Pa. 22,689
2112 Worth, Ga. 22,688
2113 Volusia, Fla. 22,684
2114 Lewis, Mo. 22,680
2115 Hardee, Fla. 22,679
2116 McDowell, N.C. 22,678
2117 Monroe, Tenn. 22,676
2118 Seminole, Okla. 22,673
2119 Hyde, S.D. 22,670
2120 Perry, Mo. 22,669
2121 Orange, Vt. 22,662
2122 Kanabec, Minn. 22,658
2123 Cochise, Ariz. 22,653
2124 Jackson, Ala. 22,651
2125 Kalkaska, Mich. 22,649
2126 Tift, Ga. 22,647
2127 Pasco, Fla. 22,643
2128 Greene, Ill. 22,638
2129 Pendleton, Ky. 22,631
2130 Sully, S.D. 22,625
2131 Burnet, Tex. 22,619
2132 Newton, Mo. 22,610
2133 Tillman, Okla. 22,605
2134 Adams, Miss. 22,604
2135 Dallas, Ark. 22,599
2136 Potter, Pa. 22,599
2137 Dolores, Colo. 22,589
2138 Duval, Tex. 22,587
2139 Somerset, Me. 22,579
2140 Pike, Ill. 22,574
2141 Pennington, Minn. 22,574
2142 Claiborne, La. 22,569
2143 McCook, S.D. 22,559
2144 Surry, N.C. 22,568
2145 Jasper, Ga. 22,567
2146 Howard, Ark. 22,565
2147 Barron, Ky. 22,564
2148 Fillmore, Minn. 22,559
2149 Piscataquis, Me. 22,555
2150 Red River, La. 22,554
2151 Daggett, Utah 22,553
2152 Tillamook, Ore. 22,545
2153 Mercer, W.Va. 22,541
2154 Chester, S.C. 22,540
2155 McIntosh, N.D. 22,538
2156 Fayette, Ohio 22,538
2157 Menominee, Mich. 22,520
2158 Republic, Kans. 22,492
2159 Putnam, Tenn. 22,492
2160 Archuleta, Colo. 22,488
2161 Hitchcock, Neb. 22,487
2162 Baylor, Tex. 22,478
2163 Ravalli, Mont. 22,477
2164 Polk, N.C. 22,477
2165 Coos, N.H. 22,473
2166 Sedgwick, Colo. 22,469
2167 Logan, Ky. 22,467
2168 Roberts, S.D. 22,458
2169 Pocahontas, W.Va. 22,453
2170 Livingston, Ky. 22,449
2171 Newaygo, Mich. 22,448
2172 Franklin, Ark. 22,446
2173 Mille Lacs, Minn. 22,435
2174 Gates, N.C. 22,432
2175 Tyler, Tex. 22,431
2176 St. Francois, Mo. 22,429
2177 Hart, Ga. 22,428
2178 Rains, Tex. 22,427
2179 Caledonia, Vt. 22,424
2180 Macon, N.C. 22,423
2181 Jones, Miss. 22,422
2182 Ballard, Ky. 22,420
2183 Montgomery, Va. 22,416
2184 Macon, Mo. 22,410
2185 St. Louis, Minn. 22,406
2186 Miller, Ark. 22,404
2187 Walton, Fla. 22,401
2188 Greene, Tenn. 22,397
2189 Montgomery, Tenn. 22,396

2190 Daviess, Ind. 22,390
2191 Nowata, Okla. 22,390
2192 Oconto, Wisc. 22,390
2193 Perry, Ohio 22,382
2194 Danville, Va. 22,382
2195 Montague, Tex. 22,380
2196 Etowah, Ala. 22,378
2197 Luce, Mich. 22,377
2198 Irwin, Ga. 22,360
2199 Henry, Ky. 22,358
2200 Becker, Minn. 22,354
2201 Clay, Miss. 22,354
2202 Mason, Ky. 22,352
2203 Cheyenne, Colo. 22,347
2204 Alger, Mich. 22,344
2205 Evangeline, La. 22,338
2206 Stevens, Minn. 22,336
2207 Darlington, S.C. 22,334
2208 Jackson, N.C. 22,330
2209 Monroe, Ala. 22,328
2210 Richland, La. 22,327
2211 Baltimore City, Md. 22,326
2212 Childress, Tex. 22,320
2213 Caswell, N.C. 22,318
2214 Bradford, Fla. 22,306
2215 Kenedy, Tex. 22,306
2216 Allamakee, Ia. 22,288
2217 Hempstead, Ark. 22,282
2218 Pasquotank, N.C. 22,278
2219 Cooper, Mo. 22,277
2220 Gulf, Fla. 22,273
2221 Rowan, Ky. 22,273
2222 Kidder, N.D. 22,253
2223 Talbot, Ga. 22,245
2224 Monroe, Ia. 22,245
2225 Mercer, Ky. 22,244
2226 Alcorn, Miss. 22,239
2227 Hocking, Ohio 22,236
2228 Marinette, Wisc. 22,236
2229 Aroostook, Me. 22,232
2230 Hayes, Neb. 22,227
2231 Union, La. 22,224
2232 Kimble, Tex. 22,217
2233 Newton, Tex. 22,217
2234 Del Norte, Cal. 22,212
2235 Winston, Ala. 22,209
2236 Catahoula, La. 22,203
2237 Koochiching, Minn. 22,195
2238 Taney, Mo. 22,192
2239 San Jacinto, Tex. 22,192
2240 Cook, Minn. 22,190
2241 Washington, Utah 22,182
2242 Perry, Ky. 22,180
2243 Hawkins, Tenn. 22,179
2244 Okeechobee, Fla. 22,172
2245 Caldwell, Ky. 22,171
2246 Bent, Colo. 22,170
2247 Calhoun, Fla. 22,169
2248 Brantley, Ga. 22,168
2249 Dewey Co, S.D. 22,164
2250 Cleburne, Ark. 22,158
2251 Hidalgo, Tex. 22,157
2252 Union, Ind. 22,155
2253 Todd, Ky. 22,151
2254 Grenada, Miss. 22,151
2255 Sherman, Ore. 22,151
2256 Val Verde, Tex. 22,151
2257 Lincoln, Miss. 22,148
2258 McHenry, N.D. 22,140
2259 Desha, Ark. 22,138
2260 Howard, Mo. 22,135
2261 Grant, Neb. 22,132
2262 Houston, Tex. 22,131
2263 Beaufort, N.C. 22,121
2264 Talladega, Ala. 22,117
2265 Craig, Okla. 22,106
2266 Somerset, Pa. 22,106
2267 Montgomery, Mo. 22,104
2268 Hampshire, W.Va. 22,098
2269 Camden, Mo. 22,097
2270 Franklin, Va. 22,083
2271 Glascock, Ga. 22,081
2272 Haralson, Ga. 22,069
2273 Limestone, Tex. 22,065
2274 Uvalde, Tex. 22,064
2275 Hertford, N.C. 22,063
2276 Pope, Ill. 22,061
2277 Switzerland, Ind. 22,061
2278 Hand, S.D. 22,060
2279 Polk, Minn. 22,053
2280 Washington, Ala. 22,048
2281 Madison, Ga. 22,047
2282 Laurel, Ky. 22,042
2283 Bienville, La. 22,042
2284 Bosque, Tex. 22,040
2285 Montgomery, Ky. 22,031
2286 Columbia, Wash. 22,031
2287 Gooding, Ida. 22,027
2288 Lewis, Ida. 22,027
2289 Jasper, S.C. 22,018
2290 Mitchell, Ga. 22,010
2291 Colquitt, Ga. 22,009
2292 Gonzales, Tex. 22,007
2293 Comanche, Tex. 22,005
2294 Briscoe, Tex. 21,981
2295 Corson, S.D. 21,979
2296 Caldwell, La. 21,974
2297 Webster, Mo. 21,971
2298 Carroll, Ark. 21,963
2299 Pinal, Ariz. 21,955
2300 Jackson, La. 21,951
2301 Douglas, Minn. 21,939
2302 Okmulgee, Okla. 21,936
2303 Elmore, Ida. 21,928
2304 Cherokee, Kans. 21,922
2305 De Kalb, Mo. 21,921
2306 Navajo, Ariz. 21,918
2307 Lucas, Ia. 21,914
2308 Johnson, Ark. 21,911
2309 Lamar, Ala. 21,906
2310 Habersham, Ga. 21,904
2311 Granite, Mont. 21,903
2312 Taylor, W.Va. 21,894
2313 Jenkins, Ga. 21,890
2314 Union, S.C. 21,890
2315 Big Horn, Mont. 21,885
2316 Blaine, Mont. 21,881
2317 Beaverhead, Mont. 21,874
2318 Wallowa, Ore. 21,873
2319 Webb, Tex. 21,856
2320 Taylor, Ky. 21,850
2321 Monroe, Mo. 21,846
2322 Shelby, Tex. 21,846
2323 Heard, Ga. 21,836
2324 Fayette, Ala. 21,834
2325 Stephens, Ga. 21,831
2326 Yuba, Cal. 21,830
2327 Polk, Tex. 21,830
2328 King and Queen, Va. 21,822
2329 Cleveland, Ark. 21,814
2330 Chippewa, Minn. 21,814
2331 Lumpkin, Ga. 21,812
2332 Cameron, Pa. 21,809
2333 Adams, Ida. 21,808
2334 Niobrara, Wyo. 21,797
2335 Morgan, Ohio 21,791
2336 Adams, Ia. 21,787
2337 Frio, Tex. 21,784
2338 Bibb, Ala. 21,778
2339 Butte, Ida. 21,776
2340 Barnwell, S.C. 21,774
2341 Southampton, Va. 21,773
2342 Johnson, Ky. 21,761
2343 Wexford, Mich. 21,760
2344 Chilton, Ala. 21,754
2345 Nicholas, W.Va. 21,751
2346 Montgomery, N.C. 21,741
2347 Martin, Ind. 21,740
2348 Fremont, Colo. 21,724
2349 Lincoln, Ark. 21,723
2350 Suffolk, Va. 21,715
2351 Hopewell, Va. 21,711
2352 Madison, La. 21,707
2353 Washington, Ind. 21,705
2354 Marion, Ark. 21,697
2355 Tallapoosa, Ala. 21,695
2356 Marion, Tenn. 21,685
2357 Obion, Tenn. 21,683
2358 Bates, Mo. 21,682
2359 Shenandoah, Va. 21,671
2360 Holt, Neb. 21,666
2361 Dundy, Neb. 21,664
2362 Carlisle, Ky. 21,662
2363 Crawford, Kans. 21,661
2364 Colfax, N.M. 21,658
2365 Candler, Ga. 21,650
2366 Bracken, Ky. 21,650
2367 White, Ga. 21,646
2368 Henry, Ala. 21,636
2369 Okanogan, Wash. 21,630
2370 Smith, Kans. 21,629
2371 Harlan, Neb. 21,623
2372 Arenac, Mich. 21,620
2373 Marion, Fla. 21,617
2374 Hutchinson, S.D. 21,616
2375 Sanpete, Utah 21,615
2376 Elbert, Ga. 21,595
2377 Iron, Mo. 21,594
2378 Randolph, Ark. 21,584
2379 Trousdale, Tenn. 21,581
2380 Henry, Mo. 21,579
2381 Crawford, Mo. 21,556
2382 Bon Homme, S.D. 21,551
2383 De Soto, Fla. 21,549
2384 Traverse, Minn. 21,544
2385 Hernando, Fla. 21,543
2386 Brule, S.D. 21,538
2387 Godsden, Fla. 21,534
2388 Webster, Neb. 21,530
2389 Johnston, N.C. 21,530
2390 Poinsett, Ark. 21,527
2391 Lake, Mont. 21,523
2392 Pueblo, Colo. 21,519
2393 Cotton, Okla. 21,512
2394 Sequoyah, Okla. 21,512
2395 Middlesex, Va. 21,504
2396 Clarke, Ia. 21,498
2397 Craig, Va. 21,487
2398 Miller, Mo. 21,480
2399 Lewis, Tenn. 21,480
2400 Tishomingo, Miss. 21,479
2401 Washington, Ga. 21,463
2402 Marshall, S.D. 21,461
2403 Marshall, Miss. 21,459
2404 Floyd, Ky. 21,452
2405 Yuma, Ariz. 21,451
2406 Chambers, Ala. 21,450
2407 Dickinson, Mich. 21,450
2408 Amelia, Va. 21,450
2409 Langlade, Wisc. 21,449
2410 Seminole, Ga. 21,446
2411 Brown, Ill. 21,446
2412 St. Louis City, Mo. 21,434
2413 Blount, Ala. 21,431
2414 Culberson, Tex. 21,428
2415 Pulaski, Va. 21,428
2416 Logan, Ark. 21,424
2417 Highland, Va. 21,419
2418 Banner, Neb. 21,418
2419 Johnson, Neb. 21,418
2420 Greer, Okla. 21,417
2421 Polk, Ga. 21,414
2422 Otter Tail, Minn. 21,412
2423 Socorro, N.M. 21,410
2424 Pickens, Ga. 21,401
2425 Franklin, Neb. 21,394
2426 Athens, Ohio 21,390
2427 Cook, Ga. 21,386
2428 Lawrence, Ohio 21,386
2429 Summers, W.Va. 21,376
2430 Lac Qui Parle, Minn. 21,371
2431 Wilson, Kans. 21,360
2432 Caldwell, Mo. 21,360
2433 Van Buren, Ark. 21,356
2434 Scioto, Ohio 21,353
2435 Hall, Tex. 21,331
2436 Potter, S.D. 21,328
2437 Yellow Medicine, Minn. 21,325
2438 Jackson, Ark. 21,322
2439 Wayne, Tenn. 21,322
2440 Cherokee, Okla. 21,318
2441 Franklin, N.C. 21,317
2442 Liberty, Fla. 21,315
2443 Stone, Mo. 21,314
2444 Yell, Ark. 21,308
2445 Hamett, N.C. 21,302
2446 Loup, Neb. 21,296
2447 Boone, Neb. 21,293
2448 Vernon, Mo. 21,291
2449 McCone, Mont. 21,291
2450 Russell, Va. 21,288
2451 Cameron, Tex. 21,285
2452 Linn, Mo. 21,281
2453 Perry, Miss. 21,279
2454 Le Flore, Okla. 21,277
2455 Mississippi, Ark. 21,275
2456 Vilas, Wisc. 21,271
2457 Cleburne, Ala. 21,255
2458 Pulaski, Ga. 21,242
2459 Jefferson, Fla. 21,229
2460 Prince Edward, Va. 21,224
2461 Chippewa, Mich. 21,212
2462 Dawson, Ga. 21,211
2463 Presque Isle, Mich. 21,211
2464 Greene, Ark. 21,206
2465 Polk, Tenn. 21,206
2466 Essex, Vt. 21,203
2467 Millard, Utah 21,195
2468 Shannon, S.D. 21,191
2469 Cherokee, Ala. 21,188
2470 Kingsbury, S.D. 21,186
2471 Wirt, W.Va. 21,177
2472 Forest, Pa. 21,173
2473 Dallas, Ala. 21,170
2474 Prowers, Colo. 21,160
2475 Day, S.D. 21,159
2476 Tucker, W.Va. 21,158
2477 Wilkes, Ga. 21,155
2478 Edmunds, S.D. 21,155
2479 Crisp, Ga. 21,153
2480 Winn, La. 21,147
2481 Pike, Ark. 21,142
2482 Montgomery, Ga. 21,140
2483 Chowan, N.C. 21,140
2484 Perry, Ark. 21,136
2485 Decatur, Ga. 21,132
2486 Maury, Tenn. 21,132
2487 Quay, N.M. 21,126
2488 Suwannee, Fla. 21,125
2489 Gladwin, Mich. 21,125
2490 Pierce, Ga. 21,119
2491 Franklin, La. 21,119
2492 Dallam, Tex. 21,113
2493 Richardson, Neb. 21,108
2494 Harmon, Okla. 21,098
2495 Daviess, Mo. 21,097
2496 Buchanan, Va. 21,093
2497 Highlands, Fla. 21,092
2498 Perry, Tenn. 21,092
2499 Elk, Kans. 21,090
2500 Marion, Ky. 21,087
2501 Lincoln, Ida. 21,086
2502 Deuel, S.D. 21,084
2503 Fluvanna, Va. 21,078
2504 Marion, Ala. 21,069
2505 Kiowa, Okla. 21,068
2506 Ottawa, Okla. 21,060
2507 Surry, Va. 21,058
2508 Macon, Tenn. 21,050
2509 Graham, Ariz. 21,049
2510 Ferry, Wash. 21,048
2511 Lafayette, Fla. 21,042
2512 McCulloch, Tex. 21,040
2513 Union, N.M. 21,035
2514 Washington, Va. 21,025
2515 Menominee, Wisc. 21,017
2516 Jerauld, S.D. 21,012
2517 Malheur, Ore. 21,009
2518 Clifton Forge, Va. 21,008
2519 Martin, N.C. 21,005
2520 Walker, Ga. 20,996
2521 Unicoi, Tenn. 20,993
2522 Rabun, Ga. 20,992
2523 Monroe, Miss. 20,990
2524 Lawrence, Mo. 20,987
2525 Coleman, Tex. 20,984
2526 Cullman, Ala. 20,981
2527 Navarro, Ark. 20,980
2528 Knox, Mo. 20,976
2529 Simpson, Miss. 20,971
2530 Jefferson, Ohio 20,968
2531 Pine, Minn. 20,966
2532 Wibaux, Mont. 20,960
2533 Brown, Neb. 20,955
2534 Lawrence, Ala. 20,946
2535 Sumter, S.C. 20,942
2536 Barbour, W.Va. 20,939
2537 Jackson, Fla. 20,938
2538 Pamlico, N.C. 20,937
2539 Newberry, S.C. 20,936
2540 Holt, Mo. 20,931
2541 Hamlin, S.D. 20,922
2542 Polk, Mo. 20,920
2543 Schoolcraft, Mich. 20,917
2544 Vance, N.C. 20,909
2545 Waldo, Me. 20,906
2546 Aurora, S.D. 20,905
2547 Upshur, W.Va. 20,901
2548 Turner, Ga. 20,900
2549 Meigs, Ohio 20,898
2550 Delta, Colo. 20,894
2551 Gilchrist, Fla. 20,889
2552 Geneva, Ala. 20,883
2553 Wise, Va. 20,883
2554 Payette, Ida. 20,882
2555 Crittenden, Ky. 20,873
2556 Osceola, Mich. 20,870
2557 Baker, Ore. 20,864
2558 Laclede, Mo. 20,853
2559 Morrison, Minn. 20,844
2560 Taylor, Ia. 20,833
2561 Barry, Mo. 20,826
2562 Valley, Neb. 20,825
2563 Allen, Ky. 20,818
2564 Willacy, Tex. 20,816
2565 Jefferson Davis, Miss. 20,815
2566 Neshoba, Miss. 20,813
2567 Louise, Va. 20,802
2568 Covington, Miss. 20,798
2569 Sanders, Mont. 20,797
2570 Bennett, S.D. 20,796
2571 Dimmit, Tex. 20,791
2572 Maries, Mo. 20,788
2573 Mingo, W.Va. 20,774
2574 Covington, Va. 20,773
2575 Furnas, Neb. 20,770
2576 Yavapai, Ariz. 20,768
2577 Harrison, Ky. 20,762
2578 Lawrence, Ky. 20,762
2579 Putnam, Fla. 20,759
2580 Mackinac, Mich. 20,758
2581 Crawford, Mich. 20,756
2582 Calhoun, S.C. 20,755
2583 Evans, Ga. 20,751
2584 Sumter, Ala. 20,745
2585 Tazewell, Va. 20,741
2586 Fayette, W.Va. 20,738
2587 Clarke, Miss. 20,737
2588 Grant, Minn. 20,732
2589 Pipestone, Minn. 20,726
2590 Cumberland, Tenn. 20,719
2591 Jeff Davis, Tex. 20,713
2592 Coffee, Ga. 20,711
2593 Itawamba, Miss. 20,705
2594 Cheboygan, Mich. 20,703
2595 Warren, Tenn. 20,693
2596 Toombs, Ga. 20,690
2597 Camas, Ida. 20,690
2598 Teton, Ida. 20,689
2599 Pulaski, Ky. 20,688
2600 Gila, Ariz. 20,678
2601 Tensas, La. 20,677
2602 Grant, W.Va. 20,677
2603 Orangeburg, S.C. 20,665
2604 Mitchell, N.C. 20,645
2605 Eastland, Tex. 20,640
2606 Early, Ga. 20,639
2607 Van Buren, Ia. 20,638
2608 Bacon, Ga. 20,637
2609 Citrus, Fla. 20,630
2610 Somerset, Md. 20,629
2611 Choctaw, Ala. 20,625
2612 Florence, Wisc. 20,620

2613	Jackson, Ohio	20,615
2614	Decatur, Ia.	20,612
2615	Marshall, Okla.	20,608
2616	Josephine, Ore.	20,608
2617	Pittsburg, Okla.	20,607
2618	Rockbridge, Va.	20,603
2619	Nicholas, Ky.	20,598
2620	Robeson, N.C.	20,596
2621	Hudspeth, Tex.	20,593
2622	Giles, Va.	20,592
2623	Delta, Tex.	20,575
2624	Nottoway, Va.	20,575
2625	Covington, Ala.	20,574
2626	Madison, Mont.	20,566
2627	Sharp, Ark.	20,562
2628	Pike, Ohio	20,562
2629	Dyer, Tenn.	20,562
2630	Beaver, Utah	20,549
2631	Washington, Miss.	20,548
2632	Allegany, Md.	20,544
2633	Page, Va.	20,543
2634	Sullivan, Pa.	20,539
2635	Stewart, Tenn.	20,539
2636	Yazoo, Miss.	20,532
2637	Scotland, Mo.	20,527
2638	Big Stone, Minn.	20,522
2639	Garrard, Ky.	20,517
2640	Graham, N.C.	20,517
2641	Falls, Tex.	20,516
2642	Lemhi, Ida.	20,515
2643	Copiah, Miss.	20,515
2644	Bedford, Va.	20,514
2645	Avery, N.C.	20,491
2646	Norman, Minn.	20,471
2647	Sussex, Va.	20,462
2648	Terrell, Ga.	20,455
2649	Motley, Tex.	20,455
2650	Sumter, Fla.	20,454
2651	Benton, Mo.	20,442
2652	Franklin, Ga.	20,441
2653	Garfield, Neb.	20,440
2654	Price, Wisc.	20,436
2655	Bonner, Ida.	20,433
2656	Pend Oreille, Wash.	20,433
2657	Grundy, Mo.	20,432
2658	San Saba, Tex.	20,427
2659	Sampson, N.C.	20,423
2660	Rutherford, N.C.	20,421
2661	Chesterfield, S.C.	20,421
2662	Washburn, Wisc.	20,419
2663	Williamsburg, S.C.	20,414
2664	Knox, Neb.	20,404
2665	Kittson, Minn.	20,399
2666	Marion, Miss.	20,395
2667	Bledsoe, Tenn.	20,395
2668	Washington, Ida.	20,391
2669	San Augustine, Tex.	20,381
2670	Chickasaw, Miss.	20,375
2671	Columbus, N.C.	20,375
2672	Sunflower, Miss.	20,373
2673	Walthall, Miss.	20,372
2674	Washington, Mo.	20,359
2675	Pike, Miss.	20,358
2676	Bryan, Okla.	20,351
2677	Garfield, Utah	20,348
2678	Cannon, Tenn.	20,335
2679	Chester, Tenn.	20,333
2680	Clinch, Ga.	20,318
2681	Carter, Ky.	20,317
2682	Emporia, Va.	20,317
2683	Accomac, Va.	20,310
2684	Powell, Ky.	20,307
2685	Moore, Tenn.	20,305
2686	Hamilton, Tex.	20,302
2687	Grainger, Tenn.	20,300
2688	Fayette, Tenn.	20,284
2689	Mecklenburg, Va.	20,283
2690	Chattooga, Ga.	20,267
2691	Wheeler, Neb.	20,260
2692	Smith, Tenn.	20,260
2693	Van Buren, Tenn.	20,256
2694	Buena Vista, Va.	20,256
2695	Pontotoc, Miss.	20,251
2696	Appanoose, Ia.	20,249
2697	Luna, N.M.	20,243
2698	Washington, Me.	20,239
2699	Harlan, Ky.	20,236
2700	Stillwater, Mont.	20,222
2701	Marion, S.C.	20,222
2702	Macon, Ga.	20,221
2703	Mellette, S.D.	20,218
2704	Appling, Ga.	20,197
2705	White, Tenn.	20,195
2706	Hampton, S.C.	20,185
2707	Estill, Ky.	20,173
2708	West Carroll, La.	20,169
2709	Izard, Ark.	20,167
2710	Shelby, Mo.	20,162
2711	Phillips, Mont.	20,154
2712	Brewster, Tex.	20,150
2713	Scott, Miss.	20,148
2714	Echols, Ga.	20,142
2715	Charles Mix, S.D.	20,142
2716	Benton, Miss.	20,127
2717	East Carroll, La.	20,124
2718	Logan, Neb.	20,118
2719	Carter, Tenn.	20,113
2720	Iosco, Mich.	20,099
2721	Schley, Ga.	20,093
2722	Bedford, Tenn.	20,083
2723	Roseau, Minn.	20,081
2724	Morrill, Neb.	20,081
2725	Baca, Colo.	20,075
2726	Ashland, Wisc.	20,075
2727	Beltrami, Minn.	20,064
2728	Pope, Minn.	20,059
2729	Norton, Va.	20,058
2730	Wheeler, Ga.	20,056
2731	Roosevelt, N.M.	20,056
2732	Patrick, Va.	20,055
2733	Edwards, Tex.	20,053
2734	King, Tex.	20,049
2735	Prairie, Ark.	20,040
2736	Marion, Tex.	20,037
2737	Haskell, Okla.	20,031
2738	Ontonagon, Mich.	20,020
2739	Crawford, Ind.	20,001

Leading cities

1	Saratoga, Cal.	62,298
2	Garden City, N.Y.	61,472
3	Thousand Oaks, Cal.	58,636
4	Schaumberg, Ill.	56,073
5	Kodiak, Ak.	55,669
6	Richardson, Tex.	55,020
7	Sitka, Ak.	54,771
8	Bridgewater, N.J.	54,370
9	Carrollton, Tex.	53,492
10	Anchorage, Ak.	53,325
11	Greenwich, Conn.	52,808
12	Trumbull, Conn.	52,804
13	Blue Springs, Mo.	51,878
14	Shrewsbury, N.J.	51,513
15	Fairbanks, Ak.	51,427
16	Woodbridge, N.J.	51,392
17	Ketchikan, Ak.	50,800
18	Juneau, Ak.	50,575
19	Hicksville, N.Y.	50,187
20	Bethpage, N.Y.	50,157
21	Dublin, C.J.	49,986
22	Tarrytown, N.Y.	49,877
23	Arlington Heights, Ill.	49,782
24	Palatine, Ill.	49,470
25	Mamaroneck, N.Y.	49,243
26	Manhattan Beach, Cal.	49,032
27	Ossining, N.Y.	48,962
28	Bristol, Pa.	48,832
29	Lake Jackson, Tex.	48,522
30	Pleasanton, Cal.	48,127
31	Edmond, Okla.	48,110
32	Wailuku, Hi.	47,852
33	Parsippany, N.J.	47,515
34	Simi Valley, Cal.	47,454
35	Willingboro, N.J.	47,381
36	Hoffman Estates, Ill.	46,913
37	Newark, Cal.	46,481
38	Mount Prospect, Ill.	46,242
39	San Jose, Cal.	46,074
40	Warminster, Pa.	45,958
41	Broken Arrow, Okla.	45,798
42	Palo Alto, Cal.	45,734
43	Elk Grove Village, Ill.	45,686
44	Derby, Kans.	45,195
45	Pinole, Cal.	44,716
46	Gilroy, Cal.	44,487
47	Newport Beach, Cal.	44,150
48	Cortland, N.Y.	44,018
49	Rockville, Md.	43,344
50	Stamford, Conn.	43,324
51	Woodbridge, Va.	43,307
52	Garland, Tex.	43,195
53	East Stroudsberg, Pa.	43,109
54	Castle Rock, Colo.	43,088
55	Wheaton, Ill.	43,068
56	Port Clinton, Ohio	43,037
57	Wakefield, Mass.	43,034
58	Des Plaines, Ill.	42,829
59	Haysville, Kans.	42,819
60	New Rochelle, N.Y.	42,798
61	Rolling Meadows, Ill.	42,668
62	Glendora, Cal.	42,493
63	North Tarrytown, N.Y.	42,472
64	Palm Beach, Fla.	42,321
65	Hanover, N.H.	42,266
66	Arcadia, Cal.	42,128
67	Boca Raton, Fla.	42,110
68	Oak Harbor, Ohio	42,086
69	Langhorne, Pa.	41,983
70	Somerville, N.J.	41,901
71	White Plains, N.Y.	41,852
72	Fremont, Cal.	41,773
73	Walnut Creek, Cal.	41,679
74	Arlington, Tex.	41,645
75	Norwalk, Conn.	41,639
76	Wheeling, Ill.	41,594
77	Levittown, Pa.	41,540
78	Brea, Cal.	41,489
79	San Buenaventura, Cal. Ventura, Cal.	41,260
80	Covina, Cal.	41,013
81	Mentor-On-The-Lake, Ohio	41,005
82	Milford, Conn.	40,839
83	Streamwood, Ill.	40,810
84	Framingham, Mass.	40,705
85	Midland, Tex.	40,627
86	Dedham, Mass.	40,592
87	Buffalo Grove, Ill.	40,566
88	Livermore, Cal.	40,491
89	Peekskill, N.Y.	40,416
90	Bellevue, Wash.	40,367
91	Torrance, Cal.	40,309
92	Lewisville, Tex.	40,205
93	Jenkintown, Pa.	40,116
94	Huntington Park, Cal.	40,092
95	Morristown, N.J.	40,028
96	Hurst, Tex.	39,981
97	Port Chester, N.Y.	39,920
98	Enfield, Conn.	39,616
99	Wallingford, Conn.	39,576
100	Bettendorf, Ia.	39,519
101	League City, Tex.	39,426
102	San Mateo, Cal.	39,393
103	Hudson, Mass.	39,337
104	Normal, Ill.	39,255
105	Irving, Tex.	39,199
106	San Rafael, Cal.	39,192
107	Statesboro, Ga.	39,169
108	Hyannis, Mass.	39,148
109	Gillette, Wyo.	39,111
110	West Covina, Cal.	39,096
111	Washington, D.C.	39,022
112	Crystal Lake, Ill.	39,005
113	Melrose, Mass.	38,906
114	Newport, R.I.	38,740
115	Lawrenceville, Ga.	38,716
116	Cherry Hill, N.J.	38,326
117	Cleveland, Ohio	38,135
118	Middletown, N.J.	38,126
119	Dover, N.J.	38,108
120	Woburn, Mass.	37,780
121	Clute, Tex.	37,666
122	Olathe, Kans.	37,639
123	Vernon, Conn.	37,615
124	Hatboro, Pa.	37,555
125	Mentor, Ohio	37,488
126	Yonkers, N.Y.	37,463
127	North Chicago, Ill.	37,400
128	Richland, Wash.	37,356
129	Beaufort, S.C.	37,279
130	Las Vegas, Nev.	37,214
131	Peabody, Mass.	37,193
132	Midland, Mich.	37,061
133	Danbury, Conn.	37,056
134	Redondo Beach, Cal.	37,016
135	Victorville, Cal.	36,939
136	Bakersfield, Cal.	36,931
137	Honey Brook, Pa.	36,929
138	Pasadena, Tex.	36,871
139	Gunnison, Colo.	36,857
140	Clifton, N.J.	36,844
141	Scottsdale, Ariz.	36,834
142	Lafayette, La.	36,783
143	Anaheim, Cal.	36,760
144	Pompano Beach, Fla.	36,704
145	Martinez, Cal.	36,668
146	Los Alamos, N.M.	36,598
147	Manchester, Conn.	36,574
148	Monroe, Mich.	36,550
149	Euless, Tex.	36,517
150	Norwich, Conn.	36,477
151	Waltham, Mass.	36,437
152	Rosenberg, Tex.	36,434
153	Hempstead, N.Y.	36,369
154	Bartlett, Ill.	36,298
155	Rawlins, Wyo.	36,263
156	Willoughby, Ohio	36,100
157	Bismarck, N.D.	36,060
158	Slidell, La.	35,987
159	Fairfield, Cal.	35,970
160	Hackensack, N.J.	35,918
161	Rochester, Minn.	35,874
162	Lansdale, Pa.	35,718
163	Marion, Ia.	35,613
164	Marlborough, Mass.	35,576
165	Sui Sun, Cal.	35,542
166	Battle Creek, Mich.	35,526
167	Beverly, Mass.	35,497
168	Baton Rouge, La.	35,494
169	Jonesboro, Ga.	35,481
170	Carlisle, Pa.	35,472
171	Fullerton, Cal.	35,453
172	Vacaville, Cal.	35,404
173	Redwood City, Cal.	35,356
174	Dickinson, N.D.	35,252
175	Huron, S.D.	35,187
176	Whittier, Cal.	35,159
177	Kennewick, Wash.	35,146
178	Honolulu, Hi.	35,085
179	Yankton, S.D.	35,029
180	Newark, Del.	35,000
181	Medford, Mass.	34,907
182	New London, Conn.	34,845
183	East Lansing, Mich.	34,836
184	Hayward, Cal.	34,830
185	Fargo, N.D.	34,828
186	Ansonia, Conn.	34,817
187	Roswell, Ga.	34,807
188	Pullman, Wash.	34,702
189	Downey, Cal.	34,651
190	Bristol, Conn.	34,645
191	Miles City, Mont.	34,631
192	Doylestown, Pa.	34,579
193	Nyack, N.Y.	34,534
194	Houston, Tex.	34,532
195	Manteca, Cal.	34,530
196	Raleigh, N.C.	34,470
197	Alameda, Cal.	34,467
198	Alvin, Tex.	34,410
199	Tempe, Ariz.	34,380
200	Elgin, Ill.	34,380
201	Naples, Fla.	34,352
202	Huntsville, Ala.	34,227
203	West Lafayette, Ind.	34,218
204	Middletown, Conn.	34,214
205	Lihue, Hi.	34,187
206	Conyers, Ga.	34,180
207	Rock Springs, Wyo.	34,136
208	Meriden, Conn.	34,133
209	San Clemente, Cal.	34,085
210	Orange Park, Fla.	34,074
211	Tonawanda, N.Y.	34,067
212	Bartlesville, Okla.	34,026
213	Aurora, Ill.	33,932
214	Hanover Park, Ill.	33,930
215	Grand Prairie, Tex.	33,923
216	Mount Vernon, N.Y.	33,899
217	Craig, Colo.	33,779
218	Florida City, Fla.	33,745
219	Neenah, Wisc.	33,721
220	La Habra, Cal.	33,680
221	Junction City, Kans.	33,637
222	Leadville, Colo.	33,622
223	North Attleboro, Mass.	33,605
224	Myrtle Beach, S.C.	33,605
225	Kent, Wash.	33,591
226	Napa, Cal.	33,494
227	Carson City, Nev.	33,490
228	Oak Ridge, Tenn.	33,445
229	Naugatuck, Conn.	33,429
230	Guymon, Okla.	33,421
231	Dover, Del.	33,370
232	Westfield, Mass.	33,318
233	Wahpeton, N.D.	33,272
234	Antioch, Cal.	33,263
235	Athens, Tex.	33,236
236	Taylor, Tex.	33,223
237	Great Bend, Kans.	33,197
238	West Chester, Pa.	33,169
239	Woodstock, Ill.	33,098
240	Williston, N.D.	33,086
241	Waukesha, Wisc.	32,998
242	Moundsville, W.Va.	32,985
243	Royal Oak, Mich.	32,931
244	Charlotte, N.C.	32,922
245	Longview, Tex.	32,897
246	Woodward, Okla.	32,842
247	Upland, Cal.	32,792
248	Lovington, N.M.	32,782
249	Phoenixville, Pa.	32,782
250	Woodbury, N.J.	32,778
251	Fredonia, N.Y.	32,696
252	Prospect Heights, Ill.	32,690
253	South Kona, Hi.	32,676
254	Mitchell, S.D.	32,659
255	Chapel Hill, N.C.	32,578
256	Colby, Kans.	32,568
257	Morgan City, La.	32,523
258	Fort Walton Beach, Fla.	32,470
259	Quincy, Mass.	32,420
260	Chardon, Ohio	32,419
261	Nashua, N.H.	32,413
262	Costa Mesa, Cal.	32,278
263	Pierre, S.D.	32,268
264	Tulare, Cal.	32,254
265	Midwest City, Okla.	32,231
266	Vallejo, Cal.	32,228
267	Burbank, Cal.	32,170
268	Mesa, Ariz.	32,163
269	Dixon, Ill.	32,155

270	Pontiac, Ill.	32,145
271	Sioux Falls, S.D.	32,145
272	South Bay, Cal.	32,075
273	Tulsa, Okla.	32,035
274	Hermosa Beach, Cal.	32,034
275	Brick Township, N.J.	32,028
276	Red Bank, N.J.	32,014
277	Baytown, Tex.	32,005
278	Beaver Creek, Ohio	32,001
279	Cankill, N.Y.	31,995
280	Pittsfield, Mass.	31,980
281	Sterling, Ill.	31,973
282	Clinton, Mass.	31,958
283	Canandaigua, N.Y.	31,958
284	Evansdale, Ia.	31,933
285	Casper, Wyo.	31,920
286	Ridgecrest, Cal.	31,890
287	Westerly, R.I.	31,874
288	Santa Rosa, Cal.	31,863
289	Augusta, Kans.	31,819
290	Little Rock, Ark.	31,791
291	Grand Forks, N.D.	31,790
292	Cape Coral, Fla.	31,767
293	Attleboro, Mass.	31,765
294	Palm Springs, Cal.	31,753
295	Pittsburg, Cal.	31,726
296	Dallas, Tex.	31,679
297	Cheboygan, Mich.	31,665
298	Oceanside, Cal.	31,662
299	Medina, Ohio	31,599
300	San Diego, Cal.	31,581
301	Liberal, Kans.	31,563
302	Alliance, Neb.	31,485
303	Waukegan, Ill.	31,437
304	Oxford, Miss.	31,371
305	Quakertown, Pa.	31,358
306	Gardner, Mass.	31,340
307	Freeport, Tex.	31,340
308	Elko, Nev.	31,328
309	McKinney, Tex.	31,287
310	Oneida, Neb.	31,265
311	Lebanon, N.H.	31,251
312	Glendale, Cal.	31,239
313	East Dubuque, Ill.	31,227
314	Odessa, Tex.	31,227
315	Newburyport, Mass.	31,226
316	Garden City, Kans.	31,225
317	Elizabeth, N.J.	31,224
318	Oxnard, Cal.	31,203
319	Greensburg, Ind.	31,177
320	Cedar Rapids, Ia.	31,159
321	Gloucester, Mass.	31,145
322	Manasha, Wisc.	31,126
323	Bad Axe, Mich.	31,112
324	Ann Arbor, Mich.	31,112
325	Chesterton, Ind.	31,059
326	Santa Monica, Cal.	31,050
327	Port Hueneme, Cal.	31,044
328	Pasadena, Cal.	31,035
329	Riverton, Wyo.	31,033
330	Houma, La.	31,026
331	Stillwater, Minn.	31,023
332	Texas City, Tex.	31,017
333	Coatesville, Pa.	30,987
334	Bath, Me.	30,947
335	Edwardsville, Ill.	30,938
336	Houghton, Mich.	30,930
337	Burlington, N.J.	30,924
338	Franklin, La.	30,923
339	Indio, Cal.	30,910
340	Camarillo, Cal.	30,893
341	Pampa, Tex.	30,891
342	Ottawa, Ill.	30,849
343	Brenham, Tex.	30,849
344	Wichita, Kans.	30,829
345	Edinburg, Ind.	30,822
346	Visalia, Cal.	30,808
347	Albuquerque, N.M.	30,793
348	Grand Haven, Mich.	30,774
349	Palmdale, Cal.	30,772
350	Corpus Christi, Tex.	30,750
351	Peru, Ill.	30,735
352	Russell, Kans.	30,721
353	Rhinelander, Wisc.	30,720
354	Worland, Wyo.	30,708
355	Port Lavaca, Tex.	30,697
356	Big Spring, Tex.	30,685
357	New Brunswick, N.J.	30,677
358	Medina, N.Y.	30,669
359	Minot, N.D.	30,667
360	Appleton, Wisc.	30,663
361	East Moline, Ill.	30,645
362	Amarillo, Tex.	30,641
363	De Kalb, Ill.	30,637
364	Boulder, Colo.	30,630
365	Oklahoma City, Okla.	30,629
366	Hammond, La.	30,618
367	Rock Falls, Ill.	30,615
368	†Lexington, Ky.	30,592
369	Lincoln, Neb.	30,574
370	Malden, Mass.	30,557
371	Conroe, Tex.	30,507
372	Beacon, N.Y.	30,503
373	Jacksonville, N.C.	30,492
374	Moline, Ill.	30,479
375	San Francisco, Cal.	30,472
376	Chandler, Ariz.	30,451
377	Atlantic City, N.J.	30,441
378	Colorado Springs, Colo.	30,426
379	St. Marys, Pa.	30,426
380	Moses Lake, Wash.	30,421
381	Bloomington, Ill.	30,407
382	Geneva, N.Y.	30,406
383	Lincoln, Ill.	30,389
384	Oswego, N.Y.	30,360
385	Petaluma, Cal.	30,358
386	Lubbock, Tex.	30,357
387	Austin, Tex.	30,332
388	Fontana, Cal.	30,318
389	Independence, Mo.	30,315
390	Escondido, Cal.	30,309
391	Woodland, Cal.	30,281
392	Gainesville, Ga.	30,270
393	Barstow, Cal.	30,269
394	Monterey, Cal.	30,243
395	Shreveport, La.	30,243
396	Golden, Colo.	30,208
397	Hays, Kans.	30,203
398	Sonora, Cal.	30,182
399	Hilo, Hi.	30,173
400	Athol, Mass.	30,169
401	Ontario, Cal.	30,145
402	Madison, Wisc.	30,136
403	Southbridge, Mass.	30,127
404	Vero Beach, Fla.	30,094
405	Ellensburg, Wash.	30,080
406	Manistee, Mich.	30,019
407	Springfield, Ill.	29,985
408	Columbus, Ind.	29,964
409	Taylorville, Ill.	29,954
410	Loveland, Colo.	29,953
411	Carroll, Ia.	29,901
412	New York City, N.Y.	29,899
413	Enid, Okla.	29,883
414	Santa Paula, Cal.	29,878
415	New Britain, Conn.	29,872
416	Ames, Ia.	29,872
417	Pottstown, Pa.	29,867
418	St. Paul, Minn.	29,858
419	Tyler, Tex.	29,836
420	McPherson, Kans.	29,826
421	Los Angeles, Cal.	29,801
422	Rapid City, S.D.	29,798
423	Claremore, Okla.	29,793
424	Wood River, Ill.	29,759
425	Greensboro, N.C.	29,757
426	Austin, Minn.	29,755
427	Newton, N.J.	29,729
428	Topeka, Kans.	29,728
429	Pratt, Kans.	29,726
430	Lockport, N.Y.	29,716
431	Searcy, Ark.	29,715
432	Muscatine, Ia.	29,686
433	Dodge City, Kans.	29,674
434	Winfield, Kans.	29,639
435	Beaumont, Tex.	29,624
436	†Bethlehem, Pa.	29,620
437	Mount Carmel, Ill.	29,617
438	Champaign, Ill.	29,590
439	Fulton, Mo.	29,590
440	Paxton, Ill.	29,589
441	Aliquippa, Pa.	29,578
442	Urbana, Ill.	29,575
443	Warner Robins, Ga.	29,563
444	Jackson, Miss.	29,563
445	4Sikeston, Mo.	29,494
446	El Dorado, Kans.	29,486
447	Kenosha, Wisc.	29,484
448	Modesto, Cal.	29,462
449	Phoenix, Ariz.	29,450
450	Joliet, Ill.	29,443
451	Corning, N.Y.	29,396
452	Spencer, Ia.	29,392
453	Grants, N.M.	29,391
454	Snyder, Tex.	29,380
455	Longmont, Colo.	29,372
456	North Little Rock, Ark.	29,361
457	Macomb, Ill.	29,353
458	Irvin, Pa.	29,350
459	Duncan, Okla.	29,347
460	Salem, Mass.	29,345
461	Torrington, Conn.	29,331
462	Nevada, Ia.	29,328
463	Boise City, Ida.	29,325
464	Santa Ana, Cal.	29,324
465	Ponca City, Okla.	29,314
466	Fort Madison, Ia.	29,312
467	North Platte, Neb.	29,297
468	Mount Clemens, Mich.	29,289
469	New Braunfels, Tex.	29,288
470	Brockton, Mass.	29,285
471	Lake Charles, La.	29,283
472	Hobbs, N.M.	29,269
473	Orange, Tex.	29,265
474	Terrell, Tex.	29,264
475	Hollister, Cal.	29,261
476	Redlands, Cal.	29,233
477	Bentonville, Ark.	29,216
478	Clinton, Ia.	29,214
479	Hartford, Vt.	29,197
480	Renton, Wash.	29,193
481	Borger, Tex.	29,184
482	Charleston, W.Va.	29,163
483	Waterbury, Conn.	29,159
484	Newton, Ia.	29,154
485	Holton City, Tex.	29,141
486	Northampton, Mass.	29,139
487	Salinas, Cal.	29,131
488	Delaware, Ohio	29,121
489	Stuart, Fla.	29,116
490	Alma, Mich.	29,104
491	Clinton, Okla.	29,089
492	Bellows Falls, Vt.	29,086
493	Cleburne, Tex.	29,084
494	Gallup, N.M.	29,060
495	Ogelsby, Ill.	29,031
496	Fort Atkinson, Wisc.	29,029
497	Benton, Ark.	29,007
498	Goodland, Kans.	29,007
499	Belvidere, Ill.	29,002
500	Fort Collins, Colo.	28,992
501	Milford, Mass.	28,983
502	Lehighton, Pa.	28,979
503	Festus, Mo.	28,958
504	Holland, Mich.	28,941
505	Emporia, Kans.	28,922
506	Waxahachie, Tex.	28,919
507	Chicago, Ill.	28,898
508	North Tonawanda, N.Y.	28,895
509	Stevens Point, Wisc.	28,894
510	Ridgeway, Pa.	28,886
511	Jim Thorpe, Pa.	28,879
512	Des Moines, Ia.	28,870
513	Merrill, Wisc.	28,860
514	Indianapolis, Ind.	28,857
515	Perth Amboy, N.J.	28,857
516	Denver, Colo.	28,852
517	Taft, Cal.	28,847
518	Ypsilanti, Mich.	28,845
519	Indiana, Pa.	28,841
520	White River Junction, Vt.	28,832
521	Northport, Ala.	28,820
522	Brookings, S.D.	28,811
523	Clearwater, Fla.	28,799
524	Santa Barbara, Cal.	28,788
525	Latrobe, Pa.	28,787
526	Nashville, Tenn.	28,759
527	Wisconsin Rapids, Wisc.	28,732
528	Fresno, Cal.	28,699
529	Idaho Falls, Ida.	28,696
530	Tallahassee, Fla.	28,694
531	Belleville, Ill.	28,692
532	Havre, Mont.	28,692
533	Mineral Wells, Tex.	28,682
534	Colusa, Cal.	28,679
535	Montgomery, Ala.	28,644
536	Dublin, Ga.	28,643
537	Monticello, Ind.	28,641
538	Haverhill, Mass.	28,636
539	Effingham, Ill.	28,629
540	Leavenworth, Kans.	28,624
541	Newton, Kans.	28,620
542	Phillipsburg, N.J.	28,619
543	Fremont, Neb.	28,615
544	St. Joseph, Mich.	28,613
545	Taunton, Mass.	28,607
546	Oneonta, N.Y.	28,602
547	Fort Dodge, Ia.	28,593
548	Monroe, Wisc.	28,539
549	Beaver Dam, Wisc.	28,530
550	Ely, Nev.	28,529
551	Temple, Tex.	28,524
552	Corona, Cal.	28,518
553	Conway, Ark.	28,511
554	Fort Worth, Tex.	28,503
555	Rockton, Ill.	28,501
556	Middletown, N.Y.	28,494
557	Marshalltown, Ia.	28,490
558	Alva, Okla.	28,480
559	Porterville, Cal.	28,457
560	Dover, N.H.	28,443
561	Decatur, Ill.	28,434
562	Jamestown, N.D.	28,434
563	Centralia, Ill.	28,415
564	Sun City, Ariz.	28,411
565	Jasper, Ind.	28,396
566	Frankfort, Ky.	28,392
567	Two Rivers, Wisc.	28,387
568	Defiance, Ohio	28,379
569	Greenfield, Ind.	28,375
570	Cherokee, Ia.	28,338
571	Jennings, La.	28,311
572	Kansas City, Kans.	28,306
573	Burlington, Ia.	28,303
574	Excelsior Spring, Mo.	28,298
575	Ambridge, Pa.	28,288
576	Milan, N.M.	28,282
577	East Ely, Nev.	28,278
578	Bellefonte, Pa.	28,272
579	Pocatello, Ida.	28,266
580	Rensselaer, Ind.	28,265
581	Jefferson City, Mo.	28,256
582	Rome, N.Y.	28,252
583	2Weirton, W.Va.	28,252
584	Grand Island, Neb.	28,237
585	Abilene, Tex.	28,234
586	West Memphis, Ark.	28,230
587	Ludington, Mich.	28,210
588	Seattle, Wash.	28,209
589	Valparaiso, Ind.	28,207
590	Webster City, Ia.	28,200
591	Port St Lucie, Fla.	28,199
592	Atchison, Kans.	28,195
593	Long Beach, Cal.	28,189
594	Concord, N.H.	28,178
595	Jacksonville, Ill.	28,158
596	Lead, S.D.	28,151
597	McAllen, Tex.	28,144
598	Belton, Tex.	28,132
599	Victoria, Tex.	28,131
600	Devils Lake, N.D.	28,128
601	Mount Pleasant, Tex.	28,118
602	Keene, N.H.	28,110
603	Rochester, N.Y.	28,093
604	Lowell, Mass.	28,064
605	Spring Valley, Ill.	28,058
606	Ennis, Tex.	28,058
607	Robinson, Ill.	28,041
608	Wichita Falls, Tex.	28,034
609	Celina, Ohio	28,033
610	Greenville, Mich.	28,022
611	Waterloo, Ia.	28,004
612	Beaumont, Cal.	27,988
613	Elizabethtown, Ky.	27,980
614	Rockford, Ill.	27,973
615	Watsonville, Cal.	27,962
616	Larned, Kans.	27,939
617	Galesburg, Ill.	27,954
618	Billings, Mont.	27,950
619	Lynn, Mass.	27,948
620	Greensburg, Pa.	27,946
621	Thibodaux, La.	27,938
622	Winston-Salem, N.C.	27,933
623	Hutchinson, Kans.	27,932
624	Janesville, Wisc.	27,921
625	Wooster, Ohio	27,913
626	Wellington, Kans.	27,910
627	Boone, Ia.	27,896
628	Streator, Ill.	27,888
629	Paso Robles, Cal.	27,884
630	Lansing, Mich.	27,881
631	Athens, Ohio	27,881
632	Clairton, Pa.	27,881
633	Madison, Ind.	27,878
634	Bay City, Tex.	27,873
635	North Mankato, Minn.	27,870
636	Waverly, N.Y.	27,865
637	†Kansas City, Mo.	27,863
638	Henderson, Ky.	27,858
639	Worthington, Minn.	27,851
640	Cheyenne, Wyo.	27,845
641	Keokuk, Ia.	27,834
642	Chillicothe, Ohio	27,828
643	Norman, Okla.	27,826
644	East Spencer, N.C.	27,824
645	Oneida, N.Y.	27,823
646	Davis, Cal.	27,813
647	Annapolis, Md.	27,809
648	Glenwood Springs, Colo.	27,797
649	Ottawa, Kans.	27,779
650	Salina, Kans.	27,779
651	Worcester, Mass.	27,778
652	Clinton, Ill.	27,769
653	Vineland, N.J.	27,749
654	Springdale, Ark.	27,742
655	Auburn, Wash.	27,733
656	Watertown, Wisc.	27,730
657	Greencastle, Ind.	27,729
658	Norwich, N.Y.	27,727
659	York, Neb.	27,699
660	Albert Lea, Minn.	27,695
661	Batavia, N.Y.	27,692
662	Rock Island, Ill.	27,686
663	Monessen, Pa.	27,667
664	Wilson, Pa.	27,658
665	Denton, Tex.	27,649
666	Ilion, N.Y.	27,635
667	Dowagiac, Mich.	27,628
668	Bridgeport, Conn.	27,618
669	Red Wing, Minn.	27,583

670	La Porte, Ind.	27,574
671	Council Bluffs, Ia.	27,572
672	Bryan, Tex.	27,566
673	Kalamazoo, Mich.	27,562
674	Auburn, Cal.	27,553
675	Moss Point, Miss.	27,552
676	Xenia, Ohio	27,543
677	Weatherford, Okla.	27,543
678	Palmerton, Pa.	27,540
679	Hammond, Ind.	27,536
680	East Alton, Ill.	27,523
681	Sharpsville, Pa.	27,523
682	San Angelo, Tex.	27,523
683	Duquesne, Pa.	27,521
684	McCook, Neb.	27,518
685	Beloit, Kans.	27,517
686	Valley City, N.D.	27,508
687	Beaver, Pa.	27,494
688	Mattoon, Ill.	27,491
689	Columbus, Neb.	27,483
690	Sioux City, Ia.	27,477
691	Redding, Cal.	27,475
692	Faribault, Minn.	27,474
693	Lompoc, Cal.	27,461
694	Columbia, Pa.	27,453
695	Minneapolis, Minn.	27,452
696	Watertown, S.D.	27,448
697	Milledgeville, Ga.	27,416
698	Fulton, N.Y.	27,409
699	Richmond, Cal.	27,389
700	Beardstown, Ill.	27,389
701	Danville, Ill.	27,379
702	Tiffin, Ohio	27,377
703	Fitchburg, Mass.	27,370
704	Cleveland, Miss.	27,361
705	Oakland, Cal.	27,353
706	Mount Vernon, Ind.	27,350
707	Tupper Lake, N.Y.	27,347
708	Tipton, Ind.	27,345
709	Nevada City, Cal.	27,343
710	Reno, Nev.	27,339
711	Bangor, Pa.	27,338
712	Norfolk, Neb.	27,332
713	El Reno, Okla.	27,328
714	Roseville, Cal.	27,325
715	Dothan, Ala.	27,297
716	West Monroe, La.	27,278
717	Muscle Shoals, Ala.	27,276
718	Murfreesboro, Tenn.	27,264
719	Iowa City, Ia.	27,260
720	Watseka, Ill.	27,258
721	Salem, N.J.	27,241
722	Athens, Ala.	27,239
723	Oshkosh, Wisc.	27,229
724	Manchester, N.H.	27,228
725	Morris, Ill.	27,213
726	Findlay, Ohio	27,213
727	Norristown, Pa.	27,213
728	Rochester, Ind.	27,187
729	Charleston, Ill.	27,175
730	Parsons, Kans.	27,169
731	Aberdeen, S.D.	27,143
732	Milwaukee, Wisc.	27,139
733	Ruston, La.	27,090
734	Owatonna, Minn.	27,085
735	Traverse City, Mich.	27,055
736	Albany, Ga.	27,054
737	Charles City, Ia.	27,053
738	Carmi, Ill.	27,045
739	Pascagoula, Miss.	27,029
740	Alexandria, La.	27,025
741	Circleville, Ohio	27,018
742	Raton, N.M.	27,011
743	Fairborn, Ohio	27,005
744	Decatur, Ala.	26,999
745	Canton, Ill.	26,992
746	Greenville, Tex.	26,991
747	Marshfield, Wisc.	26,990
748	Hickory, N.C.	26,987
749	Lebanon, Ind.	26,973
750	Brackenridge, Pa.	26,969
751	Kenai, Ak.	26,966
752	Newport, Vt.	26,966
753	Niles, Mich.	26,961
754	Davenport, Ia.	26,960
755	Flint, Mich.	26,957
756	Madison, S.D.	26,956
757	Springfield, Mass.	26,946
758	Iola, Kans.	26,942
759	San Antonio, Tex.	26,938
760	New Kensington, Pa.	26,929
761	Du Quoin, Ill.	26,928
762	Monroe, N.C.	26,926
763	Estherville, Ia.	26,919
764	Hollywood, Fla.	26,918
765	Augusta, Me.	26,913
766	St. Cloud, Minn.	26,913
767	New Iberia, La.	26,902
768	Jersey Shore, Pa.	26,883
769	Crystal City, Mo.	26,879
770	Burlington, Vt.	26,856
771	Martinsville, Ind.	26,840
772	Holyoke, Mass.	26,835
773	Fort Gibson, Okla.	26,832
774	Green Bay, Wisc.	26,823
775	Columbia, S.C.	26,804
776	College Station, Tex.	26,791
777	Merced, Cal.	26,760
778	Mount Pleasant, Mich.	26,758
779	Elk City, Okla.	26,758
780	Aiken, S.C.	26,758
781	San Fernando, Cal.	26,744
782	Hastings, Neb.	26,738
783	Freeport, Ill.	26,736
784	Jacksonville, Fla.	26,730
785	Bavanna, Ohio	26,728
786	Port Arthur, Tex.	26,725
787	Lyons, Kans.	26,722
788	North Adams, Mass.	26,719
789	Pittsburgh, Pa.	26,719
790	Mankato, Minn.	26,687
791	Grand Rapids, Mich.	26,683
792	Warrensburg, Mo.	26,677
793	Owosso, Mich.	26,676
794	La Salle, Ill.	26,671
795	Binghamton, N.Y.	26,667
796	Fairmont, Minn.	26,666
797	Pryor, Okla.	26,662
798	Olney, Ill.	26,648
799	Picknoyville, Ill.	26,626
800	La Mars, Ia.	26,620
801	Arkansas City, Kans.	26,616
802	Noblesville, Ind.	26,609
803	Columbia, Mo.	26,606
804	Hanover, Pa.	26,602
805	Fort Morgan, Colo.	26,601
806	Sharon, Pa.	26,585
807	New Ulm, Minn.	26,569
808	Great Falls, Mont.	26,556
809	Fort Lauderdale, Fla.	26,555
810	Milford, Del.	26,554
811	Kendallville, Ind.	26,552
812	Saratoga Springs, N.Y.	26,549
813	Monmouth, Ill.	26,543
814	Baldwin Park, Cal.	26,541
815	Troy, Ohio	26,526
816	Gallipolis, Ohio	26,505
817	Stuttgart, Ark.	26,500
818	Dubuque, Ia.	26,497
819	Millville, N.J.	26,490
820	Magnolia, Ark.	26,482
821	West Warwick, R.I.	26,438
822	Toledo, Ohio	26,421
823	Mexico, Mo.	26,420
824	Johnstown, N.Y.	26,374
825	Newton, N.C.	26,372
826	Kerrville, Tex.	26,371
827	Santa Maria, Cal.	26,367
828	Farmington, N.M.	26,360
829	Cookeville, Tenn.	26,356
830	Vista, Cal.	26,351
831	Herrin, Ill.	26,351
832	Fostoria, Ohio	26,340
833	Maryville, Tenn.	26,340
834	Charleroi, Pa.	26,333
835	Marietta, Ohio	26,330
836	Kilgore, Tex.	26,325
837	Mount Pleasant, Ia.	26,317
838	Ashland, Ohio	26,316
839	Greenfield, Mass.	26,315
840	Michigan City, Ind.	26,308
841	Allentown, Pa.	26,291
842	Alcoa, Tenn.	26,277
843	Rochester, Pa.	26,273
844	Eau Claire, Wisc.	26,265
845	Racine, Wisc.	26,265
846	Sheboygan, Wisc.	26,261
847	Boston, Mass.	26,244
848	Owensboro, Ky.	26,243
849	Adrian, Mich.	26,240
850	Montpelier, Vt.	26,236
851	Warsaw, Ind.	26,227
852	Point Pleasant, N.J.	26,218
853	Easton, Md.	26,217
854	Peoria, Ill.	26,216
855	Kingston, N.Y.	26,216
856	Auburn, Me.	26,215
857	Painesville, Ohio	26,214
858	Lakeport, Cal.	26,209
859	Lufkin, Tex.	26,203
860	Scottsbluff, Neb.	26,202
861	Kearney, Neb.	26,201
862	Shelbyville, Ill.	26,200
863	Fond du Lac, Wisc.	26,200
864	Albany, N.Y.	26,196
865	Pomona, Cal.	26,193
866	Stockton, Cal.	26,193
867	Sterling, Colo.	26,193
868	Columbus, Ohio	26,189
869	Niles, Ohio	26,180
870	Poteet, Tex.	26,180
871	Gastonia, N.C.	26,179
872	Antigo, Wisc.	26,179
873	Mason City, Ia.	26,170
874	Jonesboro, Ark.	26,167
875	Weatherford, Tex.	26,147
876	Burlington, N.C.	26,142
877	New Orleans, La.	26,141
878	Riverside, Cal.	26,126
879	Bellevue, Ohio	26,126
880	Rolla, Mo.	26,119
881	Clearfield, Pa.	26,109
882	Delphos, Ohio	26,108
883	Lebanon, Tenn.	26,108
884	Dover, Ohio	26,101
885	Holdrege, Neb.	26,092
886	Crowley, La.	26,075
887	Orlando, Fla.	26,054
888	Syracuse, N.Y.	26,053
889	Middletown, Ohio	26,049
890	Memphis, Tenn.	26,044
891	Council Grove, Kans.	26,038
892	Morganton, N.C.	26,019
893	Oil City, Pa.	26,018
894	Marietta, Ga.	26,016
895	Denison, Tex.	26,011
896	South Haven, Mich.	25,996
897	Pecos, Tex.	25,968
898	Bogalusa, La.	25,965
899	Sapulpa, Okla.	25,962
900	Seymour, Ind.	25,959
901	2Atlanta, Ga.	25,958
902	Opelousas, La.	25,949
903	Mount Vernon, Ill.	25,939
904	Muncie, Ind.	25,934
905	Pittston, Pa.	25,931
906	Richmond, Ky.	25,926
907	Portage, Wisc.	25,925
908	Manhattan, Kans.	25,921
909	Shelby, Ohio	25,921
910	Farrell, Pa.	25,916
911	Litchfield, Ill.	25,912
912	Sierra Vista, Ariz.	25,903
913	Westminster, Md.	25,897
914	Palestine, Tex.	25,897
915	Schenectady, N.Y.	25,892
916	Tarentum, Pa.	25,882
917	Abbeville, La.	25,858
918	Akron, Ohio	25,857
919	Longview, Wash.	25,853
920	South Bend, Ind.	25,852
921	Madisonville, Ky.	25,848
922	East Chicago, Ind.	25,843
923	Jersey City, N.J.	25,841
924	Wellsville, N.Y.	25,834
925	Franklin, Ind.	25,828
926	Donora, Pa.	25,824
927	Texarkana, Ark.-Texarkana, Tex., Ark.	25,820
928	1Texarkana, Tex.	25,820
929	Manitowoc, Wisc.	25,815
930	Chippewa Falls, Wisc.	25,812
931	Oregon City, Ore.	25,810
932	Van Wert, Ohio	25,804
933	Savannah, Ga.	25,796
934	Hereford, Tex.	25,792
935	Jacksonville, Ark.	25,789
936	Ottumwa, Ia.	25,779
937	Bangor, Me.	25,771
938	State College, Pa.	25,762
939	Marquette, Mich.	25,761
940	Silver City, N.M.	25,756
941	Bay City, Mich.	25,754
942	Shelbyville, Ind.	25,749
943	Winter Haven, Fla.	25,744
944	Enterprise, Ala.	25,743
945	Orangeburg, S.C.	25,739
946	Huntington, Ind.	25,719
947	Wilson, N.C.	25,706
948	El Paso, Tex.	25,681
949	Beatrice, Neb.	25,674
950	Bowling Green, Ohio	25,674
951	Jacksonville, Tex.	25,663
952	Philadelphia, Pa.	25,627
953	Carbondale, Pa.	25,625
954	Jeffersonville, Ind.	25,615
955	New Albany, Ind.	25,608
956	Bloomsburg, Pa.	25,607
957	Napoleon, Ohio	25,604
958	New Haven, Conn.	25,584
959	Elwood City, Pa.	25,581
960	Lawrence, Kans.	25,577
961	Perry, Okla.	25,570
962	Salisbury, N.C.	25,562
963	Ogdensburg, N.Y.	25,558
964	Sheridan, Wyo.	25,547
965	Hanford, Cal.	25,545
966	Blackwell, Okla.	25,539
967	Niagara Falls, N.Y.	25,532
968	McKeesport, Pa.	25,525
969	Chambersburg, Pa.	25,517
970	Kingsport, Tenn.	25,514
971	Rogers, Ark.	25,512
972	Carlsbad, N.M.	25,507
973	Princeton, Ind.	25,501
974	El Cajon, Cal.	25,496
975	El Centro, Cal.	25,493
976	Salamanca, N.Y.	25,474
977	Artesia, N.M.	25,472
978	Bristol, Tenn.-Bristol, Va., Tenn.	25,470
979	Union City, Ohio	25,469
980	Gettysburg, Pa.	25,465
981	Dalton, Ga.	25,464
982	Asheboro, N.C.	25,461
983	Dunkirk, N.Y.	25,457
984	Springfield, Vt.	25,454
985	Galion, Ohio	25,442
986	Alma, Okla.	25,438
987	South Beloit, Ill.	25,436
988	Eugene, Ore.	25,433
989	Marysville, Ohio	25,425
990	Sulphur Springs, Tex.	25,411
991	Gainesville, Tex.	25,409
992	Henderson, Tex.	25,404
993	Marshall, Minn.	25,398
994	Russellville, Ark.	25,391
995	Amsterdam, N.Y.	25,380
996	Warren, Pa.	25,375
997	Du Bois, Pa.	25,372
998	Arkadelphia, Ark.	25,335
999	Pineville, La.	25,332
1000	Chillicothe, Mo.	25,331
1001	Sayre, Pa.	25,329
1002	Washington, Pa.	25,307
1003	Gonzales, Tex.	25,305
1004	Gainesville, Fla.	25,303
1005	High Point, N.C.	25,302
1006	Oskaloosa, Ia.	25,298
1007	Cocoa, Fla.	25,278
1008	Concord, N.C.	25,278
1009	Baraboo, Wisc.	25,276
1010	Poughkeepsie,	25,275
1011	Sanford, N.C.	25,273
1012	Wharton, Pa.	25,273
1013	Crawfordsville, Ind.	25,266
1014	Harriman, Tenn.	25,258
1015	London, Ohio	25,252
1016	Ardmore, Okla.	25,250
1017	Wilmington, Ohio	25,243
1018	Glens Falls, N.Y.	25,241
1019	Charleston, S.C.	25,237
1020	Sacramento, Cal.	25,230
1021	Monongahela, Pa.	25,227
1022	Fayetteville, N.C.	25,221
1023	Wausau, Wisc.	25,218
1024	Winchester, Ky.	25,191
1025	St. George, Utah	25,182
1026	Plymouth, Ind.	25,179
1027	Auburn, Ind.	25,176
1028	Quincy, Ill.	25,173
1029	Norwalk, Ohio	25,173
1030	Johnson City, Tenn.	25,165
1031	Vandergrift, Pa.	25,159
1032	St. Marys, Ohio	25,149
1033	Elyria, Ohio	25,149
1034	Corry, Pa.	25,148
1035	Albion, Mich.	25,131
1036	Everett, Wash.	25,121
1037	Fergus Falls, Minn.	25,130
1038	St. Albans, Vt.	25,117
1039	Ionia, Mich.	25,116
1040	Alliance, Ohio	25,115
1041	Marshall, Tex.	25,114
1042	Sidney, Ohio	25,110
1043	Coshocton, Ohio	25,109
1044	Plattsburgh, N.Y.	25,090
1045	Salem, Ohio	25,089
1046	Fort Scott, Kans.	25,083
1047	Cape Girardeau, Mo.	25,073
1048	Pensacola, Fla.	25,071
1049	Abilene, Kans.	25,070
1050	Kent, Ohio	25,065
1051	Columbus, Ga.	25,057
1052	Detroit, Mich.	25,036
1053	Goshen, Ind.	25,023
1054	Lawton, Okla.	25,005
1055	Greenville, N.C.	24,996
1056	South Gate, Cal.	24,993
1057	Montrose, Colo.	24,988
1058	Escanaba, Mich.	24,988
1059	Portland, Ore.	24,984
1060	Marshall, Mich.	24,981
1061	Yreka City, Cal.	24,975
1062	Lexington, N.C.	24,973
1063	Athens, Tenn.	24,969
1064	Guthrie, Okla.	24,965
1065	Chickasha, Okla.	24,962
1066	Minden, La.	24,956
1067	Corsicana, Tex.	24,940
1068	Angleton, Tex.	24,935
1069	Belle Fourche, S.D.	24,929
1070	Danville, Ky.	24,928
1071	Culpeper, Va.	24,926
1072	Greenville, Ohio	24,924
1073	Trenton, N.J.	24,920
1074	Passaic, N.J.	24,919
1075	Wabash, Ind.	24,913
1076	Greeley, Colo.	24,907
1077	Plainview, Tex.	24,906
1078	Beckley, W.Va.	24,899
1079	Towanda, Pa.	24,890
1080	Tupelo, Miss.	24,881
1081	North Bend, Ore.	24,879
1082	Helena, Mont.	24,870
1083	Portsmouth, N.H.	24,869
1084	Mobile, Ala.	24,865
1085	Buckingham, N.C.	24,860
1086	Evansville, Ind.	24,859
1087	Ocala, Fla.	24,838

1088	Warner, Ill.	24,803
1089	Atlantic, Ia.	24,833
1090	Clarinda, Kans.	24,821
1091	Brooksville, Fla.	24,816
1092	Hazlegdochen, Tex.	24,810
1093	Pontiac, Mich.	24,793
1094	Butte, Mont.	24,793
1095	Lodi, Cal.	24,789
1096	Greenville, Tenn.	24,787
1097	Las Cruces, N.M.	24,785
1098	Alton, Ill.	24,775
1099	South Connellsville, Pa.	24,775
1100	Marshall, Mo.	24,774
1101	Durango, Colo.	24,771
1102	Salem, Ore.	24,762
1103	Chattanooga, Tenn.	24,762
1104	Lewiston, Ida.	24,760
1105	Erie, Pa.	24,757
1106	Kokomo, Ind.	24,753
1107	Hornell, N.Y.	24,749
1108	Kannapolis, N.C.	24,748
1109	Saco, Me.	24,747
1110	Sweetwater, Tex.	24,732
1111	Tuscumbia, Ala.	24,729
1112	Pawtucket, R.I.	24,723
1113	Livingston, Mont.	24,706
1114	Sherman, Tex.	24,706
1115	Martinsburg, W.Va.	24,705
1116	Pawhuska, Okla.	24,704
1117	Bluffton, Ind.	24,690
1118	Lafayette, Ind.	24,688
1119	Thomasville, N.C.	24,686
1120	Herkimer, N.Y.	24,682
1121	Mount Airy, N.C.	24,682
1122	San Gabriel Valley, Cal.	24,679
1123	Hibbing, Minn.	24,671
1124	Gary, Ind.	24,663
1125	Coos Bay, Ore.	24,654
1126	Tifton, Ga.	24,648
1127	Waterville, Me.	24,646
1128	St. Joseph, Mo.	24,629
1129	Port Angeles, Wash.	24,629
1130	Bonham, Tex.	24,623
1131	Macon, Ga.	24,619
1132	Hillsdale, Mich.	24,616
1133	Roanoke Rapids, N.C.	24,616
1134	El Dorado, Ark.	24,615
1135	Independence, Kans.	24,590
1136	Beloit, Wisc.	24,589
1137	Vienna, Va.	24,575
1138	Auburn, N.Y.	24,575
1139	Statesville, N.C.	24,558
1140	Parkersburg, W.Va.	24,549
1141	Harley, Wisc.	24,523
1142	Tucson, Ariz.	24,521
1143	Thomasville, Ga.	24,515
1144	Lorain, Ohio	24,513
1145	Durham, N.C.	24,502
1146	Pottsville, Pa.	24,497
1147	Carnegie, Pa.	24,486
1148	Lawrenceville, Ill.	24,468
1149	Malone, N.Y.	24,458
1150	Deadwood, S.D.	24,458
1151	The Dalles, Ore.	24,451
1152	Murray, Ky.	24,444
1153	Stephenville, Tex.	24,440
1154	Hazleton, Pa.	24,431
1155	Rutland, Vt.	24,429
1156	Griffin, Ga.	24,424
1157	Lost Haven, Pa.	24,415
1158	Pasco, Wash.	24,407
1159	Horton, Kans.	24,401
1160	Ashland, Ky.	24,396
1161	Steubenville, Ohio	24,396
1162	Kewanee, Ill.	24,388
1163	Columbia City, Ind.	24,383
1164	Fremont, Ohio	24,377
1165	Lexington, Mo.	24,374
1166	Hudson, N.Y.	24,371
1167	Tuscaloosa, Ala.	24,366
1168	Elkhart, Ind.	24,356
1169	Fairmont, W.Va.	24,352
1170	Toms River, N.J.	24,349
1171	Piqua, Ohio	24,348
1172	Galveston, Tex.	24,346
1173	Nebraska City, Neb.	24,341
1174	Blackfoot, Ida.	24,338
1175	Biloxi, Miss.	24,332
1176	Cicero, Ill.	24,329
1177	Stillwater, Okla.	24,322
1178	Hillsboro, Tex.	24,311
1179	Winona, Minn.	24,307
1180	Roseburg, Ore.	24,301
1181	Wapakoneta, Ohio	24,290
1182	Oelwein, Ia.	24,281
1183	Murphysboro, Ill.	24,280
1184	Big Rapids, Mich.	24,275
1185	San Marcos, Tex.	24,273
1186	Fairfield, Ia.	24,269
1187	Concordia, Kans.	24,267
1188	Anadarko, Okla.	24,263
1189	Oktibbeha, Ala.	24,242
1190	Kingsford, Mich.	24,240
1191	St. Johnsbury, Vt.	24,238
1192	Athens, Pa.	24,226
1193	Paterson, N.J.	24,219
1194	Salida, Colo.	24,210
1195	Union City, N.J.	24,205
1196	Fort Wayne, Ind.	24,202
1197	Sandusky, Ohio	24,193
1198	Chester, Pa.	24,191
1199	Port Jervis, N.Y.	24,186
1200	Cincinnati, Ohio	24,183
1201	Greenville, Pa.	24,183
1202	Vernon, Tex.	24,181
1203	Maywood, Cal.	24,179
1204	La Crosse, Wisc.	24,178
1205	Paris, Ill.	24,167
1206	Punta Gorda, Fla.	24,166
1207	Coffeyville, Kans.	24,162
1208	Olean, N.Y.	24,152
1209	Crosbyton, Miss.	24,143
1210	Gulfport, Miss.	24,143
1211	Cortez, Colo.	24,130
1212	Sturgis, Mich.	24,130
1213	Fayetteville, Ark.	24,126
1214	Lancaster, Ohio	24,124
1215	Dennison, Ohio	24,115
1216	Alamogordo, N.M.	24,111
1217	Wilbur, Minn.	24,096
1218	Benton, Ill.	24,089
1219	Warren, Ohio	24,071
1220	Yuba City, Cal.	24,068
1221	Union City, Tenn.	24,068
1222	Bedford, Ind.	24,064
1223	Logansport, Ind.	24,046
1224	Moscow, Ida.	24,044
1225	Washington, Ia.	24,040
1226	West Point, Ga.	24,035
1227	Bridgeton, N.J.	24,035
1228	E. Grand Forks, Minn.	24,016
1229	Aberdeen, Wash.	24,004
1230	St. Augustine, Fla.	23,999
1231	Mishawaka, Ind.	23,990
1232	Harrisburg, Ill.	23,983
1233	Watertown, N.Y.	23,976
1234	Troy, N.Y.	23,973
1235	Bowling Green, Ky.	23,971
1236	Kane, Pa.	23,967
1237	New Philadelphia, Ohio	23,957
1238	Portland, Mo.	23,949
1239	Pine Bluff, Ark.	23,940
1240	Ada, Okla.	23,934
1241	Greenfield, Ohio	23,932
1242	Shawano, Wisc.	23,924
1243	Santa Cruz, Cal.	23,909
1244	Marion, Ind.	23,904
1245	Huntsville, Tex.	23,888
1246	Lenoir, N.C.	23,883
1247	Laramie, Wyo.	23,880
1248	Scottsboro, Ala.	23,876
1249	Jasper, Ala.	23,872
1250	Seguin, Tex.	23,870
1251	Hartford, Conn.	23,866
1252	Little Falls, N.Y.	23,858
1253	Urbana, Ohio	23,843
1254	Bryan, Ohio	23,831
1255	Bloomington, Ind.	23,820
1256	Harrisburg, Pa.	23,809
1257	Spencer, Ind.	23,804
1258	Blytheville, Ark.	23,796
1259	Wilmington, Del.	23,784
1260	Anaconda, Mont.	23,783
1261	Marion, Ill.	23,774
1262	Maryville, Mo.	23,774
1263	Lawrence, Mass.	23,773
1264	Mart, Tex.	23,772
1265	Moorhead, Minn.	23,769
1266	Upper Sandusky, Ohio	23,768
1267	Massillon, Ohio	23,767
1268	Frankfort, Ind.	23,751
1269	Scranton, Pa.	23,741
1270	Providence, R.I.	23,738
1271	Meadville, Pa.	23,734
1272	Florence, Ala.	23,720
1273	Pekin, Ill.	23,707
1274	Uniontown, Pa.	23,681
1275	La Grange, Ga.	23,678
1276	Madera, Cal.	23,667
1277	Hopkinsville, Ky.	23,658
1278	Rocky Mount, N.C.	23,658
1279	Twin Falls, Ida.	23,638
1280	Monett, Mo.	23,633
1281	Gloversville, N.Y.	23,628
1282	Three Rivers, Mich.	23,621
1283	Newburgh, N.Y.	23,621
1284	Mansfield, Ohio	23,613
1285	Corning, Cal.	23,591
1286	Bucyrus, Ohio	23,586
1287	Altoona, Pa.	23,579
1288	Monroe, La.	23,574
1289	Sault Ste. Marie, Mich.	23,573
1290	Utica, N.Y.	23,572
1291	Huntingdon, Pa.	23,565
1292	Superior, Wisc.	23,564
1293	Florence, S.C.	23,530
1294	Shawnee, Okla.	23,534
1295	Vincennes, Ind.	23,524
1296	Lebanon, Pa.	23,513
1297	Clinton, N.C.	23,500
1298	Yuma, Ariz.	23,495
1299	Butler, Pa.	23,495
1300	West Frankfort, Ill.	23,469
1301	Jackson, Mich.	23,462
1302	Creston, Ia.	23,460
1303	Corvallis, Ore.	23,459
1304	Louisville, Ky.	23,440
1305	Kingman, Ariz.	23,439
1306	Danville, Pa.	23,428
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1308	Connellsville, Pa.	23,419
1309	Cleveland, Tenn.	23,419
1310	Asheville, N.C.	23,418
1311	Milton, Pa.	23,388
1312	Muskegon Heights, Mich.	23,380
1313	Picayune, Miss.	23,378
1314	Glasgow, Ky.	23,337
1315	Springfield, Mo.	23,321
1316	Waynesboro, Pa.	23,295
1317	Clarksburg, W.Va.	23,291
1318	Wheeling, W.Va.	23,285
1319	Kankakee, Ill.	23,283
1320	Santa Fe, N.M.	23,270
1321	Pendleton, Ore.	23,263
1322	Asbury Park, N.J.	23,261
1323	Flagstaff, Ariz.	23,259
1324	Waco, Tex.	23,257
1325	Ashtabula, Ohio	23,253
1326	Elkins, W.Va.	23,248
1327	Laconia, N.H.	23,236
1328	San Bernardino, Cal.	23,231
1329	Starkville, Miss.	23,231
1330	Elwood, Ind.	23,226
1331	Alpena, Mich.	23,218
1332	Woonsocket, R.I.	23,209
1333	Kenton, Ohio	23,202
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1470	Dayton, Ohio	22,267
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1473	Canton, Ohio	22,264
1474	Marinette, Wisc.	22,262
1475	Ithaca, N.Y.	22,255
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1477	Harrison, Ark.	22,224
1478	Sedalia, Mo.	22,218
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1483	Vinita, Okla.	22,136
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1486	Grenada, Miss.	22,090
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1495	Lima, Ohio	22,028
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1543	Valdosta, Ga.	21,613
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1545	Covington, Ky.	21,607
1546	Hillsboro, Ohio	21,604
1547	Dyersburg, Tenn.	21,601
1548	Provo, Utah	21,588
1549	Springfield, Ohio	21,574
1550	Meridian, Miss.	21,566
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1602	Lewisburg, W.Va.	20,952
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1627	Lebanon, Mo.	20,553
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1632	Cadillac, Mich.	20,505
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SECTION II
Surveys of Daily Newspaper Cities

Communities in the United States where daily newspapers are published

United States Daily Newspaper Cities

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Idaho	88	89	Pennsylvania	288	289
Illinois	91	92	Rhode Island	309	311
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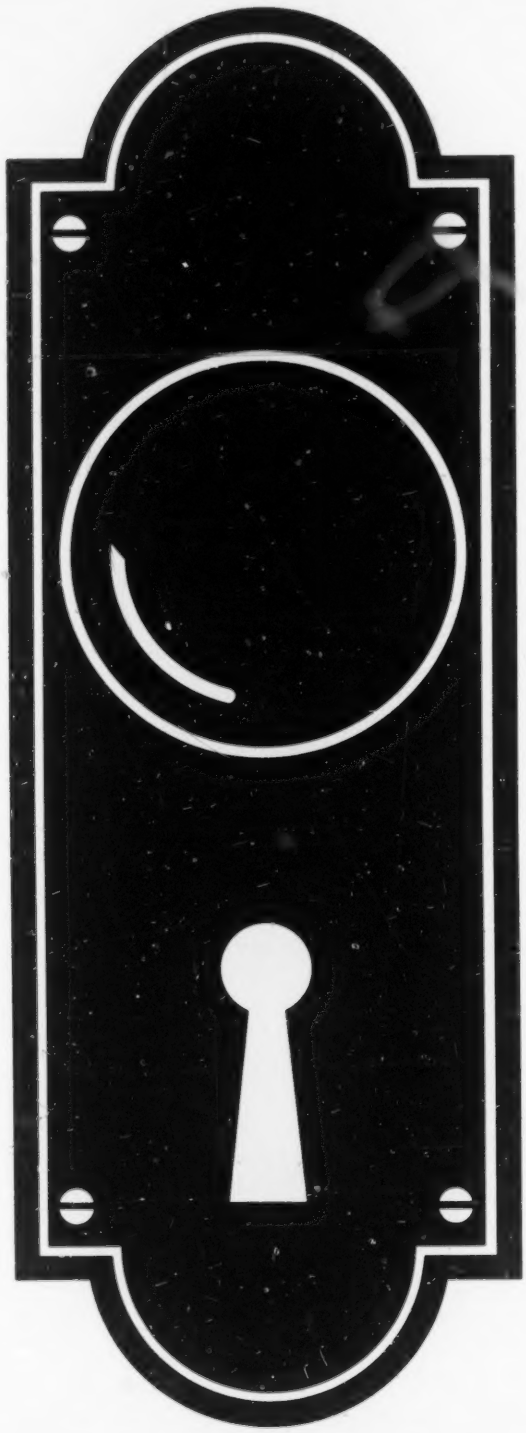
Maryland	151	152	Virginia	356	357
Massachusetts	155	156	Washington	364	365
Michigan	165	166	West Virginia	371	371
Minnesota	177	178	Wisconsin	376	377
Mississippi	183	184	Wyoming	384	384
Missouri	188	189	Puerto Rico	386	—



Newspapers. We can open doors for you

More than two-thirds (67%) of Canadian adults read a daily newspaper on any given weekday. Furthermore, almost nine out of 10 (87%) Canadian adults look into a daily newspaper during a week. On average they read almost four out of all five weekday issues.*
This massive exposure is the key that opens doors to more sales.

*NNRS Study

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SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in the United States supporting daily newspapers

ALABAMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anniston-Calhoun County.
Birmingham-Blount, Jefferson, St. Clair, Shelby, and Walker Counties.
Columbus, Ga.-Ala.-Chattahoochee and Muscogee Counties, Ga.; Russell County, Ala.
Dothan-Dale and Houston Counties.
Florence-Lauderdale and Colbert Counties.
Gadsden-Etowah County.
Huntsville-Madison County.
Mobile-Baldwin and Mobile Counties.
Montgomery-Autauga, Elmore and Montgomery Counties.
Tuscaloosa-Tuscaloosa County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	301	296	308
5-14 Years	720	642	668
15-24 Years	617	736	766
25-44 Years	791	1,028	1,068
45-64 Years	691	748	778
65 and Over	324	440	458
TOTAL	3,444	3,890	4,046

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	423	689	1,202
General Mdse	882	1,308	2,132
Food	1,470	2,440	4,091
Automobiles	1,535	2,611	4,645
Gasoline Stations	476	810	1,502
Apparel	378	571	930
Furniture	322	468	814
Eat-Drink Places	348	691	1,325
Drugs	207	326	572
TOTAL SALES	6,583	10,705	18,749

ALEXANDER CITY

1 - LOCATION: Tallapoosa County. E&P Map C-3. Manufacturing, tourism, and agriculture. E central portion of state. 75 mi. SE of Birmingham on U.S. Hwy. 280; 45 mi. NE of Montgomery.

2 - TRANSPORTATION: Railroad-Norfolk Southern.

Motor Freight Carrier-North Alabama Express; Barnes Freight; Bowman Transportation; Georgia Hwy. Express.
Intercity Bus line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,807; Loc. Est. 14,816
County 80 Cen. 38,676; Loc. Est. 39,955

4 - HOUSEHOLDS:
City 80 Cen. 4,856; Loc. Est. 4,883
County 80 Cen. 13,275; Loc. Est. 14,021

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$40,000,000
Commercial	2	$115,000,000

6 - PASSENGER AUTOS: County 27,969

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: Residence 3,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 7,000 ($240).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alex. City(12)	2	Winn-Dixie, Rose's, Revco, Goodyear
Edco(5)	0	Edco Discount Ctr.
Mill Square(8)	1	Wal-Mart, Winn-Dixie, Harco
B-mart(1)	1	B-mart

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Rose's; Edco; Belk's; Revco; Harco; Piggly Wiggly; A&P; Super Foods; Winn-Dixie; Wal-Mart; B-mart.

13 - RETAIL OUTLETS: Department Stores-Belk's; Cohen's Fair Store; Frohsin's.
Discount Stores-Edco; Fred's; Bargaintown; Roses; Wal-Mart; B-Mart.
Chain Drug Stores-Harco; Revco.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie 2; Super Foods; B-mart.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: OUTLOOK (m-tues to fri; S) 3,526; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Billy McGhee, Adv. Dir., OUTLOOK, 139 Church St., PO Box 392, Alexander City, AL 35010; Tel. (205) 234-4281.
National Representative: Landon Associates.

ANNISTON

1 - LOCATION: Calhoun County (MSA). E&P Map C-2. County Seat. Manufacturing, agricultural, commercial and military center (Fort McClellan). NE portion of state; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2 - TRANSPORTATION: Railroads-Southern; Louisville and Nashville.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast (4 flights per day).

3 - POPULATION:
Corp. City 80 Cen. 29,523; Loc. Est. 30,186
CZ-ABC: (80) 69,864; (84) 70,200
RTZ-ABC: (80) 92,404; (84) 96,400
County/MSA 80 Cen. 116,936; Loc. Est. 122,555
City & RTZ-ABC: (80) 162,268; (84) 166,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,953; Loc. Est. 11,253
County/MSA 80 Cen. 39,431; Loc. Est. 42,401
CZ-ABC: (80) 24,651; (84) 25,000
RTZ-ABC: (80) 29,544; (84) 31,200
City & RTZ-ABC: (80) 54,195; (84) 56,200

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$781,670,965
Commercial	12	$4,045,581,072

6 - PASSENGER AUTOS: County 95,052

7 - ELECTRIC METERS: Residence 36,246

8 - GAS METERS: Residence 32,978

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood 410; Metals 3,610; Other Durables 1,090; Textile 2,340; Total Non-Mfg. 30,300; Mfg. 11,420.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-84. First killing frost, Nov. 5. Last killing frost, Feb. 3.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lenlock(18)	5	Shoe Box, Emery Variety
Anniston Plz.(10)	NA	Winn-Dixie, Eckerd's
Quintard Mall(35)	NA	JCPenney, Martin's, SupeRx
Pelham Plaza	NA	Winn-Dixie, Whitit
Blue Pond	NA	Sky City
Golden Springs(5)	NA	Windsor's Super Valu

Principal Shopping Days-Thur., Fri., Sat. & Mon.
Stores Open Evenings-Mon., Thur., Fri.; Discount-6 nights a week.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hudson's; Wakefields; Sears; New Berman's, Kitchin's.
Discount Stores-Wal-Mart; Sky City; K mart; Fred's; Martin's.
Chain Drug Stores-SupeRx 2; Eckerd's; Big B 2.
Chain Supermarkets-Winn-Dixie; Super-Valu; Warehouse Groceries 3; Food World 2; Love's 2.
Other Chain Stores-Firestone; Friedman's Jewelers; Goodyear; Haverty Furniture; Lorch Diamond; Jefferson Furniture; Rhode Furniture.

14 - NEWSPAPERS: STAR (e-mon to fri) 30,461; (m-sat) 31,744; (S) 31,906; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jon O'Mara, Mktg. Dir., STAR, 216 W. 10th St., Anniston, AL 36201; Tel. (205) 236-1551.
National Representative: Branham/Newspaper Sales.

ATHENS

1 - LOCATION: Limestone County. E&P Map C-1, County Seat. Agricultural and college center. 20 mi. W of Huntsville; 13 mi. N of Decatur; on U.S. Hwys. 31, 72, I-65; State Hwys. 99, 251, 127.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Intercity Bus Lines-Trailways, Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,558; Loc. Est. 15,062
County 80 Cen. 46,005; Loc. Est. 47,358

4 - HOUSEHOLDS:
City 80 Cen. 5,287; Loc. Est. 5,511
County 80 Cen. 15,358; Loc. Est. 16,164

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 36,611

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture (cotton, corn, hay); Poultry Processing 800; Clothing 532; Heavy Machinery 836; Electronics 800; Dairying; Cotton Processing; University Education; Automotive Manufacturing 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3. Last killing frost, Mar. 16.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Athens Plaza(15)	2	Rose's, Winn-Dixie, Pic'N Pay Shoes, Cato's
Athens(8)	1	Kroger, Sears, Big B Drug, Otasco
Crutcher(4)	1	Hometown Grocery, Auto Shack, Family Dollar
L&S	1	L&S Foods, K mart, Fred's Discount Dept.

13 - RETAIL OUTLETS: Department Stores-Brown's Fabric Center; Bennett's; Butler's Furn.; Clem Bumper to Bumper.
Discount Stores-Wal-Mart; Rose's; K mart; Hometown Groceries.
Chain Drug Stores-Revco; Big B.
Chain Supermarkets-L&S; Kroger; Food World; Winn-Dixie.
Other Chain Stores-National; Otasco; Sington's; Goodyear.

14 - NEWSPAPERS: NEWS COURIER (m-tues to fri; S) 7,761; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, 410 W. Green St.; PO Box 670, Athens, AL 35611; Tel. (205) 232-2720.
National Representative: None.

AUBURN

See OPELIKA

BIRMINGHAM

1 - LOCATION: Jefferson County (MSA) E&P Map C-3, County Seat. Medical and industrial center. 150 mi. W of Atlanta, 250 mi. SE of Memphis and 300 mi. NE of New Orleans.

2 - TRANSPORTATION: Railroads-Burlington Northern; Southern Railway; Great Southern; Seaboard Systems; Southern Railroad Co.
Motor Freight Carriers-90.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Eastern; Delta; United; USAir; Republic; American; Skyways.
Water Transportation-The Warrior-Tombigbee Waterway (9 ft. channel) from areas between Birmingham and Jasper to Mobile and the Gulf carries est. 19,000,000 tons. Birmingpost located 21 mi. from Birmingham and other ports both north and south are serviced by a number of barge lines. With completion of Tenn-Tom link to Tennessee River in early 1985 the Warrior-Tombigbee will provide easy access to some 13,000 mi. of inland waterways in mid and eastern United States.

3 - POPULATION:
Corp. City 80 Cen. 284,413; Loc. Est. 284,165
CZ-ABC: (80) 711,139; (84) 708,500
RTZ-ABC: (80) 714,969; (84) 745,700
County 80 Cen. 671,197; Loc. Est. 685,211
MSA 80 Cen. 883,819; Loc. Est. 904,850
City & RTZ-ABC: (80) 1,426,108; (84) 1,454,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 107,238; Loc. Est. 110,000
County 80 Cen. 244,177; Loc. Est. 254,969
MSA 80 Cen. 316,381; Loc. Est. 331,224
CZ-ABC: (80) 257,428; (84) 258,800
RTZ-ABC: (80) 244,016; (84) 256,800
City & RTZ-ABC: (80) 501,444; (84) 515,600

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	11	$2,041,075,020
Commercial	28	$7,788,309,000

6 - PASSENGER AUTOS: 474,529

7 - ELECTRIC METERS: 289,900

8 - GAS METERS: 170,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Primary Metal 11,100 ($376); Fabricated Metal 6,500 ($367); Food & Kindred Products 5,900 ($238); Health Services 27,300 (N.A.); Transportation 9,700 (N.A.); Finance, Insurance & Real Estate 23,600 (N.A.); Wholesale Trade 26,100 (N.A.); State & Local Govt. 46,400 (N.A.); Federal Govt. 87,000 (N.A.); Construction 18,900 (N.A.); Other Services 45,700 (N.A.).
Principal Pay Days-Paid Weekly (38 percent); Every two weeks (19.7 percent); twice monthly (1.1 percent); monthly (25.9 percent); 1st & 15th (13.7 percent); other (1 percent).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 53-102; Fall 27-94; Winter 19-76. First killing frost, Nov. 25. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Center-100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts. N.
Neighborhood Shopping Centers- (No. of Stores)-Bessemer Plaza 9; Westlake Mall 23; Westtown Plaza 13; Center Point 15; Century Plaza 100; Crestwood 5; Eastlake 3; Easttown Plaza 26; Eastwood Mall 72; Eastwood Shopping Center 20; Five Points West 86; Forestdale 30; Forest Village 3; Green Springs K mart Center 5; Green Valley 14; Hillcrest 10; Hoover Mall 25; Irondale Plaza 20; Parkway East 13; Roebuck Shopping City 15; Shades Mountain 13; Vestavia Hills 55; Village East 30; Eastgate (Center Point) 17; Belleview Plaza 18; Western Hills 50; Gardendale Shopping Center 8; Village Green 25; Brookwood Village Mall 96; Greensprings (Homewood) 15; Shades Creek 48; Hueytown Plaza 15; Hoover Shopping Center 24; Leeds Shopping Center 5; Mountain Brook 10; Midfield Park Shopping Center 31; Pleasant Grove 11; Vestavia (Todd's Mall) 16; Loehmann's Village 40.

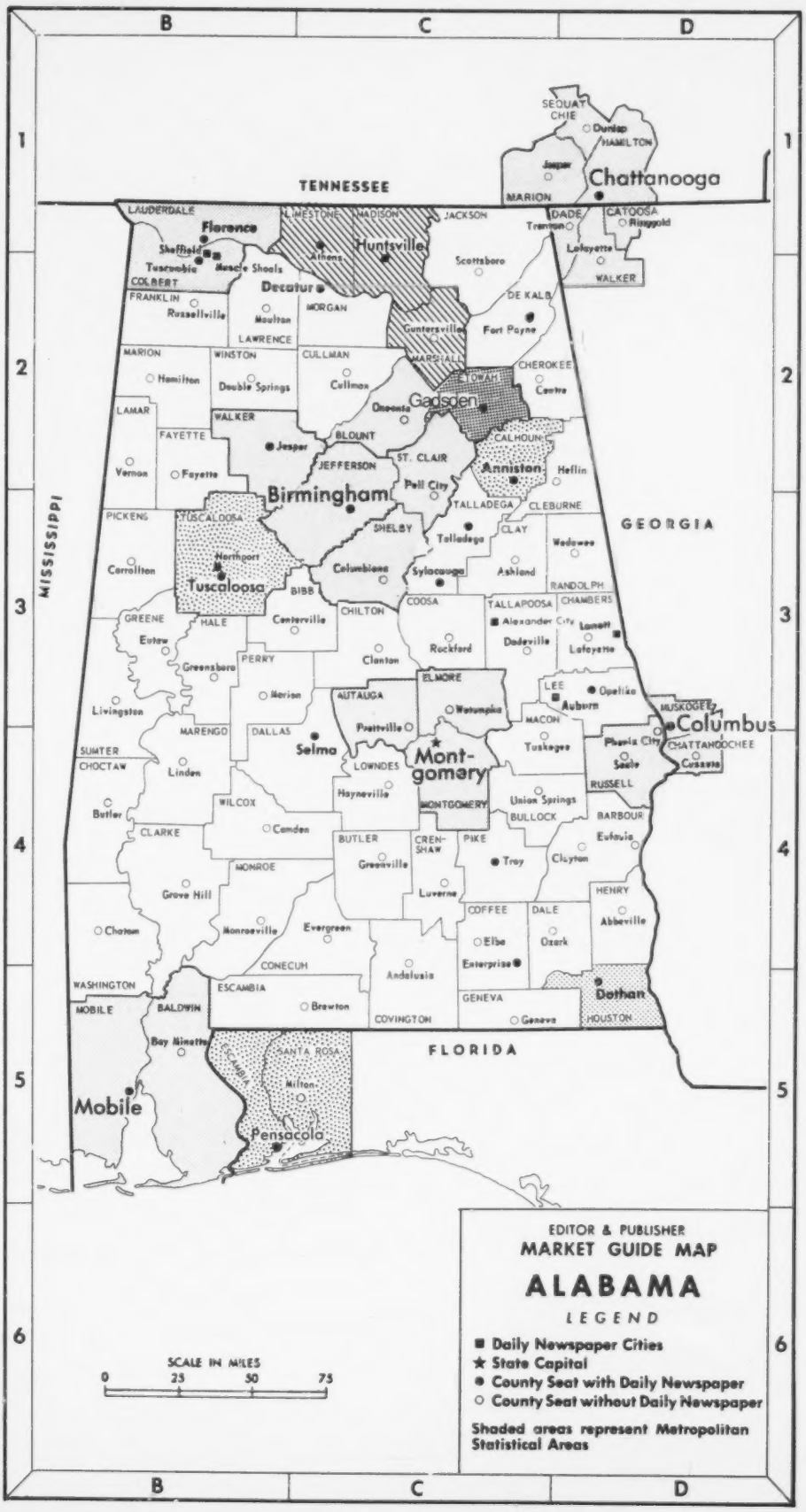
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belleview Plaza West	8	Big B Drug, Food World
Bessemer Plaza(5)	13	Zayre, Food Giant, Big B Drug, Wal-Mart
Brookwood(96)	5	Rich's, Pizitz, Winn-Dixie, Blach's, Rosenbergers
Centerpoint(18)	6	TG&Y, Consumer Warehouse
Century Plaza(90)	6	Bromberg's, Rich's, Sears, Pizitz, JCPenney
Crestwood	5	Winn-Dixie
Eastgate	NA	Sears
Eastlake Plaza	6	Goodyear, Winn-Dixie, Western, Firestone

Easttown Plz.(17)	11	Food World, Wal-Mart
Eastwood Mall(72)	6	Parisian, Service Mdse., Yeilding's, Aland's, Newberry's, Goodyear
Eastwood Plz.(20)	6	World Bazaar, K mart, Eckerd's, Consumer Warehouse
Five Points South	2	Woolworth, Emily Shop, Piggly-Wiggly
Five Points West (86)	5	Yeilding's, Parisian, Zayre, Pizitz, Woolworth, Big B Drugs, Eckerd's
Forestdale(8)	6	Big B Drugs, Sears, Goodyear, Bruno's, TG&Y
Forest Village(3)	6	Winn-Dixie, Eckerd's
Gardendale	15	Big B Drugs, K mart, Food World, Goodyear
Green Springs(14)	5	Big B Drugs, Zayre, K mart, Food World, MegaMarket
Green Valley Village(14)	8	Golbro
Hoover	8	Zayre, Winn-Dixie, Golbro, TG&Y
Hoover Mall(21)	8	Aland's, Zayre, Eckerd's, Winn-Dixie, Bromberg's
Irondale(14)	NA	Food World, Big B Drugs
Leeds	NA	Winn-Dixie
Loehmanns Village	10	TG&Y, Wal-Mart Loehmanns, Service Mdse., Marshall's
Midfield Park(21)	6	K mart, Homecrafters
Mountain Brook	4	Western, Bromberg's
Pleasant Grove	12	Winn-Dixie
Parkway East	11	Zayre, She-Shop, Handy City, T.J. Maxx
Red Mountain Plaza	6	Winn-Dixie, Big B Drug
Roebuck Plaza	8	Consumer Warehouse, K mart, JCPenney, Pizitz, Western Auto
Shades Mtn. Plz.	NA	Western Auto
Vestavia Hills	7	Sears, Woolworth, Winn-Dixie, Western, Goodyear, Parisian, Yeilding's
Village Green	15	Winn-Dixie, Eckerd, Firestone, Western Auto
Village East	6	Zayre, Winn-Dixie, T.J. Maxx
Weibel Sq.(8)	8	Big B, Handy City, Goodyear
Westgate	NA	Food World, Big B, Bargain Town USA, Homecrafters
West Lake	14	Sears, Consumer Warehouse
Westtown Plaza	14	Winn-Dixie, Eckerd's
Western Hills	8	Pizitz, Aland's, JCPenney, Woolworth, Yeilding's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Sundays & Holidays.
Stores Open Evenings-Every evening to 9:00.

13 - RETAIL OUTLETS: Department Stores-Pizitz 6; Sears 7; Blach 3; Parisian 4; Newberry's 2; JCPenney 5; Yeilding's 4; Tillman-Levenson; Rich's 2; Aland's 4.
Variety Stores-TG&Y 4; Woolworth 5.
Discount Stores-Bargain Town USA 11; Family Dollar 3; Golbro 3; K mart 8; Loehmanns; Service Merchandise 2; Standard Distributors 2; Zayre 6; Marshall's; Wal-mart 7.
Chain Drug Stores-Alley 4; Big B Drugs 24; Eckerd's 14; P&S Apothecary 2.
Chain Supermarkets-Consumer Warehouse 12; Dixie 4; Food Center 16; Food Town 4; Food World 13; Piggly Wiggly 3; Western 15; Winn-Dixie 20; MegaMarket 3.
Other Chain Stores-Shoes: Bakers 2, Bell 2, Buster Brown 2, Dollar Shoe Box 3, Shoe Bar 3, Florsheim 5, Shoe City 9, Stride Rite 2, Kinneys 6, Butler 3, Chandler, Calhoun 2, Pic'n Pay 9, Shoe Corral 2, Sikes 2, Thom McAn 2, Village Bootery 2, Wagner's Air Step 2; Ladies' Apparel: Diana Shop; Furniture: Calder 2, Ethan Allen, Haverty, Jefferson Home 5, Lorch Furniture 3, Marks-Fitzgerald 4, Pennsylvania House, Sokols, Standard 5; Tires: Firestone 11, Goodyear 18; Auto Supplies: Bumper-to-Bumper 16, Genuine Parts 15, Western Auto 4; Jewelry: A&A Ash 2, Bromberg's 4, Buschs 4, Gordon 3, Jobe-Rose 3, Lorchs 6, Zale's 2.



14 - NEWSPAPERS: POST-HERALD (m-mon to fri) 62,807; NEWS (e-mon to fri) 167,136; Comb. (m&e) 229,943; (m-sat; hol) 54,636; (e-sat; hol) 144,638; NEWS (S) 211,543; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William McGinnis, Nat. Adv. Mgr., NEWS and POST-HERALD, PO Box 2553, Birmingham, AL 35202; Tel. (205) 325-2230.
National Representative: Newhouse Newspapers Metro Suburbia.

CULLMAN

1 - LOCATION: Cullman County, E&P Map C-2, County Seat. Agriculture, manufacturing, poultry center. N central part of state. 50 mi. N of Birmingham.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.
Airlines-Charter Service; Folsom Field.

3 - POPULATION:
Corp. City 80 Cen. 13,084; Loc. Est. 13,693
CZ-ABC: (80) 13,084; (84) 12,800
RTZ-ABC: (80) 54,302; (84) 57,300
City & RTZ-ABC: (80) 67,386; (84) 70,100
County 80 Cen. 61,642; Loc. Est. 63,650

4 - HOUSEHOLDS:
City 80 Cen. 5,153; Loc. Est. 5,137
County 80 Cen. 21,758; Loc. Est. 22,928
CZ-ABC: (80) 5,153; (84) 5,100
RTZ-ABC: (80) 18,541; (84) 19,800
City & RTZ-ABC: (80) 23,694; (84) 24,900

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$174,000,000
Savings & Loan	2	$79,000,000

6 - PASSENGER AUTOS: County 51,686

7 - ELECTRIC METERS: Residence 32,657

8 - GAS METERS: Residence 1,699

9 - PRINCIPAL INDUSTRIES: Total Work Force in County 26,670: Electrical Appliances; Metal Products; Poultry Processing; Lumber; Textiles; Files.

10 - CLIMATE: Ann. Min. & Max. Temp.-15-100. First killing frost, Oct. 26. Last killing frost, Apr. 8.

11 - TAP WATER: Fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cullman(29)	NA	Giant Food, Sears, JCPenney, Foodworld, Belk-Hudson, SupeRx
South Cullman (10)	NA	TG&Y, Harco Drug, Bull Pen
Town Square(6)	NA	Big K, Eckerd's, Winn-Dixie
Northpark(6)	NA	Kroger, Revco
East Point(10)	NA	Otasco, 7-Eleven
West Town(7)	NA	Rexall, Shell, Southern Fresh, Stereo Center

Principal Shopping Days-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Ratliff's; Belk-Hudson; Carl's 2; JCPenney.
Discount Stores-Bargaintown USA; Wal-Mart; Top Dollar; K mart; TG&Y; Family Dollar.
Variety Stores-Elmores.
Chain Drug Stores-SupeRx; Eckerd's; Medicine Shoppe; Big B; Harco Drugs; Rexall.
Chain Supermarkets-Piggly Wiggly; Giant 2; Minit; 7-Eleven 5; Foodworld; Warehouse Disc. & Groc. 3.
Other Chain Stores-BF Goodrich; Western Auto; Singer Center; Otasco; Radio Shack.

14 - NEWSPAPERS: CULLMAN TIMES (m-tues to fri) 8,911; (S) 11,119; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dave Everett, Adv. Dir., TIMES, 300 Fourth Ave., SE, Cullman, AL 35055; Tel. (205) 734-2131.
National Representative: None.

DECATUR

1 - LOCATION: Morgan County, E&P Map C-2, County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67, 20, 24.

2 - TRANSPORTATION: Railroads-L & N; Southern.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Republic; American; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 42,002; Loc. Est. 43,240
CZ-ABC: (80) 50,102; (84) 50,800
RTZ-ABC: (80) 154,095; (84) 158,600
County 80 Cen. 90,231; Loc. Est. 92,891
City & RTZ-ABC: (80) 204,197; (84) 209,400

4 - HOUSEHOLDS:
City 80 Cen. 15,183; Loc. Est. 15,868
County 80 Cen. 31,369; Loc. Est. 33,048
CZ-ABC: (80) 17,860; (84) 18,400
RTZ-ABC: (80) 52,239; (84) 54,200
City & RTZ-ABC: (80) 70,099; (84) 72,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$107,800,000
Commercial	4	$499,978,000

6 - PASSENGER AUTOS: County 73,116

7 - ELECTRIC METERS: Residence 15,975

8 - GAS METERS: Residence 3,904

9 - PRINCIPAL INDUSTRIES: Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Barges; Steel Fabr.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prod.; Pckg. House Prod.; Dairy Prod.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Processing; Shipbuilding & Ironwork; Flum-Chemicals; Mobile Homes; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prod.
Principal Pay Days-Tues., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-95; Summer 67-101; Fall 52-100; Winter 23-75. First killing frost, Nov. 27. Last killing frost, April 8.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 2nd Ave.; 4 on Bank St.; 3 on E. Moulton St.
Neighborhood Shopping Centers-5th Ave. W.; Morningside, 19th Ave. & 12th St. S.E.; Danville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	4	K mart
5th Ave. W.	1	Namie's Groc.
Southland Pl.(15)	3	Radio Shack, Big B Drugs
Morningside	2	Red & White Groc.
Decatur(15)	3	Kroger, SupeRx
Westgate(15)	2	Otasco, Kents, Piggly Wiggly
Gateway(22)	3	Sears, Eckerd's, Parisian
Morgan Plaza	9	Maison-Morgan
Austin Plaza(13)	3	H&N Market
Beltline Mall(60)	5	JCPenney, Rogers, Castner-Knots
Westmead Plz.(6)	NA	Westmead Drug, Holloways
Beltine Plz.(20)	NA	Big B, Food Mart, Wal-Mart

Principal Shopping Days-Department Stores-1 p.m.-6 p.m. Sundays, Mon., Thur., Sat.; Food- Fri., Sat.
Stores Open Evenings-Most stores in major shopping centers Thur. and Fri. evenings; Beltline Mall open nightly.

13 - RETAIL OUTLETS: Department Stores-Parisian-Decatur; JCPenney; Sears; Castner-Knott; Maison-Morgan; Rogers.
Discount Stores-Kent's; K mart; Otasco; Wal-Mart; Family Dollar; Hills; Lowe's.
Chain Drug Stores-Eckerd; Lloyd's 3; Big B; SupeRx.
Chain Supermarkets-Kroger; Food World; Giant Foods; Busy Bee 2; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie; Piggly Wiggly.
Other Chain Stores-David Lee's; Diana Shop; Village Shop; Shoe City; Singer Co.; Goodyear; Busch's Jewelry; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash; Payless Shoes; Lorch's; Radio Shack.

14 - NEWSPAPERS: DAILY (e-mon to fri) 24,973; (m-sat) 24,438; (S) 27,159; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donnie Ferguson, Adv. Mgr., DAILY, 201 1st Ave.; PO Box 1527, Decatur, AL 35602; Tel. (205) 353-4612.
National Representative: Landon Associates.

DOTHAN

1 - LOCATION: Houston County, (MSA) E&P Map D-5, 115 mi. SE of state capital, Montgomery; 215 mi. from Birmingham; 219 mi. from Atlanta; 256 mi. from Jacksonville; 153 mi. from Pensacola.

2 - TRANSPORTATION: Railroads-ACL; Central of Georgia; Atlanta & St. Andrews Bay; Hartford & Slocomb.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic (jet service); Atlantic Southeastern (Delta); Devoe.

3 - POPULATION:
Corp. City 80 Cen. 48,750; Loc. Est. 52,000
CZ-ABC: (80) 48,750; (84) 52,700
RTZ-ABC: (80) 196,571; (84) 197,500
County 80 Cen. 74,632; Loc. Est. 78,477
MSA 80 Cen. 122,453; Loc. Est. 128,365
City & RTZ-ABC: (80) 245,321; (84) 250,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,376; Loc. Est. 18,556
County 80 Cen. 26,183; Loc. Est. 28,215
CZ-ABC: (80) 17,376; (84) 19,000
RTZ-ABC: (80) 67,084; (84) 68,200
MSA 80 Cen. 41,351; Loc. Est. 44,306
City & RTZ-ABC: (80) 84,460; (84) 87,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$360,995,250
Savings & Loan	3	$277,565,673

6 - PASSENGER AUTOS: County 61,576

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 775; Food 1,330; Lumber 290; Metal Works 390; Govt. 3,450; Transp. 1,400; Tobacco 175; Chemicals 250; Furniture 300; Wholesale & Retail 7,130; Services 2,960; Textiles & Apparel 1,710; Construction 4,420; Electronics 1,700; Electric Motors 1,100; Tires 1,600. Total Wage Earners 27,620 (Houston County).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-98; Summer 57-103; Fall 53-98; Winter 17-102. First killing frost, Nov. 20. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 1/2 blocks on Main St.; 4 on Foster St.; 3 on Oates St.; Ross Clark Circle.
Neighborhood Shopping Centers-2 blocks on Main & Edgewood Dr.; 1 at St. Andrews & Cottonwood Rd.; 2 at S. Oates & Selma St.; S. East St.; 3 at North St., Andrews & Powell St.; Northside Mall; Porter Square & Circle West Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main	1	Northcutt's Dixie Dandy
Southside	1	Piggly Wiggly
Plaza Two(30)	2	Howards Brand Discount
Woodland	2	IGA Foodliner
Central Village	1	Medical Arts Phcy.
Northside Mall(70)	3	Mont. Ward
Hwy. 231 North(20)	2	Gaylords
Northview Ctr.(2)	3	K mart
Circle South(5)	4	Winn-Dixie, Revco, Radio Shack
K mart Plz.(1)	4	K mart
K mart (S.) Plz.	NA	K mart
Wise	22	Furniture Fair
Porter Sq.(30)	1	JCPenney, A&P, Walgreen, TG&Y
Circle West(14)	3	Wilbro, Eckerd's, Piggly-Wiggly

Principal Shopping Days-Department Stores-Mon., Fri., and Sat.; Food-Thur., Fri., and Sat.
Stores Open Evenings-Fri.-Northside Mall; Porter Square; Gaylord's; Howards Brand Discount & K mart every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; B.C. Moore; Montgomery Ward; Howards; Lowes.
Variety Stores-B.C. Moore; TG&Y; Walgreen; Albertson's.
Chain Drug Stores-Eckerd's; Revco; Walgreen.
Discount Stores-Gaylord's; Family Dollar; Howards; K mart.
Chain Supermarkets-Piggly Wiggly 3; Dixie Dandy; A&P; IGA 5; Winn-Dixie; Sav-A-Minit 6; Junior Food 6; Super Foods; E-Z Foods 4; Majik Mkt. 2; Foodworld 2; Albertsons.
Other Chain Stores-Butler Shoe; Eleanor Shop; Haverty Furn.; Goodyear; Firestone 2; Singer Store; Lowe's Inc.; Warnaco; Danley Furniture; Goodrich; Western Auto; S&H Green Stamps; Moore-Handley Hdwe.; Lorch Jewelry; Badcock Furn.; Ace Hdwe.; Young & Vann Supply.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 21,993; (m-sat) 20,917; (S) 25,334; Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Steven E. Maxwell, Adv. Dir., EAGLE, 203 N. Oates St.; PO Box 1968, Dothan, AL 36302; Tel. (205) 792-3141.
National Representative: Thomson Newspapers.

ENTERPRISE

1 - LOCATION: Coffee County, E&P Map C-4. County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84; State Hwys. 27, 134, 167, 248.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.
Airlines-Trans Air Express.

3 - POPULATION:
Corp. City 80 Cen. 18,033; Loc. Est. 19,954
County 80 Cen. 38,533; Loc. Est. 40,691
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,334; Loc. Est. 7,089
County 80 Cen. 13,430; Loc. Est. 14,475

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$26,331,000
Commercial	3	$131,817,000

6 - PASSENGER AUTOS: County 32,402

7 - ELECTRIC METERS: Residence 8,300

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Cotton and Cottonseed Prod.; Peanut Butter; Peanut Oil; Clothing; Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Prod.; Poultry; Poultry Processing; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20. Last killing frost, Mar. 10.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plaza(10)	NA	Alatex Outlet
Morgan Sq.(8)	NA	SupeRx, Winn-Dixie
West Gate(36)	NA	B.C. Moore & Sons, Otasco, IGA, Sears
Enterprise(9)	NA	Wal-Mart, JCPenney
Discount Plaza(10)	NA	Enterprise Wholesale
TG&Y Family Ctr.	NA	TG&Y

13 - RETAIL OUTLETS: Department Stores-JCPenney; TG&Y; Bisk; B.C. Moore & Sons; David Lee's.
Discount Stores-Value Mart.
Variety Stores-Super Store; Downtown 5&10.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Super Foods; Piggly Wiggly; IGA Foodliner; Winn-Dixie.
Other Chain Stores-Sears; Radio Shack; Leons; Otasco; Western Auto; Whites Auto; Cato; Shoe City; Neal Logue; PayLess Shoes; National Foot Store; Easy Pay; Firestone; Dacloy Furniture; Alpro Auto Parts; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 6,851; (S) 7,478; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Joan Ziglar, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.
National Representative: Thomson Newspapers.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

1 - LOCATION: E&P Map B-1 & B-2 (In Florence MSA). Florence (County Seat) in Lauderdale County. Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys. 2, 13, 17, 20, 157.

2 - TRANSPORTATION: Railroads-L&N, Southern.
Water-Tennessee River Barge Service.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound, Continental Trailways.
Airlines-ASA (Atlantic Southeastern); Skyways; Sunbelt.

3 - POPULATION:
Corp. Cities 80 Cen. 66,980; Loc. Est. 70,423
Florence 80 Cen. 37,029; Loc. Est. 38,849
Sheffield 80 Cen. 11,903; Loc. Est. 11,932
Tuscumbia 80 Cen. 9,157; Loc. Est. 9,608
Muscle Shoals 80 Cen. 8,911; Loc. Est. 10,034
CZ-ABC: (80) 66,980; (84) 66,600
RTZ-ABC: (80) 68,085; (84) 72,000
Counties 80 Cen. 135,023; Loc. Est.141,143
Lauderdale 80 Cen. 80,504; Loc. Est. 84,451
Colbert 80 Cen. 54,519; Loc. Est. 56,682
MSA 80 Cen. 135,023; Loc. Est. 141,143
City RTZ-ABC: (80) 135,065; (83) 138,600

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,591; Loc. Est. 25,635
Florence 80 Cen. 13,620; Loc. Est. 14,188
Sheffield 80 Cen. 4,612; Loc. Est. 4,600
Tuscumbia 80 Cen. 3,291; Loc. Est. 3,400
Muscle Shoals 80 Cen. 3,068; Loc. Est. 3,447
MSA 80 Cen. 47,388; Loc. Est. 50,643
CZ-ABC: (80) 24,597; (84) 24,700
RTZ-ABC: (80) 22,804; (84) 24,400
Counties 80 Cen. 47,388; Loc. Est. 50,643
Lauderdale 80 Cen. 28,207; Loc. Est. 30,255
Colbert 80 Cen. 19,181; Loc. Est. 20,388
City & RTZ-ABC: (80) 47,401; (84) 49,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$350,000,000
Commercial	12	$450,000,000

6 - PASSENGER AUTOS: Counties: Lauderdale 66,229; Colbert 42,546

7 - ELECTRIC METERS: Residence 20,158

8 - GAS METERS: Residence 13,785

9 - PRINCIPAL INDUSTRIES: (Metro Area) Industry, No. of Wage Earners-Electric power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chems. & Allied Pdts. 2,263; Rubber Prod. 1,260; Fabricated Metals 580; Food 490; Textile Prod. 550; Stone Clay & Glass Pdts. 500; Machinery 1,370. Also University of North Alabama over 5,000 students, 165 teachers.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29. Last killing frost, Apr. 5.

11 - TAP WATER: Florence-Alkaline, soft; Sheffield and Tuscumbia-Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Florence-8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.
Sheffield-6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
Tuscumbia-2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
Muscle Shoals-2 mi. on Woodward Ave.
Neighborhood Shopping Areas-2 blocks on Wood Ave.; in N. Florence; 2 on Huntsville Rd. at Weeden Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seven Points(17)	2	TG&Y, Kroger, SupeRx
Four-Lane(18)	1	
Boulevard	3	K mart
Towne Plaza(12)	1	Hancock Fabrics, Kroger, SupeRx
Southgate Mall(30)	NA	Wal-Mart, Big B Drugs, Winn-Dixie
Florence Pl.(13)	NA	SupeRx, Kroger
English Village(15)	NA	Hancock Fabrics, London Shop
Regency Square Mall(70)	NA	Castner-Knott, Pizitz, Parisian, Sears, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Some-Mon. & Fri. (Shopping Ctrs.-nights).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Rogers 2; TG&Y 2; Davis.
Discount Stores-K mart 2; Big K; Family Dollar 2; Factory Discount; Fred's Dollar Store; Dollar General Store; TG&Y 2; Wal-Mart.
Variety Stores-TG&Y 2.
Chain Drug Stores-Walgreen; SupeRx 3; Whorton's 3; Big B 2; Rushing 2; Colbert's 2; Eckerd's.
Chain Supermarkets-Kroger 4; Winn-Dixie 2; Big Star 5; Wilson's 3; Shop Rite 8; Food World; Consumer's Warehouse 2.
Other Chain Stores-Busch's Jewelry; Firestone 2; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Southern Sash; Sterchi Bros. 2; Thom McAn; United Paint; Western Auto 3; Zale's Jewelry; Village Shops 5; Best Jewelry 2; Otasco; Royal Furniture; Tommie Lou's; Colony Men's Shop 2; Hancock Fabrics 2; Lerner's; Fashion Conspiracy; Radio Shack 3; Circus World; Sports Edition; Parisian; Pizitz.

14 - NEWSPAPERS: TIMES DAILY (m) 30,434; (S) 33,126; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Craig Hyman, Adv. Dir.or Tim Warren, Rtl. Mgr., TIMES DAILY, PO Box 797, Florence, AL 35631; Tel. (205) 766-3434.
National Representative: Branham/Newspaper Sales.

FORT PAYNE

1 - LOCATION: De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of state. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59. On I-59; U.S. Hwy. 11.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,485; Loc. Est. 11,859
County 80 Cen. 53,658; Loc. Est. 55,403

4 - HOUSEHOLDS:
City 80 Cen. 4,410; Loc. Est. 4,529
County 80 Cen. 19,247; Loc. Est. 20,365

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$208,498,000
Commercial	3	(see above)

6 - PASSENGER AUTOS: County 43,143

7 - ELECTRIC METERS: Residence 13,400

8 - GAS METERS: Residence 2,082

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fabricated Steel 500.
Principal Industry Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-De Kalb Plaza. 15 blocks on Gault Ave. South.
Neighborhood Shopping Center-Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. North; K mart shopping center, on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(6)	NA	Winn-Dixie, Wal-Mart
K mart(3)	NA	K mart, Big B, Food World
Hurley's(3)	NA	Bruce's Foodland

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers, food, drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.
Discount Stores-Bargain Town; Family Dollar; Pic 'N Pay; K mart; Wal-Mart; Dollar General.
Chain Drug Stores-Harco; Kilgore; Big B.
Chain Supermarkets-Winn-Dixie; Warehouse Markets; Foodland; Food World.

14 - NEWSPAPERS: TIMES JOURNAL (m-tue to fri; S) 6,036; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jimmie Turner, Adv. Mgr., TIMES JOURNAL, PO Box 349; 200 8th St., S.E., Fort Payne, AL 35967; Tel. (205) 845-2550.
National Representative: None.

GADSDEN

1 - LOCATION: Etowah County (MSA). E&P Map C-2, County Seat. Industrial center. NE part of state, 65 mi. from Birmingham, in Sand Mountain District. Major roads and highways, I-59; U.S. Hwys. 11, 278, 411, 431; Alabama Hwys. 25, 77, 227.

2 - TRANSPORTATION: Railroads-Southern; Seaboard System Railroad.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 47,565; Loc. Est. 46,163
CZ-ABC: (80) 59,950; (84) 56,200
RTZ-ABC: (80) 144,460; (84) 154,600
County/MSA 80 Cen. 103,057; Loc. Est. 104,919
City RTZ-ABC: (80) 204,410; (84) 210,800

4 - HOUSEHOLDS:
City 80 Cen. 18,143; Loc. Est. 18,153
County/MSA 80 Cen. 36,864; Loc. Est. 38,409
CZ-ABC: (80) 22,401; (84) 21,200
RTZ-ABC: (80) 50,612; (84) 54,800
City & RTZ-ABC: (80) 73,013; (84) 76,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$405,469,000
Savings & Loan	2	$149,571,597

6 - PASSENGER AUTOS: County 76,969

7 - ELECTRIC METERS: Residence 40,579

8 - GAS METERS: Residence 24,579

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 3,800 ($210); Rubber 4,000 ($210); Trucking ($200); Concrete Pipe ($150); Dairy Prod. ($150); Light Machinery (N.A.).
Principal Pay Days-Fri.; Rubber: Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.
Neighborhood Shopping Centers-W Gadsden-12th and Forrest Ave. E Gadsden-E Broad and Hoke St. Alabama City: Wall St., Rainbow City, N 12th St. Attalla; N 3rd St. and Meighan Blvd.; Noccalula.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Plaza(22)	2	Food World, Food Giant
Agricola(18)	1	Consumer Warehouse, G.C. Murphy
Gadsden Mall(67)	1	Sears, Pizitz, Belk's,
Canterberry Sta.	NA	TG&Y, Food World
Midtown Shopping Ctr.	NA	Gregerson's Warehouse, Chuck E. Cheese

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food; Sears; Belk-Hudson; Pizitz; and all Mall stores.

13 - RETAIL OUTLETS: Department Stores-Pizitz; Martin's; JCPenney; Sears; Belk-Hudson.
Discount Stores-Top Dollar; K mart 2; Wal-Mart 2; TG&Y; Sparko.
Chain Drug Stores-Eckerd's 3; Big B; Alaco 4; Revco 2.
Chain Supermarkets-Food World 2; Food Giant 2; Consumer Warehouse 2; Gregerson's Warehouse Groceries 3; Winn-Dixie 3.
Other Chain Stores-Otasco 2; Goodyear; Firestone; Radio Shack 2; Diana Shop; Budds; Jarman; Circus World; Gateway Books; Kinney; Lang's Sporting Goods; Stuart's; Brooks Fashions; Directions; Footscene; Pic 'N Pay; Shoe City; Lynn's; Hallmark; Vicki-V (Vogue); Lowes; Marvin's.

14 - NEWSPAPERS: TIMES (e) 28,446; (S) 30,919; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Merideth Thomas, Retail Adv. Mgr., TIMES, 401 Locust St.; PO Box 188, Gadsden, AL 35999; Tel. (205) 547-7521.
National Representative: Landon Associates.

HUNTSVILLE

1 - LOCATION: Madison County (MSA). E&P Map C-2, County Seat. Corporate area 106 sq mi. In extreme N part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), miscellaneous manufacturing and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. 231, 431 and 72. Municipal Jetport.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-United; Republic; American; Eastern; Atlantic/ Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 142,513; Loc. Est. 148,301
CZ-ABC: (80) 142,513; (84) 139,500
RTZ-ABC: (80) 256,460; (84) 264,500
County/MSA 80 Cen. 196,966; Loc. Est. 204,966
City & RTZ-ABC: (80) 398,973; (84) 404,000

4 - HOUSEHOLDS:
City 80 Cen. 50,424; Loc. Est. 53,493
County/MSA 80 Cen. 67,082; Loc. Est. 71,406
CZ-ABC: (80) 50,424; (84) 49,800
RTZ-ABC: (80) 86,767; (84) 90,500
City & RTZ-ABC: (80) 137,191; (84) 140,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$443,000,000
Commercial	6	$919,000,000

6 - PASSENGER AUTOS: County 170,168

7 - ELECTRIC METERS: Residence 81,116

8 - GAS METERS: Residence 26,073

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Redstone Arsenal 24,000 ($450); Textile & Leather 1,817 ($250); Fabricated Metals 340 ($300); Electronics, Fine Metals 370 ($300); Farm Implements 226 ($275); Construction 4,000 ($310); Chemicals 260; Machinery 1,500; Engineering Res. & Dvlpmt. 11,000 ($450); University Education; Cosmetics 500 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks around Square; Washington, Jefferson, Clinton.
Neighborhood Shopping Centers-5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 66 stores; Heart of Huntsville 22 units; Mall 60 units; Dunnavant's Mall 19 units; Willowbrook 25 units; Haysland-Hamilton Square 28.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(60)	3	Rutenbergs, JCPenney, Lerner, Woolworth,
Parkway City(66)	4	Parisians, Pizitz, Rutenbergs, Murphy Mart
Heart of Huntsville(22)	1	Sears, Woolworth, Cunninghams
Haysland-Hamilton Square(28)	6	Foodworld, Big B, Wal-Mart, Eckerd's, Winn-Dixie, Belk-Hudson
Dunnavants(19)	1	Dunnavants
Oak Park(14)	3	Kroger, Radio Shack
Whitesburg(16)	5	Lucky's, Budds
Willowbrook(16)	6	Piggly Wiggly, Eckerd's
Five Points	2	Star Markets, Propsts
Sycamore Sq.(8)	4	Braggs, Ethan Allen, Mason Jeweler
Crossroads(7)	4	Winn-Dixie, Eckerds
Madison Square	8	Castner-Knotts, Pizitz, Parisian
Governors Drive(5)	3	Kents, Center Drug
Northside(11)	5	Winn Dixie, Kents, Auto Shack
Westbury(10)	4	Goldbro, Big B, Foodworld
Wal-Mart(4)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Principal Shopping Center-Thur. & Fri. Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Dunnavants; Montgomery Ward; JCPenney; Belk-Hudson; Pizitz; Parisian; Blach; Yeilding's; Castner-Knotts.
Variety Stores-Woolworths 2; Murphy Mart 2; Wal-Mart 4.
Discount Stores-K mart; Eckerd's; Edwards Warehouse; Derrick's Furn. Ctr.; Handy City; Service Merchandise; Scotties; Wal-Mart; Golbro; Family Dollar; Kent's; Dollar General.
Chain Drug Stores-Walgreens; Eckerd's; Propst; Medicine Shoppe; Big B; Kroger; Albertson; Revco.
Chain Supermarkets-Kroger; Winn Dixie; Lucky's; Piggly Wiggly; Big Star; Big Bros.; Albertson; Foodworld; Warehouse Groceries.
Other Chain Stores-Shoes: Butlers, Ford, Jarman, Kinney; Women's Ready-to-Wear: Eleanors, Lerners, Mary's Shoppe, Catherine's Stout Shop, Betty G's; Furniture: Sterchi Bros., Marks Fitzgerald, Edward's, Holderfields; Rubber Goods: Goodyear, Goodrich, General Tire, U.S. Tire, Firestone; Men's Wear: National Shirts, Schwobilt, Budd's London Transit, Kuppenheimer; Jewelers: Dreifus, Brombergs, Lorchs, Zales, Masons, Cross, Kay.

14 - NEWSPAPERS: TIMES (e-mon to fri) 56,425; (sat) 48,705; (S) 66,275; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Virginia V. Bowers, Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel. (205) 532-4000.
National Representative. Newhouse Newspapers Metro Suburbia.
NEWS (m-mon to fri) 11,717; (m-sat) 9,867; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Fred Holmes, Adv. Cnr., NEWS, 2117 West Clinton Ave., Huntsville, AL 35804; Tel. (205) 534-2529.
National Representative. Newhouse Newspapers Metro Suburbia.

JASPER

1 - LOCATION: Walker County (in Birmingham MSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, manufacturing, and agriculture (includes cattle, poultry, & timber).

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central; Southern.
Motor Freight Carriers-Hiller; Ross Neely; Delta; plus connections with all carriers serving Birmingham.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,894; Loc. Est. 11,900
CZ-ABC: (80) 11,894; (84) 12,000
RTZ-ABC: (80) 41,023; (84) 43,600
County 80 Cen. 68,660; Loc. Est. 69,131
MSA 80 Cen. 883,819; Loc. Est. 904,850
City & RTZ-ABC: (80) 52,917; (84) 55,600

4 - HOUSEHOLDS:
City 80 Cen. 4,412; Loc. Est. 4,430
CZ-ABC: (80) 4,412; (84) 4,500
RTZ-ABC: (80) 14,160; (84) 15,200
County 80 Cen. 23,817; Loc. Est. 24,489
MSA 80 Cen. 316,381; Loc. Est. 331,224
City & RTZ-ABC: (80) 18,572; (84) 19,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$276,000,100
Savings & Loan	2	$114,871,817

6 - PASSENGER AUTOS: County 53,013

7 - ELECTRIC METERS: Residence 13,559

8 - GAS METERS: Residence 3,151

9 - PRINCIPAL INDUSTRIES: Mining, Manufacturing, and Agriculture. Approx. 20,000 wage earners (county); Avg. Wkly. Wage-N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

11 - TAP WATER: Fluoridated

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jasper Mall(32)	NA	K mart, JCPenney, Zale's, Eckerd's
Parklands(40)	NA	Jefferson Home Furniture
Foodworld Plz.	NA	Food World, Big B Drugs

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weinstein's; G. May & Sons 2.
Discount Stores-Top Dollar; Bargaintown; Payless; Fred's; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Big B Drugs; Eckerd's; Revco.
Chain Supermarkets-Consumer's; Winn-Dixie; Food World; Handy Dandy Minit Mkts. 4; Son's 5; Sav More.
Other Chain Stores-Goodyear; Firestone; Singer; Lorch's.

14 - NEWSPAPERS: MOUNTAIN EAGLE (e-mon to fri) 11,757; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Walker, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-2840.
National Representative: Landon Associates.

LANETT, AL-WEST POINT, GA

1 - LOCATION: Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers. 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18 and 103 in GA; in AL 50; I-85.

2 - TRANSPORTATION: Railroads-Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 11,191; Loc. Est. 11,646
Lanett, AL 80 Cen. 6,897; Loc. Est. 7,117
West Point, GA 80 Cen. 4,294; Loc. Est. 4,529
Counties 80 Cen. 89,194; Loc. Est. 92,934
Chambers, AL 80 Cen. 39,191; Loc. Est. 40,462
Troup, GA 80 Cen. 50,003; Loc. Est. 52,472

4 - HOUSEHOLDS:
Cities 80 Cen. 4,236; Loc. Est. 4,524
Lanett 80 Cen. 2,644; Loc. Est. 2,792
West Point 80 Cen. 1,592; Loc. Est. 1,732
Counties 80 Cen. 30,975; Loc. Est. 33,097
Troup, GA 80 Cen. 17,455; Loc. Est. 18,769
Chambers, AL 80 Cen. 13,520; Loc. Est. 14,328

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$50,000,000
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: Counties: Troup, GA 26,609; Chambers, AL 27,790

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 8,454; Latex 400; Foundry & Mach. 150; Textile Machy. 210.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Plaza(15)	1	Quick Stop, Green Drug, Family Dollar
Cherry Valley(23)	NA	Roses, Big B, Curtis Mathes, Piggly Wiggly

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's, Wal-Mart, Otasco.
Variety Stores-Bargain Town.
Chain Drug Stores-Lee's; Big B, Eckerd's, Buy Wise.
Chain Supermarkets-Kwik Chek, Piggly Wiggly; Kroger; Winn-Dixie; Food Giant.
Other Chain Stores-Busch Jewelry; Sears (catalog); Diane Shop; Rhodes; Skinner; Cato's.

14 - NEWSPAPERS: VALLEY TIMES NEWS (e-mon to fri) 10,615; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mark T. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St.; PO Box 627, Lanett, AL 36863; Tel. (205) 644-1101.
National Representative: Landon Associates.

MOBILE

1 - LOCATION: Mobile County (MSA). E&P Map B-5. 157 mi. NE of New Orleans in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; 31 mi. from Gulf of Mexico.

2 - TRANSPORTATION: Railroads-Alabama, Louisville & Nashville; Southern Ry System; Illinois Central Gulf; St. Louis-San Francisco; Frisco & Alabama State Docks Terminal (freight). Important river canal system.
Motor Freight Carriers-60.
Intercity Bus Lines-Continental Southern; Greyhound; Trailways; Gulf Transport.
Steamship Lines-61 Passenger; 39 Freight.
Airlines-American, Eastern; Republic; Texas International.

3 - POPULATION:
Corp. City 80 Cen. 200,452; Loc. Est. 214,641
CZ-ABC: (80) 247,395; (84) 242,400
RTZ-ABC: (80) 496,752; (84) 530,300
MSA 80 Cen. 442,819; Loc. Est. 464,940
County 80 Cen. 364,379; Loc. Est. 382,961
City & RTZ-ABC: (80) 744,147; (84) 772,700

4 - HOUSEHOLDS:
City 80 Cen. 71,400; Loc. Est. 77,112
County 80 Cen. 123,090; Loc. Est. 132,238
MSA 80 Cen. 149,825; Loc. Est. 160,841
CZ-ABC: (80) 86,365; (84) 85,500
RTZ-ABC: (80) 160,321; (84) 173,100
City & RTZ-ABC: (80) 246,686; (84) 258,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$800,793,095
Commercial	7	$1,413,326,000

6 - PASSENGER AUTOS: County 252,149

7 - ELECTRIC METERS: Total 142,934

8 - GAS METERS: Total 86,832

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied 7,100 ($448); Shipbuilding & Repair 5,900 ($342); Chemical & Allied 4,500 ($430); Lumber & Wood Prods. 2,100 ($246); Food & Allied 2,100 ($172); Whls. & Ret 36,800; Govt. 27,200; Const. 11,000. Mfg. 31,000; Services 29,800; Transp. 10,400; Finance 7,300. Also 3 4-yr. colleges and 2 2-yr. colleges-13,000 students.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Bel Air Mall and Springdale Mall & Plaza-both at intersection of Airport Blvd. & I-65.
Neighborhood Shopping Centers-Crichton; Springhill; Government St., Loop; Brookley; Oakdale; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90., Navco, Whistler, Toulminville, Plateau; Tillman's Corner.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown	NA	Gaylors, Burts, Woolworth, Eckerd
Bel Air Mall(138)	NA	Sears, JCPenney, Holmes
Springdale Plaza & Mall(100)	NA	Gayfers, Mont. Ward, K&B Drugs
Prichard	NA	JCPenney, TG&Y, Eckerd's
Crichton(14)	NA	Family Dollar, Shoe City
Overlook	NA	Delchamps, Gibsons, TG&Y, Kinney Shoes
Springhill Plaza & Mall(15)	NA	A&P, Firestone, TG&Y, Big B Drugs, Wests, Eckerd's
Springhill Plaza(33)	NA	Delchamps, K&B
Kingswood University(13)	NA	Otasco, A&P, Gaylords
Regency	NA	Winn-Dixie, Food World, Big B Drugs, K mart
Midtown Mart(15)	NA	A&P, Eckerd's, Otasco, TG&Y
Skyline Plaza	NA	Delchamps, K&B, Greer's
Westgate(12)	NA	Winn-Dixie, Otasco, Radio Shack
Tillman's Corner	NA	Food World, Goodyear, A&P, TG&Y
Gulf Dale(12)	NA	Delchamps, Greer's
Airport Blvd.	NA	Hancock Fabrics, Rhodes Furn.

Principal Shopping Days-Food-Fri. and Sat. Others-Mon., Fri., Sat.
Stores Open Evenings-Sears, Gayfer's, Holmes, Montgomery Ward, JCPenney, West's, Gaylord, K mart.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Sears; Zoghbys; JCPenney; Montgomery Ward; Holmes.
Discount Stores-Gaylords; Dollar General; Rose's; Plain Value; Scotties.
Variety Stores-Kress; TG&Y; Super 5&10; Woolworth; Family Dollar.
Chain Drug Stores-Eckerd's 12; K&B 5; Revco 6; Big B 4.
Chain Supermarkets-Delchamps 21; National 4; A&P 6; Greer's (Save More) 15; Winn-Dixie 13; Food World (Brunos) 4; IGA 8.
Other Chain Stores-Singer Stores; Wests; Goodrich; Goodyear; Otasco; Firestone; Rhodes Furniture; Phillips Shoes; Lerner Shops; Gulf Furniture; Lee Optical; Lorch Jewelers; Royal Optical; Pearl Vision Center; Bakers; Burts; Thom McAn.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 50,249; PRESS (e-mon to fri) 48,822; (m-sat) 83,109; PRESS-REGISTER (S) 100,396; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS-REGISTER, 304 Gov't St.; PO Box 2488, Mobile, AL 36630; Tel. (205) 433-1551.
National Representative: Newhouse Newspapers Metro Suburbia.

MONTGOMERY

1 - LOCATION: Montgomery County (MSA). E&P Map C-4. State Capital; County Seat. Center of rich farm territory; military center. Maxwell Air Force Base, 90 mi. S of Birmingham; 190 mi. NE of Mobile and 175 mi. SW of Atlanta. Located on Alabama River. Agricultural and livestock shipping center.

2 - TRANSPORTATION: Railroads-L&N; W of Ala; Seaboard Coast Line; Southern; Illinois Central Gulf; Norfolk Southern Corp.
Motor Freight Carriers-34.
Airlines-Delta; Republic; Atlantic Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 178,857; Loc. Est. 186,919
CZ-ABC: (80) 177,857; (84) 189,700
RTZ-ABC: (80) 436,316; (84) 439,200
County 80 Cen. 197,038; Loc. Est. 207,078
MSA 80 Cen. 272,687; Loc. Est. 286,202
City & RTZ-ABC: (80) 613,722; (84) 628,900

4 - HOUSEHOLDS:
City 80 Cen. 62,716; Loc. Est. 67,358
County 80 Cen. 68,471; Loc. Est. 73,660
MSA 80 Cen. 92,692; Loc. Est. 99,595
CZ-ABC: (80) 62,716; (84) 67,600
RTZ-ABC: (80) 145,409; (84) 147,600
City & RTZ-ABC: (80) 207,948; (84) 215,200

5 - BANKS	NUMBER	DEPOSITS
All Banks	NA	$1,162,879,000

6 - PASSENGER AUTOS: County 151,323

7 - ELECTRIC METERS: Residence 100,000

8 - GAS METERS: Residence 65,693

9 - PRINCIPAL INDUSTRIES: Av. No. of Wage Earners (MSA)-Total-97,816. Mining and Quarrying 67; Construction 7,256; Manufacturing 16,338; Trans., Comm. & Pub. Utilities 4,184; Wholesale & Retail Trade 23,278; Fin., Insur., & Real Estate 5,932; Service 18,437; State & Local Govt. 20,142; Other 740.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-89; Summer 68-93; Fall 45-76; Winter 37-61. First killing frost, Nov. 30. Last killing frost, Mar. 17.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St.; 2 on Commerce St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Pkwy.(15)	NA	Sewing Basket
Capitol Plaza(15)	NA	Winn-Dixie, Wilson's
Cloverland(44)	NA	IGA
Country Club(6)	NA	Winn-Dixie
Delraida(7)	NA	Winn-Dixie
Eastdale Mall(150)	NA	Pizitz, Parisians, Gayfers
East Montgomery Plaza(10)	NA	Super Foods, TG&Y
Eastbrook(33)	NA	Super Foods
Fairview Plaza(6)	NA	Winn-Dixie, Otasco, Revco
Fairview West(6)	NA	Food World
Forest Hills(12)	NA	Revco
Gay Meadows(8)	NA	Ace Hdwe.
Governers Sq.(17)	NA	Food World
Montgomery Mall(45)	NA	JCPenney, Gayfer's, Food World
Normandale(45)	NA	Winn-Dixie
Norman Bridge South(9)	NA	Winn-Dixie
Perry Hill(7)	NA	Super Foods
Southside(15)	NA	Winn-Dixie
Westminister(8)	NA	World Bazaar, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mall open every night to 9:00; rest open Mon., Thur., Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Gayfer's 2; JCPenney; Sears; Parisians; Pizitz.
Discount Stores-Gaylord's 2; Service Merchandise 2; TG&Y; K mart 2.
Variety Stores-Kress; H.L. Green.
Chain Drug Stores-Dixie Rexall; Revco 4; Eckerd's 4; SupeRx; Price 2; Big B 4.
Chain Supermarkets-A&P 2; Albertsons 2; Big Bear/Super Foods 8; Big Apple 2; Food World 3; Family Mart; IGA 2; Jr. Food Mart 6; 7-Eleven 10; Southern Pantry 6; Winn-Dixie 10; Zippy Mart 11.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Western Auto; Goodrich; Uniroyal; Stein's; Otasco; Lowe's; Zachry's; Rhodes; Zale's; West Building; Wilson's.

14 - NEWSPAPERS: ADVERTISER (m-mon to fri) 49,958; JOURNAL (e-mon to fri) 23,364; JOURNAL & ADVERTISER (sat) 65,625; (S) 83,398; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom D. Conner, Nat'l. Adv. Mgr., ADVERTISER and JOURNAL, 200 Washington St., Montgomery, AL 36104; Tel. (205) 262-1611.
National Representative: Branham/Newspaper Sales.

MUSCLE SHOALS
See FLORENCE

OPELIKA-AUBURN

1 - LOCATION: Lee County. E&P Map D-3. County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: Railroads-Western Rwy. of Alabama; Central of Georgia.
Motor Freight Carriers-15.
Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 50,221; Loc. Est. 53,380
Opelika 80 Cen. 21,896; Loc. Est. 23,838
Auburn 80 Cen. 28,471; Loc. Est. 29,542
CZ-ABC: (80) 50,367; (84) 52,600
RTZ-ABC: (80) 83,617; (84) 86,300
County 80 Cen. 76,283; Loc. Est. 79,264
City & RTZ-ABC: (80) 133,984; (84) 138,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009; Loc. Est. 18,915
Opelika 80 Cen. 7,685; Loc. Est. 8,405
Auburn 80 Cen. 10,324; Loc. Est. 10,510
CZ-ABC: (80) 18,009; (84) 18,900
RTZ-ABC: (80) 28,617; (84) 29,800
County 80 Cen. 26,973; Loc. Est. 28,679
City & RTZ-ABC: (80) 46,626; (84) 48,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$30,000,000
Commercial	8	$120,000,000

6 - PASSENGER AUTOS: County 49,476

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 ($135).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Plaza(30)	NA	United Super, Big Ten Tire
Village Mall(35)	NA	Revco, Zales, Gayfer's, Sears

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Sears; JCPenney.
Discount Stores-Lee Discount; Family Dollar; TG&Y; Wal-Mart 2; K mart.
Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Piggly-Wiggly; Consumer Foods; United Super.
Chain Drug Stores-Lee's; SupeRx; Eckerd; Revco.
Other Chain Stores-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Lorch's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,250, (S) 14,572; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bennett, Adv. Mgr., NEWS, 3505 Pepperell Parkway; PO Drawer 2208, Opelika, AL 36802; Tel. (205) 749-6271.
National Representative: Thomson Newspapers.

SCOTTSBORO

1 - LOCATION: Jackson County. E&P Map C-2, County Seat. 45 mi. E of Huntsville.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways.
Barge-on Tennessee River.

3 - POPULATION:
Corp. City 80 Cen. 14,758; Loc. Est. 15,202
County 80 Cen. 51,407; Loc. Est. 52,953

4 - HOUSEHOLDS:
City 80 Cen. 5,269; Loc. Est. 5,554
County 80 Cen. 17,689; Loc. Est. 18,621

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$790,144,716
Savings & Loan	3	$189,432,873

6 - PASSENGER AUTOS: County 40,104

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Bedspreads; Men's Underwear; Bath Mats; Agriculture; Lumber and Timber Area; Cotton; Corn; Printing; Aluminum Reduction & Fabrication; Air Conditioning Components; Business Furniture; Cardboard; Power Production; Tire Cord.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31. Last killing frost, Mar. 30.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Downtown area and Courthouse Square.
Neighborhood Shopping Centers-Scottsboro Shopping Center; Holiday Center; Scottsboro Plaza; Jackson Square; K mart Center; Scottsboro Square; 420 Outlet (county).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Section	5	Super Valu
Grant	8	Foodland
Woodville	12	Shop-E-Zy Foods
Stevenson	14	Perkins, Piggly Wiggly, Shoprite
Pisgah	10	Super Valu
Rainsville	18	M&J Super Mkt

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Most to 8 nightly and 9 on Fri. & Sat.; Warehouse Groceries; Lucky's; Piggly Wiggly; Red Food 24 hrs. ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Belk's; Derrick's; Parks; Kennamer's; Hammer's; Ratlif's; Cato's; Sears; Otasco.
Discount Stores-Fred's; Woolworth; Tool Dollar; Family Dollar; K mart; Wal-Mart.
Variety Stores-Lay's.
Chain Drug Stores-Big C; Hodges; Harco; Big B; Revco.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Lucky's; Jitney Jr.; Super Valu; Shoprite; Red Food; Kroger.
Other Chain Stores-Goodyear; Goodrich; Lorch Jewelry; Singer Co.; Pacific Finance; Pic 'N Pay Shoes; Radio Shack; Shoe City.

14 - NEWSPAPERS: SENTINEL (m-tues to fri; S) 8,528; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Edna Kirby, Nat'l Adv. Mgr., SENTINEL, 704 E. Laurel St.; PO Box 220, Scottsboro, AL 35768; Tel. (205) 259-1020.
National Representative: General Advertising Service.

SELMA

1 - LOCATION: Dallas County. E&P Map C-4, County Seat. On Alabama River, center of state. Agricultural and cattle section.

2 - TRANSPORTATION: Railroads-Norfolk Southern; Western of Alabama; Louisville & Nashville.
Waterways-Navigable River to Port of Mobile.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,684; Loc. Est. 27,160
County 80 Cen. 53,981; Loc. Est. 55,472

4 - HOUSEHOLDS:
City 80 Cen. 9,201; Loc. Est. 7,270
County 80 Cen. 17,590; Loc. Est. 18,512

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$280,000,000
Commercial	5	$359,400,000

6 - PASSENGER AUTOS: County 31,276

7 - ELECTRIC METERS: Residence 17,644

8 - GAS METERS: Residence 19,092

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 808; Cigar Mfg. 282; Lock Mfg. 487; Lawn Mowers 110; Table Mfg. 400; Garment 990; Packaging 254; Bricks 51; Farm Mach. 50; Tractor Mfg. 475; Paper 428; Aluminum Products 276; Windshields 180; Glass 180; Candy 350; Aluminum Prod. 285; Air-Craft 500; Apparel 500.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30. Last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Broad St. (3 blocks East & West).
Neighborhood Shopping Centers-N Broad St. 12; Selmont; E Selma; W Selma; Citizen's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gastons(6)	NA	IGA
Satterfield(5)	4	Winn-Dixie
Selma(45)	5	Sears, JCPenney
Valley Creek(4)	5	Piggly Wiggly, Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Kaysers; JCPenney; Leon's; Bealls.
Discount Stores-Wal-Mart; Fred's.
Variety Stores-S.H. Kress; Family Dollar; Top Dollar.
Chain Drug Stores-Carters; Walgreens; Pilcher-McByrde Rexall; Eckerd's; Revco; Copeland Drugs; Big B.
Chain Supermarkets-Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear; Kwik Way; Washington St. Supermarket; Food World.
Other Chain Stores-Firestone; Goodrich; Goodyear; Zale's Jewelry; Lorch's; Plain Value; White Auto; Hancock Fabric; Homecrafters; Ace Hardware; Diana Shops; Butlers Shoes; The Junction; Cato; Kenwins Dress For Less.

14 - NEWSPAPERS: TIMES-JOURNAL (e-mon to fri) 9,618; (S) 10,129; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: H. Shelton Prince, Jr., Pub., TIMES-JOURNAL, 1018 Water Ave., Selma, AL 36701; Tel. (205) 875-2110.
National Representative: Landon Associates.

SHEFFIELD

See FLORENCE

TALLADEGA-SYLACAUGA

1 - LOCATION: Talladega County. E&P Map C-3, County Seat. 54 mi. E of Birmingham. On U.S. Hwy. 280 & 231; State Hwy. 21, 77.

2 - TRANSPORTATION: Railroads-Southern; L&N; ACL.
Intercity Bus Lines-Continental Trailways.
Motor Freight-9.

3 - POPULATION:
Corp. Cities 80 Cen. 31,836; Loc. Est. 33,299
Sylacauga 80 Cen. 12,708; Loc. Est. 13,172
Talladega 80 Cen. 19,128; Loc. Est. 20,127
County 80 Cen. 73,826; Loc. Est. 75,553

4 - HOUSEHOLDS:
Cities 80 Cen. 10,727; Loc. Est. 11,174
Sylacauga 80 Cen. 4,679; Loc. Est. 4,798
Talladega 80 Cen. 6,048; Loc. Est. 6,376
County 80 Cen. 24,061; Loc. Est. 25,149

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$91,382,428
Commercial	6	$196,940,345

6 - PASSENGER AUTOS: County 54,261

7 - ELECTRIC METERS: Residence 15,214

8 - GAS METERS: Residence 10,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners(Av. Wkly. Wage-N.A.)-Textiles & Bags 3,700; Machine & Foundry 600; Sawmill Machinery 120; Foundation Garments 100; Lumber & Box Mfg. 110; Men's Pants 415; Brooms & Mops 161; Miscellaneous 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-98; Summer 45-109; Fall 14-109; Winter 5-85. First killing frost, Oct. 21. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, medium hard; not fluoridated (Talladega); fluoridated (Sylacauga).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate	NA	Wal-Mart
Gibson(3)	NA	Gibson's, Super Valu
Marble City(11)	NA	Man's World, Foot Bros., Dixie Foods
Ogletree(14)	NA	Big K, Bargaintown, Wal-Mart
Sylacauga(5)	NA	Sears, Harco, Family Dollar
Syla. Shopping Square(3)	NA	Winn-Dixie, K mart, Carport
Talladega Plaza(4)	NA	Carport, Family Dollar, Volume Shoes, Sears
Talladega(19)	NA	Winn-Dixie, Harco, Belk-Hudson, Woolworth

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Maudee's; Helen's; Sears (catalog); Cohen's 2; Allied.
Discount Stores-Top Dollar; Bargaintown USA; Win Way 2; Lee's; Gibson's; TG&Y; K mart; Wal-Mart 2.
Variety Stores-Emery's; Woolworth 2.
Chain Drug Stores-Harco 2; Buy Wise; Big B; Kroger.
Chain Supermarkets-Winn-Dixie 4; A&P 2; Super Valu 2; Food Town; Consumer Warehouse; Dixie Super Store; Kroger.
Other Chain Stores-Western Auto 2; Goodyear 2; Kenwin 2; Sherwin-Williams 2; Diana Shops; Southern Shoe; Cato's; Braswell Furniture; Marvin's; Snow's; Foote Bros.; Shoe City.

14 - NEWSPAPERS: HOME (m) 12,102; sworn Sept. 21, 1983.
Local Contact for Advertising and Merchandising Data: Larry M. Camp, Adv. Mgr., HOME, PO Box 977, Talladega, AL 35160; Tel. (205) 362-1000.
National Representative: None.

TROY

1 - LOCATION: Pike County. E&P Map C-4, County Seat. Agricultural, cattle, hog, broiler, mining and industrial area. Timber & pulpwood, misc. mfg., wholesale grocery, drug, insecticide distributing center. Dist. Hqtrs. (14 counties) State Hwy. Dept. Central SE part of state, 44 mi. from Montgomery.

2 - TRANSPORTATION: Railroads-Seaboard-Coastline; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,587; Loc. Est. 13,157
County 80 Cen. 28,050; Loc. Est. 29,321

4 - HOUSEHOLDS:
City 80 Cen. 4,160; Loc. Est. 4,456
County 80 Cen. 9,525; Loc. Est. 10,146

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$56,395,000

6 - PASSENGER AUTOS: County 19,087

7 - ELECTRIC METERS: Residence 3,963

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood working 497; Textiles 511; Fertilizer-Insecticides 116; College 615; Truck Body 115; College/State University (5,732 students, 180 faculty).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-81; Summer 69-91; Fall 56-76; Winter 38-58.

11 - TAP WATER: Alkaline, slightly hard; fluoride treated.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets, Troy Plaza; Park Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parklane(6)	NA	Piggly-Wiggly, Sears, Fred's Dollar Store
The Troy Plaza(8)	NA	Big K, Winn-Dixie
Southland Village	NA	Piggly-Wiggly, TG&Y

Principal Shopping Days-Mon. through Sat., 1 pm Sun.

13 - RETAIL OUTLETS: Department Stores-Rosenberg's; Leon's; Stanton's; Save-Way; Wal-Mart; Town Square.
Variety Stores-Fred's.
Discount Stores-Bargaintown USA; Top Dollar.
Chain Drug Stores-SupeRx; Harco.
Chain Supermarkets-Big Bear; Piggly Wiggly; IGA; Winn-Dixie; Qwik Mart; Junior Foods.
Other Chain Stores-Diana Shops; Western Auto; Goodyear; Sears; Kenwin; Eleanor Shops; Baxter Shoes; Firestone; Kitchen Withit Shoes.

14 - NEWSPAPERS: MESSENGER (m-tues to fri) 3,762; (S) 3,921; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Brownlee Fiveash, Adv. Dir., MESSENGER, 113 N. Market St.; PO Box 727, Troy, AL 36081; Tel. (205) 566-4270.
National Representative: General Advertising Service.

TUSCALOOSA

1 - LOCATION: Tuscaloosa County (MSA). E&P Map B-3, County Seat. 56 mi. SW of Birmingham; largest city between Birmingham & Mobile; U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural cattle raising, university and institutional town.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk-Southern (freight); L&N; Illinois Central & Gulf.
Barge Lines-To Port of Mobile, New Orleans, Chicago, Houston & points on Mississippi & Ohio Rivers.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Sunbelt; Atlantic Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 75,143; Loc. Est. 77,121
PMA-ABC. (80) 137,541; (84) 143,000
County/MSA 80 Cen. 137,473; Loc. Est. 143,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,147; Loc. Est. 27,756
PMA-ABC. (80) 46,820; (84) 49,100
County/MSA 80 Cen. 46,800; Loc. Est. 49,544

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$275,557,788
Commercial	6	$600,536,000

6 - PASSENGER AUTOS: County 90,546

7 - ELECTRIC METERS: Residence 750,000

8 - GAS METERS: Residence 32,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Plant 2,080 ($480); Lumber 1,800 ($300); Chemicals 157 ($450); Coal 2000 ($550).
Principal Industrial Pay Days-Tues., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on University Blvd.; 4 on Greensboro Ave.; 3 on 6th St.
Neighborhood Shopping Centers-15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Alberta City; 10th Ave. & 15th

St.; West Park; 82 Bypass; Also 6 blocks in Northport; McFarland at 15th St.; McFarland at Skyland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkview(29)	2	A&P
City Center	2	City Furn.
Westgate	3	Winn-Dixie, Harco
Leland(13)	4	Winn-Dixie (Kwik-Chek), Harco
Northgate	2	Food Center
McFarland Mall(54)	6	Gayfer's, Zayre, Winn-Dixie
Woodsquare	2	Wal-Mart
K mart	5	K mart
Bama(13)	3	Murphy Mart, Kroger
University Mall(90)	5	Sears, Pizitz, JCPenney, Parisians, Albertson's
Northwood	4	Kroger, TG&Y, Piggly Wiggly

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri. Food: Sat., Thur., Fri., Mon.
Stores Open Evenings-Food-Fri. (some 6 nights, two open 24 hours).
Shopping Centers-6 nights until 9.

13 - RETAIL OUTLETS: Department Stores-Adrians; JCPenney; Pizitz; Sears; Ravmon's; Gayfer's; Murphy Mart; Parisians.
Variety Stores-Woolworth; TG&Y.
Discount Stores-Top Dollar; Bill's; K mart; Fred's; Wal-Mart; Family Dollar; Zayre.
Chain Supermarkets-A&P; Piggly Wiggly 6; Winn-Dixie 3; IGA; Cannon 4; Jr. Food Mart 8; Food World 2; Kroger 2; Consumer Warehouse 2; Albertson's.
Other Chain Stores-Women's Apparel: Eleanor Shop, Smart & Thrifty. Shoes: Butler's, Websters, Haverty; Paint: Glidden, Sherwin-Williams, Pittsburgh Plate Glass; Hdwe.: Westcash, J.O. Bowers. Homecrafters; Jewelry: Lorch's, Busch's, Wilson's; Auto Parts: Goodrich, Goodyear, Firestone, Carport, Sellers Auto, Battle Stores, Western Auto; General: Radio Shack, Baskin-Robbins, Singer, Lowe's, Hancock Fabric, Otasco.

14 - NEWSPAPERS: NEWS (e) 30,857; (S) 34,983; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William M. Bonner, Adv. Dir., NEWS, 2001 6th St.; PO Drawer 1, Tuscaloosa, AL 35402; Tel. (205) 345-0505.
National Representative: Landon Associates.

TUSCUMBIA

See FLORENCE

ALASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anchorage-Anchorage Borough.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	32	38	46
5-14 Years	71	69	83
15-24 Years	64	82	99
25-44 Years	88	144	173
45-64 Years	41	55	66
65 and Over	7	12	14
TOTAL	303	400	481

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	NA	150	256
General Mdse.	116	227	361
Food	174	427	699
Automobiles	NA	241	419
Gasoline Stations	53	103	186
Apparel	25	69	110
Furniture	23	59	101
Eat.-Drink Places	86	254	475
Drugs	32	80	136
TOTAL SALES	772	1,831	3,165

ANCHORAGE

1 - LOCATION: Anchorage County. E&P Map B-3 (MSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W Alaska and U.S. via Canada; 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

2 - TRANSPORTATION: Railroads-Alaska.
Motor Freight Carriers-23.
Freight Steamship Lines-6.
Intercity Bus Lines-Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover); Mat-Valley Commuter.
Airlines-17. Intermediate stop of international flights: Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways. Interior: Western; Alaska; Wien Air; Northwest; Reeve Aleutian; Alaska Aeronautical, Inc.; Air Taxi 60; Helicopters 14 (40 aircraft).

3 - POPULATION:
Corp. City 80 Cen. 173,017; Loc. Est. 188,016
MSA/County 80 Cen. 173,017; Loc. Est. 188,016
PMA-ABC: (80) 225,877; (84) 294,200

4 - HOUSEHOLDS:
City 80 Cen. 60,042; Loc. Est. 66,351
MSA/County 80 Cen. 60,042; Loc. Est. 66,351
PMA-ABC: (80) 77,404; (84) 101,700

5 - BANKS

	NUMBER	DEPOSITS
Savings & Loan	2	$1,403,631,189
Commercial	10	$1,955,913,000

6 - PASSENGER AUTOS: County 122,446

7 - ELECTRIC METERS: Residence 56,854

8 - GAS METERS: Residence 37,231

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. wkly wage N.A.)-Gov't. 22,500; Wholesale & Retail Trade 17,450; Irons 8,000; Ins. & Real Est. 5,050; Const. 6,500; Mfg. 1,750; Petroleum; Services 16,000.

10 - CLIMATE: Av. Temp. Jan. 13 degrees; July 57 degrees. Annual rainfall 15 in.; Avg. annual snowfall 70 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-33 blocks on 4th, 5th and 6th Aves.; 20 blocks on Northern Lights Blvd.; 3 blocks on Diamond Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Vlg.(12)	3	Carr's, Payless, Pay 'N Pak
Boniface	6	Pay'N Save, Safeway
Country Village	4	Discount Fabrics
Dimond(100)	6	Safeway, Pay'N Save, Lamont's Sportswest
Carr's Dimond	6	Carr's, Payless
Eastgate(11)	4	Carr's, Payless
Mountain View	2	Mont. Ward, Market Basket
Northern Lts.(15)	2	Safeway, Pay'N Save, Montgomery Ward
Northway Mall	NA	Safeway, Pay 'N Save, Lamont's
Post Office Mall	0	Book Cache
Southcenter	5	D&A Super
Spenard University	4	Lamont's, Pay'N Save
Univ. Ctr.(34)	NA	Safeway, Book Cache, Sportswest
Sears Mall(30)	3	Sears, Carr's, Payless,
West Side City	8	Proctor's
Eagle River(6	15	Carr's, Payless, Proctor's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom; Montgomery Ward; JCPenney; Sears; Lamont's 3.
Discount Stores-Fred Meyer.
Variety Stores-Woolworth; B&J.
Chain Drug Stores-Pay'N Save 6; Payless 6; Rexall; Long's Drugs 2.
Chain Supermarkets-Carr's 6; Safeway 6; Proctors 4; Fraine Mkt. 2; D&A Super 3.
Other Chain Stores-Klopfensteins (men's); Zale's 3; Kinney Shoes 3; Pay 'N'Pak; Anita 2; Jay Jacobs 2; McMahan's Furn.; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes 2; Singer; Baskin-Robbins 4.

14 - NEWSPAPERS: DAILY NEWS (m) 51,180; (S) 58,109; Mar. 31, 1984 ABC.
Local Contact for Advertising & Merchandising Data: Marge Campbell, Dir. of Mktg. & Research, DAILY NEWS, 200 Potter Dr., Pouch 6616, Anchorage, AK 99502; Tel. (907) 786-4200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee
TIMES (e-mon to fri) 45,430; (m-sat) 48,009; (S) 51,714; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Lamphier, Adv. Dir., TIMES, 820 Fourth Ave., Anchorage, AK 99501; Tel. (907) 279-5622.
National Representative: Branham/Newspaper Sales.

FAIRBANKS

1 - LOCATION: E&P Map B-2. Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. In heart of Tanana Valley. 470 mi. by rail from coastal town of Seward; Northern terminus Alaska Hwy. from the states through Canada; northern terminus of Richardson Hwy.; 365 mi. from Valdez; connected with Anchorage and Seward by Richardson, Glennallen, Seward and Hart Hwys. International and two other airports; refueling stop for China, Japan and Korea airlines; airline distribution and supply center for interior and N Alaska, including $1.5 billion national defense installations employing 21,400 military and civilian personnel. University of Alaska campus adjoins city; 3,534 on-campus residents. University's research facilities include 1,400 to 1,500 technical and scientific personnel.

2 - TRANSPORTATION: Railroads-Northern terminus government-owned Alaska Railroad.
Motor Freight Carriers-20.
Bus Lines-Alaskan Coachways & Alaskan-Yukan Motorcoaches, connecting with Canadian lines to U.S. on Alaska Highway. Alaska Overland serves Fairbanks area and Clear (70 mi. SW).
Barge & River Lines-1.
Airlines-Alaska; Northwest Orient; Western; Wein Air Alaska; Alaskan Intl.; Alaska Central Air; Polar; Aurora Air Service; Charter 20; Charter Helicopter Service 4.

3 - POPULATION:
Corp. City 80 Cen. 22,645; Loc. Est. 23,663
CZ-ABC: (80) 27,561; (84) 34,600
RTZ-ABC: (80) 55,538; (84) 64,500
City & RTZ-ABC: (80) 83,099; (84) 99,100
County 80 Cen. 53,983; Loc. Est. 56,411

4 - HOUSEHOLDS:
City 80 Cen. 8,145; Loc. Est. 8,332
County 80 Cen. 18,224; Loc. Est. 19,477
CZ-ABC: (80) 9,621; (84) 12,300
RTZ-ABC: (80) 16,410; (84) 19,100
City & RTZ-ABC: (80) 26,031; (84) 31,400

5 - BANKS

	NUMBER	DEPOSITS
Savings & Loan	2	$66,600,000
Commercial	5	$309,400,000

6 - PASSENGER AUTOS: 38,892

7 - ELECTRIC METERS: Residence 22,100

8 - GAS METERS: Bus. & Residence 139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction 1,738 ($750); Govt. incl. Military 15,700 ($370); Services 4,000 ($380); Retail & Wholesale 4,115 ($260); Trans., Comm., Util. 2,700 ($360); Fin., Insur., Real Estate 864 ($320); Other Mfg. 600 ($410).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-40; Summer 48-80; Fall 20-32; Winter -17-3. First killing frost, Sept. 2. Last killing frost, May 21.

11 - TAP WATER: City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet.

12 - RETAILING: Principal Shopping Centers-5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman, 1st to 5th on Lacey & Noble Sts.; 6 blocks on Gaffney & Airport Rd.
Neighborhood Shopping Centers-S. Cushman; Badger Rd.; North Pole; Garden Island; Graehl; Weeks Field; College; Lemeta; Fairlanes.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cavora Mall(14)	1	Pay'n Save, Market Basket
Bentley Mall(55)	2	Pay'n Save, Safeway
Shopper's Forum(18)	2	Lamont's, Market Basket
University Ctr.(34)	4	Pay'n Save, Safeway, Fred Meyer

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; many open Sun.; Banks-Closed Sat.; open Fri. evening.
Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom's; JCPenney; Sears; Montgomery Ward; Lamont's.
Variety Stores-Woolworth; Carr's; Pay'n Save; Fred Meyers.
Discount Stores-B&W.
Chain Drug Stores-Co-Op; Pay'n Save 2.
Chain Supermarkets-Foodland; Market Basket 3; Safeway 2.
Other Chain Stores-Pay & Pak; Pay & Save Home Center; Singer.

14 - NEWSPAPERS: NEWS-MINER (e) 19,034; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dwight O. Foster, Adv. Dir., NEWS-MINER, 200 N. Cushman; PO Box 710, Fairbanks, AK 99701; Tel. (907) 456-6661.
National Representative: Branham/Newspaper Sales.

JUNEAU

1 - LOCATION: Juneau County, SE Alaska, Panhandle. E&P Map D-3. On Gastineau Channel 900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, B.C., and Seattle; connecting with Alaska Hwy. State Capital.

2 - TRANSPORTATION: Waterways-Linden Barge; Alaska Marine Line Barge; Alaska State Ferry; Northland Barge; SE Barge Lines.
Airlines-Alaska; Western.

3 - POPULATION:
City/Division 80 Cen. 19,528; Loc. Est. 22,241

4 - HOUSEHOLDS:
City/Division 80 Cen. 7,035; Loc. Est. 8,189

5 - BANKS

	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 11,614

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Mining; Forestry; Tourism; Transportation; Trade; Government. (State capital 4,700 employees).

10 - CLIMATE: Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 4 shopping centers 10 mi. on Egan Expressway in Mendenhall Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Shopping Center(10)	10	Shop N' Kart
Mendenhall Mall(23)	10	Super Bear Supermarket, Coast-to-Coast
Nugget Mall(22)	10	Kinney's, Zale's, Nugget Dept. Store, Rexall

13 - RETAIL OUTLETS: Department Stores-Nugget.
Variety Stores-Ben Franklin; Super Rexall.
Other Stores-Ace Hardware; Don Abel; Lyle's; Coast-to-Coast; Fred Meyer Dept. Store & Grocery.

14 - NEWSPAPERS: JUNEAU EMPIRE (e-mon to fri) 7,388; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Robin Herdman-Paul, Adv. Mgr., JUNEAU EMPIRE, 235 2nd St., Juneau, AK 99801; Tel. (907) 586-3740.
National Representative: Branham/Newspaper Sales.

KENAI

1 - LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). Off Sterling Hwy. 75 mi. SW of Anchorage.

2 - TRANSPORTATION:
Motor Freight Carriers-(Sea) Northland; Lynden; Mammoth.
Airlines-AAI; South Central Air; ERA.

3 - POPULATION:
Corp. City 80 Cen. 3,533; Loc. Est. 5,776
Borough 80 Cen. 25,282; Loc. Est. 28,359

4 - HOUSEHOLDS:
City 80 Cen. 1,500; Loc. Est. 1,790
Borough 80 Cen. 8,548; Loc. Est. 9,827

5 - BANKS

	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: Borough 5,900

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Fishing; Oil.

10 - CLIMATE: Min. & Max. Temp.-Summer 46-61; Winter 4-22.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-N Main & Spur Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenai Mall(20)	NA	Carr's, Payless, Kinney's, Zale's
Kenai(11)	NA	Safeway, Pay N Save

13 - RETAIL OUTLETS: Department Stores-Alaska Commercial.
Chain Supermarkets-Carr's; Safeway; D & A.

14 - NEWSPAPERS: PENINSULA CLARION (m) 3,338; sworn Oct. 3, 1983.
Local Contact for Advertising and Merchandising Data: Wayne Dunworth, Gen. Mgr., PENINSULA CLARION, 150 Trading Bay Road; PO Box 4330, Kenai, AK 99611; Tel. (907) 283-7551.
National Representative: Landon Associates.

KETCHIKAN

1 - LOCATION: Ketchikan County E&P Map D-3. N & S Hwy. connections.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Ferries-Alaska State Ferry System (daily service).
Airlines-Alaska; Western.

3 - POPULATION:
Corp. City 80 Cen. 7,198; Loc. Est. 7,889
Ketchikan Div. 80 Cen. 11,316; Loc. Est. 12,282
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,644; Loc. Est. 2,864
Ketchikan Div. 80 Cen. 3,985; Loc. Est. 4,431

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000
Savings & Loan	1	$21,250,000
Credit Union	1	$4,500,000

6 - PASSENGER AUTOS: 6,561

7 - ELECTRIC METERS: Residence 5,093

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Government (including state ferry system) 600 ($550); Total Employment 7,400.

10 - CLIMATE: Min. & Max. Temp.-20-80 degrees; year around average 52.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers: Port West (Sea Mart Super); Mark-It-Foods; Tatsuda's.
Principal Shopping Days-Thur., Fri.
Stores Open-Evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores-Tongass Trading; Bon Marche; Sears (catalog); Montgomery Ward (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Race Downtown 2; Stenford's Rexall.
Chain Supermarkets-Mark-It-Foods; Sea Mart Super; Tatsuda's.

14 - NEWSPAPERS: NEWS (e) 4,408; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Bob Monsey, Adv. Dir., NEWS, 501 Dock St.; PO Box 7900, Ketchikan, AK 99901; Tel. (907) 225-3157.
National Representative: Branham/Newspaper Sales.

KODIAK

1 - LOCATION: Third Judicial Div.; Kodiak Borough E&P Map B-3. On NE part of Kodiak Island on Gulf of Alaska, 250 mi. SW of Anchorge. U.S. Coast Guard Base; Fishing and canning center; stock farming and timber area.

2 - TRANSPORTATION: Boat and air only.

3 - POPULATION:
Corp. City 80 Cen. 4,756; Loc. Est. 5,493
Borough 80 Cen. 9,939; Loc. Est. 10,745

4 - HOUSEHOLDS:
City 80 Cen. 1,535; Loc. Est. 1,686
Borough 80 Cen. 3,027; Loc. Est. 3,400

5 - BANKS	NUMBER	DEPOSITS
Commerical	3	N.A.

6 - PASSENGER AUTOS: 4,607

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Salmon & Herring Canning; Fishing; Timber Working; Stock Farming.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Kodiak Mall, City Center; O'Kraft (Center St.); Waldo's Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MIRROR (e-mon to fri) 2,500; Publisher's statement Feb. 1983.
Local Contact for Advertising and Merchandising Data: Nancy Freeman, Pub., MIRROR, PO Box 1307, Kodiak, AK 99615; Tel. (907) 486-3227.
National Representative: None.

SITKA

1 - LOCATION: E&P Map D-3. On Baranof Island, 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish processing; lumbering center; pulp mill.

2 - TRANSPORTATION:
Airlines-Alaska Coastal; Ellis.
Steamships-Alaska Steamship; State Ferry.

3 - POPULATION:
Corp. City/County 80 Cen. 7,803; Loc. Est. 8,263

4 - HOUSEHOLDS:
City/County 80 Cen. 2,440; Loc. Est. 2,670

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: 2,829

7 - ELECTRIC METERS: Residence 1,440

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't., School & Hosp. 500; Fishing (seasonal) 2,000; Pulp Mill 450.
Principal Pay Days-Every other Thur.-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-61; Summer 45-85; Fall 32-60; Winter 0-50. First killing frost, Sept. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING. Principal Shopping Centers-8 blocks on 3 streets.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sitka Bazaar; Sitka Cold Storage; Market Center.
Variety Stores-Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 2,896; sworn Oct. 7, 1983.
Local Contact for Advertising and Merchandising Data: Catherine Bagley, Adv. Mgr., SENTINEL, PO Box 799, Sitka, AK 99835; Tel. (907) 747-3219.
National Representative: None.

ARIZONA SURVEYS

METROPOLITAN STATISTICAL AREAS

Phoenix-Maricopa County.
Tucson-Pima County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	156	214	241
5-14 Years	380	431	486
15-24 Years	319	516	582
25-44 Years	413	742	837
45-64 Years	342	508	573
65 and Over	161	307	346
TOTAL	1,774	2,718	3,064

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	330	473	1,088
General Mdse	712	1,053	2,266
Food	1,105	1,869	4,190
Automobiles	967	1,787	4,009
Gasoline Stations	357	652	1,594
Apparel	182	289	638
Furniture	234	419	961
Eat-Drink Places	394	775	1,960
Drugs	172	275	635
TOTAL SALES	4,763	8,170	18,955

BISBEE

1 - LOCATION: Cochise County. E&P Map D-4. Military center, SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise Airlines feeder flights to Tuscon & Phoenix.

3 - POPULATION:
Corp. City 80 Cen. 7,154; Loc. Est. 7,021
County 80 Cen. 86,717; Loc. Est. 89,929
CZ-ABC: (80) 7,154; (84) 5,800

4 - HOUSEHOLDS:
City 80 Cen. 2,883; Loc. Est. 3,022
County 80 Cen. 29,174; Loc. Est. 31,233
CZ-ABC: (80) 2,883; (84) 2,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$61,000,000
Savings	1	(incl. above)
Savings & Loan	1	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: County 40,216

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bisbee, formerly a mining town, is now primarily a tourist and housing area for Fort Huachuca and Sierra Vista workers. There are many small arts and crafts shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

11 - TAP WATER: Wells from underground river.

12 - RETAILING. Principal Shopping Centers-Bisbee Road Shopping Center; El Rancho Shopping Center.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Chain Supermarket-Safeway.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 1,342; (S) 1,548; Mar. 31 1984 ABC.
Local Contact for Advertising and Merchandising Data: Stephen M. Woody, Gen. Mgr., REVIEW, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 432-2231.
National Representative: None.

CASA GRANDE

1 - LOCATION: Pinal County. E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix; 65 mi. NW of Tucson. On I-8 and 10, State Hwys. 84, 93 and 287.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines- Greyhound; Continental Trailways.
Airports- 1 municipal, 2 private.

3 - POPULATION:
Corp. City 80 Cen. 14,971; Loc. Est. 17,870
CZ-ABC: (80) 14,971; (84) 16,200
RTZ-ABC: (80) 40,271; (84) 42,100
County 80 Cen. 90,918; Loc. Est. 98,177
City & RTZ-ABC: (80) 55,242; (84) 58,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,819; Loc. Est. 5,424
County 80 Cen. 28,411; Loc. Est. 31,399
CZ-ABC: (80) 4,819; (84) 5,300
RTZ-ABC: (80) 11,290; (84) 11,900
City & RTZ-ABC: (80) 16,109; (84) 17,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$20,000,000
Commercial	5	$80,000,000

6 - PASSENGER AUTOS: County 41,813

7 - ELECTRIC METERS: Residence 4,900

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 1,000; Construction 800; Mfg. 911; Trans., Comm. & Pub. Util. 500; Whlse. & Retail 850; Fin., Insur. & Real Estate 225; Services 1,000; Gov't. 1,250; Agriculture 3,650; Other 425.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity-less than 30% average.

11 - TAP WATER: Not fluoridated.

12 - RETAILING. Principal Shopping Centers-40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.

Neighborhood Shopping Centers-Basha's Plaza-Basha's and Comet Store; Jack-in-the-Box; Casa Grande Mall-K mart, Safeway, SupeRx Drug; Fashion Conspiracy; Sears; Simon's Menswear; Satellite Center; Lee Optical; Gold Rush Jewelers; Season's; Mall Cinema; Tastee Freeze; Meya's Mall Haircutters; Cactus Flower; Kinney Shoes; Radio Shack; Household Finance.
Principal Shopping Days-Sat., Sun., Mon.
Stores Open Evenings-Most major stores Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Brook's; Cornet; TG&Y; K mart.
Discount Stores-Yellow Front; Checker Auto; K mart; TG&Y.
Variety Stores-V&S Variety.
Chain Drug Stores-SupeRx; Revco; M-D Pharmacy.
Chain Supermarkets-Basha's 2; Safeway; Fry's.
Other Chain Stores-Western Auto; Firestone; D.S. Stagley; Foxworth Galbraith Home Improvement Center; Montgomery Ward (catalog); Kinney Shoes; Fashion Conspiracy; Radio Shack.

14 - NEWSPAPERS: DISPATCH (e-mon to fri; m-sat) 6,592; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dominick C. Magliaro, Adv./Mktg. Dir., DISPATCH, PO Box 639; 200 W. 2nd St., Casa Grande, AZ 85222; Tel. (602) 836-7461.
National Representative: U.S. Suburban Press.

CHANDLER

1 - LOCATION: Maricopa County. (In Phoenix MSA) E&P Map C-3. 25 mi. SE of Phoenix. Manufactures fertilizer, electronics, cotton gins. Winter resort, agriculture & citrus fruits. Served directly by Arizona Routes 87 & 93 and by I-10.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-22 lines.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Phoenix Sky Harbor International Airport-15 mi.

3 - POPULATION:
Corp. City 80 Cen. 29,673; Loc. Est. 32,540
County/MSA 80 Cen. 1,508,030; Loc. Est. 1,651,601

4 - HOUSEHOLDS:
City 80 Cen. 9,455; Loc. Est. 10,375
County/MSA 80 Cen. 544,252; Loc. Est. 610,330

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	N.A.
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 846,995

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agricultural & Processing 825 ($225); Electronic Mfg. 4,125 ($315).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Arizona Ave. (34 stores); Chandler Center (8 stores); Smitty's Angels (8).
Neighborhood Shopping Centers (No. of Stores)-Basha's Plaza (7); Granada Plaza (6).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fiesta Mall(93)	7	Sears, Diamonds, Broadway & Goldwaters
North Park Plaza(21)	NA	Fotomat, Pizza Hut, State Farm Ins.
Safeway Thrifty(8)	NA	Safeway, Thrifty Drug

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Saba's; Smitty's.
Discount Stores-Yellow Front; Cornet.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Revco; Thrifty; Arrow's Unidad Drug.
Chain Supermarkets-Basha's; Bayless; Safeway; Smitty's Angels.
Other Chain Stores-Big O Tires; Checker Auto; Firestone; Goodyear; Payless Shoes; Paul Safe Furniture; Serrano's; Tune-up Masters.

14 - NEWSPAPERS: ARIZONAN (e) 4,941; (S) 4,920; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Bruce Spotleson, Pub., ARIZONAN, PO Box 368, Chandler, AZ 85224; Tel. (602) 963-6666.
National Representatives: Landon Associates; U.S. Suburban Press.

DOUGLAS

1 - LOCATION: Cochise County. E&P Map D-4. Situated near the Mexican border. 117 mi. SE of Tucson. On U.S. Hwys. 80, 666.

2 - TRANSPORTATION: Railroads-Southern Pacific; Nacozari (S into Mexico).
Intercity Bus Lines-Greyhound Pacific.
Motor Freight Carriers-4.
Airlines-Fiesta Airlines.

3 - POPULATION:
Corp. City 80 Cen. 13,058; Loc. Est. 13,103
NOTE: Douglas adjoins Agua Prieta, Mexico, estimated population 60,000.
County 80 Cen. 86,717; Loc. Est. 89,929
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,631; Loc. Est. 4,181
County 80 Cen. 29,174; Loc. Est. 31,233

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$23,000,000
Commercial	4	$43,500,000

6 - PASSENGER AUTOS: County 40,216

7 - ELECTRIC METERS: Residence 5,033

8 - GAS METERS: Residence 4,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Smelter 308 ($440). Dresses & Sport Shirts 400 ($150); Electronics 152 ($195); Vegetable Canning 380 (Seasonal) ($134); Cochise College 100 ($150); Hospital 210. 23 Electronic & Auto Parts "Twin Plant" Industries.
Principal Industrial Pay Days-Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,500 workers.)

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 63-93; Fall 43-59; Winter 31-62. First killing frost, Oct. 28. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-8th to 15th Sts. bet. F and Pan American Auto.; 8th to 10th Sts. bet. Cochise & Florida; Bayless Shpg. Ctr. (1800 block on 10th St.-20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St.-10 units). Douglas serves 185,000, including Sonora, Mexico. ($49,000,000 was spent by Mexican shoppers in area last year.)
Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Sundays-Food, clothing, drug, & variety.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Phelps Dodge Mercantile; K mart; Verner's; Parisian; Capin's Mercantile; Montgomery Ward.
Variety Stores-K mart; J.J. Newberry; Rasco.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Safeway; Bayless; Phelps-Dodge Mercantile Co. 9.
Other Chain Stores-Western Auto Supply; Charm; Sweetbriar (women's wear); The Shoe Salon; Complete Auto Supply; Gold Bond Redemption Center; Checker Auto; Phil's Shoes; Yellow Front; Kobe's; Payless Shoes.

14 - NEWSPAPERS: DISPATCH (e) 2,702; sworn Oct. 31, 1983.
Local Contact for Advertising and Merchandising Data: Aaron E. Loney, Pub., DISPATCH, 530 11th St., Box H, Douglas, AZ 85607; Tel. (602) 364-3424.
National Representative: Thomson Newspapers.

FLAGSTAFF

1 - LOCATION: Coconino County. E&P Map C-2. County Seat. 152 mi. N of Phoenix; 323 mi. W of Albuquerque; 525 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Greyhound; Nava-Hopi Tours.
Airlines-Skyway; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 34,641; Loc. Est. 40,473
PMA-ABC. (80) 45,922; (84) 50,100
County 80 Cen. 74,947; Loc. Est. 80,777
RTZ-ABC. (80) 29,086; (84) 34,800
Total PMA & RTZ-ABC. (80) 75,008; (84) 84,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; Loc. Est. 9,944
PMA-ABC. (80) 14,393; (84) 15,500
County 80 Cen. 21,904; Loc. Est. 24,188
RTZ-ABC. (80) 7,497; (84) 9,100
Total PMA & RTZ-ABC. (80) 21,890; (84) 25,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$15,000,000
Commercial	10	$110,000,000

6 - PASSENGER AUTOS: County 31,592

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Saw-Mills 1,415 ($250); Ord. Plants 110 ($180); Steel Fabric 168 ($150); University Education 1,785 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6. Last killing frost, Apr. 8.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING: Principal Shopping Center-34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.
Neighborhood Shopping Centers-Mt. Elden, East Flagstaff, K mart 4 stores; Flag Mall 20 stores; Park Santa Fe 15 stores; University Plaza 15 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenlaw(35)	NA	Mont. Ward
Cedar Pines(10)	NA	A.J. Bayless
South Beaver(8)	NA	
Pinegrove(9)	NA	UPD
Flagstaff Pl.(13)	NA	TG&Y, Sears, Safeway
University Pl.(15)	NA	Safeway, TG&Y, SupeRx
Flag Mall(20)	NA	Sears, JCPenney
Park Santa Fe(15)	NA	El Rancho, SupeRx, Yellow Front

Principal Shopping Days-Wed., Fri., Sat.; Many stores open evenings and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears; Babbitt's; JCPenney; Sinclair.
Discount Stores-Yellow Front 2; K mart.
Chain Drug Stores-Revco; SupeRx; Thrifty; Long's; TG&Y.
Chain Supermarkets-J&D; Safeway 3; Bayless 2; El Rancho 2.
Other Chain Stores-Sweet Briar; Daniels; Rosenzweigs; Radio Shack; Hi Health; Fashion Conspiracy; Fashion Fabrics.

14 - NEWSPAPERS: ARIZONA DAILY SUN (e-mon to fri) 10,663; (S) 11,356; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Theresa Smith, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel (602) 774-4545.
National Representative: Scripps League Newspapers.

KINGMAN

1 - LOCATION: Mohave County. E&P Map B-2. County Seat. Mining, manufacturing, ranching, tourism. NW corner of state. 100 mi. S of Las Vegas on U.S. 93; junction of U.S. 93 & I-40.

2 - TRANSPORTATION: Railroads-Santa Fe, Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonopah-Reno Stageline.
Airlines-Golden Pacific, plus charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; Loc. Est. 10,775
PMA-ABC. (80) 15,187; (84) 15,600
County 80 Cen. 55,693; Loc. Est. 64,823
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,299; Loc. Est. 3,366
County 80 Cen. 21,074; Loc. Est. 25,042
PMA-ABC. (80) 5,643; (84) 5,900

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$91,000,000
Commercial	6	$149,734,000

6 - PASSENGER AUTOS: County 37,137

7 - ELECTRIC METERS: Residence 3,573

8 - GAS METERS: Residence 19,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 450 ($285); Mfg. 587 ($240).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Beale St.
Nearby Shopping Centers-Kingman; Safeway; K mart Plaza; Northern Avenue; Stockton Hill Plaza.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 8.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Babbitt's; Montgomery Ward.
Discount Stores-Yellow Front 2; TG&Y; K mart; Checker Auto; Factory 2 U.
Variety Stores-Sprouse Reitz; Great West (Western Auto).
Chain Drug Stores-Revco 2; Walgreens.
Chain Supermarkets-Safeway 2; Circle K 3; Bashas; El Rancho; Ranch Markets 2.
Other Chain Stores-Firestone; Sweetbriar; Western Auto; Wade O'Day.

14 - NEWSPAPERS: MINER (e-mon to fri) 6,606; (S) 6,651; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas McQuaid, Pub., MINER, Box 3909, Kingman, AZ 86402; Tel. (602) 753-2337.
National Representative: Branham/Newspaper Sales.

MESA

1 - LOCATION: Maricopa County, (In Phoenix MSA) E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Sun Valley; Tonto Basin Stage.
Motor Freight Carriers-6.
Airlines-At Sky Harbor Airport, 16 mi. W: TWA; Delta; American; Frontier; Western; Apache; Eastern; PSA; Continental; United; Republic; America West; USAir; Northwest Orient; Wein; Southwest; Continental.

3 - POPULATION:
Corp. City 80 Cen. 152,453; Loc. Est. 167,184
County/MSA 80 Cen. 1,508,030; Loc. Est. 1,691,601

4 - HOUSEHOLDS:
City 80 Cen. 54,148; Loc. Est. 65,334
County/MSA 80 Cen. 544,252; Loc. Est. 610,330

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$896,000,000
Savings & Loan	7	$560,000,000

6 - PASSENGER AUTOS: County 846,995

7 - ELECTRIC METERS: Residence 62,379

8 - GAS METERS: Residence 20,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 100; Construction 700; Mfg., Trans., Comm. & Pub. Utilities 1,500; Wholesale & Retail 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Government 1,200; Agriculture 3,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Average rainfall 7.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Areas-20 blocks on E and W Main St.; 2 on N & S MacDonald St.; 2 on First Ave.; 2 on S Country Club; 20 blocks on E and W Broadway; 20 blocks on E and W Southern.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Basha's(4)	NA	Basha's Mkt., SupeRx
Fiesta Mall(140)	NA	Diamonds, Broadway, Sears, Goldwaters
Lucky(10)	NA	Lucky Mkt.
Main/Lazona(14)	NA	Low Cost, Skagg's
Mesa(21)	NA	Fry's Mkt.
Safeway(2)	NA	Safeway, Thrifty
Sherwood Pl.(18)	NA	TG&Y, Sally's Fabrics
Smitty's(6)	NA	Smitty's
Tri-City Mall(43)	NA	Basha's, Diamonds, JCPenney
Velda Rose(11)	NA	Hancock Fabrics, Revco
Westwood Pl.(21)	NA	Bayless Mkt., TG&Y
Wright's(8)	NA	Hahn's Mkt.

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hanny's; Switzer Diamonds; Goldwater's; Broadway; Montgomery Ward; Target.
Variety Stores-J.J. Newberry; TG&Y.
Chain Drug Stores-Walgreen 3; Thrifty 2; SupeRx 3; Revco 3; Skagg's 4; Rexall 2; Long's 2.
Discount Stores-Gemco; Smitty's; K mart 2; Thrifty 2; Yellow Front 8.
Chain Supermarkets-Safeway 2; Basha's 5; Wright's; Bayless 2; Low Cost; Lucky; Smitty's Big Town 3; Fry's 4; Alpha Beta 4.
Other Chain Stores-Firestone; Daniel's Jewelers; Singer; Barrow's; Foxworth Lbr.; Lee Optical; Mesa Optical; Home Depot; Pep Boys.

14 - NEWSPAPERS: TRIBUNE (m) 38,291; (S) 38,190; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Don Nelson, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 898-6500.
National Representative: U.S. Suburban Press.

NOGALES

1 - LOCATION: Santa Cruz County. E&P Map C-4. County Seat. Port of entry on Mexican border.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacifico de Mexico.

3 - POPULATION:
City 80 Cen. 15,683; Loc. Est. 17,198
County 80 Cen. 20,459; Loc. Est. 22,435

4 - HOUSEHOLDS:
City 80 Cen. 4,335; Loc. Est. 4,779
County 80 Cen. 5,999; Loc. Est. 6,703

5 - BANKS	NUMBER	DEPOSITS
Savings&Loan/Comm.	5	N.A.

6 - PASSENGER AUTOS: County 11,258

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipping point for winter vegetable crop grown on west coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mariposa Plz.(19)	NA	Baskin-Robbins, Radio Shack
Rio Rico(15)	NA	Sabina Ceramics

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: Department Stores-LaVille de Paris; Bracker's; El Paso; JCPenney; Capin Mercantile Corp.; Marcus.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-M&M 5.
Chain Supermarkets-Safeway; Puchi's Downtown Progressive 4.

14 - NEWSPAPERS: HERALD (e-mon to fri) 3,875; sworn Sept. 30, 1983.

Reach The Unreachables.

The Young.

We deliver 60.4% of adults 18 to 34 with any daily issue.

The Affluent.

61% of our readers have a household income over $25,000.

The Educated.

50% of our readers are college-educated.

Forget everything you've ever heard about media imperatives, audience fragmentation, or the rise of the suburban daily. In Phoenix, the two metro dailies are still the most effective way to reach this rapidly-growing market—and virtually every important target group within it.

An average daily issue of *The Arizona Republic/ The Phoenix Gazette* delivers almost seven of every 10 metro Phoenix adults—over 835,000 readers. What's even more impressive, we provide twice the coverage of the local dailies in their own hometowns.

And whether you look at our audience psychographically, demographically, or geographically, you're getting excellent coverage in all those elusive target market groups that require specialized media in other markets.

Such broad-based penetration makes us unique among the nation's leading dailies. In fact, among the top 23 newspaper markets, we rank first in household coverage. And an impressive 4th in CPM efficiency.

All of which proves that the hardest working medium in Phoenix is the easiest buy you'll ever make.

THE ARIZONA REPUBLIC/*The Phoenix Gazette*

When you buy us, you own Phoenix.

A Member of Million Market Newspapers, Inc.

Sources: 1984 Scarborough Survey of the Phoenix market. Top 23 markets based on Sales & Marketing Management consolidated area definitions where available, otherwise PMSA. Metro coverage, Circulation '83/'84. Cost per thousand based on latest open line rates for SAU # 13.

Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (606) 287-3622.
National Representative: None.

PHOENIX

1 - LOCATION: Maricopa County (MSA). E&P Map C-3. Capital. County Seat. Packing, processing, shipping, transp., marketing, mfg. and whsl. center, high-technology. S central part of state; about 398 mi. E of Los Angeles; 400 mi. W of El Paso, Texas.

2 - TRANSPORTATION: Railroads-SP, SF; Amtrak.
Air Cargo Firms-46.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-America West; American; Continental; Delta; Eastern; Frontier; Northwest Orient; Pacific Southwest (PSA); Republic; Southwest; TWA; United; USAir; Western; Wein Air Alaska.

3 - POPULATION:
Corp. City 80 Cen. 764,911; Loc. Est. 838,823
CZ-ABC: (80) 1,473,759; (84) 1,667,000
RTZ-ABC: (80) 260,276; (84) 289,900
County/MSA 80 Cen. 1,509,030; Loc. Est. 1,651,601
City & RTZ-ABC: (80) 1,734,035; (84) 1,956,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 284,780; Loc. Est. 299,322
County/MSA 80 Cen. 544,759; Loc. Est. 610,330
CZ-ABC: (80) 533,365; (84) 609,200
RTZ-ABC: (80) 87,798; (84) 99,300
City & RTZ-ABC: (80) 621,163; (84) 708,500

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$9,229,975,000
Commercial	26	$17,268,794,000

6 - PASSENGER AUTOS: County 846,995

7 - ELECTRIC METERS: Residence 335,542

8 - GAS METERS: Residence 249,902

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 113,500; Construction 52,400; Retail & Wholesale 180,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-94; Summer 80-103; Fall 52-74; Winter 48-69.

11 - TAP WATER: Alkaline, 10 grains of hardness per gallon; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-Park Central Mall, Central Ave. N of Thomas Rd. Principal Stores: Diamonds, Goldwater's, JCPenney, Switzer's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biltmore Fashion Park(55)	NA	Broadway, I. Magnin, Saks
Camel View Plaza(21)	NA	Bullock's, Sakowitz
Chris-Town(150)	NA	Broadway, Bullocks, JCPenney, Montgomery Ward
Colonnade(60)	NA	Joskes, Mervyns, Marshalls, Sears
Fiesta Mall(145)	NA	Broadway, Diamonds, Goldwater's, Sears
Los Arcos Mall(83)	NA	Broadway, Sears
Maryvale Mall(60)	NA	Mervyns, Target, Boston Store
Metrocenter(265)	NA	Broadway, Diamonds, Joskes, Sears, Goldwater's
Paradise Valley Mall(130)	NA	Diamonds, JCPenney, Goldwater's
Scottsdale Fashion Square(54)	NA	Diamonds, Goldwater's
Thomas Mall(80)	NA	Diamonds, Mont. Ward
Tri-City Mall(61)	NA	JCPenney
Valley West(75)	NA	Mont. Ward, Boston Store, JCPenney
Westridge Mall(90)	NA	Diamonds, Sears, JCPenney

Principal Shopping Days-Wed., Thur., Fri., Sat. Groceries-Wed., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Bullocks; Diamonds; Goldwater's; JCPenney; Montgomery Ward; Sears; Joske's; Mervyn's; Smitty's.
Discount Stores-Yates; Yellow Front; Smitty's; K mart; Gemco; La Belle's; Loehmanns; Marshalls; Price Club; Target.
Variety Stores-Newberry; Woolworth; TG&Y; Sprouse Reitz; McCrory's.
Other Chain Stores-Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Baker Shoes; Gallenkamp; Lewis Salon; Thom McAn; David's; Goot; Chandler's; Ansonia; Kinney's; Joyce; Famous Brands; Payless; Zale's; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Hanny's; I. Magnin; Sakowitz; Saks; Switzer's; Lady Marden; Starretts; Lerner's; Angel's; Handyman; O' Malley BMC; Appliance TV City; Home TV & Appliance; Levitz Furn.; Lou Regester; Mayo's; Mehagian's; Barrows; Breuner's; Radio Shack; Pier I Imports.

14 - NEWSPAPERS: ARIZONA REPUBLIC (m) 314,460; GAZETTE (e) 121,058; ARIZONA REPUBLIC (S) 469,179; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Naughton, Gen. Adv. Mgr., ARIZONA REPUBLIC/ GAZETTE, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.
National Representative: Million Mkt. Newspapers.

PRESCOTT

1 - LOCATION: Yavapai County. E&P Map C-2, County Seat. U.S. Hwy. 89 connects with I-40, 42 mi. N and U.S. 50-70 and I-10 to the S. 394 mi. from Los Angeles; 989 mi. from Denver; 89 mi. from Phoenix on I-17; 817 mi. from San Francisco. Alt. 5,389 ft.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Golden Pacific.

3 - POPULATION:
Corp. City 80 Cen. 20,055; Loc. Est. 22,675
PMA-ABC: (80) 34,797; (84) 39,900
RTZ-ABC: (80) 8,458; (84) 12,100
County 80 Cen. 68,145; Loc. Est. 77,048
Total PMA & RTZ-ABC: (80) 43,255; (84) 52,000

4 - HOUSEHOLDS:
City 80 Cen. 7,971; Loc. Est. 8,285
County 80 Cen. 26,599; Loc. Est. 30,858
PMA-ABC: (80) 13,427; (84) 15,500
RTZ-ABC: (80) 3,126; (84) 4,600
Total PMA & RTZ-ABC: (80) 16,553; (84) 20,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings	3	N.A.

6 - PASSENGER AUTOS: County 43,471

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 7,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly Wage-N.A.)-Electronic Systems; Clothing; Lumber Treating; Plastics; Aluminum windows & doors; Cement Blocks; Tourism & Recreation; Ranching. Manufacturing; Copper Mining.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown; 2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez; Marina St. (1 block). Willow Creek Village (K mart & 12 stores); Miller Road (2 blocks); Ponderosa Plaza Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Prescott Towne Ctr.(10)	NA	Longs
Park Plaza(10)	NA	SupeRx, Safeway
Ponderosa(25)	NA	Bayless, Sears, TG&Y, Zales, SupeRx, JCPenney
Prescott(10)	NA	Rexall, Fry's Food Store
Prescott Valley	NA	Safeway, Revco
Iron Springs(9) Plaza	NA	
Willow Creek Village(20)	NA	K mart, Safeway

Principal Shopping Days-Sat., Thur.
Stores Open Evenings and Sundays-Grocery, drug & variety.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Solts; Pennington; Cornet; Sears; K mart; TG&Y.
Discount Stores-Yellow Front; Checker.
Variety Stores-Cornet; Sprouse Reitz; TG&Y.
Chain Drug Stores-Rexall; SupeRx; Longs; Revco.
Chain Supermarkets-Safeway 3; Fry's; Bayless.
Other Chain Stores-Firestone; McMahns; Mode O'Day; Barrows; Mayos.

14 - NEWSPAPERS: COURIER (e-mon to fri) 11,700; (S) 11,928; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Sherry Armstrong, Adv. Dir., COURIER, 147 N. Cortez, Prescott, AZ 86301; Tel. (602) 445-3333.
National Representative: Branham/Newspaper Sales.

SCOTTSDALE

1 - LOCATION: Maricopa County (In Phoenix MSA). E&P Map C-3.

2 - TRANSPORTATION: Airlines-TWA; American; Frontier; Air West; Western; Continental; Delta; Aeromexico Pacific Southwest; USAir; United; Pan Am; Eastern; Northwest Orient.
Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental; Tanner.

3 - POPULATION:
Corp. City 80 Cen. 88,622; Loc. Est. 97,186
PMA-ABC: (80) 152,428; (84) 165,400
County/MSA 80 Cen. 1,508,030; Loc. Est. 1,651,601
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,295; Loc. Est. 42,049
County/MSA 80 Cen. 544,252; Loc. Est. 610,330
PMA-ABC: (80) 56,756; (84) 62,000

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	16	$1,385,879,000
Commercial	38	$2,869,573,000

6 - PASSENGER AUTOS: County 846,995

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Elec. 18,416 ($487); Tourism 14,750 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Scottsdale Rd., and one block E. and W. from 2nd St. to Shea Blvd., corner of McDowell, Van Buren & Scottsdale Roads.
All Centers less than 2 1/2 mi. from center of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Borgata(60)	1	Grand Maison de Blanc, Pierre Deux
Camelback Mall(30)		Safeway, Thrifty
Camelback's Miller Plaza(28)		Skagg's, Angel's
Camel View(20)		Sakowitz, Bullock's
Fifth Ave. Shops(225)		
Frontier Town(18)		SupeRx, Tang's
Lincoln Plaza(16)	1	Bayless, SupeRx
Los Arcos(81)		Sears, Broadway
Lucky(12)		Lucky's, Thrifty
McDowell Plz.(35)	1	
Old Town(212)		Skaggs
Orange Tree(7)	1	Safeway, SupeRx
Papago Plaza(33)		Revco, Home TV & Appliances
Paradise Village(130)	2	JCPenney, Diamonds, Mervyn's, Goldwaters
Park Scottsdale(15)	1	Basha's
Scottsdale Fashion Sq.(68)		Diamond's, Revco, Goldwater's, Bayless
Scottsdale Village(24)		Walgreen, Safeway
Shea Scottsdale Ctr.(42)	1	Safeway, Long's Drugs
Shoppers Fair(22)	1	Earl's Food, TG&Y
Smitty's Bigtown(8)	1	Smitty's, Western Savings
Paseo Village(30)	1	Alpha Beta, Town & Country
Stetson Sq.(31)		
Indian School & Miller Plz.(14)		Fry's, SupeRx
Valley Plaza(9)	1	Basha's, Skagg's Drug
Gold Dust Plz.(10)	1	Bayless, Revco

Principal Shopping Days-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Diamond's; JCPenney; Goldwater's; Hanny's; Smitty's; Sakowitz; Saba's; Sears; Broadway; Bullock's; Mervyns.
Discount Stores-K mart; Smitty's 3; Yellow Front 3; TG&Y 2; LaBelle's Distributing 2; Appliance TV City.
Chain Supermarkets-Bashas 3; A.J. Bayless 7; Alpha Beta 5; Circle K 14; Fry's 3; Lucky Store Inc.; Safeway 2; Smitty's Town 3; U-Totem Mkt. 4; 7-Eleven 6.
Chain Drug Stores-Revco 3; Skagg's 4; SupeRx 4; Walgreens.
Other Chain Stores-Breuner's; Goodyear; Firestone; General Tire; R-B Furniture; Checker Auto; Zale's Jewelry; Uniroyal; Angel's; Colortile; Pier 1; Lawson Jewelry.

14 - NEWSPAPERS: PROGRESS (e) 23,592; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ronald Alcott, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.
National Representative: U.S. Suburban Press.

SIERRA VISTA

1 - LOCATION: Cochise County. E&P Map D-4. Military center, construction industry, retirement community. SE corner of state, 70 mi. SE of Tucson, on Hwys. 90 & 92. I-10 is 30 mi. N.

2 - TRANSPORTATION: Motor Freight Carriers-3 interstate; 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise; Copper State.

3 - POPULATION:
Corp. City 80 Cen. 25,968; Loc. Est. 26,911
County 80 Cen. 86,717; Loc. Est. 89,929
PMA-ABC: (80) 48,510; (84) 51,200

4 - HOUSEHOLDS:
City 80 Cen. 7,708; Loc. Est. 8,086
County 80 Cen. 29,174; Loc. Est. 31,233
PMA-ABC: (80) 16,374; (84) 17,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$60,500,000
Commercial	3	$32,439,790

6 - PASSENGER AUTOS: County 40,216

7 - ELECTRIC METERS: Residence 5,250

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-U.S. Army Base (Fort Huachuca) 6,331 military; 4,885 civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Area-3-mi. strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 11 major shopping centers grouped along Fry.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayless(10)	NA	Ben Franklin, Revco Drugs
Cochise Plaza(16)	NA	Sears, El Rancho
El Rancho	NA	McCrory's
Shade's Plaza(6)	NA	TG&Y

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All shopping centers every night until 9.

13 - RETAIL OUTLETS: Department Stores-Sears, Montgomery Ward (catalog).
Discount Stores-K mart; Surplus City; Payless; Kinneys; TG&Y.
Variety Stores-McCrory's; Yellow Front; Ben Franklin.
Chain Drug Stores-Thrifty; Revco.
Chain Supermarkets-Food Giant; Safeway; El Rancho; Bayless; Circle K; 7-Eleven.
Other Chain Stores-JoAnn's.

14 - NEWSPAPERS: HERALD-DISPATCH (e-mon to fri 5,986; (S) 6,399; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD-DISPATCH, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.
National Representative: None.

SUN CITY

1 - LOCATION: Maricopa County. PMA includes town of Youngtown and unincorporated community of Sun City West. (In Phoenix MSA) 15 mi. NW of Phoenix; 12 mi. W of I-17 & I-10; on U.S. Hwys. 60, 89, 93.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Trailways; Greyhound; Grayline.

3 - POPULATION:
Corp. City 80 Cen. 40,664; Loc. Est. 52,373
PMA-ABC: (80) 46,886; (84) 52,800
County/MSA 80 Cen. 1,508,030; Loc. Est. 1,651,601

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,762; Loc. Est. 21,511
PMA-ABC: (80) 26,156; (84) 29,700
County/MSA 80 Cen. 544,252; Loc. Est. 610,330

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.

Savings & Loan	9	$1,250,000,000

6 - PASSENGER AUTOS: County 846,995

7 - ELECTRIC METERS: Residence 29,007

8 - GAS METERS: Residence 11,167

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage) Majority Retail Services, Real Estate & Professionals ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. Ann. 58-85.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Ctr.(29)	NA	Safeway
Hadley's Ctr.(10)	NA	Hadley's
La Ronde(36)	NA	Revco
Royal Oak	NA	SupeRx
Sun Bowl Plz.(34)	NA	Safeway
Thunderbird(17)	NA	Bayless
Greenway Ter.(31)	NA	Lucky's
Bell Camino(21)	NA	Safeway
Arrowhead Mall(41)	NA	Lucky's
Campana Sq.(22)	NA	Red Lobster
Sundome(10)	NA	Safeway
Plaza 99(12)	NA	King's Table

13 - RETAIL OUTLETS: Variety Stores-TG&Y; Sprouse Reitz; Yellow Front.
Chain Drug Stores-Walgreen; Revco; Value Drug; Longs Drugs; SupeRx.

14 - NEWSPAPERS: NEWS-SUN (e) 17,985; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Block, Display Adv. Mgr., NEWS-SUN, 10102 Santa Fe Dr., Sun City, AZ 85351; Tel. (602) 972-6397.
National Representative: Branham/Newspaper Sales.

TEMPE

1 - LOCATION: Maricopa County. (In Phoenix MSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E of Phoenix.

2 - TRANSPORTATION: Railroads-So. Pacific.
Intercity Bus Lines-Greyhound; American; Continental.
Airlines-American; TWA; Frontier; PSA; USAir; Air West; Western; Continental; Delta; Aeronaves de Mexico; Eastern; America West.

3 - POPULATION:
Corp. City 80 Cen. 106,743; Loc. Est. 117,057
County/MSA 80 Cen. 1,508,030; Loc. Est. 1,651,601

4 - HOUSEHOLDS:
City 80 Cen. 37,277; Loc. Est. 40,227
County/MSA 80 Cen. 544,252; Loc. Est. 610,330

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$101,000,000
Commercial	8	$248,400,000

6 - PASSENGER AUTOS: County 846,995

7 - ELECTRIC METERS: Residence 39,078

8 - GAS METERS: Residence 19,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Casting 475; Rolling Mill 375; SRP Hqtrs. 910; Garments 400; Electronics 700; Insurance 450; Food Dist. 650; Misc. 1,000; University Education 4,750 faculty and staff.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McLintlock Dr.(2)	NA	Basha's Mkt., Walgreen
Baseline-McClintock(9)	NA	Safeway, SupeRx
Bayless(10)	NA	Bayless
Broadway Plaza Center(16)	NA	Fotomat, Knapp Shoes
Broadway Rural(13)	NA	SupeRx, Lucky's
Danelle(37)	NA	Western Auto, Hayden's
Tempe Center(32)	NA	Low Cost
Hayden E.(30)	NA	Woolco, Fry's, SupeRx
Lake Country(40)	NA	Safeway, Skagg's
Valley Plaza(13)	NA	TG&Y, Revco, Bayless

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-TG&Y Family Center; Smitty's; Mervyn's; Gemco; K mart; Marshall's.
Variety Stores-TG&Y.
Chain Drug Stores-Skaggs; SupeRx 3; Smitty's; Revco 2; Thrifty; Walgreens.
Chain Supermarkets-Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Alpha Beta; Smitty's; Gemco.

14 - NEWSPAPERS: NEWS (m) 10,915 (S) 10,792; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Joe Sinnott, Mktg. Dir., NEWS, 607 Mill Ave., Tempe, AZ 85282; Tel. (602) 829-4705.
National Representative: U.S. Suburban Press.

TUCSON

1 - LOCATION: Pima County (MSA). E&P Map C-4. County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Citizens Auto Stage.
Airlines-Aeromexico; America West; American; Continental; Copper State; Eastern; Frontier; Golden; PSA; Republic; Sunworl; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 330,537; Loc. Est. 359,938
CZ-ABC: (80) 512,105; (84) 570,200
RTZ-ABC: (80) 241,857; (84) 263,400
County/MSA 80 Cen. 531,263; Loc. Est. 578,519
City & RTZ-ABC: (80) 753,962; (84) 833,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 125,266; Loc. Est. 136,784
County/MSA 80 Cen. 195,460; Loc. Est. 217,868
CZ-ABC: (80) 189,872; (84) 213,700
RTZ-ABC: (80) 76,353; (84) 84,000
City & RTZ-ABC: (80) 266,225; (84) 297,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$5,328,412,000
Commercial	7	$11,358,909,000

6 - PASSENGER AUTOS: County 266,251

7 - ELECTRIC METERS: Residence 197,644

8 - GAS METERS: Residence 146,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 24,400 ($334); Mining 7,400 ($519); Construction 11,200 ($423); Ret. & Whsle. Trade 43,800 (N.A.); Trans., Util. 8,500 ($418); Govt. 44,700 (N.A.)
Principal Pay Days-Fri., 1st, 15th, 5th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-90; Summer 66-98; Fall 45-93; Winter 38-67. First killing frost, Nov. 26. Last killing frost, Feb. 25.

11 - TAP WATER: South Side Reservoir No. 1; Alkaline, very hard. North Side Reservoir No. 3; Alkaline, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Area-30 city blocks housing city and county government offices plus retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Pl.(25)	NA	
El Con(124)	NA	JCPenney, Levy's, Mont. Ward, Goldwaters
Green Valley(81)	NA	Lucky's, Revco
Park Mall(106)	NA	Sears, Diamonds, Broadway
Tucson Mall(104)	NA	

Principal Shopping Days-Tues. thru Sat.
Stores Open Evenings-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Southwest 2; Diamond's 2; Goldwater's 2; Levy's 2; JCPenney 2; Steinfeld's; Montgomery Ward; Korby's; Mervyn's; Sears 2.
Discount Stores-Fed Mart; Woolco 3; Yellow Front 6; Super City 9; K mart 4; Jewelcor 2; La Belle's 2; Zody's 2.
Variety Stores-Sprouse Reitz 5; McLellan's 3; Ben Franklin; TG&Y 2.
Chain Drug Stores-Walgreen 11; Revco 16; Skagg's 5; Thrifty 7; Defender 5; United 6; Long's; Rexall.
Chain Supermarkets-Alpha Beta 4; Bayless 11; Circle K 96; El Grande 4; Food Giant 12; Gemco 2; Lucky 13; Low Cost 2; Safeway 13; Fry's 5; Del Monte 2; Quik Mart 18; 7-Eleven 28; U-Totem 24; Lavicios 6; E-Z Save; Warehouse Foods; United Market.
Other Chain Stores-Ace Hardware 5; Ann Mercer 3; Baker's Shoes 3; Barrow's Furniture; Baum & Williamson; Browse Around 3; Carpet Giant 2; Cele Peterson 4; Checker Auto Parts 9; Cloth World 2; College Shop; Complete Auto Supply; Custom Hi-Fi Discount; Daniel's Jewelers 5; Discount Nursery 5; Fashion Conspiracy 4; Firestone 4; Fitzgerald TV; Florsheim Shoes 3; Flash's TV; Franklin's Men's Store 3; Giberts 2; Gallenkamp's 3; Goldwyn's; Handy Andy 4; Handyman 2; Hirsh's Shoes 3; Kinney Shoes 5; Lady Marden's; Lee Optical 6; Sam Levitz Warehouse; Lerner's 4; Lewis Salon Shoes; May's 4; Mode O'Day 3; National Shirt Shop; Payless; Cashway Lumber 2; Plant World 5; Radio Shack 16; Regal Shoes 3; Lou Regester; Shoe Corral; Singer Co. 2; Size 5-7-9 2. Thom McAn 3; Standard Brands 2; Vicki Wayne 3; Western Auto 2; Wood Bros. 2; Zale's.

14 - NEWSPAPERS: STAR (m) 81,082; CITIZEN (e) 65,301; STAR (S) 150,743; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard Lowe, Nat'l. Adv. Dir., STAR AND CITIZEN, 4850 S. Park Ave., Tucson, AZ 85726; Tel. (602) 294-4433.
National Representative: Gannett Newspaper Advertising Sales.
THE DAILY TERRITORIAL (m) 2,065; Sept. 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Michael Levy, Mktg. Dir., THE DAILY TERRITORIAL, 1 W. Orange Grove Rd., Tucson, AZ 85704; Tel. (602) 297-1107.
National Representative: None.

YUMA

1 - LOCATION: Yuma County. E&P Map B-3. County Seat. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego, and 289 mi. SE of Los Angeles. On I-8 & U.S. Hwy. 95.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-9 interstate.
Airlines-Sunaire; Sun West.

3 - POPULATION:
Corp. City 80 Cen. 42,481; Loc. Est. 46,135
PMA-ABC: (80) 64,321; (84) 71,300
County 80 Cen. 90,554; Loc. Est. 90,554
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,045; Loc. Est. 14,223
County 80 Cen. 29,848; Loc. Est. 33,172
PMA-ABC: (80) 21,931; (84) 24,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$399,842,000
Savings	2	N.A.

6 - PASSENGER AUTOS: County 37,104

7 - ELECTRIC METERS: Residence 27,288 (Yuma area)

8 - GAS METERS: Residence 12,435

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-RR 1,050 ($275); Agriculture 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($249); Other Mfg. 500 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-87; Summer 78-105; Fall 68-95; Winter 46-71.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd; Palm Plaza (21 stores); 24th St. & Ave. A; Westbluff Center (8 stores); 24th St. and Ave. A; Western Village (11 stores); 14th St. & 4th Ave.; Alpha Beta Center, 4th Ave. & Catalina; Plaza Del Sol.
Neighborhood Shopping Centers-3 blocks on 4th Ave. on the mesa between 8th and 11th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
16th at 4th Ave.	3	El Rancho, TG&Y
Bayless(10)	4	Bayless, Family Dept.
Big Curve(52)	4	Walgreen, Safeway, Aim for the Best, Thrifty, Western Auto
Southgate(34)	4	Albertson's, Thrifty, JCPenney
Alpha Beta	NA	Alph Beta, Long's Drugs

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays-All.

13 - RETAIL OUTLETS: Department Stores-Babbitt's; JCPenney; Family; C.R. Anthony; Apparel By Johnny; Sears; Mervyn's; Kloth Knight; Outhouse.
Variety Stores-TG&Y; Aim For the Best.
Chain Drug Stores-Thrifty; Walgreen; Revco; United Drug 3; Yuma-Mesa Drug; Sants; Medical Arts; Long's.
Chain Supermarkets-Safeway 2; Bayless; Central Market; Olsens 4; Low Cost; Alpha Beta; Albertson's.
Discount Stores-Fed-Mart; Yellow Front; K mart; Pic & Save; Popular Surplus; LaBelles.
Other Chain Stores-Sweetbriar (women's clothing); Western Auto; Firestone; Checker Auto; Sears; Goodyear; McMahans Furn.; S&H Green Stamps; Imperial Stores; Kinney's Shoe; Fashion Conspiracy; BF Goodrich; Daniel's Jewelers; House of Fabrics; Zale's Jewelers; Radio Shack 2; O'Malley Lumber Co; Pam's; 84 Lumber; Miller's Outpost; Clothestime; Pep Boys; Foot Locker; Payless Shoe Source.

14 - NEWSPAPERS: SUN (e-mon to fri) 24,803; (S) 25,556; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Victoria C. Bardo, Adv. & Mktg. Dir., SUN, PO Box 2710, Yuma, AZ 85364; Tel. (602) 783-3333.
National Representative: Branham/Newspaper Sales.

ARKANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale-Washington County.
Fort Smith, Ark.-Okla.-Crawford and Sebastian Counties, Ark.; Sequoyah County, Okla.
Little Rock-North Little Rock-Faulkner, Lonoke, Pulaski and Saline Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Pine Bluff-Jefferson County.
Texarkana, Ark.-Tex.-Miller County, Ark.; Bowie County, Tex.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	158	175	182
5-14 Years	383	366	379
15-24 Years	326	418	422
25-44 Years	411	583	603
45-64 Years	407	442	457
65 and Over	238	312	323
TOTAL	1,923	2,296	2,366

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	269	432	804
General Mdse.	434	751	1,306
Food	880	1,453	2,600
Automobiles	539	1,539	2,922
Gasoline Stations	335	496	980
Apparel	215	326	567
Furniture	177	267	496
Eat-Drink Places	196	385	787
Drugs	122	193	362
TOTAL SALES	3,912	6,383	11,948

ARKADELPHIA

1 - LOCATION: Clark County. E&P Map B-3. County Seat. On the Ouachita River. 65 mi. SW of Little Rock. On U.S. Hwy. 67; I-30.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Buslines-Continental Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,005; Loc. Est. 10,245
County 80 Cen. 23,326; Loc. Est. 23,749

4 - HOUSEHOLDS:
City 80 Cen. 3,267; Loc. Est. 3,336
County 80 Cen. 8,134; Loc. Est. 8,480

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$70,188,000
Savings & Loan	2	$28,000,000

6 - PASSENGER AUTOS: County 8,422

7 - ELECTRIC METERS: Residence 3,025

8 - GAS METERS: Residence 2,488

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage

Earners-Work Pants 350; Brassiere Plant 340; Aluminum 600; Sawmill 150; Marine 245; Gypsum Pdts. 130; Berring 300.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets.
Shopping Centers-Pine Plaza (Safeway, West Dept., Alco, Revco, JCPenney).
Principal Shopping Days: Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; West's.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-Safeway; Piggly Wiggly.
Other Chain Stores-Otasco; Goodyear; Western Auto.

14 - NEWSPAPERS: SIFTINGS HERALD (e-mon to fri) 3,853; sworn Sept. 30, 1982.
Local Contact for Advertising and Merchandising Data: Ken Richardson, Gen. Mgr., SIFTINGS HERALD, 205 S. 26th St.; PO Box 10, Arkadelphia, AR 71923; Tel. (501) 246-5525.
National Representative: Papert Companies.

BATESVILLE

1 - LOCATION: Independence County. E&P Map C-2, County Seat. On White River. 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO; State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Wells.

3 - POPULATION:
Corp. City 80 Cen. 8,263; Loc. Est. 9,195
County 80 Cen. 30,147; Loc. Est. 32,054

4 - HOUSEHOLDS:
City 80 Cen. 3,272; Loc. Est. 3,670
County 80 Cen. 10,901; Loc. Est. 11,818

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$133,371,825
Commercial	2	$136,371,587

6 - PASSENGER AUTOS: County 12,167

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,434

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Rubber Pdts. 206 (NA); Poultry Processing 202 ($160); Thermostats, Gas Burners 500 (NA); Lime Mfg. 327 (NA); Shoes 500 (NA); Egg Processing ($160); Frozen Foods ($160); Others ($120); Steam Generating Plant ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cato's; Barnett Bros.; Montgomery Ward; Sears; Van Atkins.
Discount Stores-Fred's Dollar Store; Marshall Economy; Wal-Mart; Magic Mart; Dollar General.
Chain Supermarkets-Kroger; Safeway; Thriftway; Town & Country.
Other Chain Stores-Otasco; Western Auto; Goodyear; Firestone; Harris Style Shop; Jr. Junction; The Specialty Shop; Furniture: Batesville, Bowling, Russ, Whittington, Skinner's; Shoes: Monday's, Heuers, Kay's.

14 - NEWSPAPERS: GUARD (e-mon to fri) 9,350; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Mgr., GUARD, 285 W. Main; PO Box 2036, Batesville, AR 72501; Tel. (501) 793-2383.
National Representative: Papert Companies.

BENTON

1 - LOCATION: Saline County (In Little Rock-N. Little Rock MSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock, U.S. Hwys. I-30, 67 & 70; State 35.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,437; Loc. Est. 17,131
County 80 Cen. 52,881; Loc. Est. 50,927
MSA 80 Cen. 474,204; Loc. Est. 487,942
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,316; Loc. Est. 6,221
County 80 Cen. 17,477; Loc. Est. 17,282
MSA 80 Cen. 168,985; Loc. Est. 178,312

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$120,000,000
Savings & Loan	3	$73,000,000

6 - PASSENGER AUTOS: County 22,790

7 - ELECTRIC METERS: Residence 7,100

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Poultry; Beef & Dairy Farming; Lumber; Pulpwood, Furniture Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Packaging; Chemicals; Truckbeds; Boat Trailers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Military Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Military Plaza(14)	2	Wal-Mart
Niloak Square(12)	2	Kroger, Alco
Plaza Center	1	West-Gibson's, Cinema
Lincoln Square(20)	2	

13 - RETAIL OUTLETS: Department Stores-Gingle's; West's; Otasco.
Discount Stores-Gibson's; Wal-Mart; Alco; Fred's Price Place; Dollar General Store.
Chain Drug Stores-Petty's; Rexall; Medic; Revco; Wal-Mart Pharm.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,184; sworn Oct. 3, 1983.
Local Contact for Advertising and Merchandising Data: Sam Hodges, Pub.; Carroll Powell, Adv. Mgr., COURIER, 322 Main St.; PO Box 207, Benton, AR 72015; Tel. (501) 778-8228.
National Representative: None.

BENTONVILLE

1 - LOCATION: Benton County, E&P Map A-1, County Seat. NW portion of state. Livestock market. Hwy. 71.

2 - TRANSPORTATION: Intercity Bus Lines-Jefferson Lines.

3 - POPULATION:
Corp. City 80 Cen. 8,756; Loc. Est. 10,402
County 80 Cen. 78,115; Loc. Est. 82,966

4 - HOUSEHOLDS:
City 80 Cen. 3,248; Loc. Est. 3,753
County 80 Cen. 28,622; Loc. Est. 31,129

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,358,000
Savings & Loan	4	$223,328,000

6 - PASSENGER AUTOS: County 38,063

7 - ELECTRIC METERS: Residence 4,176

8 - GAS METERS: Residence 3,560

9 - PRINCIPAL INDUSTRIES: Retailing; Casting; Moulding. No. of Wage Earners-County 6,888. Av. Wkly. Wage $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10. Last killing frost, April 10-15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Center-Downtown.
Neighborhood Shopping Center-Wal-Mart-Old Town Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwest Arkansas Mall(50)	23	Sears, JCPenney
Dixieland Mall(4)	8	Dillards, K mart
Bella Vista Town Center	6	Phillips Foods, Cooper Communities

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Dillards.
Discount Stores-Wal-Mart 2; K mart.
Chain Supermarkets-Phillip's Foods.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri-S) 5,851 sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Tim Lewallen, Adv. Mgr., DEMOCRAT, PO Box 1049, Bentonville, AR 72712; Tel. (501) 273-7781.
National Representative: Landon Associates.

BLYTHEVILLE

1 - LOCATION: Mississippi County, E&P Map D-1, County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state; 70 mi. N of Memphis; 230 mi. S of St. Louis; 9 mi. W of Mississippi River, U.S. Hwys. 61, I-55; State Hwy. 18.

2 - TRANSPORTATION: Railroads-Burlington Northern (freight only).
Motor Freight Carriers-7.
Intercity Bus Lines-Dixie Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,314; Loc. Est. 23,954
County 80 Cen. 59,517; Loc. Est. 59,036

4 - HOUSEHOLDS:
City 80 Cen. 8,086; Loc. Est. 7,887
County 80 Cen. 19,757; Loc. Est. 19,980

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$130,000,000
Savings & Loan	2	$35,700,000

6 - PASSENGER AUTOS: County 21,623

7 - ELECTRIC METERS: Residence 9,319

8 - GAS METERS: Residence 5,878

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery & Metal 1,100 ($240); Carbon Paper & Ribbons 370 ($235); Food 340 (N.A.); Chemicals 325 (N.A.); Clothing 250; Air Force Installation 3,500 (N.A.).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3 Sts.; 3 blocks on 2 Sts.
Neighborhood Shopping Centers-Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N 6th.
Shopping Center-West End, 20 blocks; Blytheville Plaza, N 6th, 6 blocks; Day Shpg. Ctr., N 6th, 7 blocks; I-55 at Hwy. 18; N. 6th at Moultrie.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
U.S. Hwy 61	NA	Safeway, Mont. Ward
Blytheville Plz(19)	NA	Walgreens, IGA
Town North(5)	NA	Kroger, Alco, JCPenney
Day Center(14)	NA	Mont. Ward, Safeway

Principal Shopping Days-Sat. and Fri.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears (catalog); West's.
Discount Stores-Gibson; Fred's; Wal-Mart; K mart; Alco; Family Dollar.
Chain Drug Stores-Pill Box; Plaza 2.
Chain Supermarkets-Kroger; Safeway; Hays 4; Piggly Wiggly 2.
Other Chain Stores-Goodyear; Goodrich; Firestone; Radio Shack; Hays; Oklahoma Tire.

14 - NEWSPAPERS: COURIER-NEWS (e) 9,866; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Charles Berry, Adv. Mgr., COURIER-NEWS, PO Box 1108, Blytheville, AR 72315; Tel. (501) 763-4461.
National Representative: Landon Associates.

CAMDEN

1 - LOCATION: Ouachita County, E&P Map B-4, County Seat. Residential center. S central Arkansas. 102 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167; State Hwys. 4, 7 & 24.

2 - TRANSPORTATION: Railroads-Cotton Belt; Missouri Pacific; Rock Island.
Airlines-Sunbelt.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Missouri Pacific Trans. Co.; Arkansas Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 15,356; Loc. Est. 15,684
County 80 Cen. 30,541; Loc. Est. 31,052

4 - HOUSEHOLDS:
City 80 Cen. 5,883; Loc. Est. 6,069
County 80 Cen. 11,198; Loc. Est. 11,645

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$90,233,000
Savings	2	$77,340,000
Savings & Loan	3	$60,464,507

6 - PASSENGER AUTOS: County 13,355

7 - ELECTRIC METERS: Residence 7,521

8 - GAS METERS: Residence 9,700

9 - PRINCIPAL INDUSTRIES: Ammunition; Paper Prod.; Furn.; Roofing; Air Condit. Mfg.; Pub. and Pottery; Electronics; Machy.; Printing Ink; Truck Trailers; Mobile Homes; Garment Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal(12)	1	Piggly Wiggly
Garden Oaks(15)	4	Piggly Wiggly,
Wal-Mart	NA	Howard's, Wal-Mart
West Gate(8)	NA	Handi Pack Grocery

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Watt's; JCPenney; Belk-Jones; Beall's Credit Shop; Freers.
Discount Stores-Gibson's; Howard's; Wal-Mart.
Variety Stores-Bargain World; Varieties; P.N. Hirsch.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS (e) 6,136; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Cheryl Shikle, Adv. Dir., NEWS, PO Box 798, Camden, AR 71701; Tel. (501) 836-8192.
National Representative: Papert Companies.

CONWAY

1 - LOCATION: Faulkner County, (In Little Rock-N. Little Rock MSA), E&P Map B-2, County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, I-40.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,375; Loc. Est. 20,824
County 80 Cen. 46,192; Loc. Est. 47,209
MSA 80 Cen. 474,204; Loc. Est. 487,942

4 - HOUSEHOLDS:
City 80 Cen. 6,798; Loc. Est. 6,909
County 80 Cen. 15,489; Loc. Est. 16,250
MSA 80 Cen. 168,985; Loc. Est. 178,312

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$123,663,000
Savings & Loan	4	$88,055,935

6 - PASSENGER AUTOS: County 17,828

7 - ELECTRIC METERS: Residence 6,208

8 - GAS METERS: Residence 6,208

9 - PRINCIPAL INDUSTRIES: Shoes; Food and Dairy Prod.; Bus Bodies; Fishing Tackle; Oars; Farm Machinery; School Furniture; Paper Boxes; Pianos; Furniture; Concrete Prod.; Refrigerated Cabinets; Mobile Homes; License Tags; Vending Machines; Kotex Products; Wheel Alignment Products; Water Pumps; Horse Trailers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Con-Ark(10)	NA	Rexall Drugs
Mid-Town(2)	NA	
Faulkner Plaza(15)	NA	Kroger, Wal-Mart
North Plaza(12)	NA	Piggly Wiggly, West's, Gibson's
Oak St.(2)	NA	Safeway, Duckwall-Alco

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; West's; Frank Rivers.
Discount Stores-Fred's; Wal-Mart; Gibson's; Ashleys; Duckwall-Alco.
Chain Drug Stores-Village Rexall; Village Mart.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly.

14 - NEWSPAPERS: LOG CABIN DEMOCRAT (eS) 8,983; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Pat Valachovic, Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St.; PO Box 969, Conway, AR 72032; Tel. (501) 327-6621.
National Representative: Papert Companies.

DE QUEEN

1 - LOCATION: Sevier County, E&P Map A-3, County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2 - TRANSPORTATION: Railroads-Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.
Motor Freight Carries-4.
Intercity Bus Lines-Jordan; Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 4,594; Loc. Est. 4,911
County 80 Cen. 14,060; Loc. Est. 14,191
Demographic information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,884; Loc. Est. 1,877
County 80 Cen. 5,527; Loc. Est. 5,204

5 - BANKS	NUMBER	DEPOSITS
	2	$56,352,000

6 - PASSENGER AUTOS: County 5,108

7 - ELECTRIC METERS: Residence 1,957

8 - GAS METERS: Residence 2,003

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Timber Products 1,717 ($375); Poultry Processing 1,200 ($204).

10 - CLIMATE: Min. and Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Day-Sat.

13 - RETAIL OUTLETS: Department Stores-Knight's; Fred's; Gibson's; Mullin's; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Lewis Food Center; De Queen.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,681; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ray Kimball, Pub., CITIZEN, 404 De Queen Ave., De Queen, AR 71832; Tel. (501) 642- 2111.
National Representative: None.

EL DORADO

1 - LOCATION: Union County, E&P Map B-4. 110 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy., U.S. 82 & 167; on State Hwys. 15 & 7.

2 - TRANSPORTATION: Railroads-El Dorado & Wesson; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways.
Airlines-Sunbelt.

3 - POPULATION:
Corp. City 80 Cen. 25,270; Loc. Est. 24,988
CZ-ABC: (80) 25,270; (84) 24,000
RTZ-ABC: (80) 23,303; (84) 23,400
County 80 Cen. 49,988; Loc. Est. 49,435
City & RTZ-ABC: (80) 48,573; (84) 47,400

4 - HOUSEHOLDS:
City 80 Cen. 11,176; Loc. Est. 10,685
CZ-ABC: (80) 9,831; (84) 9,400
RTZ-ABC: (80) 8,249; (84) 8,400
County 80 Cen. 20,226; Loc. Est. 18,866
City & RTZ-ABC: (80) 18,080; (84) 17,800

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$49,000,000
Commercial	3	$1,000,000

6 - PASSENGER AUTOS: County 21,[illegible]

7 - ELECTRIC METERS: Residence 14,750

8 - GAS METERS: Residence 9,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Oil & Gas 1,144; Lumber 1,182; Chemical 149; Pet. Ref. 1,134; Const. 680; All Mfg. 12,147.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov. Last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Mellor Park Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Dorado(6)	NA	Brookshire's, Mont. Ward
El Do(8)	8	Goodyear
Gibson Center(4)	NA	Gibson's
Mellor Park(16)	NA	Kroger, SupeRx, Wal-Mart
Northwest Vlg.(16)	NA	West's, Safeway, Walgreens

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food nightly to 9; Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn; El Dorado House; B.W. Reeves; J.A. West; Bealls; JCPenney.
Discount Stores-Howard Bros.; Dollar General; Gibson's 2; K mart; Wal-Mart.
Variety Stores-Dollar General.
Chain Drug Stores-Rexall; Walgreens; SupeRx.
Chain Supermarkets-Safeway; Kroger; Brookshire's; Smitty's.
Other Chain Stores-Payless Shoes; Famous Brands Shoes; Firestone; Babcock Auto; Goodyear; Oklahoma Tire; Union Tire; Singer Co.; Sherwin Williams; Zale's Jewelry; Sears; Montgomery Ward; Auto Shack.

14 - NEWSPAPERS: NEWS-TIMES (m) 11,653; (S) 12,054; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ollie Bennett, Adv. Dir., NEWS-TIMES, 111

N. Madison, El Dorado, AR 71730; Tel. (501) 862-6611.
National Representative: Papert Companies.

FAYETTEVILLE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1, County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62 & 71; State Hwys. 16, 45, 112, 180 & 265.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-5.
Airlines-Skyways; Metro.
Bus Lines-Continental; Jefferson; KG Lines.

3 - POPULATION:
Corp. City 80 Cen. 36,604; Loc. Est. 40,016
CZ-ABC: (80) 36,608; (84) 37,300
RTZ-ABC: (80) 82,850; (84) 89,700
County/MSA 80 Cen. 99,735; Loc. Est. 103,934
City & RTZ-ABC: (80) 119,485; (84) 127,800

4 - HOUSEHOLDS:
City 80 Cen. 13,480; Loc. Est. 14,787
County/MSA 80 Cen. 36,072; Loc. Est. 38,122
CZ-ABC: (80) 13,482; (84) 13,900
RTZ-ABC: (80) 29,385; (84) 32,100
City & RTZ-ABC: (80) 42,867; (84) 46,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$157,020,688
Commercial	3	$319,292,016

6 - PASSENGER AUTOS: County 43,795

7 - ELECTRIC METERS: Residence County 45,198

8 - GAS METERS: Residence 27,363

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly Wage N.A.)-Poultry Proc. 1,700; Clothing 250; Elec. 610; Woodworkers 210; Ptg. 560; Electronics 400; Light Metal 750; Sporting Goods, Fishing Reels 350; Tool & Die 74; Food Proc. 640; Civilian Labor Force (Fayetteville-Springdale SMSA) 76,100.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-N.W. Arkansas Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(5)	NA	Watson, Collier Drug
Evelyn Hills(29)	NA	Mont. Ward, IGA, Anthony's
N.W. Ark. Mall(82)	NA	Sears, Woolworth, Mode O'Day, Dillard, JCPenney, Kinney's
Highway 71 N.	NA	Wal-Mart, K mart, Consumers Market
Oak Plaza(16)	NA	Dillon's, Ben Franklin
Southgate Park(4)	NA	Wal-Mart
Westgate(11)	NA	IGA, Wal-Mart, Ashley's
Downtown(45)	NA	Campbell Bell, Lewis Bros.

Principal Shopping Days-Wed., Thur., Sat.; Food, Discount, & Dept. stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Campbell Bell; Montgomery Ward; JCPenney; Boston Store; C.R. Anthony; Sears; Dillard's; Beall Ladymon.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Wal-Mart; K mart; Woolworth; Otasco; Ashleys; Mathias.
Chain Drug Stores-Collier (Rexall) 3; Consumer's.
Chain Supermarkets-Consumers IGA 4; Safeway; Dillon's Thriftmart 2; Consumer's Discount Foods; Speedimart 2; 7-Eleven 2; Food 4 Less.

14 - NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e-mon to fri) 10,833; (m-sat) 10,484; (S) 11,646; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Alden H. Spencer, Pub., NORTHWEST ARKANSAS TIMES, 212 N. East St., Fayetteville, AR 72702; Tel. (501) 442-6242.
National Representatives: Papert Companies; Thomson Newspapers.

FORREST CITY

1 - LOCATION: St. Francis County, E&P Map C-2, County Seat. 45 mi. SW of Memphis; 90 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-Yellow Freight Systems; Missouri Pacific Piggy Back; Roadway Truck Lines; Consolidated Freightways; Burnett Freight; Batesville Truckline; Arkansas Freightways; Mistletoe Express.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,803; Loc. Est. 14,093
County 80 Cen. 30,858; Loc. Est. 30,446

4 - HOUSEHOLDS:
City 80 Cen. 4,651; Loc. Est. 4,678
County 80 Cen. 9,930; Loc. Est. 9,986

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$147,700,000
Savings & Loan	2	$1,102,440,683

6 - PASSENGER AUTOS: County 10,141

7 - ELECTRIC METERS: Residence 5,650

8 - GAS METERS: Residence 4,446

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TVs & Microwave Ovens 2,200; Hoisting Equipment 250; Electrical Motors 400; Heating & Air Cond. Equipment 200; Farm Machy. 50; Textiles 150; Rubber Products 335.

10 - CLIMATE: Min. & Max. Temp.-45-87.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center 10 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valli Vista	NA	Kroger, Revco, Fred's Dollar Store
Cloverleaf	NA	Big Star, Wal-Mart, Super D Drug
Edwin-Houston Ctr.	NA	The Colony Shop, Edwin-Houston, Roy Bailey Pharmacy, Vel-Rich Jewelers
Cricket Complex	NA	Cricket on the Heart, Taylor-Casbeer, Tadpoles

13 - RETAIL OUTLETS: Department Stores-Cohen's; Sears; The Colony Shop; Taylor-Casbeer; Edwin-Houston; Tadpoles; Montgomery Ward.
Discount Stores-Wal-Mart; Fred's Dollar Store; Main $ Store; Best Dollar Store.
Chain Supermarkets-Kroger; Safeway; Food Giant; Big Star; Lindsey's; Vandiver's Discount; Bond's No. 2.
Other Chain Stores-Goodyear; Western Auto; Super D Drug; Revco.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 4,602; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bonner McCollum, Pub., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.
National Representative: Papert Companies.

FORT SMITH

1 - LOCATION: Sebastian County. (In Fort Smith AR-OK MSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 64, 71, 71, 271; State Hwys. 9, 10, 22, 45, 59, 270.

2 - TRANSPORTATION: Railroads-KCS; Midland Valley; Missouri Pacific; Frisco.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 71,384; Loc. Est. 72,213
CZ-ABC: (80) 89,851; (84) 92,100
RTZ-ABC: (80) 202,700; (84)222,000
County 80 Cen. 94,930; Loc. Est. 96,032
MSA 80 Cen. 162,571; Loc. Est. 165,807
City & RTZ-ABC: (80) 292,551; (84) 314,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,654; Loc. Est. 28,574
County 80 Cen. 35,686; Loc. Est. 36,953
MSA 80 Cen. 58,842; Loc. Est. 61,342
CZ-ABC: (80) 34,140; (84) 35,400
RTZ-ABC: (80) 71,479; (84) 78,900
City & RTZ-ABC: (80) 105,619; (84) 114,300

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	$175,000,000
Commercial	3	$401,775,000

6 - PASSENGER AUTOS: County 46,080

7 - ELECTRIC METERS: 21,457

8 - GAS METERS: 19,161

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Food Prod. 2,600; Apparel 500; Lumber and Wood Prod. 400; Furniture and Fixtures 4,950; Printing Publishing 550; Stone, Clay and Glass Prod. 900; Metal Industries 5,200; Fabricated Metal Prod. 450; All Other Manufacturing 1,650; Non-manufacturing 28,750; Mining 450; Contract Construction 2,400; Wholesale Trade 2,150; Retail Trade 7,100; Financial, Insurance and Real Estate 1,450; Service Industries 5,950; Govt. 6,150; All other Non-agricultural employment 6,850; Agriculture 2,200; Totals: Durables 11,650; Non-Durables 6,250; Total Employment: (MSA) 55,400; Civilian Work Force 58,950.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-10 blocks on Garrison Ave. & same blocks on Rogers Ave.
Neighborhood Shopping Centers-Suburban & Grand; 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Village, Greenwood & Rogers Aves.; Park Plaza 3400 Rogers Ave.; Phoenix Village, Towson & Phoenix; K mart; Jenny Lind & South Zero; Central Mall, Rogers and Waldron Road; Waldron Square, 5300 Rogers Ave.; Towson Plaza, 3600 Towson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Plaza(8)	2	Ben Franklin
Midland & Division(5)	3	Midland Drugs
Central Mall(67)	NA	JCPenney, Sears, Boston Store
Green Wood Vlg.	NA	IGA, Otasco
Park Plaza(8)	2	TG&Y
Phoenix Vlg.(52)	5	TGP, Otasco
K mart(30)	6	IGA, K mart

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Central Mall & Phoenix Village-nightly.

13 - RETAIL OUTLETS: Department Stores-Boston Store 2; Sears; Tilles 2; Hunt's 6; JCPenney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Center.
Discount Stores-K mart; Kroger; Wal-Mart.
Variety Stores-TG&Y; Ben Franklin.
Chain Drug Stores-Law's 2; Osco 2.
Chain Supermarkets-Milgram's 6; Kroger 3; IGA Affiliates-Winton's IGA 3; IGA Thriftway; Safeway 3.
Other Chain Stores-Arcade Men's Poise N Ivy; Dollar Saver; Hunt's Warehouse; Day Discount; Elkins Antiques & Used Furniture; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; D&D Pharmacy; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound.

14 - NEWSPAPERS: SOUTHWEST-TIMES RECORD (all day-mon to fri) 41,159; (m-sat) 40,423; (S) 46,459; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST-TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) 785-7700.
National Representative: Papert Companies.

HARRISON

1 - LOCATION: Boone County. E&P Map B-1, County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62 & 65.

2 - TRANSPORTATION:
Motor Freight Carriers-Garrison.
Intercity Bus Lines-Continental; Sunnyland.
Airline-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,567; Loc. Est. 10,562
County 80 Cen. 20,067; Loc. Est. 26,471

4 - HOUSEHOLDS:
City 80 Cen. 3,931; Loc. Est. 4,303
County 80 Cen. 9,781; Loc. Est. 10,108

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	$142,000,000
Commercial	3	$98,000,000

6 - PASSENGER AUTOS: County 12,075

7 - ELECTRIC METERS: Residential 4,216

8 - GAS METERS: Residential 3,784

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-100; Fall 42-65; Winter 0-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northvale(9)	NA	Ace Hdwe., Williams Mkt.
Ozark Mall(32)	NA	Kroger, Radio Shack
Younes(4)	NA	
Town & Country(4)	NA	

Principal Shopping Days-Tues. & Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; West's; Walters; Sears; JCPenney.
Discount Stores-Wal-Mart; Bee Discount; Magic Mart.
Variety Stores-Sterling; United; Crest Variety; Cost Plus.
Chain Supermarkets-Consumer's; Kroger.
Other Chain Stores-Otasco; Coast-to-Coast; Mode O'Day; Goodyear; Radio Shack; Ace Hdwe.

14 - NEWSPAPERS: TIMES (e-mon to fri) 10,289; sworn June 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Lee Dunlap, Bus. Mgr., TIMES, PO Box 40; Harrison, AR 72601; Tel. (501) 741-2325.
National Representative: None.

HELENA-WEST HELENA

1 - LOCATION: Phillips County. E&P Map C-3, County Seat. 125 mi. E of Little Rock; 90 mi. S of Memphis. On State Hwys. 1, 20, 44.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental; Arrow.

3 - POPULATION:
Corp. Cities 80 Cen. 20,965; Loc. Est. 20,533
Helena 80 Cen. 9,598; Loc. Est. 9,189
West Helena 80 Cen. 11,367; Loc. Est. 11,345
County 80 Cen. 34,772; Loc. Est. 34,312

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,251; Loc. Est. 7,113
Helena 80 Cen. 3,371; Loc. Est. 3,274
West Helena 80 Cen. 3,880; Loc. Est. 3,839
County 80 Cen. 11,434; Loc. Est. 11,515

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$137,000,000

6 - PASSENGER AUTOS: County 10,757

7 - ELECTRIC METERS: Residence, County 14,000

8 - GAS METERS: Residence, County 12,000

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Cotton Seed Products; Meat Packing; Insecticides; Fertilizer; Plywood; Concrete Blocks; Luggage; Swimming Pools; Furniture; Shortening; Chemicals; Soy Bean Oil & Meal; Clothing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin City(8)	NA	Gibson's, Safeway, McCrory
Tri County Plz(6)	NA	Wal-Mart, Pizza Hut

13 - RETAIL OUTLETS: Department Stores-JCPenney; Stephens; Wall's; Cato; Smith's.
Variety Stores-Fred's; Agee's; McCrory; Ronny's.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-M-C 2; Economy 2.
Chain Supermarkets-Safeway 2; Kroger; Big Star; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Sears.

14 - NEWSPAPERS: WORLD (e-mon to fri; S) 5,017; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Thomas G. Wilson III, Gen. Mgr., WORLD, 417 York St.; PO Box 340, Helena, AR 72342; Tel. (501) 338-9181.
National Representative: Papert Companies.

HOPE

1 - LOCATION: Hempstead County, E&P Map A-3, County Seat. 120 mi. SW of Little Rock; 200 mi. NE of Dallas; 90 mi. N of Shreveport (LA); 30 mi. NE of

Texarkana. On U.S. Hwys. 67 & I-30; State Hwys. 4, 29, 32, 73, & 355.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Louisiana; Kansas City Southern; St. Louis-San Francisco.
Motor Freight Carriers-8.
Airlines-Commercial air service is available at Texarkana Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,290; Loc. Est. 10,703
CZ-ABC: (80) 10,290; (84) 10,400
RTZ-ABC: (80) 21,830; (84) 22,400
County 80 Cen. 23,635; Loc. Est. 23,390
City & RTZ-ABC: (80) 32,120; (84) 32,800

4 - HOUSEHOLDS:
City 80 Cen. 3,882; Loc. Est. 3,957
County 80 Cen. 8,578; Loc. Est. 8,665
CZ-ABC: (80) 3,882; (84) 4,000
RTZ-ABC: (80) 7,785; (84) 8,100
City & RTZ-ABC: (80) 11,667; (84) 12,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$111,000,000
Commercial	2	$144,747,248

6 - PASSENGER AUTOS: County 8,559

7 - ELECTRIC METERS: Residence 5,997

8 - GAS METERS: Residence 5,201

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood Working 360; Textile 200; Others 1,798. Av. Wkly. Wage$221-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean Daily Max. Temp.-75.2; Mean Daily Min. Temp.-51.2.

11 - TAP WATER: Alkaline, soft; fluoridated (natural).

12 - RETAILING: Principal Shopping Cuntar-18 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hope North	NA	Howard's
Hope Vlg.(13)	NA	Thriftway, Rexall, West's Dept., Sears
Hervey St.(2)	NA	TG&Y, Smitty's

Stores Open Evenings-Sat.
Stores Open Sunday-One drug; all grocery.

12 - RETAIL OUTLETS: Department Stores-JCPenney; J.A. West; Rephan's; Lewis-McLarty.
Variety Stores-TG&Y; Fred's; Bill's Dollar Store.
Discount Stores-Howard's.
Chain Supermarkets-Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Montgomery Ward (catalog); Sears (catalog); Fred's Dollar Store; Cato's.

14 - NEWSPAPERS: STAR (e) 4,817; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Sibyl Parsons, Adv. Dir., STAR, W 3rd & Grady Sts., PO Box 648, Hope, AR 71801; Tel. (501) 777-8841.
National Representative: Papert Companies.

HOT SPRINGS

1 - LOCATION: Garland County. E&P Map B-3.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Motor Freight Carriers-6.
Airlines-Skyway.

3 - POPULATION:
Corp. City 80 Cen. 35,166; Loc. Est. 33,795
CZ-ABC: (80) 35,781; (84) 33,400
RTZ-ABC: (80) 59,294; (84) 66,600
County 80 Cen. 69,916; Loc. Est. 67,529
City & RTZ-ABC: (80) 95,675; (84) 100,000

4 - HOUSEHOLDS:
City 80 Cen. 15,200; Loc. Est. 14,235
County 80 Cen. 27,888; Loc. Est. 27,618
CZ-ABC: (80) 15,483; (84) 14,600
RTZ-ABC: (80)21,837; (84) 25,100
City & RTZ-ABC: (80) 37,329; (84) 39,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,125,897,534
Commercial	3	$482,516,000

6 - PASSENGER AUTOS: County 34,852

7 - ELECTRIC METERS: Residence 30,131

8 - GAS METERS: Residence 15,789

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum Pigs, Ingots & Billets 1,000 ($250); Ladies' & Girls' Shoes 750 ($200); Wood Proc. 675 ($200); Aluminum Extrusions & Doors 500 ($175); Vanadum 195; Alum. Wire & Cable 178.

10 - CLIMATE: Av. Temp.-Winter 47; Summer 72. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-10 blocks Central Ave.; 7 Quachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale; Malvern Ave; Hot Springs Mall-20 blocks S. Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albert Pike(8)	NA	Rexall, Ferguson's Furn., Western Auto
Central City(18)	NA	K mart, Piggly Wiggly
Freeman	NA	
Hot Springs Mall(40)	6	Sears, Dillards, JCPenney, Bealls, Walgreens, Zale's
Rector Hts.(2)	NA	K mart
Mowery-Wyatt(10)	NA	Walgreens, Alco, Otasco, Safeway
Market Place	NA	Wal-Mart, Kroger, Revco

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rephans 2; Gartenberg's; Dillard's; Kress; Sears; Bealls.
Variety Stores-General Dollar Stores.
Discount Stores-K mart 2; Alco 2; Wal-Mart 2.
Chain Drug Stores-Walgreens 3; Crawford 2; Medical Arts 2; Topmost; Revco 2.
Chain Supermarkets-Safeway 3; Kroger 2; Piggly Wiggly 3; Cooley's; Food-4-Less.
Other Chain Stores-Oklahoma Tire 3; Goodyear; Firestone; Fleet Tire; Singer Co.; Western Auto; Scotties.

14 - NEWSPAPERS: SENTINEL RECORD (m) 18,202; (S) 19,173; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, PO Box 580; 300 Spring St., Hot Springs, AR 71902; Tel. (501) 623-7711.
National Representative: Papert Companies.

JACKSONVILLE

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. 15 mi. NW of Little Rock on U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Missouri Pacific.

3 - POPULATION:
Corp. City 80 Cen. 27,589; Loc. Est. 31,765
MSA 80 Cen. 474,204; Loc. Est. 487,942
County 80 Cen. 340,613; Loc. Est. 356,124

4 - HOUSEHOLDS:
City 80 Cen. 8,646; Loc. Est. 10,146
County 80 Cen. 124,516; Loc. Est. 133,376
MSA 80 Cen. 168,985; Loc. Est. 178,312

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$57,589,000

6 - PASSENGER AUTOS: County 170,496

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Apparel Mfg.; Sheet Metal Mfg.; Lumber Working; Cotton and Rice Growing; Small Motor Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-90; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gregory Place(7)	NA	K mart, Safeway
Heritage(7)	NA	7-Eleven
Jacksonville(13)	NA	Alco, Sears Knight's Food
Jackson Square(10)	NA	Wal-Mart

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart; Magic Mart; TG&Y; K mart.
Chain Drug Stores-Dotson 2; Price Drug Center; Osco.
Chain Supermarkets-Weingarden; Safeway; Thriftway; Piggly Wiggly; Food 4 Less; Knight's Food.

14 - NEWSPAPERS: NEWS (e) 9,010; (S) 10,390; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Ben E. Rice, Pub.; Ken Elliott, Adv. Mgr., NEWS, 116 Hickory St., Jacksonville, AR 72076; Tel. (501) 982-6506.
National Representative: Landon Associates.

JONESBORO

1 - LOCATION: Craighead County, E&P Map C-2, County Seat. 66 mi. NW of Memphis; 135 mi. NE of Little Rock; 253 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-St. Louis-Southwestern; St. Louis-San Francisco; Missouri Pacific.
Motor Freight Carriers-10.
Air Travel-Jonesboro Municipal Airport.
Bus Lines-Union Bus Station.

3 - POPULATION:
Corp. City 80 Cen. 31,530; Loc. Est. 31,861
CZ-ABC: (80) 31,530; (84) 32,000
RTZ-ABC: (80) 79,134; (84) 79,100
County 80 Cen. 63,218; Loc. Est. 63,881
City & RTZ-ABC: (80) 110,664; (84) 111,100

4 - HOUSEHOLDS:
City 80 Cen. 11,405; Loc. Est. 11,666
County 80 Cen. 22,330; Loc. Est. 23,070
CZ-ABC: (80) 11,405; (84) 11,700
RTZ-ABC: (80) 27,894; (84) 28,300
City & RTZ-ABC: (80) 39,299; (84) 40,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	4	$435,139,250

6 - PASSENGER AUTOS: County 26,304

7 - ELECTRIC METERS: Residence 15,399

8 - GAS METERS: Residence 15,072

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Electric Mts. Comm. 1,893; Materials Handling Eqpt. 378; Rice 400; Shoes 1,424; Plumbing Fixtures 450.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 17.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Indian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Birchwood Sq.(7)	NA	Falk Footwear
Caraway Plaza(16)	NA	Skagg's, Dollar General, Grisham's
Eastwood(7)	NA	Colony Shop
Fountain Square(4)	NA	Green Leaf, Gold & Stone
Indian Mall(49)	NA	Dillard's, Sears, JCPenney, Stimson's
Jonesboro Plz.(2)	NA	Kroger, Wal-Mart
Southgate Plz.(5)	NA	Jac's
Southwest Vlg.(4)	NA	M.H. Kenward
Univ. Ctr.(10)	NA	Gibson's, Mont. Ward, Big Star Mkt.
West Mart Ctr.(15)	NA	Big Star Mkt.
Highland(12)	NA	K mart

Principal Shopping Days-Weekends.

13 - RETAIL OUTLETS: Department Stores-Broadway's; JCPenney; Dillard's; Sears; Grisham's.
Discount Stores-Gibson's; Wal-Mart; Fred's Dollar Store; K mart; General Dollar Store; Fred P. Gattas.
Chain Drug Stores-Crall's 2; Service 2; Skagg's; Consumer Pharmacy 2.
Chain Supermarkets-Safeway 2; Kroger; Stimson's 2; Big Star 3; Merriman Food World; Jr. Food Stores 5; Hays.

14 - NEWSPAPERS: SUN (m) 19,454; (S) 21,836; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.
National Representative: Papert Companies.

LITTLE ROCK

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and capital of the state. Wholesale distribution center. 137 mi. to Memphis; 300 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

2 - TRANSPORTATION: Railroads- Missouri Pacific; Cotton Belt (freight); Amtrak (passenger).
Motor Freight Carriers-38 (franchised).
Intercity Bus Lines-Arrow Coach; Continental Trailways; Greyhound; Inter City; Great Southern; Houston-Bigelow; Central Ark. Transit; Jefferson.
Airlines-American; Delta; Frontier; Skyways; Trans-Central; TWA; Southwest; Northeastern.
Barge Lines-10.

3 - POPULATION:
Corp. City 80 Cen. 158,461; Loc. Est. 165,457
CZ-ABC: (80) 317,859; (84) 324,700
RTZ-ABC: (80) 707,840; (84) 730,700
MSA 80 Cen. 474,204; Loc. Est. 487,942
County 80 Cen. 340,613; Loc. Est. 356,124
City & RTZ-ABC: (80) 1,025,699; (84) 1,055,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,749; Loc. Est. 64,884
County 80 Cen. 124,516; Loc. Est. 133,376
MSA 80 Cen. 168,985; Loc. Est. 178,312
CZ-ABC: (80) 116,937; (84) 120,600
RTZ-ABC: (80) 248,422; (84) 259,100
City & RTZ-ABC: (80) 365,359; (84) 379,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$1,032,200,000
Commercial	10	$2,421,446,809

6 - PASSENGER AUTOS: County 170,496

7 - ELECTRIC METERS: Residence 179,303

8 - GAS METERS: Residence 118,689

9 - PRINCIPAL INDUSTRIES: Industry (Units) Earnings (No. of Wage Earners)-Food (37) $48,131,000 (3,197); Lumber (18) $9,540,000 (830); Furn. & Fix. (12) $4,287,000 (460); Printing (83) $38,602,000 (2,618). Elec. & Elec. Equip. (18) $74,985,000 (N.A.); Transportation Equip. (15) $19,333,000 (950); Fab. Metal (30) $40,563,000 (2,410); Paper (10) $16,852,000 (1,001).
Principal Industrial Pay Days-Weekly, 1 & 15, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 12. Last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-8 blocks on Main St. and 2 blocks on West Capitol Ave.; 4 blocks on Main St. in N Little Rock.
Neighborhood Shopping Areas-Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area. Geyer Springs & Baseline; West 7th St. (600 to 1200 blocks); Park Hill (NLR); Indian Hills; McCain Mall; The Other Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metrocentre(44)		M.M. Cohn, Dillard's, Osco
Heights Center(64)	5	Safeway, Kroger
Tanglewood(24)	6	Safeway, Otasco
Park Plaza(42)	5	Dillard's, Beall's, McCrory
Colony West(14)	7	Kroger, Osco Drug
Sturbridge(7)	7	Custom Audio
Williamsburg Row(7)	7	The Fifth Season
The Market Place(29)	7	Wyatt's Cafeteria, Audio World, Crofton's Home Decor
Trellis Square(18)	7	Radio Shack
University Mall(35)	5	JCPenney, Mont. Ward, Osco
Broadmoor(16)	5	Arkansas Bookhouse
Breckenridge(24)	7	Merle Norman, Jack Sommer's Shoes, Greenshaw's
Town & Country(9)	6	Otasco
K mart Plaza(8)	6	K mart
Southwest City Mall(32)	9	Osco, Target, Bealls
Colony South(10)	10	Kroger, Alco
Village Center(21)	6	West's, Western Auto
University Pl.(13)	6	Schuster's Savers, Food 4 Less
Rose City(12)	5	Safeway, Dollar General, Otasco
Lakehill Center(11)	4	Hog Heaven, Schuster's Savers
McCain Mall(72)	6	M.M. Cohn, Dillard's, JCPenney, Sears
The Other Ctr.(10)	6	Target, Red River Pottery
Levy Center(8)	5	Ben Franklin
North Park Mall(13)	4	Alco, Otasco
Indian Hills(17)	6	Kroger, Wal-Mart, Radio Shack
Pike Plaza(25)	5	West's, Alco
Stein Mart Plaza(5)	6	Stein Mart, Radio Shack
Geyer Springs(9)	10	Food 4 Less, Wal-Mart
Galleria Park(12)	7	Regan's
Cloverdale Plz.(4)	12	Kelly TV, True Value Hdw.

Vali-Hi Center(14)	5	Curtis Mathes
Baseline/Chicot	12	Ashley's West, Arky House
Geyer South(9)	NA	Factory Firsts, Bowen's
Cloverdale(8)	12	Baker Drug, Harry's Mkt.
Center		

Principal Shopping Days-Fri., Sat., Mon. Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Food chains; All shopping centers-Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge-9:00 p.m. daily.

13 - RETAIL OUTLETS: Department Stores-Dillard's 3; M.M. Cohn 3; Sterling; JCPenney 2; Sears 2; West's 4; Montgomery Ward; Bealls 3; McCrory's 2.
Discount Stores-K mart 4; Wal-Mart 5; Target 3; Skagg's 3.
Variety Stores-Sterlings; TG&Y.
Chain Drug Stores-Skagg's 3; Osco 5; Petty's 6; Consumers 2; Medic 3; Drug Mutual 33; Alco 6.
Chain Supermarkets-Safeway 14; Kroger 8; IGA 10; Food City; Affiliated Foods Inc. (Model Mkts. 4, Thriftway 4, Indep. 5); 7-Eleven 15; Majik Mkts. 12; Skagg's 3; Food 4 Less 4; GSC; U-Tote-Em 8.
Other Chain Stores-National Shirt Shops; Dundee; Kinney Shoes 2; Baker's Shoes 3; Otasco 10; Stinger Sam 6; Voss Hutton 3; Handy Dan's 3; Lowe's; Western Auto 4; Genuine Auto Parts 7; Goodyear 7; Firestone 7; B.F. Goodrich; Kelly-Springfield; Gordon's Jewelers 3; Jaccard's; Zale's 4; Haverty Furniture; Singer Co. 3; Pittsburgh Paints 2; Sherwin Williams 3; Cook Paints; Devoe & Reynolds; Assoc. Paints 2; Dollar General 3; United Jewelers; Service Merchandise 2; Auto Shack 5; Factory First 4.

14 - NEWSPAPERS: ARKANSAS DEMOCRAT (m) 78,817; (S) 144,115; Mar 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dick Browning, Nat'l. Adv. Mgr., ARKANSAS DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72201; Tel. (501) 378-3447.
National Representative: Branham/Newspaper Sales.
ARKANSAS GAZETTE (m) 129,040; (S) 158,056; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Henry W. Boroner, Nat'l. Adv. Mgr., ARKANSAS GAZETTE, 112 W. Third Ave., PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3994. Additional Market Information: Wm. C. Bohannon, Research Mgr., (501) 371-3868.
National Representative: Sawyer-Ferguson-Walker Co.

MAGNOLIA

1 - LOCATION: Columbia County, E&P Map B-4, County Seat. 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

2 - TRANSPORTATION: Railroads-L&NW; St. Louis Southwestern (Cotton Belt).
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,909; Loc. Est. 12,437
County 80 Con. 26,644; Loc. Est. 27,330

4 - HOUSEHOLDS:
City 80 Cen. 4,306; Loc. Est. 4,517
County 80 Cen. 9,535; Loc. Est. 10,023

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$53,450,000
Commercial	4	$215,860,000

6 - PASSENGER AUTOS: County 10,439

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 4,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 850 ($220); Textile 495 ($190); Oil Prod. 2,300 ($335); Aluminum 500 ($245); Rubber Life Boats 730 ($245); Chemical 450 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia(11)	NA	Huckaby's Thriftway
North Park Plz.	NA	Wal-Mart
Peace(12)	NA	Shock's, Dollar General
University	NA	K mart, Bealls, Revco, Kroger, Bojangles

Principal Shopping Days-Tues., Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores-Talbot's; West's; Bealls.
Discount Stores-Gibson's; Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Gibson's; Drug Mart; Medic-Aid; Revco.
Chain Supermarkets-Smitty's; Huckaby's Thriftway; Kroger.
Other Chain Stores-Otasco; Western Auto; Sears; Montgomery Ward; S&H Green Stamps; Goodyear; Firestone.

14 - NEWSPAPERS: BANNER-NEWS (e) 4,520; sworn Sept. 29, 1983.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, 134 S. Washington; Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.
National Representative: None.

MALVERN

1 - LOCATION: Hot Spring County, E&P Map B-3, County Seat. 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

2 - TRANSPORTATION: Railroads-M.P.; Chicago.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,163; Loc. Est. 10,869
County 80 Cen. 26,819; Loc. Est. 27,299

4 - HOUSEHOLDS:
City 80 Cen. 3,955; Loc. Est. 4,224
County 80 Cen. 9,683; Loc. Est. 10,114

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,000,000
Savings & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County 10,333

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Aluminum 1,450; Brick & Tile 400; Mining 330; Lumber & Wood Products 490; Plastics 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Days-Sat., Mon., Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; West Bros.; Leader; Samon's.
Discount Stores-Gibson's; Wal-Mart; Fred's.
Chain Drug Stores-Rexall 2; Walgreens; SupeRx.
Chain Supermarkets-Budget Saver; Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire; Western Auto; Goodyear; Montgomery Ward; Sears.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,696; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Buddy King, Pub., RECORD, 219 Locust St., Malvern, AR 72104; Tel. (501) 337-7523.
National Representative: Landon Associates.

MENA

1 - LOCATION: Polk County, E&P Map A-3, County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 78 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

2 - TRANSPORTATION: Railroad-Kansas City Southern.
Intercity Bus Lines-Jefferson Lines; Continental Bus.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 5,154; Loc. Est. 5,718
County 80 Cen. 17,007; Loc. Est. 18,063

4 - HOUSEHOLDS:
City 80 Cen. 2,068; Loc. Est. 2,375
County 80 Cen. 6,318; Loc. Est. 6,883

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,303,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,485

7 - ELECTRIC METERS: Residence 3,314 (city), 4,878 (county)

8 - GAS METERS: Residence 2,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Woodworking 275; Textile 550; Electric Motors 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Northside Shopping Center-5 blocks from center of town (Northside Food Center, Wal-Mart, plus 13 others).
Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-Herod's; Rephan's; Adam & Eve.
Discount Stores-Fred's; Ben Franklin; Cowden Factory Outlet; Wal-Mart.
Chain Drug Stores-Rexall; Walgreens; Consumer's.
Other Chain Stores-Otasco; Goodyear; Mode O'Day.

14 - NEWSPAPERS: STAR (e-mon to fri) 2,950; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Derwood Brett, Pub., STAR, 501-7 Mena St., Mena, AR 71953; Tel. (501) 394-1900.
National Representative: None.

NEWPORT

1 - LOCATION: Jackson County, E&P Map C-2. County Seat. 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14 & 17; U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Amtrak; Missouri Pacific; Rock Island.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,339; Loc. Est. 8,230
CZ-ABC: (80) 8,339; (84) 8,200
RTZ-ABC: (80) 16,508; (84) 16,200
County 80 Cen. 21,646; Loc. Est. 21,362
City & RTZ-ABC: (80) 24,847; (84) 24,400
Demographic Information available-Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 72501.

4 - HOUSEHOLDS:
City 80 Cen. 3,122; Loc. Est. 3,078
County 80 Cen. 7,786; Loc. Est. 7,848
CZ-ABC: (80) 3,122; (84) 3,100
RTZ-ABC: (80) 5,829; (84) 5,800
City & RTZ-ABC: (80) 8,951; (84) 8,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$33,000,000
Commercial	4	$81,775,000

6 - PASSENGER AUTOS: County 7,969

7 - ELECTRIC METERS: Residence 10,824

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Mill; Timber; Metal Prod.; House Trailer Mfg.; Meat Packing; Concrete Prod.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furniture.

10 - CLIMATE: Ann. Average Temp. 65

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Village Mall.
Principal Shopping Days-Mon., Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gullic's; P.K. Holmes; Van-Atkins; Star.
Variety Stores-Dollar General; Fred's Dollar; Otasco.
Discount Stores-Wal-Mart.
Chain Drug Stores-Headlee's; Revco.
Chain Supermarkets-Kroger; Thriftway; Safeway; IGA.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 3,470; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Orville T. Richolson, Jr., Adv. Dir., INDEPENDENT, 2111 Highway 67N; PO Box 460, Newport, AR 72112; Tel. (501) 523-5855.
National Representative: Landon Associates.

PARAGOULD

1 - LOCATION: Greene County, E&P Map C-1, County Seat. In NE corner of state; 215 mi. from St. Louis; 82 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Mo. Pac.; Paragould & Southeastern.
Intercity Bus Lines-Great Southern Coaches.
Motor Freight Carriers-18.

3 - POPULATION:
Corp. City 80 Cen. 15,214; Loc. Est. 15,354
County 80 Cen. 30,774; Loc. Est. 31,027

4 - HOUSEHOLDS:
City 80 Cen. 5,928; Loc. Est. 6,089
County 80 Cen. 11,228; Loc. Est. 11,636

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$147,288,000
Savings & Loan	1	$29,008,193

6 - PASSENGER AUTOS: County 12,063

7 - ELECTRIC METERS: Residence 6,725

8 - GAS METERS: Residence 5,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electric Motors 1,750; Shirts 400; Milk Processing 125; Store Fixtures 700; Automobile Shock Absorbers 1,200; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270; Gas Grills 1,100.

10 - CLIMATE: Min. & Max. Temp. Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Shopping Centers-Paragould Plaza; Paragould Park Plaza; Centre One.
Stores Open Evenings: Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Belk's.
Discount Stores-Gibson's; Wal-Mart; Magic Mart; Fred's.
Chain Supermarkets-Kroger; Farmer's Market, Big Star 3; Warehouse Foods.
Other Chain Stores-Otasco; Radio Shack; Super D Drugs; Revco; Auto Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri) 8,550; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Fred A. Wulfekuhler, Ed. & Pub., PRESS, Highway 49 at Hunt St.; PO Box 38, Paragould, AR 72450; Tel. (501) 239-8562.
National Representative: Landon Associates.

PINE BLUFF

1 - LOCATION: Jefferson County (MSA). E&P Map B-3, County Seat. 42 mi. from Little Rock; 150 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Union Pacific-Missouri; Pacific-Western.
Motor Freight Carriers-23.
Intercity Bus Lines-Southeast Ark.; City Bus System; Greyhound; Continental; Trailways.
Airlines-American; Continental; Delta; Frontier; TWA. Little Rock Airport.

3 - POPULATION:
Corp. City 80 Cen. 56,576; Loc. Est. 56,922
CZ-ABC: (80) 56,636; (84) 53,200
RTZ-ABC: (80) 122,913; (84) 123,500
County/MSA 80 Cen. 90,718; Loc. Est. 91,722
City & RTZ-ABC: (80) 179,549; (84) 176,700

4 - HOUSEHOLDS:
City 80 Cen. 19,928; Loc. Est. 20,268
County/MSA 80 Cen. 30,588; Loc. Est. 31,645
CZ-ABC: (80) 19,960; (84) 18,900
RTZ-ABC: (80) 41,270; (84) 42,100
City & RTZ-ABC (80) 61,230; (84) 61,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$451,188,061
Savings & Loan	3	$3,537,880,962

6 - PASSENGER AUTOS: County 36,169

7 - ELECTRIC METERS: Residence 32,118

8 - GAS METERS: Residence 22,751

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Manufacturing 5,550; Durable Goods 5,520; Food & Kindred 700; Paper & Allied Products 2,075; Other non durable 350; Construction 975; Transportation & Public Utilities 3,200; Wholesale & Retail Trade 5,550; Finance, Insurance & Real Estate 1,250; Service & Mining 5,575; Government 6,650; Agriculture 1,725.
Principal Pay Days-RR 1st & 15th; Utilities 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main & Pine Sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	Alco, Safeway
Jefferson Square(39)	NA	TG&Y, Kroger, Mangel's, Dillards
Oak Park(15)	NA	Alco, Safeway

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Varies.

13 - RETAIL OUTLETS: Department Stores-Cohen's; JCPenney; Sears; Baim's; Dillard's.
Discount Stores-Alco 2; K mart 2; Wal-Mart.
Variety Stores-TG&Y; Dollar General, Fred's.
Chain Drug Stores-Conery's 2; Oak Park 2; Walgreens.
Chain Supermarkets-IGA 4; Safeway 4; Kroger; In & Out Convenience 29; Mad Butcher 2; County Market.
Other Chain Stores-Kinney; Mangel's; Majik Market; National Credit Clothiers; Haverty Furn.; Gordon's Jewelers; S&H Green Stamps.

14 - NEWSPAPERS: COMMERCIAL (e) 21,487; (S) 22,644; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Charles H. Barnes, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71611; Tel. (501) 534-3400.
National Representative: Papert Companies.

ROGERS

1 - LOCATION: Benton County. E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62; State Hwys. 12 & 94.

2 - TRANSPORTATION: Railroad-Burlington-Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson Lines; Arkoma.

3 - POPULATION:
Corp. City 80 Cen. 17,429; Loc. Est. 20,688
CZ-ABC: (80) 17,429; (84) 19,600.
RTZ-ABC: (80) 92,548; (84) 101,400
County 80 Cen. 78,115; Loc. Est. 82,966
City & RTZ-ABC: (80) 109,977; (84) 121,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,554; Loc. Est. 7,545
County 80 Cen. 28,622; Loc. Est. 31,129
CZ-ABC: (80) 6,554; (84) 7,500
RTZ-ABC: (80) 23,916; (84) 37,500
City & RTZ-ABC: (80) 40,470; (84) 45,000

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$173,554,587
Savings & Loan	5	$294,387,000

6 - PASSENGER AUTOS: County 38,063

7 - ELECTRIC METERS: 7,601

8 - GAS METERS: 7,926

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Manufacturing 7,486; Food Prod. 2,467; Machinery (except electrical) 949. Other manufacturing 3,950. Includes toy guns; nylon hosiery, electric motors; carbide-tipped industrial tools; coated telephone wire; plastic pipe; vehicle wheels; corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves; non-woven fabrics. electronic components; school room furnishings.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Walnut St.; Dixieland Mall.
Neighborhood Shopping Centers-Hwy. 71 S., Hwy. 71 W.; Hwy. 12 E.; Hwy. 62 N.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cash Vlg.(8)	NA	Gibson Discount
Southgate(15)	NA	IGA
Walnut Plz.(14)	NA	Wal-Mart, IGA

Principal Shopping Days- Fri. & Sat.
Stores Open Evenings-Dixieland; Downtown Thur.
Stores Open Sundays- Food markets.

13 - RETAIL OUTLETS: Department Stores-Stroud Mercantile; Hunt's; Campbell; Beil-Lewis Bros.; Walshes; Bealls.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Corner Rexall; Lewis; Rogers & Rose; Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Supermarkets-Food Town 2; IGA 2; Phillips Food Ctr.; Safeway; Food 4 Less.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto Supply; Mode O'Day; Sherwin Williams; Linkway; Big 8 Tires; Hastings Books & Records; Gordon Jewelerys; Zale's Jewelers; Worths; Kinney Shoes; Maurice's.

14 - NEWSPAPERS: NORTHWEST ARKANSAS NEWS (m-mon to fri) 13,156; (S) 14,512; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Stilwell, Adv. Mgr.; NEWS, 313 S. 2nd; PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.
National Representative: Papert Companies.

RUSSELLVILLE

1 - LOCATION: Pope County. E&P Map B-2. County Seat. 78 mi. NW of Little Rock; 87 mi. E of Fort Smith. On U.S. Hwy. 65; State Hwy. 7; I-40.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Dardanelle-Russellville; Arkansas River Port.
Intercity Bus Lines-Trailways; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 14,000; Loc. Est. 15,562
County 80 Cen. 39,003; Loc. Est. 40,963

4 - HOUSEHOLDS:
City 80 Cen. 5,014; Loc. Est. 5,595
County 80 Cen. 13,612; Loc. Est. 14,669

5 - BANKS	NUMBER	DEPOSITS
Commerical	2	$198,000,000

6 - PASSENGER AUTOS: County 16,180

7 - ELECTRIC METERS: County Res. 16,156; Industrial 428; Commercial 1,758; Government 29.

8 - GAS METERS: Res. County 19,029

9 - PRINCIPAL INDUSTRIES: Shoes; Lumber; Prod.; Coal; Poultry Processing; Ice Cream Mix; Butter; Walk-In Refrigerators; Furniture Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Leather Mfg.; Metalworking; Aluminum Extrusion; Chemical Processing; Lumber; Corrugated Boxes; Master Fabricators; Boat Manufacturer.

10 - CLIMATE: Av. Temp.-Jan. 45; July 82.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Mall(14)	NA	JCPenney, Safeway
Plaza East(7)	NA	Wal-Mart, C. R. Anthony
Main Plaza(2)	NA	Van Atkins, Arkansas Hardware
Southgate	3	Milgram Sav-Mart

13 - RETAIL OUTLETS: Department Stores-F.C. Peters; Van Atkins; JCPenney; Beall's; C. R. Anthony.
Variety Stores-Alco.
Discount Stores-Howard Bros.; Wal-Mart; Fred's; Dollar General; K mart.
Chain Supermarkets-Kroger; Safeway; IGA 3; Food-4-Less; Sav-Mart.
Other Chain Stores-Payless Shoes; Irma Dumas; Van Atkins; Colony Shop; Sears; Montgomery Ward; Otasco; Western Auto; Shelly Rand; Loufers; Cato's.

14 - NEWSPAPERS: COURIER-DEMOCRAT (e-mon to fri) 10,539; (S) 11,742; Sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252.
National Representative: Harte-Hanks Communications; Landon Associates.

SEARCY

1 - LOCATION: White County. E&P Map C-2. County Seat. On U.S. Hwys. 67 & 64; State Hwys. 16 & 36; 1 mi. E of Little Red River; 54 mi. N of Little Rock, state capital.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Pacific; Trailways; Continental Midwest.

3 - POPULATION:
Corp. City 80 Cen. 13,612; Loc. Est. 14,141
County 80 Cen. 50,835; Loc. Est. 52,814

4 - HOUSEHOLDS:
City 80 Cen. 4,478; Loc. Est. 4,721
County 80 Cen. 17,423; Loc. Est. 18,541

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$80,961,982
Savings & Loan	2	$100,461,273
Commercial	2	$38,632,538

6 - PASSENGER AUTOS: County 18,764

7 - ELECTRIC METERS: Residence 5,246

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture 1,750 ($220); Manufacturing 3,550 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears.
Discount Stores-Fred's; Magic Mart; Wal-Mart; Dollar General.
Chain Drug Stores-Rexall; Headlee 2; Revco.
Chain Supermarkets-Kroger; Safeway; Associated Grocers; Piggly Wiggly 2; Warehouse Foods.
Other Chain Stores-Goodyear; Cato's; Mode O'Day; Western Auto; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: CITIZEN (e-mon to fri; S) 6,206; sworn Oct. 2, 1983.
Local Contact for Advertising and Merchandising Data: Richard Guerrero, Adv. Dir., CITIZEN, PO Box 1379, Searcy, AR 72143; Tel. (501) 268-8621.
National Representative: Landon Associates.

SPRINGDALE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1. NW corner of state. Agricultural market center. Manufacturing and canning industries. Birthplace of poultry industry in AR. Home office of 3 major national trucking firms. 72 mi. N of Ft. Smith; 100 mi. E of Tulsa, OK.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-10.
Bus Lines-Crown Coach Co.; Santa Fe Trailways; Arkoma; Continental Trailways; Jefferson.
Airlines-Skyways; Metro.

3 - POPULATION:
Corp. City 80 Cen. 23,458; Loc. Est. 26,688
CZ-ABC: (80) 23,458; (84) 25,500
RTZ-ABC: (80) 116,391; (84) 125,800
County/MSA 80 Cen. 99,735; Loc. Est. 103,934
City & RTZ-ABC: (80) 139,849; (84) 151,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,510; Loc. Est. 9,766
County/MSA 80 Cen. 36,072; Loc. Est. 38,122
CZ-ABC: (80) 8,510; (84) 9,400
RTZ-ABC: (80) 42,589; (84) 46,400
City & RTZ-ABC: (80) 51,099; (84) 55,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	1	$228,827,767
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 43,795

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 11,272

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Processing 4,000; Electrical 705; Tool Making 730; Alum. Fabrication 325.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Emma Ave.; 2 on Main; 1 on Mill; 1 on Holcomb & Block; 30 blocks on 68 West; 20 blocks on 68 East; 20 blocks on Hwy. 71.
Neighborhood Shopping Centers-8 blocks on 71 Thompson; 8 on S. Thompson; 1 on Caudle Ave.; 30 blocks on Hwy. 68 West.
Principal Shopping Days-Fri. & Mon.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmdale(6)	NA	
Plaza(6)	NA	Harp's Food Store
N.W. Ark. Mall(76)	NA	Sears, Boston Store JCPenney, Dillard's, Beall-Ladymon
Sunset Center(3)	NA	Harp's, K mart

Stores Open Evenings-Shopping centers every evening until 9:00.; Fri.

13 - RETAIL OUTLETS: Department Stores-Camps; Clarkson; B & K Foods; Cameron's; Anthony's; Sears; JCPenney; Montgomery Ward; Ryan's; Dillard's; Boston Store; Beall-Ladymon.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall; Sav-On; Consumer's.
Chain Supermarkets-Harp's; Food-4-Less; Consumer's Market; Safeway; IGA.
Other Chain Stores-E-Z Mart; Spee-Dee Mart; 7-Eleven; One Stop Mart; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,041; (S) 13,152, Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Danny Dotson, Adv. Dir., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.
National Representative: Papert Companies.

STUTTGART

1 - LOCATION: Arkansas County. E&P Map C-3. County Seat. 50 mi. SE of Little Rock.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,941; Loc. Est. 10,985
County 80 Cen. 24,175; Loc. Est. 23,889

4 - HOUSEHOLDS:
City 80 Cen. 4,111; Loc. Est. 4,074
County 80 Cen. 8,909; Loc. Est. 8,968

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$67,815,708
Commercial	2	$162,486,970

6 - PASSENGER AUTOS: County 9,826

7 - ELECTRIC METERS: Residence 4,595

8 - GAS METERS: Residence 4,745

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rice Mills 1,400; Seed Processors 145; Metal Fabricators 134; Shoes 330; Soy Bean Plant 330; Well Drilling 100; Heating/Air Conditioning Mfg. 251.

10 - CLIMATE: Ann. Avg. Temp. 60-66; Rainfall 50 inches.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(10)	NA	Kroger, Wal-Mart
Stuttgart Sq.(8)	NA	West's, Fred's, Piggly Wiggly

Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Shopping centers to 8 & 9 ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Belk-Jones; West's; Sears; Holidays.
Variety Stores-Dollar General; Fred's; Family Dollar.
Discount Stores-Wal-Mart; Fred's.
Chain Supermarkets-Piggly Wiggly; Safeway; Kroger; Food Palace 2.
Other Chain Stores-Western Auto; Okla. Tire; Singer Co.; Radio Shack.

14 - NEWSPAPERS: LEADER (e-mon to fri) 4,249; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mike Brown, Adv. Dir., LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.
National Representative: Landon Associates.

TEXARKANA

See TEXARKANA, TX

WEST MEMPHIS

1 - LOCATION: Crittenden County (In Memphis, TN-AR-MS MSA). E&P Map D-2. Agricultural center, in NE portion of state. 6 mi. W of Memphis; 125 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island & Pacific; Frisco; Missouri Pacific.
Motor Freight Carriers-4
Intercity Bus Lines-Trailways; Greyhound; West Memphis Transportation.
Waterway-West Memphis Port.

3 - POPULATION:
Corp. City 80 Cen. 28,138; Loc. Est. 28,415
CZ-ABC: (80) 28,138; (84) 27,500
Bal. in PMA-ABC: (80) 21,361; (84) 20,000
County 80 Cen. 49,097; Loc. Est. 49,581
MSA 80 Cen. 912,887; Loc. Est. 947,160
Total PMA-ABC: (80) 49,499; (84) 47,500

4 - HOUSEHOLDS:
City 80 Cen. 9,250; Loc. Est. 9,147
County 80 Cen. 15,571; Loc. Est. 16,127
CZ-ABC: (80) 9,250; (84) 9,100
Bal. in PMA-ABC: (80) 6,451; (84) 6,100
Total PMA-ABC: (80) 15,701; (84) 15,200
MSA 80 Cen. 311,996; Loc. Est. 331,114

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$746,457,411
Commercial	3	$104,644,700

6 - PASSENGER AUTOS: County 17,615

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 9,600

9 - PRINCIPAL INDUSTRIES: Steel & Foundries; Corrugated Boxes; Refinery; Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach; Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Pipe Fabricators; Oil Packaging; Farm Implements; Wood Paneling; Paper Bags; Styrofoam; No. of Wage Earners-9,815 city; 23,625 county. Avg. Weekly Wage N.A.

10 - CLIMATE: Av. Ann. Min. & Max. Temp.-30-95.

11 - TAP WATER: Soft, provided by 6 deep wells; pumping capacity of 4,824,000 gallons per 24 hours.

12 - RETAILING: Principal Shopping Center-6 blocks on Broadway.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadowbrook Square(20)	NA	Wal-Mart, Pic Pac, Super Drug

Broadway Plz.(10)	NA	E-Z Foods, Big Star
Holiday Plz.(26)	NA	Walgreen, Kroger
Missouri Plz.(8)	NA	E-Z Foods

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Holiday Plaza Mall; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Sears; Western Auto; Goodyear; Goodrich; Saig's; Wal-Mart; Colony Shop; Campbells, Country Squire; Fred's; Radio Shack; Lowes Lumber; Kelly Springfield; Fred P. Gattas.
Chain Drug Stores-Walgreen; Rexall; Super D Drug.
Chain Supermarkets-Kroger; Big Star; Safeway; Warehouse; Pic Pac; Marion Big Star; Nite 'N Day.
Other Chain Stores-Van Zants; Johnny Hall Clothing; Just for Kids; Kid's Stuff; Payless Shoe; Baskin's Firestone; Master Home Furnishings.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,803; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Tiebel, Adv. Mgr., TIMES, 111 E. Bond St.; PO Box 459, West Memphis, AR 72301; Tel. (501) 735-1010.
National Representative: None.

CALIFORNIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bakersfield-Kern County.
Chico-Butte County.
Fresno-Fresno County.
Modesto-Stanislaus County.
Redding-Shasta County.
Sacramento-El Dorado-Placer, Sacramento and Yolo Counties.
Salinas-Seaside-Monterey-Monterey County.
San Diego-San Diego County.
Santa Barbara-Santa Maria-Lompoc-Santa Barbara County.
Stockton-San Joaquin County.
Visalia-Tulare-Porterville-Tulare County.
Yuba City-Sutter and Yuba Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Anaheim-Santa Ana-Orange County.
Los Angeles-Long Beach-Los Angeles County.
Oakland-Alameda and Contra Costa Counties.
Oxnard-Ventura-Ventura County.
Riverside-San Bernardino-Riverside and San Bernardino Counties.
San Francisco-Marin, San Francisco and San Mateo Counties.
San Jose-Santa Clara County.
Santa Cruz-Santa Cruz County.
Santa Rosa-Petaluma-Sonoma County.
Vallejo-Fairfield-Napa-Napa and Solano Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Los Angeles-Anaheim-Riverside-Includes Anaheim-Santa Ana PMSA; Los Angeles-Long Beach PMSA; Oxnard-Ventura PMSA; and Riverside-San Bernardino PMSA.
San Francisco-Oakland-San Jose-Includes Oakland PMSA; San Francisco PMSA; San Jose PMSA; Santa Cruz PMSA; Santa Rosa-Petaluma PMSA; and Vallejo-Fairfield-Napa PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	1,643	1,708	1,878
5-14 Years	3,886	3,446	3,790
15-24 Years	3,565	4,486	4,934
25-44 Years	5,044	7,058	7,762
45-64 Years	4,036	4,556	5,010
65 and Over	1,792	2,415	2,657
TOTAL	19,966	23,669	26,030

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	2,171	4,328	9,149
General Mdse.	6,905	10,554	20,871
Food	10,652	17,267	35,110
Automobiles	9,569	16,232	35,024
Gasoline Stations	3,444	5,733	12,882
Apparel	2,590	3,766	7,435
Furniture	2,439	4,341	9,155
Eat-Drink Places	4,588	8,052	18,709
Drugs	1,928	3,040	6,453
TOTAL SALES	48,893	81,058	173,066

ALAMEDA

1 - LOCATION: Alameda County, E&P Map B-5 (In Oakland PMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.
2 - TRANSPORTATION: Railroads-SP; AT&SF; Alameda Belt Line; W.P.
Motor Freight Carriers-15.
Passenger and Freight Steamship Lines-46.
Intercity Bus Lines-A/C Transit Distrnct.
Airlines-Airlines using Oakland Airport.
3 - POPULATION:
Corp. City 80 Cen. 63,852; Loc. Est. 64,852
County 80 Cen. 1,105,379; Loc. Est. 1,169,705
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088
4 - HOUSEHOLDS:
City 80 Cen. 26,517; Loc. Est. 27,917
County 80 Cen. 402,092; Loc. Est. 461,657
PMSA 80 Cen. 667,626; Loc. Est. 725,530

5 - BANKS	NUMBER	DEPOSITS
Comm. & Sav.	11	$357,134,000
Savings & Loan	7	$251,850,000

6 - PASSENGER AUTOS: County 642,058
7 - ELECTRIC METERS: Residence 25,611
8 - GAS METERS: Residence 23,248
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$500)-Aircraft Repair 8,000; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
Principal Industrial Pay Days-Fri.; 1st & 15th.
10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.
11 - TAP WATER: Alkaline, very soft; not fluoridated.
12 - RETAILING:
Principal Shopping Centers-4 blocks on Park St. (East End); and 4 blocks on Webster St. (West End); 65 acres on S Shore, Retail Ctr. at ft. of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 retail outlets.
Neighborhood Shopping Centers-2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore(61)	NA	JCPenney, Mervyn's, Safeway, Woolworth
Fernside(16)	NA	Payless Drug, Alpha Beta

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's.
Variety Stores-Woolworth; Sprouse Reitz.
Chain Drug Stores-Long's; Walgreen; Nelson's; Pay Less.
Chain Supermarkets-Safeway 2; Lucky's 2; Encinal Mkts.; Super-S Mkts.; Central; New Island; William Bros.; Alpha Beta; Chestnut-Encinal.
Other Chain Stores-Goodyear; Gallenkamp; Grand Auto Supply; Anita Shops; Crescent Jewelers; Thom McAn; Goldman's; Grodin's; Alburt's Men's Shop; Dorothy's Apparel; Radio Shack; House of Fabrics; Miller's Outpost; Kinney Shoes.
14 - NEWSPAPERS: TIMES-STAR (m) 8,824; Mar. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Mort Kofman, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1290.
National Representatives: Landon Associates; U.S. Suburban Press.

ANAHEIM
See ORANGE COUNTY

ANTIOCH

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 4C.
2 - TRANSPORTATION: Railroads-SP; Santa Fe; River Lines (boat, freight).
Intercity Bus Lines-Greyhound; Bay Area Rapid Transit; Tri Delta; Central Contra Costa Transit Authorities.
3 - POPULATION:
Corp. City 80 Cen. 43,559; Loc. Est. 51,814
CZ-ABC: (80) 42,683; (84) 50,300
RTZ-ABC: (80) 32,534; (84) 31,900
County 80 Cen. 657,252; Loc. Est. 701,383
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088
City & RTZ-ABC: (80) 75,217; (84) 82,200
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 15,227; Loc. Est. 18,574
County 80 Cen. 241,805; Loc. Est. 263,873
PMSA 80 Cen. 667,626; Loc. Est. 725,530
CZ-ABC: (80) 14,955; (84) 17,800
RTZ-ABC: (80) 11,056; (84) 10,800
City & RTZ-ABC: (80) 26,011; (84) 28,600

5 - BANKS	NUMBER	EST. DEP.
Savings	6	$118,795,000
Savings & Loan	6	$95,422,000

6 - PASSENGER AUTOS: County 420,473
7 - ELECTRIC METERS: Residence 18,020
8 - GAS METERS: Residence 13,592
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (No. of plants)Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chemicals 385 (2); Gypsum Prods. 150 (1); Gas, Electric Power 100 (1); Fruit-vegetable Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1); (Av. Wkly. Wage-$240).
10 - CLIMATE: Min. & Max. Temp.-N.A.
11 - TAP WATER: Alkaline, soft, from San Joaquin River; fluoridated.
12 - RETAILING: Neighborhood Shopping Centers-Downtown area, 45 in 4-block trading area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antioch(18)	NA	Lucky Stores, Ben Franklin
Antioch Square(15)	NA	Hilson's
County East(50)	NA	Sears, Safeway, JCPenney, Mervyn's, Mont. Ward
Lone Tree(8)	NA	Savings Center, Rexall
K mart(8)	NA	K mart, Liquor Barn
Raleys(21)	NA	Raleys
Somersville Center(8)	NA	Green's TV
Lone Tree Plaza(7)	NA	Beverly's Fabrics, Superfoods

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Wed. & Fri.
13 - RETAIL OUTLETS: Department Stores-Famous Fashions; Sears; Hilson's; Wards; Mervyn's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Payless; K mart; Handyman.
Chain Supermarkets-Safeway; Lucky Stores 2; Fry's; Savings Center; Mt. View; Dutch Pride; Raley's.
Chain Drug Stores-Long's; Raley's; Payless.
Other Chain Stores-Firestone; Grand Auto; Goodyear; Crown; Payless Paint.
14 - NEWSPAPERS: LEDGER (e-mon to fri) 13,327; (m-sat) 20,146; (S) 20,628; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James G. Harris, Gen. Mgr., LEDGER/POST DISPATCH, 1700 Cavallo Rd.; PO Box 70, Antioch, CA 94509; Tel. (415) 757-2525.
National Representatives: Cresmer, Woodward, O'Mara & Ormsby; U.S. Suburban Press.

AUBURN

1 - LOCATION: Placer County, E&P Map C-4 (In Sacramento MSA). County Seat. Mountain resort. Gold mines, fruits, cattle, poultry prods. 35 mi. NE of Sacramento on I-80.
2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Served by all major airlines through Sacramento Airport.
3 - POPULATION:
Corp. City 80 Cen. 7,540; Loc. Est. 8,812
County 80 Cen. 117,247; Loc. Est. 130,953
MSA 80 Cen. 1,099,814; Loc. Est. 1,206,733
4 - HOUSEHOLDS:
City 80 Cen. 3,188; Loc. Est. 3,325
County 80 Cen. 42,732; Loc. Est. 48,803
MSA 80 Cen. 416,356; Loc. Est. 467,827

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 77,456
7 - ELECTRIC METERS: N.A.
8 - GAS METERS: N.A.
9 - PRINCIPAL INDUSTRIES: Mining; Agriculture; Forestry; Farming; Computers.
10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.
11 - TAP WATER: Neutral, soft.
12 - RETAILING: Principal Shopping Centers-Hwy. 80, Interchange Rd. Downtown; Palm Ave.; Hwy. 49 & Fulweiler; Grass Valley Hwy.; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Ravine(18)	2	Raley's Drug & Mkt.
Auburn Town Ctr.	1	Longs, Lucky's Mkt.
Palm Center(10)	1	Lumber Jack
Sierra Elm Ctr.(9)	1	Alpine Mkt.
Rock Creek(29)	2	K mart, Payless

Principal Shopping Days-Wed., Fri., & Sat.
Stores Open Evenings-Shopping centers every evening until 9.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Daughtry's; Lumberjack.
Discount Stores-Pay Less; K mart; Long's.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Sierra Drug; Raley's; Long's; Payless; Thrifty.
Chain Supermarkets-Lucky's; Raley's; Alberton's; Safeway.
Other Chain Stores-Hallmark; Baskin Robbins; Fashionable Flea; Radio Shack; Beno's; Payless Shoes; Carpet town; Montgomery Ward Appliance & Auto Ctr.; Sears (catalog).
14 - NEWSPAPERS: JOURNAL (m-mon to fri; S) 14,235; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James Webb, Adv. Dir., JOURNAL, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656.
National Representative: U.S. Suburban Press, Inc.; Papert Companies.

BAKERSFIELD

1 - LOCATION: Kern County. (In Bakersfield MSA). E&P Map D-6, County Seat. 113 mi. N of Los Angeles; 291 mi. S of San Francisco; on Hwy. 99.
2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak; junction for use of single track over Tehachapi Mountains to Los Angeles.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.; Airport Bus of Bakersfield.
Airlines-Imperial; Pacific Coast; Sun Aire.
3 - POPULATION:
Corp. City 80 Cen. 105,735; Loc. Est. 116,041
CZ-ABC: (80) 219,882; (84) 246,700
RTZ-ABC: (80) 183,207; (84) 195,200
County/MSA 80 Cen. 403,089; Loc. Est. 442,393
City & RTZ-ABC: (80) 403,089; (84) 441,900
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 39,602; Loc. Est. 43,183
County/MSA 80 Cen. 139,811; Loc. Est. 157,219
CZ-ABC: (80) 79,788; (84) 90,400
RTZ-ABC: (80) 60,023; (84) 64,400
City & RTZ-ABC: (80) 139,811; (84) 154,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	20	$415,249,000
Commercial	39	$875,327,000

6 - PASSENGER AUTOS: County 212,209
7 - ELECTRIC METERS: Residence 138,900
8 - GAS METERS: Residence 61,517
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prod. 275 ($162); Printing & Publishing 503 ($184); Chemicals 335 ($223); Primary Metal 378 ($184); Metal Products 703 ($187); Cement Products 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).
10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.
11 - TAP WATER: Alkaline; city wells vary, but water is generally hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-20 blocks on Chester Ave.; 8 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockdale Hwy. & California Ave.
Neighborhood Shopping Centers-5 blocks on N Chester; 4 on E Niles; 2 on S H; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks SW on California; 2 blocks on W Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(40)	NA	JCPenney, Korb's, Brock's
Benton Pk.(14)	NA	Thrifty, Mayfair
Brundage(14)	NA	Thrifty, Alpha Beta
College Center(12)	NA	JCPenney, Dunlaps
Hillcrest(10)	NA	Thrifty, Western Auto
Stockdale Vlg (22)	NA	Von's, Sav-On, Hallmark
Stockdale West(22)	NA	Martin's Pharmacy
Valley Plaza(75)	NA	Sears, Brock's, Broadway, Payless
Westchester(14)	NA	Montgomery Ward, Thrifty Drug
Ming Plaza(15)	NA	Ardan's, Picadilly's
Mervyn's Plaza(10)	NA	Mervyn's, Builders Emporium

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Brocks 2; Sears; Montgomery Ward; JCPenney 2; Broadway; Mervyn's; Gemco.
Discount Stores-K mart 3; Zody's; Pic 'N Save 2; Gemco.
Variety Stores-Comet 2; Newberry 2; TG&Y 2; Ted's; Bonanza 88; Woolworth 2.
Chain Drug Stores-Thrifty 6; Sav-On 2; El Tejon 3; Rufener's 3; Payless 2; Skagg's 2; Longs 2.
Chain Supermarkets-Safeway 13; Albertson's 3; Young's 2; Arden-Mayfair 2; Alpha Beta 3; Circle K 22; 7-Eleven 22; Jiffy Foodstores 4; Vons 5.
Other Chain Stores-Ardan; Barker Bros.; Best; Big 5; Builders Emporium; Cal Auto; Carpeteria; Carpet Town; Chief Auto; Color Tile; Copelands Sports; Designer Fabrics; Diamond Lumber; Dunn-Edwards Paints; Firestone; FISCO; Furrow; Goodyear; Grand Auto; Grossmans; Korb's; Kragen; McMahans; Millers Outpost; Ortho; Oshmans; Pep Boys; Radio Shack, R.B. Furniture; Sackett & Peters; Shoe Stop; Sofa Factory, Standard Brands; Wild West Stores; Winston Tire.

14 - NEWSPAPERS: CALIFORNIAN (m) 77,585; (S) 84,553; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lynn Bryan, Mktg./Sales Dir., CALIFORNIAN, 1707 Eye St., Bakersfield, CA 93301; Tel. (805) 395-7225.
National Representative: Story & Kelly-Smith.

BANNING

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7, in San Gorgonio Pass.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,020; Loc. Est. 16,361
County 80 Cen. 663,923; Loc. Est. 738,585
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634
Demographic Information for county available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,356; Loc. Est. 6,128
County 80 Cen. 243,019; Loc. Est. 277,043
PMSA 80 Cen. 551,081; Loc. Est. 625,351

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 379,171

7 - ELECTRIC METERS: (3 Cities) 6,575

8 - GAS METERS: (3 Cities) 9,120

9 - PRINCIPAL INDUSTRIES: Milling; Electronics; Shirt Making; Poultry Processing; Ceramics; Motor Homes; Copper Foil Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Natural fluorides.

12 - RETAILING: Shopping Centers-Plaza; Stagecoach Plaza; Beaumont Plaza Center.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS:
Variety Stores-Coronet; TG&Y; K mart.
Chain Drug Stores-Thrifty; O'Briens; Beaumont Rexall.
Other Chain Stores-JCPenney; Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahan's; Beno's; Stater Bros.; Mark C. Bloome.

14 - NEWSPAPERS: RECORD-GAZETTE (e-mon to fri) 3,275; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Neil C. Harrand, Pub., RECORD-GAZETTE, 218 N. Murray St., Banning, CA 92220; Tel. (714) 849-4586.
National Representative: Scripps League Newspapers.

BARSTOW

1 - LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino PMSA). In heart of high desert, Mojave Desert region, hub of U.S. Hwys. 66, 91, I-15, I-40; State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Sante Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6. Overnight delivery to Los Angeles.
Intercity Bus Lines-Greyhound; Orange Belt; Continental Trailways.
Airlines-Charter; commercial links to L.A.

3 - POPULATION:
Corp. City 80 Cen. 17,690; Loc. Est. 19,532
County 80 Cen. 893,157; Loc. Est. 986,049
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634

4 - HOUSEHOLDS:
City 80 Cen. 6,174; Loc. Est. 6,356
County 80 Cen. 308,062; Loc. Est. 348,308
PMSA 80 Cen. 551,081; Loc. Est. 625,351

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 488,465

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Annual Payroll)-Railroad Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.). Barstow Unified School Dist. 817 (N.A.).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25% (yearly average).

11 - TAP WATER: Hardness, 175 p.p.m.; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Between 1st St. & Barstow Rd.; 4 blocks from Main on E. Williams; Barstow Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barstow Mall(34)	NA	Sears, K mart, Rude's Dept.
Yucca/Main(24)	NA	Von's Super Mkt., Thrifty Drug, Safeway
Desert Plaza(12)	NA	Alpha Beta, TG&Y
East Main(8); Williams St.	NA	Sears

Principal Shopping Days-Thur., Fri. & Mon.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rude's; Sears, David's; Montgomery Ward (catalog); K mart.
Variety Stores-Sprouse Reitz; TG&Y.
Discount Stores-H&E Home Builders City; K mart.
Chain Drug Stores-Safeway; Thrifty.
Chain Supermarkets-Safeway; Von's; Alpha Beta.
Other Chain Stores-Karl's (shoes); Burgermerster; Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Top Deck; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's; Bob's Big Boy; McDonald's Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Miller's Outpost; Kinney's; Zale's; Barry's Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode O'Day; Winston Tire.

14 - NEWSPAPERS: DESERT DISPATCH (e) 7,294; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bob Ring, Adv. Mgr., DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (714) 256-2257.
National Representatives: Papert Companies.

BRAWLEY

1 - LOCATION: Imperial County, E&P Map F-8. Junction of State Hwys. 111 & 86, 22 mi. N of Mexican border; 14 mi. N of El Centro; geographic and road network center, Imperial Valley; 200 mi. SE of Los Angeles; 120 mi. E of San Diego.

2 - TRANSPORTATION: Railroads-SF.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.
Airlines-Sunaire.

3 - POPULATION:
Corp. City 80 Cen. 14,946; Loc. Est. 16,988
PMA-ABC: (80) 24,865; (84) 26,500
County 80 Cen. 92,110; Loc. Est. 102,445
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,659; Loc. Est. 5,122
County 80 Cen. 28,157; Loc. Est. 32,137
PMA-ABC: (80) 7,614; (84) 8,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	2	N.A.
Thrift	1	N.A.

6 - PASSENGER AUTOS: County 34,464

7 - ELECTRIC METERS: County Residence 33,927

8 - GAS METERS: County Residence 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture; Field Packing 850; Comm. Harvesting 850; Sugar 550 ($400 to $450); Geothermal Resources.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; 950 (ppm); not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; E St.; G St.; City Plaza; Rio Vista Center, W. Main & Rio Vista Ave.; Main Street has been designated as a Community Development Project, as well as the downtown area.
Shopping Centers-Rio Vista Plaza (8 stores-Arden, Mayfair Mkt., Thrifty Drug); Downtown area; Cudad Plaza.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-National Stores; McMahan's; Imperial Hdwr.
Variety Stores-J.J. Newberry.
Drug Stores-Henry's Pharmacy; Adams Drug, Thrifty Drug; White Cross Pharmacy.
Chain Supermarkets-Safeway; Cook's; Mayfair; Rancho; Westmoreland 2.
Other Chain Stores-Firestone; Kennedy's Firestone; Western Auto; Goodyear; Valley Auto Supply; Dorman's.

14 - NEWSPAPERS: NEWS (e) 5,227; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bostick, Adv. Mgr., NEWS, 135 S. Plaza, Brawley, CA 92227; Tel. (714) 344-1220.
National Representative: Branham/Newspaper Sales.

BURBANK

1 - LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles-Long Beach PMSA). Residential and industrial center. 11 mi. from Los Angeles; on U.S. Hwys. 6 & 101; State Hwy. 134; I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Santa Fe Trailways.
Airlines-Air Cal; American; Alaska; Continental; P.S.A.; Republic; Resort; Sun Air; Airspur (helicopter service to LAX).

3 - POPULATION:
Corp. City 80 Cen. 84,625; Loc. Est. 88,225
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,880; Loc. Est. 37,870
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	8	$150,000,000
Savings & Loan	5	(incl. above)

6 - PASSENGER AUTOS: County 4,169,102

7 - ELECTRIC METERS: Residence 37,406

8 - GAS METERS: Residence 34,469

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: First killing frost, Dec. 30. Last killing frost, Jan. 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks, Verdugo to Burbank Blvd.
Neighborhood Shopping Centers-Hollywood Way and Magnolia; Verdugo and Sparks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burbank Mall(28)	NA	Toys 'R Us, Ole's, JCPenney, Lumber City
Rancho Plaza(10)	NA	Thom McAn, Thrifty Drug

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept.: Mon., Sat.; Food daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Burcal's; Zody's; Green's.
Discount Stores-Zody's; K mart; Akron.
Variety Stores-Gilberts; J.J. Newberry.
Chain Drug Stores-SupeRx; Thrifty 3; Sav-on.
Chain Supermarkets-Safeway; Ralph's; Von's 2; Thriftmart 2; Market Basket; Fazio's; Continental; Lucky 2; Marvin's 5.
Other Chain Stores-Pep Boys; Mark C. Bloome.

14 - NEWSPAPERS: REVIEW (e) 7,216; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Tom L. Marks, Dir. of Sales, REVIEW, 220 East Magnolia, Burbank, CA 91503; Tel. (213) 843-8700.
National Representative: Landon Associates; U.S. Suburban Press.

CAMARILLO

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101; 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-13.
Airlines-Hughes Air West; Golden West.

3 - POPULATION:
Corp. City 80 Cen. 37,732; Loc. Est. 45,590
PMA-ABC: (80) 51,807; (84) 64,500
County/PMSA 80 Cen. 529,899; Loc. Est. 569,825
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,298; Loc. Est. 16,527
County/PMSA 80 Cen. 173,254; Loc. Est. 190,358
PMA-ABC: (80) 17,252; (84) 21,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 320,937

7 - ELECTRIC METERS: Residence 7,151

8 - GAS METERS: Residence 5,934

9 - PRINCIPAL INDUSTRIES: Electronics; Citrus Prod.; Rock Prod.; Vegetables; Cattle.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11 - TAP WATER: Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

12 - RETAILING: Neighborhood Shopping Center-Ventura Blvd., 5 blocks, N. & S. sides (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponderosa(29)		Von's, Sears, Thrifty
Camarillo Vlg (16)		Alpha Beta
Los Posas Plz.(30)		Safeway
Carmen Plaza(20)		Sav-On Drug, Lucky's, Builder's Emporium, Miller's Outpost
Central Plaza		K mart, Ralph's, Long's Drug
Conejo Village(13)	7	Von's
Pleasant Valley	8	Safeway
Hughes	9	Hughes Mkt.
The Esplanade(80)	7	Sears, May Co.
The Oaks(140)	7	Robinsons, Broadway, May Co.
Oxnard-Super	10	Mayfair, Thrifty
Fremont Sq.(30)	12	Food Giant
Buenaventura(54)	13	Mont. Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Broadway-Hale; Akron;

A
B
C
D
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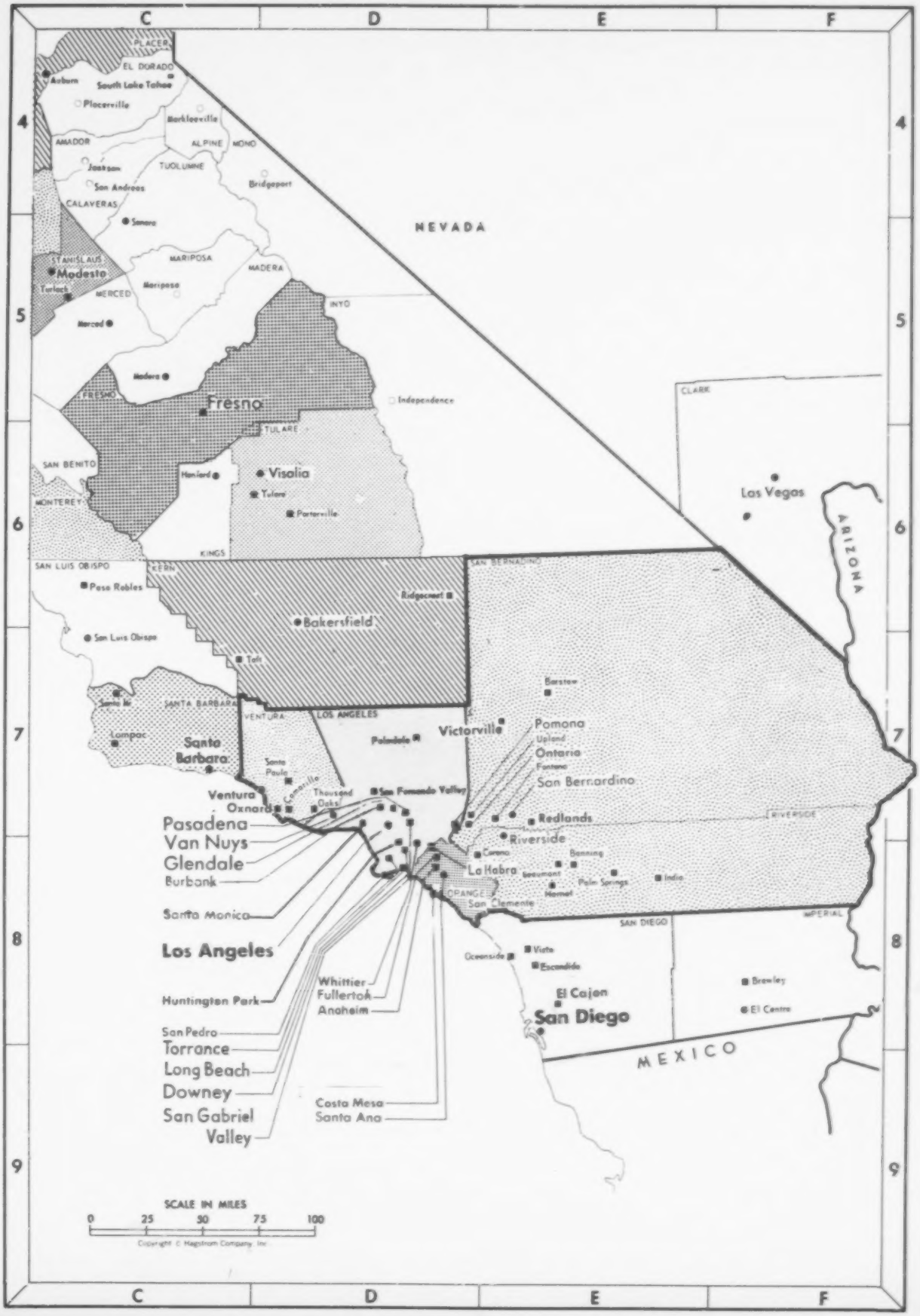
2
3
4
5
6
OREGON
DEL NORTE
SISKIYOU
MODOC
WASHOE
Crescent City
Yreka
Alturas
HUMBOLDT
SHASTA
LASSEN
TRINITY
Eureka
Weaverville
Redding
PLUMAS
Susanville
TEHAMA
Red Bluff
MENDOCINO
Corning
BUTTE
Quincy
GLENN
Chico
SIERRA
Oroville
Downieville
Reno
LAKE
YUBA
NEVADA
COLUSA
Nevada City
PLACER
Ukiah
Colusa
Marysville
Grass Valley
NEVADA
Lakeport
Yuba City
EL DORADO
South Lake Tahoe
YOLO
Roseville
SONOMA
Placerville
Woodland
Davis
Sacramento
Markleeville
Santa Rosa
NAPA
ALPINE
MONO
SOLANO
AMADOR
Vacaville
Fairfield
SACRAMENTO
Jackson
TUOLUMNE
Bridgeport
Petaluma
MARIN
Vallejo
San Andreas
Pinole
San Rafael
Richmond
CALAVERAS
Sonora
Walnut Cr.
CONTRA COSTA
San Francisco
Oakland
Alameda
San Mateo
Hayward
Newark
Redwood City
Palo Alto
Fremont
Livermore
Modesto
MARIPOSA
Tracy
MERCED
Mariposa
MADERA
INYO
ALAMEDA
STANISLAUS
SAN MATEO
San Jose
Merced
Los Gatos
SANTA CLARA
SANTA CRUZ
Gilroy
Madera
Independence
Santa Cruz
Watsonville
Hollister
FRESNO
Fresno
Salinas
TULARE
Monterey
SAN BENITO
Visalia
MONTEREY
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
KERN
Ridgecrest
Paso Robles
Bakersfield
San Luis Obispo
Taft
EDITOR & PUBLISHER
MARKET GUIDE MAP
CALIFORNIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas


C
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PLACER
EL DORADO
Auburn
South Lake Tahoe
Placerville
Markleeville
AMADOR
ALPINE
MONO
Jackson
TUOLUMNE
San Andreas
Bridgeport
CALAVERAS
Sonora
NEVADA
STANISLAUS
Modesto
MARIPOSA
MADERA
Turlock
Mariposa
MERCED
Merced
INYO
Madera
Fresno
Independence
FRESNO
TULARE
SAN BENITO
Hanford
Visalia
Tulare
MONTEREY
Porterville
KINGS
CLARK
Las Vegas
ARIZONA
SAN LUIS OBISPO
KERN
SAN BERNARDINO
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
Santa Ynez
SANTA BARBARA
VENTURA
LOS ANGELES
Victorville
Pomona
Upland
Ontario
Fontana
San Berrardino
Lompoc
Santa Barbara
Palmdale
Santa Paula
Camarillo
Thousand Oaks
San Fernando Valley
Ventura
Oxnard
Redlands
RIVERSIDE
Riverside
Corona
Banning
La Habra
Beaumont
Palm Springs
Indio
Hemet
ORANGE
San Clemente
SAN DIEGO
IMPERIAL
Oceanside
Vista
Escondido
Brawley
El Cajon
El Centro
San Diego
MEXICO
Pasadena
Van Nuys
Glendale
Burbank
Santa Monica
Los Angeles
Huntington Park
San Pedro
Torrance
Long Beach
Downey
San Gabriel
Valley
Whittier
Fullerton
Anaheim
Costa Mesa
Santa Ana
SCALE IN MILES
0 25 50 75 100
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JCPenney; May Co.; Newberry's; Mervyn's; Broadway; Robinson's.
Discount Stores-K mart; Gemco; Best.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Thrifty; Sav-On; Long's; Clark's.
Chain Supermarkets-Von's; Safeway; Lucky's; Alpha Beta; B&D; Ralph's.

14 - NEWSPAPERS: NEWS (m) 11,006 (S) 11,082; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, 99 S. Glen Dr., Camarillo, CA 93010; Tel. (805) 987-5001.
National Representative: Papert Companies.

CHICO

1 - LOCATION: Butte County (In Chico MSA). E&P Map B-3, to II California, on U.S. Hwy. 99, approx. 90 mi. N of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-West Air.

3 - POPULATION:
Corp. City 80 Cen. 26,601; Loc. Est. 32,810
PMA-ABC: (80) 127,024; (84) 144,900
County/MSA 80 Cen. 143,851; Loc. Est. 161,670

4 - HOUSEHOLDS:
City 80 Cen. 10,524; Loc. Est. 13,008
County/MSA 80 Cen. 56,904; Loc. Est. 65,599
PMA-ABC: (80) 49,935; (84) 57,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$53,519,000
Commercial	12	$282,211,000

6 - PASSENGER AUTOS: County 80,919

7 - ELECTRIC METERS: Chico Div. 33,634

8 - GAS METERS: Chico Div. 24,288

9 - PRINCIPAL INDUSTRIES: (Butte County) Industry, No. of Wage Earners-Agriculture 3,200; Food Processing 1,225; Retail Trade 9,600; Gov./Education 8,600; Hospitals 2,400; Construction & Mining 1,775; Total labor force 65,850.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Av. Ann. Temp.-63. Summer high-105; Winter low-20. Max. humidity-54%. Rainy season-Dec. to Apr., 28 inches annually.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 5 on Main St.; 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
Neighborhood Shopping Centers-Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacramento Aves.; East Ave. & Cohassett, Esplanade and Cohassett Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almond Orchard(29)	4	Int'l Imports, Radio Shack
Park Plaza(13)	1	Safeway, Thrifty Drug, Fayless, Consumer's, Radio Shack
Mangrove Plaza(7)	1	Shop 'N Save
North Valley Plaza(56)	4	K mart, Lucky Mkt., Shop 'N Save, Long's, Mervyn's, Mont. Ward, JCPenney

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Supermarkets; all major chain stores.

13 - RETAIL OUTLETS: Department Stores-M. Oser; JCPenney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's; Gemco.
Chain Drug Stores-Lee (Rexall); Long's; Fayless; Thrifty.
Chain Supermarkets-Safeway 3; Holiday 3; Lucky Mkt.; Shop 'N Save 2.
Other Chain Stores-Firestone; McMahan's (furniture); Sherwin-Williams; Callenkamp's Shoes; Goldman's; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Zale's Jewelers; Johnson Shoes; FISCO Farm Store; Kauffman's; Handyman; Cutlery World; Kragen Auto Stores; Grossman's; Color Tile; Bistrin's; McCurry Camera; Ardan; Consumer's; Winston Tire; PV Ranch & Home; B. Dalton Bookseller; Brooks Fashions; Millers Outpost; House of Fashions.

14 - NEWSPAPERS: ENTERPRISE-RECORD (e) 26,109; (S) 24,989; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dana Anderson, Adv. Dir., ENTERPRISE-RECORD, 700 Broadway, PO Box 9, Chico, CA 95927; Tel. (916) 891-1234.
National Representative: Branham/Newspaper Sales.

COLUSA

1 - LOCATION: Colusa County. E&P Map B-3. County Seat. On Sacramento River, 60 mi. NW of Sacramento; 29 mi. W of Marysville.

2 - TRANSPORTATION: Railroads-Southern Pacific; DeRa Freight Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,075; Loc. Est. 4,645
County 80 Cen. 12,791; Loc. Est. 14,273

4 - HOUSEHOLDS:
City 80 Cen. 1,528; Loc. Est. 1,697
County 80 Cen. 4,690; Loc. Est. 5,375

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$15,000,000
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 7,458

7 - ELECTRIC METERS: County 6,850

8 - GAS METERS: County 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food (Seasonal) 150-2,000 ($60-140); Cable Equip. 300 ($60-160).
Principal Pay Days-1st and 15th; Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Market; 3 on Fifth; 2 on Sixth.
Neighborhood Shopping Centers-Two blocks on Fremont St.; Country Plaza, 1/2 mile, 4 units.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Worsley's.
Variety Stores-K-S.
Chain Supermarkets-Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
Other Chain Stores-Western Auto; Diamond (seasonal; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: SUN-HERALD (e-mon to fri) 3,094; Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Marsha Daily, Adv. Dir., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
National Representative: Branham/Newspaper Sales.

CORNING

1 - LOCATION: Tehama County. E&P Map B-3. Residential center, 120 mi. NNW of Sacramento; 187 mi. N of San Francisco; 5 mi. W of Sacramento River. On U.S. Hwy. 99W.

2 - TRANSPORTATION: Railroad: Southern Pacific.
Bus Lines-Greyhound.
Airlines-Air West.

3 - POPULATION:
Corp. City 80 Cen. 4,745; Loc. Est. 5,790
County 80 Cen. 38,888; Loc. Est. 43,559
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,850; Loc. Est. 2,164
County 80 Cen. 14,538; Loc. Est. 16,650

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 20,795

7 - ELECTRIC METERS: Residence 1,563

8 - GAS METERS: Residence 1,515

9 - PRINCIPAL INDUSTRIES: Olive Packing; Lumbering; Wood Working.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline; medium.

12 - RETAILING: Principal Shopping Centers-Solano Street.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Sundays-Grocery, drug; restaurants.

13 - RETAIL OUTLETS: Department Stores-Million's; Mari's; Letza's; The Shoe Tree; D&L Hangups; Clothes Encounters; R. Barc.
Variety Stores-Sprouse Reitz; Babb's Variety; Coronet.
Chain Supermarkets-Safeway; Holiday; Save-way.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 2,290; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mim Petty, Pub., OBSERVER, 710 Fifth St.; PO Box 558, Corning, CA 96021; Tel. (916) 824-5464.
National Representative: None.

CORONA

1 - LOCATION: Riverside County. E&P Map D-7 (In Riverside-San Bernardino PMSA). Citrus center with allied industries. Mining, agricultural, dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego. 15 mi. SW of Riverside. Intersection of Freeways 18, 91 & 71; I-15.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-75.
Intercity Bus Lines-Greyhound; RTD; Dial-A-Ride.

3 - POPULATION:
Corp. City 80 Cen. 37,791; Loc. Est. 46,104
County 80 Cen. 663,923; Loc. Est. 738,585
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634

4 - HOUSEHOLDS:
City 80 Cen. 11,964; Loc. Est. 12,967
County 80 Cen. 243,019; Loc. Est. 277,043
PMSA 80 Cen. 551,081; Loc. Est. 625,351

5 - BANKS	NUMBER	EST. DEP.
Deposits	8	$146,335,000

6 - PASSENGER AUTOS: County 379,171

7 - ELECTRIC METERS: Residence 12,836

8 - GAS METERS: Residence 12,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Citrus 2,300 ($175); Ceramics 425 ($200); Raw Mined Materials 225 ($200); Manufacturing 1,500 ($300).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 blocks on 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyler Mall(83)	NA	Broadway, JC Penney, May Co.
Butterfield Stage Sq.(35)	NA	Alpha Beta, Wineman's, Mervyn's
Corona Plaza(13)	NA	Von's Mkt., Art Mart, Thrifty Drug, Aaron Bros.
Corona Mall(70)	NA	Emerson Pauly, Radio Shack, Vasels
North Mall	NA	Albertson's, Sav-On Drug
Town & Country(9)	NA	Alpha Beta

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Mervyn's; Miller's Outpost.
Variety Stores-Sprouse Reitz; TG&Y.
Discount Stores-Builder's Emporium; TG&Y.
Chain Supermarkets-Food Barn (Safeway); Alpha Beta 3; Von's, Stater Bros. 3; Ranchland; Phil's Courtesy 2; Albertson's.
Other Chain Stores-Karl's Shoes; McMahan's (furn.); Thrifty Drug; Goodyear; Kragen; Mark C. Thorne; Firestone; Security Tire; Goslin Tire; Chief Auto Supply; Winston Delta Tire; K mart; Sav-On Drug.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 7,374; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Arthur Bauer, Adv. Dir., INDEPENDENT, 823 S. Main St., PO Box 1029, Corona, CA 91720; Tel. (714) 737-1234.
National Representative: None.

COSTA MESA

See ORANGE COUNTY

DAVIS

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California 113, near I-15.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Transcontinental.
Intercity Bus Lines-Greyhound; UCD London Bus System.
Airlines-All major airlines at Sacramento Metro Airport (20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 36,640; Loc. Est. 43,438
County 80 Cen. 113,374; Loc. Est. 122,288
MSA 80 Cen. 1,099,814; Loc. Est. 1,206,733

4 - HOUSEHOLDS:
City 80 Cen. 14,041; Loc. Est. 16,758
County 80 Cen. 41,304; Loc. Est. 45,699
MSA 80 Cen. 416,356; Loc. Est. 467,827

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 59,432

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lucky Center(10)	NA	Lucky Grocery Store
Davis Manor(8)	NA	Albertson's, Grand Auto
G Street Mall(7)	NA	Radio Shack
University Mall(22)	NA	Pay 'N Save, Safeway
Oak Tree Plaza(11)	NA	Long's Drug, Safeway
South Davis(7)	NA	Nugget Market

13 - RETAIL OUTLETS: Department Stores-Winger's; Lawrence's; Sears.
Chain Drug Stores-Pay 'N Save; Long's.
Chain Supermarkets-Safeway 2; Albertson's; Lucky; State Mkt. 2; Nugget Mkt.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 8,417; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Frank DeMas, Adv. Dir., ENTERPRISE, PO Box 1470, Davis, CA 95616; Tel (916) 756-0800.
National Representative: U.S. Suburban Press.

DOWNEY

1 - LOCATION: Los Angeles County, E&P Map D-8 (In Los Angeles-Long Beach PMSA). Served by Santa Ana Freeway (U.S. Hwy. 101), Long Beach Fwy., San Gabriel Fwy.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe.
Airports-Long Beach (9 mi.); LA International (15 mi.); Orange County (20 mi.).
Intercity Bus Lines-6.
Water-Long Beach and Los Angeles Harbors.

3 - POPULATION:
Corp. City 80 Cen. 82,602; Loc. Est. 85,515
CZ-ABC: (80) 82,602; (84) 80,600
RTZ-ABC: (80) 138,727; (84) 138,100
City & RTZ-ABC: (80) 221,329; (84) 218,700
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441

4 - HOUSEHOLDS:
City 80 Cen. 32,667; Loc. Est. 34,123
CZ-ABC: (80) 32,667; (84) 32,200
RTZ-ABC: (80) 46,816; (84) 47,200
City & RTZ-ABC: (80) 79,483; (84) 79,400
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578

5 - BANKS	NUMBER	DEPOSITS
Commercial	24	$650,000,000
Savings & Loan	10	(incl. above)

6 - PASSENGER AUTOS: County 4,169,102

7 - ELECTRIC METERS: 33,599

8 - GAS METERS: 29,300

9 - PRINCIPAL INDUSTRIES: Aerospace; Electronics; Steel Fabricating; Food Processing; Graphic Arts; Oil Tool Mfg.; Industrial Firms: Norwalk 67; Pico Rivera 150; Santa Fe Springs 900; Downey 380.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-69; Summer 62-79; Fall 56-75; Winter 45-65. Annual rainfall 14 in. Elevation 120 feet.

11 - TAP WATER: Metropolitan Water District.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downey Sq.(17)	NA	Sizzler Steak House
Stonewood(84)	NA	Broadway Dept., JCPenney, Jewelcor, Albertson's
Villa Sq.(20)	NA	Sunderland's
Del Rio(17)	NA	Safeway

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Broadway; JCPenney; Montgomery Ward; Wineman's; Mervyn's.
Discount Stores-Gemco; K mart; Fed Mart; Zody's, All American Home Center.
Variety Stores-S.H. Kress; Newberry's; Woolworth.
Chain Drug Stores-Sav-On; Thrifty; Best Buy.
Chain Supermarkets-Albertson's; Alpha Beta; Food Fair; Food Giant; Lucky; McCoy; Safeway; Von's; Ralph's.

Other Chain Stores-Firestone; Goodyear; Goodrich; Harris & Frank; Lerner Shops; Mode O'Day; Miller's Outpost; Standard Brands.

14 - NEWSPAPERS: SOUTHEAST NEWS & DOWNEY CHAMPION (e-mon to fri) 5,396; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Pete Leonard, Adv. Mgr., SOUTHEAST NEWS & DOWNEY CHAMPION, 12130 Paramount Blvd., Downey, CA 90242; Tel. (213) 862-1645.
National Representative: Branham/Newspaper Sales.

EAST SAN DIEGO COUNTY (El Cajon P.O.)

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. SW corner of state.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Lines-14.
Intercity Bus Lines-San Diego Transit System; Trailways; Greyhound.
Airlines-American; Continental; Delta; PSA; Sun-Aire; United; Western; C&M; Southwest; America-West; Republic; Ozark; Frontier; Imperial; TWA; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 73,892; Loc. Est. 88,886
CZ-ABC: (80) 118,599; (84) 136,400
RTZ-ABC: (80) 174,713; (84) 194,800
County/MSA 80 Cen. 1,861,846; Loc. Est. 2,028,506
City & RTZ-ABC: (80) 293,312; (84) 331,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,464; Loc. Est. 34,512
County/MSA 80 Cen. 670,094; Loc. Est. 748,801
CZ-ABC: (80) 44,110; (84) 51,200
RTZ-ABC: (80) 62,436; (84) 70,000
City & RTZ-ABC: (80) 106,546; (84) 121,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	N.A.
Savings & Loan	17	N.A.

6 - PASSENGER AUTOS: County 1,090,991

7 - ELECTRIC METERS: 125,983

8 - GAS METERS: 86,968

9 - PRINCIPAL INDUSTRIES: Light to medium manufacturing, industrial. 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area; Av. Wkly. Wage $259.

10 - CLIMATE: Av. Ann. Temp.-62.4. Mild climate year round.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bostonia(9)	NA	
El Cajon(18)	NA	Von's, Walker-Scott
El Cajon II(8)	NA	Safeway, Thrifty Drug
Fletcher Hills(42)	NA	Discount Fabrics, Checker Auto
Madison Plaza(10)	NA	Alpha Beta, TG&Y
Parkway Plaza(115)	NA	Sears, Woolworth, May Co.
Town & Country(15)	NA	Von's
Valley Chase	NA	TG&Y
1st & Main	NA	Food Basket, Sav-On
Grossmont(107)	NA	Broadway, Mont. Ward, Food Basket, Bullocks, Buffums
College Grove	NA	Walker-Scott, Long's, Safeway, JCPenney, Mervyns
E. Main Plaza	NA	Food Basket, Rexall

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon., Thur., & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Broadway; Sears; Walker Scott; May Co.; Akron; Bill Gamble's; C&R Clothiers; Wild West; The Gap; Lane Bryant; Marsi's; Bullocks; Buffums; Mervyns; Clothing Clearance Ctr.
Discount Stores-Gemco; K mart; Best Co.; Federated.
Variety Stores-TG&Y; Woolworth; Moskatel's; Target.
Chain Drug Stores-Thrifty; Long's; Sav-On; Payless; Knapp; Target.
Chain Supermarkets-Alpha Beta; Safeway; Food Basket; Big Bear; Von's; Frazier Farms; Windmill Farms; Ralphs; Bonens.
Other Chain Stores-Auto Accessories: Firestone, Western Auto, Goodyear, Checker Auto, Chief Auto Parts, Kragen; Jewelry: Koven's, Lawson; Shoes: Kinney, Thom McAn, Gallenkamps; Furniture: McMahan's, Family Furniture, La-z-Boy; Home Improvement: Handyman, Dixieline, Builder's Emporium, Boise Cascade, Dorman's, Pep Boys.

14 - NEWSPAPERS: CALIFORNIAN (e) 21,342; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Phelps, Gen. Adv. Mgr., CALIFORNIAN, 1000 Pioneer Way; PO Drawer 1565, El Cajon, CA 92022; Tel. (619) 442-4404.
National Representatives: U.S. Suburban Press.

EL CENTRO

1 - LOCATION: Imperial County. E&P Map F-8. 115 mi. E of San Diego, 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111; 60 mi. W of Yuma, AZ; 10 mi. N of Mexicali, Baja Cal., Mexico population to 1,000,000.

2 - TRANSPORTATION: Railroads-Southern Pacific; San Diego & Arizona Eastern (freight only).
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sunaire; (commuter).

3 - POPULATION:
Corp. City 80 Cen. 23,996; Loc. Est. 28,433
PMA-ABC: (80) 51,567; (84) 57,300
County 80 Cen. 92,110; Loc. Est. 102,445
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,783; Loc. Est. 9,102
County 80 Cen. 28,157; Loc. Est. 32,137
PMA-ABC: (80) 15,290; (84) 17,200

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	N.A.
Commercial	6	$259,430,000

6 - PASSENGER AUTOS: County 44,464

7 - ELECTRIC METERS: County 33,927

8 - GAS METERS: County 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($550); Gypsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elec., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15, last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. plus 5 shopping centers.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro(22)	NA	Sears, Mervyns, Zale's, Miller's Outpost
Valley Plaza(50)	NA	Woolworth, JCPenney, Kinney Shoes

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Yellow Mart; K mart; Mervyn's; Miller's Outpost.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty; Rexall; El Centro 2; Clements 2; Long's.
Chain Supermarkets-Safeway; Cook's 2; Mayfair.
Other Chain Stores-Town Shop; Payless Shoes; McMahan; Dorman's; Imperial Stores 3; Goodyear; Checker Auto; Valley Auto Supply; Winston's; Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack 2; Chief Auto; Zale's.

14 - NEWSPAPERS: IMPERIAL VALLEY PRESS (e) 10,644; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bostick, Mkt. Con./P.R. Dir., IMPERIAL VALLEY PRESS, 205 N. 8th St.; PO Box 251, El Centro, CA 92244; Tel. (714) 352-2211.
National Representative: Branham/Newspaper Sales.

ESCONDIDO

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. Light industrial, agricultural and dairy center. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2 - TRANSPORTATION: Railroads-AT & Santa Fe.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Palomar-Oceanside; San Diego-Escondido and North County Transit.

3 - POPULATION:
Corp. City 80 Cen. 62,480; Loc. Est. 68,027
CZ-ABC: (80) 104,190; (84) 130,600
RTZ-ABC: (80) 138,175; (84) 147,000
County/MSA 80 Cen. 1,861,846; Loc. Est. 2,028,506
City & RTZ-ABC: (80) 242,365; (84) 277,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,501; Loc. Est. 27,599
County/MSA 80 Cen. 670,094; Loc. Est. 748,801
CZ-ABC: (80) 38,559; (84) 48,800
RTZ-ABC: (80) 48,825; (84) 52,300
City & RTZ-ABC: (80) 87,384; (84) 101,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	79	N.A.
Savings & Loan	67	N.A.

6 - PASSENGER AUTOS: County 1,090,991

7 - ELECTRIC METERS: Residence 29,020

8 - GAS METERS: Residence 20,045

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Tools 139; Building Materials Mfg. 107; Clothing Mfg. 360; Electronics 3,951; Fabricating 133; Food Processing 242; Golf Equipment 115; Machine Products 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prod. Res. 115; Misc. 282. Total 107 Industrial Plants.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Grand Ave.; 6 on Second Ave.; 14 on E. Valley Parkway So.; 15 on Escondido Blvd.; 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Parkway.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardan	NA	Ardan
Escondido(12)	NA	Thrifty Drug, Alpha Beta
Escondido Sq.	NA	Thrifty Drug
Escondido Mall(72)	NA	Sears, Walker-Scott
Felicita Plaza(26)	NA	Safeway, Carter Realty, Del Sol Travel
Felicita Vlg.(40)	NA	Safeway
Midtown Plaza(16)	NA	Montgomery Ward
Town & Country	NA	Safeway, Long's Drugs
Trafalgar Square(15)	NA	Century 21
Valley Plaza(48)	NA	Big Bear
The Vineyard(65)	NA	Alpha Beta, Pacific Telephone
Washington Sq.(14)	NA	
Wild West	NA	

Principal Shopping Days-Sun., Fri. & Sat.
Stores Open Evenings-Largest-every week night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Walker Scott; K mart, Montgomery Ward; Gemco.
Variety Stores-Ardan; TG&Y; Newberry's.
Discount Stores-Pic 'N Save.
Chain Drug Stores-Fiesta (Rexall); Thrifty; Sav-On; Long's.
Chain Supermarkets-Safeway; 7-Eleven; Food Basket; Box'n'Save; Von's 2; Alpha Beta; Lavicio's 2; Albertsons; Ralphs.
Other Chain Stores-Western Auto Supply; Frazee's Paint; McMahan's Furn.; San Diego Glass & Paint; Fashion Conspiracy; United Furn.; Kinney Shoes; Singer; Handyman; House of Fabrics; Golden State Fabrics; Hickory Farms of Ohio; Builder's Emporium; Embassy Fabrics; Goodrich Surplus; Le Roy's Jewelers; Jessop's Jeweler; Motherhood Maternity; C&R Clothiers; Steicher's Shoes; Pine Tree Lumber; Drue's; Appliance TV City; Dixieline Lumber; Lawson's; Thearle's Music; Ortho Mattress; Radio Shack; Shelli's; Colortile; General Nutrition; Checker Auto Stores; Koby Shoes; Payless Shoes; Moskatels; Millers Outpost; Sprouse Reitz; Wickes Lumber; Standard Brands Paint; Sinclair Paint; Kennedy Tire; Firestone; L&M Goodyear; Winston Tire; Trainer Tire; Dorman's; Thom McAn; Zale's Jewelers; Larson Jeweler; The Bedroom; Orange Julius; Wild West; Woolworth; Home & Garden; Picadilly; Famous Footwear.

14 - NEWSPAPERS: TIMES-ADVOCATE (e) 33,345; (S) 35,212; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward Moss, Nat. Adv. Dir., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (619) 745-6611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

EUREKA

1 - LOCATION: Humboldt County. E&P Map A-2, County Seat. On E side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy. U.S. 101; Fortuna-Redbluff Hwy.; Trinity Hwy. 299. Lumber, tourism, commercial fishing, dairy, agriculture. Humboldt State University, local junior college.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Eureka Transit.
Airlines-Republic; West Air; United.

3 - POPULATION:
Corp. City 80 Cen. 24,153; Loc. Est. 25,859
CZ-ABC: (80) 42,373; (84) 43,500
RTZ-ABC: (80) 84,358; (84) 90,000
County 80 Cen. 108,024; Loc. Est. 115,920
City & RTZ-ABC: (80) 126,731; (84) 133,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,121; Loc. Est. 10,717
County 80 Cen. 41,383; Loc. Est. 45,471
CZ-ABC: (80) 16,835; (84) 17,500
RTZ-ABC: (80) 31,521; (84) 34,000
City & RTZ-ABC: (80) 48,356; (84) 51,500

5 - BANKS	NUMBER	EST. DEP.
Comm. & Sav.	22	$275,000,000
Savings & Loan	4	$85,000,000

6 - PASSENGER AUTOS: County 55,240

7 - ELECTRIC METERS: Residence 37,480

8 - GAS METERS: Residence 25,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 5,550 ($400); Comm. Fishing 1,775 ($230); Construction 1,150 ($600); Mfg. 3,525 ($400).
Principal Pay Days-Fri.; Lumber & Mfg.-10th & 25th; Dairy-15th; Construction-Mon; Commercial Fishing-Wed.; County-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 5th; 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.
Neighborhood Shopping Center-6 blocks at Henderson and F Sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson	2	Schafer's Hdw., Food Mart
Myrtle Towne	2	Coast-to-Coast, Myrtletown Pharmacy
Broadway	1	Eureka Mkt., Pay 'N Pak
The Mall	2	Sears, Payless Drug, Safeway, S.H. Kress
Burre Center	1	Long's Drug
McKinleyville	15	Food Mart, Safeway, Sprouse Reitz
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse Reitz, Thrifty Drugs, Beno's, Sentry Mkt.
Redwood Village	15	Safeway, Thrifty Drug, Beno's, Sprouse Reitz
Mall 101	2	Payless, Beno's, Mark & Save

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; White House; Bistrin's; Sears; Daly's; Beno's.
Variety Stores-S.H. Kress; Woolworth; Jones; Sprouse Reitz; Shafer's; Ace Hardware.
Discount Stores-Pay'n Pak.
Chain Drug Stores-Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Pay Less; Thrifty.
Chain Supermarkets-Safeway 6; Food Mart 3; Murphy's Markets 2; Eureka Mkt.; Sentry Mkt.; Mark & Save.
Other Chain Stores-Firestone; W.P. Fuller (paint); Sherwin-Williams; Jenkel & Davidson (optical); Singer Co.; Mode O'Day; Weisfield's (jewelry and home appl.); Kinney Shoes; McMahan's Furniture; S&H Green Stamps; Coast-to-Coast; Karl's Shoes; Leeds Shoes; Blue Chip Stamps.

14 - NEWSPAPERS: TIMES-STANDARD (e) 20,108; (S) 21,687; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary J. Omernick, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.
National Representatives: Paper Companies; Thomson Newspapers.

FAIRFIELD-SUISUN

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). County Seat. Agriculture, industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento; U.S. Hwy. 80; State Hwy. 12.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways; Vaca Valley; Dart.

3 - POPULATION:
Corp. Cities 80 Cen. 69,186; Loc. Est. 77,030
Fairfield 80 Cen. 58,099; Loc. Est. 62,793
Suisun 80 Cen. 11,087; Loc. Est. 14,237
County 80 Cen. 235,203; Loc. Est. 253,682
PMSA 80 Cen. 334,402; Loc. Est. 359,691

4 - HOUSEHOLDS:
Cities 80 Cen. 21,840; Loc. Est. 24,895
Fairfield 80 Cen. 18,406; Loc. Est. 20,092
Suisun 80 Cen. 3,434; Loc. Est. 4,603
County 80 Cen. 80,426; Loc. Est. 89,041
PMSA 80 Cen. 117,050; Loc. Est. 129,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	10	$53,000,000

6 - PASSENGER AUTOS: County 137,224

7 - ELECTRIC METERS: Residence 18,610

8 - GAS METERS: Residence 18,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-County 515 ($195); Air Force Base 328 ($215); Explosives 135; Agriculture 500; Misc. Industry 300; Beer 500; Metal Cans 200; Plastic Bottles & Cans 500; Industrial Pumps 260; Electronic Equip. 260; Explosive Division 200.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Summer high-86; Winter low-36.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on W Texas and 14 blocks on N Texas; K mart Shopping Center; Raley Shopping Center on Holiday Lane and Travis Blvd.; Mission Village, N Texas; Solano Mall.
Principal Shopping Days-Thur., Fri., Sat., Sun. & Mon.
Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Ross; Emporium-Capwells; Sears.
Discount Stores-Warehouse; K mart; Food and Hardware; Ardans; Consumers; Ole's Building & Home Center.
Chain Drug Stores-Longs; Thrifty; Raley.
Chain Supermarkets-Safeway; Lucky 2; Campos Food Fair 2; Travis; Farmer's Mkt. 2; Raley; Albertson's.
Other Chain Stores-Sears; Montgomery Ward; Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Consumers Distributors; Grand Auto; Firestone; MCO Discount Stores; Ardans; Warehouse Records; Kragan Auto; Smith's; Miller's Outpost; Zale's; Granat Bros.; Gloria Marshall; Samuels; The Gap; Richman Bros.; Gingiss Formalwear; Jumping Jack Shoes; Kinney Shoes; Hustons Florsheim.

14 - NEWSPAPERS: REPUBLIC (m-mon to fri; S) 16,022; Sept. 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Ken Kuraica, Adv. Mgr., REPUBLIC, 1250 Texas St.; PO Box 47, Fairfield, CA 94533; Tel. (707) 425-4646.
National Representative: Branham/Newspaper Sales.

FONTANA

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. Steel production center. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99 & 70; State Hwy. 26.

2 - TRANSPORTATION: Railroads-AT&SF; Pac. Elec.; SP; Union Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Southern California Rapid Transit District.

3 - POPULATION:
Corp. City 80 Cen. 37,109; Loc. Est. 40,969
County 80 Cen. 893,157; Loc. Est. 986,049
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,388; Loc. Est. 13,209
County 80 Cen. 308,062; Loc. Est. 348,308
PMSA 80 Cen. 551,081; Loc. Est. 625,351

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$80,000,000
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 488,465

7 - ELECTRIC METERS: Residence 9,100

8 - GAS METERS: Residence 9,911

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 14,000; Agriculture 250; Construction 1,200; Transp., Comm. & Util. 1,000; Whol. & Retail 2,500; Fin., Insur. & Real Estate 500; Services & Hospitals 1,040; Misc. 400.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 75; Fall 67; Winter 52. First killing frost, Nov. 23. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, med. hardness.

12 - RETAILING: Principal Shopping Districts-Sierra, 6 blocks N from Merrill; Arrow, 4 blocks W from Sierra; Foothill, 8 blocks E and W from Sierra; Sierra & Valley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontana Sq.(24)	0	JCPenney, Thrifty Drug, Woolworth
Inland Center(78)	9	Sears, May Co., Broadway
Central City Mall(100)	9	Mont. Ward, JCPenney, Harris Co.
Tyler Mall(85)	15	Sears, May Co., JCPenney
South Sierra(27)	1	Rasco, Stater Bros., Thrifty Drug
Fontana Plaza	1	Lucky's, Sav-On Drug, Miller's Outpost

Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; TG&Y; Mervyn's.
Discount Stores-Pic 'N Save; K mart.
Variety Stores-Woolworth; Rexall; Finley 2.
Chain Drug Stores-Thrifty 2; Rexall; Finley 2; Sav-On.
Chain Supermarkets-Safeway; Stater Bros. 3; Alpha Beta; Lucky.
Other Chain Stores-Goodyear; McMahan's Furniture; Ole's Hdwr.; Chief Auto; Radio Shack; Thom McAn; Goodman Jewelers; Miller's Outpost; Kragen Auto; Trak Auto; National Lumber; Pep Boys.

14 - NEWSPAPERS: HERALD-NEWS (e) 3,462; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: W.M. Shufflebarger, Adv. Dir., HERALD-NEWS, 16920 Spring, Fontana, CA 92335; Tel. (714) 822-2231.
National Representative: None.

FREMONT-NEWARK

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area, 25 mi. S of Oakland; 15 mi. N of San Jose.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-50 common carriers; over 250 radial carriers.
Intercity Bus Lines-Greyhound; Peerless; Bay Area Rapid Transit Terminal.
Nearby Airports-Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

3 - POPULATION:
Corp. Cities 80 Cen. 164,071; Loc. Est. 185,817
Fremont 80 Cen. 131,945; Loc. Est. 151,846
Newark 80 Cen. 32,126; Loc. Est. 33,971
County 80 Cen. 1,105,379; Loc. Est. 1,169,705
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088
Cities of Pub.-ABC: (80) 164,071; (84) 180,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 53,341; Loc. Est. 61,520
Fremont 80 Cen. 44,125; Loc. Est. 51,650
Newark 80 Cen. 9,216; Loc. Est. 9,870
County 80 Cen. 426,092; Loc. Est. 461,657
PMSA 80 Cen. 667,626; Loc. Est. 725,530
Cities of Pub.-ABC: (80) 53,341; (84) 59,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	13	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 642,058

7 - ELECTRIC METERS: 59,668

8 - GAS METERS: 52,608

9 - PRINCIPAL INDUSTRIES: Fremont-Food Distrib. 1,260; Salt Mfg. 435; Misc. Mfg. 1,025; Paper Mfg. 500; Electronic Equip; Gas and Electric Meters.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-67; Summer 54-75; Fall 49-73; Winter 38-58.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookvale Ctr.(24)	NA	Long's Drug, Lucky, Safeway
Cabrillo Pk.(13)	NA	Kragen Auto
Center Sq.(11)	NA	Specialty Shops
Crossroads(II)	NA	Fry's
Paseo Padre(10)	NA	Fry's Foods
Franciscan Pk.(12)	NA	Flair Foods
Fremont Plaza(21)	NA	Payless, Nob Hill, Thrifty
Fremont Fashion Center(34)	NA	Safeway, Capwell's
Fremont Hub(96)	NA	Mont. Ward, Mervyn's, Safeway Longs, Ross
Glenmoor Ctr.(47)	NA	Fremont Markets
Meadow Sq.(13)	NA	Fry's Foods
Mission Ranch Center(11)	NA	Specialty Shops
Mission Valley(6)	NA	Lucky Mkt.
Monument(9)	NA	Lucky Mkt.
Mowry Plz.	NA	Service Merchandise
Century Plaza(16)	NA	Specialty Shops
Union Square(48)	NA	Safeway, Orchard Supply
El Mercado(23)	NA	Alpha Beta, Thrifty
Sundale Ctr.(13)	NA	Lucky
Town Fair Ctr.	NA	Specialty Shops
Tri-City Ctr.(28)	NA	Tri-City Sporting Goods, Handyman
Rosemont Sq.(13)	NA	Lucky, Pay Less, Grand Auto
Lido Faire(30)	NA	Thrifty, Safeway
Newark Sq.(12)	NA	Specialty Shops
K mart Ctr.(7)	NA	K mart, Alpha Beta
New Park Mall(130)	NA	Sears, Macy's

Stores Open Evenings-Shopping centers, Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Capwell's; Sears; Montgomery Ward; Mervyn's; Macy's; Ross.
Variety Stores-Woolworth.
Discount Stores-K mart; Gemco.
Chain Drug Stores-Long's 2; Pay Less 2; Thrifty 3.
Chain Supermarkets-Alpha Beta 4; Fremont Market; Lucky 4; Flair Market; Safeway 4; Fry's 4; Nob Hill.
Other Chain Stores-Clothing: Smith's, Grodin's, Grutman's, Goldman's, JayVee, Hartfield's, Frederick's, Foxmoor, Topps 'N Trousers, Picadilly, Casual Corner, Miller's Outpost, Clothes Barn, Contempo, Richman's, Jewelry: Crescent, Milen's, Davidson & Licht, J. Herbert Hall, Gordon's, Weisfield's; Tire & Auto: Goodyear, Firestone, Gerard, Grand Auto, Kragen Auto, Winston Tires, Wholesale Distributors; Shoes: Kinney, Kushin's, Allen's, Hardy; Home Furnishings: Connolly's, Abbey Carpet, Carpeteria, Conklin Bros.; Misc.: Orchard Supply, Four Star Bldg. Materials, Brennan's Magnavox, Big "5", Sportina Goods, House of Fabrics, Fabric Lane.

14 - NEWSPAPERS: THE ARGUS (m) 20,446; (S) 20,729; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joe Hall, Adv. Mgr., THE ARGUS, 37427 Centralmont Pl., Fremont, CA 94536; Tel. (415) 794-0111.
National Representatives: Long & Associates; U.S. Suburban Press.

FRESNO

1 - LOCATION: Fresno County (MSA). E&P Map C-5. County Seat. Agricultural, industrial, wholesale center. 189 mi. from San Francisco; 221 mi. from Los Angeles. On U.S. Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Sante Fe; Amtrak.
Motor Freight Carriers-31 interstate, 75 intrastate carriers with local terminals. Also 26 freight forwarders servicing the Fresno area.
Intercity Bus Lines-Pac Greyhound; Continental Trailways.
Airlines-United; Republic; Western; Frontier; Pacific Southwest; Dash; Pacific Coast; West Air.

3 - POPULATION:
Corp. City 80 Cen. 217,129; Loc. Est. 235,773
PMA-ABC: (80) 514,621; (84) 568,400
County/MSA 80 Cen. 515,013; Loc. Est. 557,412
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,996; Loc. Est. 90,889
County/MSA 80 Cen. 178,624; Loc. Est. 198,130
PMA-ABC: (80) 178,506; (84) 199,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	15	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 268,218

7 - ELECTRIC METERS: County 183,000

8 - GAS METERS: County 146,233

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 21,700: Nondurable Goods 11,600, Durables 10,100: Transp. & Public Utilities 10,400; Fin., Insur. & Real Estate 11,500; Government 39,600; Retail Trade 33,100; Wholesale Trade 12,500; Services 37,200; Agriculture, Forestry & Fisheries 57,600; Construction 8,100.
Principal Pay Days-Thur., Fri., 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Oct. 50-73; Jan. 35-49; April 46-70; July 65-97. First killing frost, Dec. 24. Last killing frost, April 7.

11 - TAP WATER: Med. hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-North Blackstone from Shields to Alluvial; Shaw Ave. from Hwy. 99 to Sanora; Shaw Ave. from Valentine to West; Shaw Ave. from Hwy. 41 to North First; Downtown Clovis; Downtown Fresno (Fulton Mall); Olive Ave. from Fruit to Van Ness (Tower District); Ventura/Kings Canyon from Fifth Ave. to Willow; Kings Canyon and Clovis Ave. (Sunnyside District); Butler and Chestnut.
Neighborhood Shopping Centers-Ashland Park; Barnyard; Blackstone Plaza; Bonanza; Bullard Fair; Bullard Plaza; Bullard West; Chestnut; College Square; Country Plaza; Country Squire; Crossroads; Dry Creek; Farmers Market; Gettysburg Plaza; Manchester Mall; Midtown Plaza; Mission Village; Pepper Tree Village; Piccadilly; Princeton Square; Rodeo Plaza; Saddleback Village; Shaw Villa; Tarpey Village; Times Square; Wild West Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fashion Fair	5	Weinstock's, JCPenney, Macy's, Gottschalk's
Fig Garden	7	Gottschalk's, Foodworld
Northgate	8	K mart, Pic 'N' Save
Manchester Center	4	Gottschalk's, Long's Drugs, Sears
Eastgate	5	K mart, Thrifty Drugs, Mayfair Market
Sunnyside Plaza	6	Payless, Safeway
Sunnyside Country Club	6	Von's, Handyman
Cedar Tree Plaza	8	Ollenbergers, Long's Drugs, Save Mart
Fresno Shaw Plaza	5	Cost-Plus Imports

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gottschalk's 3; JCPenney 2; Montgomery Ward; Sears Roebuck; Ollenberger's 4; Weinstock's; Macy's.
Discount Stores-K mart 3; Payless 3; Handyman; Zody's; Mervyn's; Gemco; Ardan's; Best; Consumers.
Variety Stores-Woolworth 2; Newberry; Sprouse Reitz 2.
Chain Drug Stores-Long's 8; Thrifty 6; Payless 4; Drug Fair; Family Phmcy. 2.
Chain Supermarkets-Mayfair 2; Safeway 8; Continental; Country Boy; Save Mart 11; Foodland 9; Hanoian's; Alpha Beta 5; Young's 2; Bad Boy; Gong's 2; Prairie Market 2; Von's 4; Sav-On.
Other Chain Stores-Apparel: Roos-Atkins, Lerner Shops, Rodder's-Goldring 2, Berkeley's, Flagg Bros., Topps & Trousers, Coffees 2, Walter Smith 2, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Miller's Outpost; Shoes: Asher Bros. 2, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Koby's 3, Queen's, Red Cross, S&K Allen's, C.H. Baker, Jarman's, Kushin; Automotive: Firestone, Goodrich, Lucky, Pep Boys, Goodyear, Kragen's 4, Grand Auto; Furniture: R.B. Furniture, McMahan's, Levitz, Breuner's, Sofa Factory, Copenhagen; Yardage: House of Fabrics, Fashion Fabrics, Fabrics West, Candy: See's 3; Hardware: Fresno Ag, Handyman 2, Lumberjack 2; Agriculture: Food Machy. & Chem., Quinn Co., Homelite, Grange.

14 - NEWSPAPERS: BEE (m) 139,958; (S) 161,197; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising

Data: Dick Cruse; Nat. Adv. Mgr., BEE, 1626 E St., Fresno, CA 93786; Tel. (209) 441-6176
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

FULLERTON

See ORANGE COUNTY

GILROY

1 - LOCATION: Santa Clara County (San Jose PMSA). E&P Map B-5. In extreme southern area of county (Gilroy, Morgan Hill, and San Martin). 25 mi. from San Jose.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Santa Clara County Transit.
Airlines-Air California; Republic; Continental; PSA; United; Western; American; TWA (all at San Jose Int'l Airport 30 mi. north).

3 - POPULATION:
Corp. City 80 Cen. 21,641; Loc. Est. 23,059
County/PMSA 80 Cen. 1,295,071; Loc. Est. 1,383,225

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,218; Loc. Est. 7,620
County/PMSA 80 Cen. 458,519; Loc. Est. 501,583

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 844,359

7 - ELECTRIC METERS: 22,515 in Gilroy, Morgan Hill & San Martin

8 - GAS METERS: 15,657 in Gilroy, Morgan Hill & San Martin

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Processing 3,300; Mfg. 3,450; Retail 3,200; Services 3,300; Wholesale 1,500; Fin., Ins. & Real Estate 1,800.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-73; Summer 56-86; Fall 62-76; Winter 41-57.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown and South Valley Shopping Center; Tennant Station (Morgan Hill).
Neighborhood Shopping Centers-Town Plaza; Gilroy Plaza; Westwood; Hecker Pass; Downtown Morgan Hill; Nob Hill Center.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fords.
Discount Stores-K mart.
Variety Stores-TG&Y; Sprouce-Reitz.
Chain Drug Stores-Long's; Bills.
Chain Supermarkets-Alpha Beta; Luckys; Nob Hill; Safeway; Food Villa; 7-Eleven.
Other Chain Stores-Kinney Shoes; Shoe Stop; Firestone; Winston Tires; Fosters Freeze; Baskin Robbins; Dick Bruhns; Goodyear; Kragens; McMahans; Western Auto; Orchard Supply Hardware.

14 - NEWSPAPERS: THE DISPATCH (e-mon to fri) 9,004; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Joe Boschetti, Adv. Dir., THE DISPATCH, 6400 Monterey; PO Box 7, Gilroy, CA 95020; Tel. (408) 842-6411.
National Representative Papert Companies.

GLENDALE

1 - LOCATION: Los Angeles County. E&P Map D-7 (In Los Angeles-Long Beach PMSA). Approx. 7 mi. N of the city of Los Angeles. Situated in the Southeastern part of the San Fernando Valley. Comprises an area of 30.5 sq. mi.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental-Santa Fe Trailways; Greyhound; Tanner Grey Lines; RTD.
Airlines-Pacific Southwest; Air West; Air California; Continental; Hollywood-Burbank. Plus 11 major airlines into L.A. Int'l Airport.

3 - POPULATION:
Corp. City 80 Cen. 139,060; Loc. Est. 150,132
County/PMSA 80 Cen. 7,477,421; Loc. Est. 7,963,441
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,339; Loc. Est. 65,125
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	21	$567,676,000
Savings & Loan	24	$2,033,335,000

6 - PASSENGER AUTOS: County 4,169,102

7 - ELECTRIC METERS: Residence 68,886

8 - GAS METERS: 54,486

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture, Forestry, and Fisheries 200; Construct. 5,200; Food Prods. 2,100; Fabric. Metals 3,300; Elec. Machy. 1,700; Transp. Equip. 1,350; Instruments 2,600; Other Mfg. 14,900; Transp., Commun. and Util. 1,900; Whole. and Ret. Trade 17,200; Fin., Ins. and Real Estate 3,300; Service 14,200; Govt. 5,600.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-98; Summer 52-105; Fall 37-101; Winter 38-88. Av. rainfall-17.5 in.

11 - TAP WATER: Neutral medium hard. Metro water 152 parts per million; 8.82 grains per gal.

12 - RETAILING: Principal Shopping Centers-8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway; Glen. Galleria 34.7 acres.
Neighborhood Shopping Centers-8 blocks on Glendale Ave., Adams Sq. Area; 3 blocks on N Pacific from Glenoaks N; Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center, 1200 S Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montrose	4	Hale's, Safeway
Atwater	3	Beech's
Chaseway	2	Alpha Beta
Eagle Rock	2	May Co., Mont. Ward
Glen. Galleria(238)	NA	Broadway, JCPenney, Ohrbach's, Nordstrom's, Buffum's, Melvin's,
Glendale Fashion	NA	J.W. Robinson's, Webbs
Glendale Plaza	NA	Thrifty Drug

Principal Shopping Days-Wed., Thur. & Fri.
Stores Open Evenings-Sect.: 6 nights; Food: Every night; Others: Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Webbs; Sears; JCPenney; Minnie's; Robinson's; May Co.; Montgomery Ward; Broadway; Orbach's; Buffum's; Nordstrom's; Melvin's.
Discount Stores-Lucky Stores; Value Center; K mart.
Variety Stores-Woolworth; S.H. Kress.
Chain Drug Stores-Thrifty 2; Sav-On; Safeway.
Chain Supermarkets-Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's; Von's 2; Alpha Beta; Lucky Markets 2; Market Basket 2; Phils.
Other Chain Stores-Auto Supply: Firestone, Goodyear, General, Pep Boys. Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's; Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&R Clothiers, Miller's Outpost, Clothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB, Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zale's, Slavick's; Misc.: Hickory Farms, Singer Co., Shoes: C.H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Kinney, Ryan, Buster Brown, Desmond's, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin.

14 - NEWSPAPERS: NEWS-PRESS (e) 12,703; (S)11,283 sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: William LaMee, Pub., NEWS-PRESS, 111 N. Isabel; PO Box 991, Glendale, CA 91209; Tel. (213) 241-4141.
National Representative: Landon Associates.

GRASS VALLEY

1 - LOCATION: Nevada County, E&P Map C-4. Electronics mfg., lumber mfg., ranching, recreation, historic gold area. E central part of state; Sierra Nevada foothills. 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20 & 49; about 12 mi. N of I-80.
2 - TRANSPORTATION: Airlines-Nevada County Airpark.
Motor Freight Carriers-6.
Intercity Bus Lines-Gold County Stage; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,697; Loc. Est. 8,609
PMA-ABC: (80) 45,949; (84) 57,300
County 80 Cen. 51,645; Loc. Est. 61,134

4 - HOUSEHOLDS:
City 80 Cen. 3,037; Loc. Est. 3,603
PMA-ABC: (80) 17,930; (84) 22,600
County 80 Cen. 20,350; Loc. Est. 24,263

5 - BANKS	NUMBER	EST. DEP.
Savings	12	N.A.
Savings & Loan	8	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 34,652

7 - ELECTRIC METERS: Residence 14,841

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumbering 500; Agriculture 1,200; Manufacturing 1,000; Mining 100; Utilities 400; Construction 300; Electronic Mfg. 700.
Principal Pay Days-Mon.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-75; Summer 55-88; Fall 39-67; Winter 33-60. First killing frost, Oct. 16. Last killing frost, Apr. 15.

11 - TAP WATER: Not fluoridated; chlorinated.

12 - RETAILING: Principal Shopping Centers-Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Grass Valley; Broad St.; Zion St.; Nevada City; Glenbrook; Gold Country Ctr.; Brunswick Plaza; Grass Valley Shopping Center.
Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Rasco's; Alpha; K mart.
Variety Stores-Sprouse Reitz; Rasco's; Cornet; Ben Franklin.
Chain Supermarkets-Safeway 2; 1 Stop Super Market; SPD Mkt. 2; Lucky.
Chain Drug Stores-DeMartini Rexall; Thrifty Drug; Longs.
Other Chain Stores-Anita's Apparel; Mode O'Day; Pacific Dollar; Firestone 2.

14 - NEWSPAPERS: UNION (e) 13,018; Mar.31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Stuart Flansburg, Adv. Mgr., UNION, 11464 Sutton Way; PO Box 1025, Grass Valley, CA 95945; Tel. (916) 273-9561.
National Representative: None.

HANFORD

1 - LOCATION: Kings County. E&P Map C-6, County Seat. Midway bet. Los Angeles & San Francisco.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Amtrak.
Airlines-United; PSA; Air California; Inland Empire; Golden Gate; Republic; charter service available.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 20,958; Loc. Est. 25,068
CZ-ABC: (80) 33,815; (84) 36,500
RTZ-ABC: (80) 46,169; (84) 48,000
County 80 Cen. 73,738; Loc. Est. 80,263
City & RTZ-ABC: (80) 79,984; (84) 84,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,364; Loc. Est. 8,920
County 80 Cen. 23,499; Loc. Est. 26,177
CZ-ABC: (80) 11,623; (84) 12,700
RTZ-ABC: (80) 13,847; (84) 14,500
City & RTZ-ABC: (80) 25,470; (84) 27,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$331,528,000
Savings & Loan	10	$45,000,000

6 - PASSENGER AUTOS: County 34,242

7 - ELECTRIC METERS: Residence 24,330

8 - GAS METERS: Residence 19,312

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Tires; Oil Refinery; Multiwall Bags; Tomato Processing; Metal Buildings; Ladies Garments; Dairy Prod.; Computer Forms; Dairy Barn Equip.; Baled Cotton Warehousing; Beef Packing; Flour Milling; Fertilizers, Livestock & Poultry Feed Supplements.
Principal Industrial Pay Days-1st and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 60-110; Fall 46-79. Winter 29-70. First killing frost, Dec. 1. Last killing frost, Feb. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Six blocks, Kings Mall (25 stores).
Neighborhood Shopping Centers-Grangeville Blvd. & 11th Ave.; Main & Ivy Sts.; 11th Ave. & 5th St.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Coast's; Montgomery Ward.
Variety Stores-Woolworth; Cornet; Sprouse Reitz.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Superway; Save Mart, Big John's; Farm Boy.
Other Chain Stores-Cal Auto Supply; Automotive Supply Co.; Anits Dress Shop-The Vogue; Remar's Dress Shop; Mode O'Day; McMahan's; Kinney Shoes, Singer; House of Fabrics; Bonanza 88¢ Store; Pep Boys; Sprouse Reitz; Grand Auto; Wilshire Paint.

14 - NEWSPAPERS: SENTINEL (e) 14,594; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Derral Hawkins, Adv. Dir., SENTINEL, PO Box 9, 418 W. 8th, Hanford, CA 93232; Tel. (209) 582-0471.
National Representative: Newspaper Advertising Service.

HAYWARD

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Industry, government, agriculture center. 14 mi. S of Oakland-San Francisco Bay region. 26 mi. N of San Jose 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific (2 lines); Western Pacific.
Intercity Bus Lines-Greyhound; Peerless Stages; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines-Hayward Air Terminal, 10 mi. to Oakland Int'l. Airport; 23 mi. to San Francisco Int'l. Airport; 28 mi. to San Jose Municipal Airport.
Motor Freight Carriers-Over 150 truck lines and carriers.

3 - POPULATION:
Corp. City 80 Cen. 94,342; Loc. Est. 100,270
CZ-ABC: (80) 215,907; (84) 230,500
RTZ-ABC: (80) 245,435; (84) 239,700
County 80 Cen. 1,105,379; Loc. Est. 1,169,205
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088
City & RTZ-ABC: (80) 461,342; (84) 470,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,600; Loc. Est. 37,523
County 80 Cen. 426,092; Loc. Est. 461,219
PMSA 80 Cen. 667,626; Loc. Est. 725,530
CZ-ABC: (80) 78,092; (84) 83,700
RTZ-ABC: (80) 87,625; (84) 86,800
City & RTZ-ABC: (80) 165,717; (84) 170,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	N.A.
Savings & Loan	24	N.A.

6 - PASSENGER AUTOS: County 642,058

7 - ELECTRIC METERS: Residence 82,628

8 - GAS METERS: Residence 72,141

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners- (Figures cover the Alameda county labor market)-Total Employment 496,000; Agriculture; 3,000; Construction 22,400; Finance, Real Estate, Insurance 25,100; Government 112,200; Manufacturing 73,000; Retail Trade 91,800; Service 105,300; Transportation, Communication, Utilities 32,200; Wholesale Trade 31,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas
Downtown Hayward-4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.
Shopping Centers
Castro Valley-Castro Village; Lucky Center.
Hayward-Creekside; Southland; Haymont; Shafer; Park; Huntwood Manor; Oliver Corner; Tennyson East; Bedford Square; Fairway Park.
Union City-Town & Country Center; Union Square; El Mercado.
Principal Shopping Days-Thur., Fri. & weekends. Most centers open evenings until 3; daily ex. Sat. & Sun.
Stores Open Evenings-Shopping Centers Mon., Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Capwell's 2; Macy's 2; JCPenney; Montgomery Ward 2; Sears 2; Mervyn's 3; Daughtrey's; Marshalls; Ross.
Variety Stores-Woolworth 3; Toys "R" Us 2.
Discount Stores-Gemco 2; K mart 3; Liquor Barn 4.
Chain Supermarkets-Alpha Beta 6; Rebello's 4; Fair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's; Tony's.

Chain Drug Stores-Walgreens 3; Thrifty 7; Pay Less 5; Long's 6; Bill's Drug.
Other Chain Stores-Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big "O" Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Gutman's, Gold Hanger, Male Box, Nobby, Miller's Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, Smiths Richman's; Candies: MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleep 'N Aire, Levitz, Colonial Village, Cousins, Carpeteria; Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Milen's, Zales's; Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins; Home Improvement & Building Supplies: Grossman's, Handyman, 84 Lumber, 4 Star Bldg. Mat., Wickes, Ole's Supply, Orchard Supply; Miscellaneous: Sherwin Williams, Color Tile, Standard Brands, Best Products, Service Merchandise, Radio Shack, Pacific Stereo, Big "5" Sporting Goods, Oshman's Sporting Goods; Woolworth Garden.

14 - NEWSPAPERS: REVIEW (e) 45,863; (S) 46,709; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Hollingshead, Adv. Dir., REVIEW, PO Box 5050, Hayward, CA 94540; Tel. (415) 783-6111.
National Representatives: Long & Associates; U.S. Suburban Press.

HEMET

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. On Hwys. 74 & 79.

2 - TRANSPORTATION: Railroads-Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 23,211; Loc. Est. 29,283
County 80 Cen. 663,923; Loc. Est. 738,585
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634

4 - HOUSEHOLDS:
City 80 Cen. 11,477; Loc. Est. 13,647
County 80 Cen. 243,019; Loc. Est. 277,043
PMSA 80 Cen. 551,081; Loc. Est. 625,351

5 - BANKS	NUMBER	DEPOSITS
Commercial	34	$3,485,000,000

6 - PASSENGER AUTOS: County 379,171

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mobile Homes & Trailers; Aircraft Parts; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Plaza(15)	NA	K mart, Sears
Hemet West(30)	NA	AIM
Hemet Mall(22)	NA	JCPenney, Harris

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Harris; Boston.
Discount Stores-K mart; AIM.
Chain Supermarkets-Staters; Vons; Alpha Beta; Albertson's.

14 - NEWSPAPERS: NEWS (e) 14,170; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James W. Gill, III, Pub., NEWS, 123 S. Carmalita St., Hemet, CA 92343; Tel. (714) 925-0555.
National Representative: None.

HOLLISTER

1 - LOCATION: San Benito County. E&P Map B-5. County Seat. Shipping center. On coast, center of state. 90 mi. S of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,488; Loc. Est. 13,500
CZ-ABC: (80) 11,488; (84) 13,600
Bal. in PMA-ABC: (80) 13,517; (84) 15,000
County 80 Cen. 25,005; Loc. Est. 27,115
Total PMA-ABC: (80) 25,005; (84) 28,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,716; Loc. Est. 4,491
CZ-ABC: (80) 3,716; (84) 4,400
Bal. in PMA-ABC: (80) 4,166; (84) 4,700
County 80 Cen. 7,882; Loc. Est. 8,756
Total PMA-ABC: (80) 7,882; (84) 9,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$125,000,000
Savings & Loan	2	$41,250,000

6 - PASSENGER AUTOS: County 12,708

7 - ELECTRIC METERS: Residence 5,067 (Rural 2,762)

8 - GAS METERS: Residence 6,040

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Processing 1,400 ($350); Explosive Ordnance 550 ($400); Agriculture 2,500 ($225); Miscellaneous 210 ($225).
Principal Industrial Pay Days-10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 49-90; Fall 40-75; Winter 36-65.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers-8 blocks on San Benito St.; 2 blocks on Fifth St.; 2 blocks on Fourth St.; 3 outlying shopping ctrs.
Principal Shopping Days-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Ford's; JCPenney.
Variety Stores-Cornet's.
Chain Supermarkets-Nob Hill; K&S (independent); Hollister (Independent).

14 - NEWSPAPERS: FREE LANCE (e-mon to fri) 5,098; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Harry Hunter, Adv. Mgr., FREE LANCE, 360 Sixth St., Hollister, CA 95023; Tel. (408) 637-5566.
National Representative: Branham/Newspaper Sales.

HUNTINGTON PARK-SOUTH GATE-BELL-MAYWOOD

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA) E&P Map D-7.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Southern Pacific; Union Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Pacific Greyhound; So. Calif. Rapid Transit; Continental.
Airlines-All lines at Los Angeles Int'l Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 160,267; Loc. Est. 182,356
South Gate 80 Cen. 66,784; Loc. Est. 74,826
Huntington Park 80 Cen. 46,223; Loc. Est. 54,006
Bell 80 Cen. 25,450; Loc. Est. 28,455
Maywood 80 Cen. 21,810; Loc. Est. 25,069
CZ-ABC: (80) 242,454; (84) 261,100
RTZ-ABC: (80) 208,846; (84) 212,000
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
City & RTZ-ABC: (80) 451,300; (84) 473,100

4 - HOUSEHOLDS:
Cities 80 Cen. 53,276; Loc. Est. 61,515
South Gate 80 Cen. 22,883; Loc. Est. 25,860
Huntington Park 80 Cen. 15,015; Loc. Est. 17,839
Bell 80 Cen. 8,855; Loc. Est. 10,128
Maywood 80 Cen. 6,523; Loc. Est. 7,688
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
CZ-ABC: (80) 70,468; (84) 83,400
RTZ-ABC: (80) 67,360; (84) 68,700
City & RTZ-ABC: (80) 143,828; (84) 152,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	17	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 4,169,102

7 - ELECTRIC METERS: Huntington Park 34,355

8 - GAS METERS: Huntington Park 14,095

9 - PRINCIPAL INDUSTRIES: Steel Mfg. & Fabrication; Aircraft Parts; Rubber Mfg.; Oil Well Supplies; Glass Mfg.; Plastics; Electro-Plating.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 57-82; Fall 51-81; Winter 46-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Pacific Blvd.
Neighborhood Shopping Centers-Approx. 5 block shopping centers in neighboring towns of Bell, Maywood, South Gate, Lynwood, Bell Gardens & Downey, Stonewood (in Downey), Cudahy Plaza.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JC Penney; Wineman's; Broadway.
Variety Stores-Kress; Newberry; Sprouse Reitz.
Discount Stores-Target; Zody's; K mart.
Chain Drug Stores-Thrifty 5; Sav-On 3; Drug King.
MDX: House of Vitamins; White Cross.
Chain Supermarkets-Alpha Beta 3; Boys 2; Super-A; Food King 4; Lucky 4; Ralph's 3; Market Basket 2; Safeway 4; Albertson's 4; Von's 3; McCoy's 2.
Other Chain Stores-Shoes: Thom McAn, Flagg Bros., Canada, C.H. Baker, Holiday, Stride Rite, Geo. Allen; Clothes: Chandler's, Foreman & Clark, Harris & Frank, Lerner's, House of Nine, Hartfield's, Mode O'Day, Lynns, Saily's, Modern Woman; Furniture: McMahan's, Kay-Phillips, Santa Fe, Sims, D.F.C.; Auto Supplies: Pep Boys, Cal Auto, Western Auto.

14 - NEWSPAPERS: SOUTHEAST NEWS SIGNAL (m) 11,617; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Scott Christman, Adv. Dir., SOUTHEAST NEWS SIGNAL, 8800 National Ave., South Gate, CA 90280; Tel. (213) 927-8681.
National Representative: Hearst Advertising Service.

INDIO

1 - LOCATION: Riverside County. (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: Railroads-So. Pacific.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 21,611; Loc. Est. 23,947
CZ-ABC: (80) 36,309; (84) 40,100
RTZ-ABC: (80) 52,803; (84) 63,600
County 80 Cen. 663,923; Loc. Est. 738,585
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634
City & RTZ-ABC: (80) 89,112; (84) 103,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,626; Loc. Est. 7,505
County 80 Cen. 243,019; Loc. Est. 277,043
PMSA 80 Cen. 551,081; Loc. Est. 625,351
CZ-ABC: (80) 10,983; (84) 12,400
RTZ-ABC: (80) 20,283; (84) 24,400
City & RTZ-ABC: (80) 31,266; (84) 36,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 379,171

7 - ELECTRIC METERS: Residence 25,264

8 - GAS METERS: Residence 11,993

9 - PRINCIPAL INDUSTRIES: Agriculture-$130 million gross sales.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Naturally fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indio Heights	3	Retail-Independents
Tyselling Ctr.	3	Jack Kelly Electronic
Indio Fashion Mall(43)	1	Sears, harris
Town & Country(9)	3	Alpha Beta, K mart, Wendy's
Indio Plaza(16)	2	Von's, Pick'N'Save, JCPenney
Palm Desert Country	10	Welly's Mkt., Stater Bros.
Valley Mall	2	Rite T.V.
Coachella Ctr.(12)	2	Alpha Beta, Thrifty
Coachella Island	2	Safeway
Ralph's Grocery	3	Ralph's, Firestone
Sav-On-Drugs(2)	2	Sav-On-Drugs
Smith's Food King	2	Smith's, Straw Hat Pizza

Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Discount & markets open evgs. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McMahan's; Olsan's; Imperial Hdwr.; Sprouse Reitz; Sears; Harris; Yellow Mart; Wise Shop; Zody's; Sunshine Lumber; 84 Lumber; Builders Supply.
Chain Drug Stores-Thrifty; Gemco; Sav-On Drugs.
Chain Supermarkets-Safeway; Alpha Beta; Ralph's; Circle K; Von's; Gemco; Stater Bros; Smith's Food King.
Discount Stores-K mart; Wise Shops; Pic N' Save; Gemco.
Other Chain Stores-Firestone; Stockwell & Binney; Goodyear; Chief Auto Parts; Imperial Furniture; Winston Tire; High Performance; Earl Schieb; Pep Boys.

14 - NEWSPAPERS: DAILY NEWS (e) 8,758; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne Gates, Mktg. Dir., DAILY NEWS, 45-140 Towne St., PO Drawer NNN, Indio, CA 92201; Tel. (619) 347-3313.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

LA HABRA
See ORANGE COUNTY

LAKE TAHOE
See SOUTH LAKE TAHOE

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Editor & Publisher

LIVERMORE

1 - LOCATION: Alameda County. E&P Map B-5. (In Oakland PMSA). Research and development, manufacturing, agriculture.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific; AC Transit connector to BART.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 48,349; Loc. Est. 55,347
County 80 Cen. 1,105,379; Loc. Est. 1,169,705
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088
HERALD:
PMA-ABC: (80) 142,544; (84) 156,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,637; Loc. Est. 18,791
County 80 Cen. 426,092; Loc. Est. 461,657
PMSA 80 Cen. 667,626; Loc. Est. 725,530
HERALD:
PMA-ABC: (80) 46,374; (84) 51,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 642,058

7 - ELECTRIC METERS: Residence 39,175

8 - GAS METERS: Residence 37,066

9 - PRINCIPAL INDUSTRIES: Industry-Computers; Labs.
Principal Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown Livermore-seven blocks on First & Second Sts.; abutting side streets between Livermore Ave. & P Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alcosta Mall(30)	NA	Safeway, Liquor Barn
San Ramon Valley Plaza(16)	NA	Lucky
Shamrock(22)	NA	World of Shoes
Dublin Square	NA	Romley's, Drug City
The Orchards(11)	NA	Sofa Beds Ltd.
Dublin Plaza(16)	NA	Albertsons, Payless, Mervyns
Dublin Place	NA	Mont. Ward, Gemco
Dublin Station	NA	Standard Brands
Ross Center	NA	Ross, Levitz, Orchard Supply
Parkway Place	NA	Kragen Auto, Radio Shack
Stoneridge(185)	NA	Emporium Capwell, Macys
Val Vista	NA	Lucky
Alpha Beta Ctr.	NA	Alpha Beta, Thrifty
Mission Plaza(22)	NA	Flair Market
Valley Plaza	NA	True Value, Workbench
Amador Ctr.(21)	NA	Safeway, Grutman's
Pleasanton Plaza	NA	Cole's Mkt.
Livermore Ctr.(21)	NA	Blue Ribbon Mkt.
Alpha Beta Sq.(19)	NA	Alpha Beta, Thrifty, TG&Y
Livermore Arcade(18)	NA	Safeway, Long's Orchard Supply
Second St. Plaza	NA	JCPenney
Nob Hill Ctr.(16)	NA	Nob Hill Market, Price-Rite
East Avenue Ctr.	NA	Big T Market
Granada Ctr.(31)	NA	Lucky, Sprouse-Reitz
Best Plaza	NA	Best, Specialty Stores
Hopyard Center	NA	Specialty Stores
Depot Plaza	NA	Lucky

Stores upon Evenings-Mon. through Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Ross; Mervyn's; Macy's; Capwell's; Montgomery Ward.
Discount Stores-TG&Y; Sprouse Reitz 2; K mart; Gemco.
Chain Drug Stores-Price-Rite; Carl's; Thrifty 2; Long's Drug; Pay Less 2.
Chain Supermarkets-Albertson's; Alpha Beta 2; Flair Market; Lucky 4; Safeway 3; Nob Hill.
Other Chain Stores-Firestone; Grossman's; Handyman; Kinney's; Grand Auto; Sears (catalog); Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big "O" Tires; Oshman's Sporting Goods; Richman's; Milen's; Granat Bros.; Kushins; Malings; Casual Corner; Lerners; Shreve's; Thom McAn; Zale's; Florsheim; Levitz Sofa Factory; Cousins Furniture; Liquor Barn; Standard Brands; Radio Shack.

14 - NEWSPAPERS: TRI-VALLEY HERALD (m) 21,557; (S) 21,574; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Hollingshead, Nat'l Adv. Mgr., TRI-VALLEY HERALD, 325 South I St.; PO Box 3000, Livermore, CA 94550; Tel. (415) 447-2111.
National Representatives: Long & Associates; U.S. Suburban Press.
VALLEY TIMES (m-tues to fri; S) Paid 10,105; Mar. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Bill Zemina, Adv. Mgr., VALLEY TIMES, 126 Spring St., Pleasanton, CA 94566; Tel. (415) 462-4160
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

LODI

1 - LOCATION: San Joaquin County (In Stockton MSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco; on U.S. Hwys. 99 & 50; State Hwy 12.

2 - TRANSPORTATION: Railroads-Southern Pacific; California Traction Co.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 35,221; Loc. Est. 42,222
County/MSA 80 Cen. 347,342; Loc. Est. 389,672

4 - HOUSEHOLDS:
City 80 Cen. 14,015; Loc. Est. 16,678
County/MSA 80 Cen. 124,626; Loc. Est. 143,762

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$353,000,000
Savings & Loan	7	$357,000,000

6 - PASSENGER AUTOS: County 192,413

7 - ELECTRIC METERS: Residence 14,831

8 - GAS METERS: Residence 11,261

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)- Packaged & Canned Goods 865 ($290); Fab. Metal Products 700 ($265); Aggregates 175 ($385); Sportswear 165 ($190); Iron Casting 160 ($310); Cast Concrete Prod. 200 ($255); Wineries 370 ($255); Rubber Prod. 290 ($275); Meat Packing 280 ($305).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-71; Summer 52-96; Fall 41-78; Winter 42-58; Ann. av. temp. 60; Ann. rainfall 18.28 inches.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Main Shopping District-4 blocks on School & Sacramento Sts.; 2 blks. on Pine, Oak, Elm.
Neighborhood Shopping Centers-Pay N' Save 8; Lakewood 22; Long's; Payless 6; Top Value 4; Vineyard 21; Arbor Square 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Top Valu	1	Top Valu
Lakewood(22)	1	Sellrite
Pay n' Save	2	Pay n' Save
Lucky-Payless	1	Lucky Stores
Vineyard(23)	2	Fry's,Mervyn's

Principal Shopping Days-Mon., Thur. & Sat.
Stores Open Evenings-Thur.; market & discount every evening.

13 - RETAIL OUTLETS: Department Stores-Newfield's; JCPenney; Mervyn's.
Variety Stores-Woolworth.
Discount Stores-Long's Drugs; Payless Drug; Pay n' Save; K mart.
Chain Drug Stores-Long's; Payless; Pay n' Save.
Chain Supermarkets-Safeway; Lucky Stores 2; Lodi; Fry's; Raley's.
Other Chain Stores-Gensler Lee Diamonds; McMahan Furniture; Burton's; Singer; Goodyear; Diamond International; Grand Auto; Grossman's; Kragen Auto; Shoe Stop; Payless Shoe Source; Sherwin Williams; Winston Tire.

14 - NEWSPAPERS: NEWS-SENTINEL (m) 15,111; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Dan Battilana, Adv. Mgr., NEWS-SENTINEL, 125 N. Church St., Lodi, CA 95240; Tel. (209) 369-2761.
National Representative: Papert Companies.

LOMPOC

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Vandenberg Air Force Base.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,267; Loc. Est. 29,091
PMA-ABC: (80) 47,143; (84) 49,200
County/MSA 80 Cen. 298,660; Loc. Est. 326,534
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,380; Loc. Est. 10,591
County/MSA 80 Cen. 109,343; Loc. Est. 121,878
PMA-ABC: (80) 15,836; (84) 16,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Independent	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 183,955

7 - ELECTRIC METERS: 9,127

8 - GAS METERS: 11,300

9 - PRINCIPAL INDUSTRIES: Vandenberg Air Force Base, West coast Space Shuttle Launch & recovery site, MX test launch site, Military & Civ. 13,662; Diatomaceous earth mining 672; Agriculture.
Principal Industrial Pay Days-Fri, 5th, 15th, 20th, last day of month; Air Force Pay Days, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. (Avg.)-48-63; 13.20 inches of rain per yr.

11 - TAP WATER: Hard; non-fluoridated.

12 - RETAILING: Principal Shopping Centers-Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
Neighborhood Shopping Centers-Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K mart (5 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Broadway	17	Montgomery Ward
Santa Maria Town Center(87)	19	Gottschalk's, Sears
Lompoc Shopping Center(23)	1	JCPenney

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-JCPenney -Mon., Thur., Fri.; Lucky's & K mart to 9; All stores Fri. night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Moore's; Sears (catalog); Montgomery Ward (catalog).
Variety Stores-Woolworth; Newberry's; K mart.
Chain Drug Stores-Thrifty.
Discount Stores-K mart.
Chain Supermarkets-Williams Bros. 2; Lucky's 2.
Other Chain Stores-Remar's; Sears; Montgomery Ward; Kinney Shoes; McMahan's; Miller's Outpost.

14 - NEWSPAPERS: RECORD (e-mon to fri) 9,861; (S) 9,931; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dick Bausman, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 93436; Tel. (805) 736-2313.
National Representative: Papert Companies.

LONG BEACH

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-8. Harbor on Pacific Ocean. 22 mi. from Los Angeles on U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U.S.
Freight Steamship Lines-46. Long Beach Harbor is nation's second largest port in containerized Cargo tonnage.
Airlines-Alaska; American; Jet America; Pacific Southwest; United.
Intercity Bus Lines-Greyhound; Long Beach Transit; Trailways; RTD; Orange County Transit.

3 - POPULATION:
Corp. City 80 Cen. 361,334; Loc. Est. 384,654
CZ-ABC: (80) 639,414; (84) 645,500
RTZ-ABC: (80) 359,529; (84) 385,400
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
City & RTZ-ABC: (80) 996,943; (84) 1,030,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 151,611; Loc. Est. 166,351
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
CZ-ABC: (80) 251,565; (84) 256,200
RTZ-ABC: (80) 110,409; (84) 119,800
City & RTZ-ABC: (80) 361,974; (84) 376,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	131	$3,000,000,000
Savings & Loan	92	3,600,000,000

6 - PASSENGER AUTOS: County 4,169,102

7 - ELECTRIC METERS: Residence 146,517

8 - GAS METERS: Residence 146,000

9 - PRINCIPAL INDUSTRIES: Manufacturing: Aerospace; Aircraft; Chemical; Petroleum. Professional and Related Services: 26 Hospitals; City and State University Education.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Pine Ave.; 6 on Locust Ave.; 20 on Long Beach Blvd.; Long Beach Plaza; Belmont Shore; Bixby Knolls; Marina Pacifica; Market Place.
Regional Shopping Centers-Lakewood Center Mall; Los Altos; Los Cerritos; Carson Mall; Stonewood; Huntington; Del Amo; Westminster; Rossmoor; Norwalk Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bixby Knolls	4	Safeway, Sav On, Thrifty, Von's
Carson(83)	8	Broadway, Sears, JCPenney
Del Amo(216)	10	Broadway, Bullock's, Mont. Ward, JCPenney, Robinson's, Sears
Huntington(60)	14	Broadway, Mont. Ward, JCPenney, Thrifty
Lakewood(181)	7	Akron, Boy's Mkt., Buffums, Bullock's, May Co., Mont. Ward, Mervyn's, Lucky's, JCPenney, Sav On
Long Beach Plaza(102)	NA	Buffums, CVS, JCPenney, Mont. Ward
Los Altos(72)	6	Broadway, Sav On, JCPenney, Target,
Los Cerritos(147)	9	Broadway, May Co., Nordstrom, Ohrbach's, Robinson's, Sears
Marina Pacifica(91)	5	Lucky, Buffums
Market Place(47)	4	Food & Drug
Norwalk Square	16	JCPenney, Sav On
Rossmoor	10	Boston Stores, Smith's Food King
Stonewood(81)	14	Broadway, Thrifty, JCPenney
Westminster(189)	12	Buffums, May Co., Robinson's, Sears

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-All dept. stores & most stores in regional centers.

13 - RETAIL OUTLETS: Department Stores-May Co.; Sears; Buffums; Broadway; JCPenney; Bullocks; Robinson's; Ohrbach's; Montgomery Ward; Mervyn's; Nordstrom.
Variety Stores-Woolworth; Newberry, TG&Y.
Discount Stores-Fedco; Zody's; Gemco; K mart; Dooley's; Target; Best.
Chain Drug Stores-Thrifty 21; Sav-On 10; Skaggs 2.
Chain Supermarkets-Albertson's 6; Alpha Beta 12; Big D Ranch; Boys 4; Eddies 4; Fedco; Food Rack; Foods Co. 3; Gemco 4; Grocery Warehouse; Jewel T 3; Lucky 15; Market Place Food & Drug; McCoy's; Ralph's 9; Safeway 9; Sav-Mor 2; Smith's Food King 2; Super A Foods; Thriftimart 4; Von's 14.
Other Chain Stores-Firestone; Florsheim; Grayson's Goodrich; Leed's; W.P. Fuller (paints); Harris & Frank Clothing; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner's; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Miller's Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zale's; Baskin-Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Angel's Home Center; Ole's Home Improvement Centers; Builder's Emporium; Handyman; See's Candy; Naturalizer; Wherehouse; Air Step; B. Dalton Books; Waldenbooks; Casual Corner; Foxmoor; Video Concepts; House of Fabrics; Big 5; Oshman's; Footlocker; Fayva Shoes; Musicland; General Nutrition Center; Great Earth Vitamins.

14 - NEWSPAPERS: PRESS-TELEGRAM (m-mon to fri) 92,769; (e-mon to fri) 39,543; (m-sat) 119,773; (S) 141,742; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Dan Mikkelson, Nat'l. Adv. Mgr., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844; Tel. (213) 435-1161.
National Representative: Knight-Ridder Newspaper Sales.

LOS ANGELES

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7, County Seat. Pacific coast harbor; industrial, agricultural & tourist center. City 463.7 sq. mi.

2 - TRANSPORTATION: Railroads-SF; SP; UP; Amtrak.
Motor Freight Carriers-5,786 primary market.
Passenger & Freight Steamship Lines-(Los Angeles & Long Beach harbors) 72.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Aerolineas Argentinas; Aeromexico; Aero Peru; Air Canada; Air France; Air New Zealand; Air Panama; American; Avianca; British Airways; Canadian Pacific Air; China; Continental; Delta; Eastern; Equatoriana; Hughes Airwest; Japan; Korean; Lufthansa; National; Northwest Orient; Pacific Southwest; Pan American; Scandinavian; Texas International; Trans World; United; U.T.A. French; Varig; Western; AerLingus; Air Calif.; Air India; Air Jamaica; Air Manila; Air Niugini; Alaska Airlines; Alia; Alitalia; All Nippon; Baja Cortez; Bonanza; British Caledonian; British West Indian; Costa Rica; ELAL Israel; Ethiopean; Finnair; Golden West; Iberia; Icelandic; Iran Air; KLM; Kuwait; Laker; Lan-Chile; Lancia; Mexico Air; Phillippine Air; Quantas; Sabena; Saudi Arabian; Seaboard; South African; Swissair; Taca Int'l; World; JAT; Holiday; Sierra Pacific.

3 - POPULATION:
Corp. City 80 Cen. 2,966,763; Loc. Est. 3,211,969
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
DAILY NEWS:
PMA-ABC: (80) 1,091,052; (84) 1,123,900
HERALD-EXAMINER:
CZ-ABC: (80) 3,289,439; (84) 3,363,600
RTZ-ABC: (80) 6,372,387; (84) 6,751,700
City & RTZ-ABC: (80) 9,661,826; (84) 10,114,700
TIMES:
L.A. County-ABC: (80) 7,477,503; (84) 7,726,400
Orange County-ABC: (80) 1,932,709; (84) 2,201,900
Total PMA-ABC: (80) 9,410,212; (84) 9,819,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,135,184; Loc. Est. 1,259,927
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
DAILY NEWS:
PMA-ABC: (80) 410,752; (84) 427,100
HERALD-EXAMINER:
CZ-ABC: (80) 1,218,304; (84) 1,256,600
RTZ-ABC: (80) 2,261,644; (84) 2,409,600
City & RTZ-ABC: (80) 3,479,948; (84) 3,666,200
TIMES:
L.A. County-ABC: (80) 2,730,469; (84) 2,849,000
Orange County-ABC: (80) 686,267; (84) 789,500
Total PMA-ABC: (80) 3,416,736; (84) 3,588,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	198	$58,973,545,000
Savings & Loan	73	$67,461,000,000

6 - PASSENGER AUTOS: 5,098,958

7 - ELECTRIC METERS: Residence 2,058,976

8 - GAS METERS: Residence 2,983,234

9 - PRINCIPAL INDUSTRIES: (Los Angeles and Orange Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Kindred Products 59,600 ($384); Textile Mill Products 10,700 ($236); Apparel & Other Textile Products 85,600 ($209); Paper & Allied Products 21,500 ($453); Printing & Publishing 63,200 ($412); Chemicals & Allied Products 49,700 (N.A.); Petroleum & Coal Products 14,000 ($516); Rubber & Plastics Products 46,800 ($305); Leather & Leather Products 6,800 ($229); Lumber & Wood Products 13,800 ($378); Furniture & Fixtures 45,600 ($279); Stone, Clay & Glass Products 22,300 ($457); Primary Metal Industries 24,200 ($431); Fabricated Metal Products 89,300 ($386); Machinery (Except Electrical) 107,200 ($416); Electric & Electronic Equipment 202,000 ($405); Transportation Equipment 174,000 ($498); Instruments & Related Products 45,300 ($403); Miscellaneous Manufacturing Industries 24,500 ($283).

10 - CLIMATE: Los Angeles Civic Center: Min. & Max. Temp.-Spring 51-71; Summer 59-84; Fall 55-81; Winter 48-72.

11 - TAP WATER: Moderately soft 4.1 grains per gallon. Slightly alkaline, 6.2 grains per gallon. Aqueduct water varies somewhat from area to area but between 80%-90% is moderately soft, 87 mg/1 and slightly alkaline, 117 mg/1.

12 - RETAILING: Principal Shopping Centers-Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends eight blocks N. & S. from 1st St. to 9th St. & 7 blocks E. & W. from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.
Neighborhood Shopping Centers-In the Los Angeles Marketing Area there are 110 incorporated cities with their central shopping distncts and community shopping centers. In addition there are 56 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.
Principal Shopping Days-Dept. Mon., Thur., Fri. & Sat. Food Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept. staggered by shopping center, many open every night. Food every night and Sun.

13 - RETAIL OUTLETS: Department Stores (L.A. and Orange Counties)-Broadway 29; Bullock's 14; May Co. 22; Montgomery Ward 17; Nordstrom 4; JCPenney 45; Robinsons 16; Sears 26.
Variety Stores (L.A. and Orange Counties)-The Akron 13; Cornet 17; Freeway 8; National Dollar 14; Newberry 42; Pick 'N Save 28; Rasco 17; S.H. Kress 7; Sprouse-Reitz 24; Sunset House/Gadget Tree 15; Surprise Stores 4; Woolworth 31.
Discount Stores (L.A. and Orange Counties)-Best Products 9; Cal Fed; Fedco 5; Gemco 26; K mart 38; Leonards; Target 18; The Treasury 7; Value Fair; Zody's 28.
Chain Supermarkets (L.A. and Orange Counties)-ABC 6; Albertson's 43; Alpha Beta 127; Big D Ranch Markets 7; Boys Markets 34; Dale's 12; Fedco 5; Food Barn 7; Foods Co. 10; Gelson's 7; Gemco 25; Grocery Warehouse 4; Hughes 26; Hughes El Rancho 8; Jewel T 13; Jonsons 5; Jurgensen's 6; Lucky 80; Market Basket 59; Mayfair 11; McCoy's 20; The Pantry 12; Phil's 5; Ralphs 86; Safeway 92; Smith's Food King 25; Stater Bros. 33; Super A Foods 7; Thriftimart 26; Von's 90; Westward Ho 4.
Chain Drug Stores (L.A. and Orange Counties)-Best Buy Drugs 4; Circle Pharmacies 4; Clark 15; CVS 10; Danber Drugs 5; Disco 12; Drug King 9; Exclusive 4; Garfield 4; Guild 8; Hill 4; Hy-Lo 8; Horton & Converse 6; Leader 4; Longs 10; Mascarin 4; Sav-On 98; Shapero 6; Skaggs 12; Thrifty 189; White Front 4.
Supermarket Chains With Pharmacies-Albertsons 11; Fedco 5; Gemco 25; Lucky 24; Safeway 9.

14 - NEWSPAPERS:
DAILY NEWS (m-mon to fri) 141,690; (m-sat) 128,839; (S) 162,906; Mar. 11, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ty Tuupanen, Nat. Adv. Mgr., DAILY NEWS, 14539 Sylvan St., Van Nuys, CA 91411; Tel. (213) 997-4111.
National Representative: Sawyer-Ferguson-Walker.
HERALD-EXAMINER (m-mon to fri) 236,660; (m-sat) 175,022; (S) 219,900; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: O.Q. DiMaria, Nat. Adv. Mgr., HERALD-EXAMINER, 1111 S. Broadway, Los Angeles, CA 90051; Tel. (213) 744-8000.
National Representative: Hearst Advertising Service.
TIMES (m-mon to fri) 1,057,536; (m-sat) 976,689; (S) 1,321,244; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: W. Sinkking, Gen. Adv. Mgr., TIMES, Times Mirror Square, Los Angeles, CA 90053; Tel. (213) 972-5000.
National Representatives: Los Angeles Times offices in New York, Chicago, Detroit & San Francisco.

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Daily News
LOS ANGELES

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Theater Critic

Diane K. Shah
Sports Columnist

Andrew Jaffe
National Political Reporter

Jane Birnbaum
Columnist

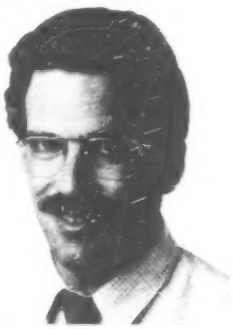
Kit Snedaker
Food Editor

Melvin Durslag
Sports Columnist

Patricia Freeman
Sunday Magazine Writer

Peter Rainer
Film Critic

Joe Morgenstern
Columnist



Gregory Spector
Business Writer

Rick Du Brow
Television Editor

Wanda McDaniel
Society Editor

LOS ANGELES HERALD EXAMINER

L.A.'s Most Readable Morning Newspaper

MADERA

1 - LOCATION: Madera County. E&P Map C-5. County Seat. 22 mi. N of Fresno; 250 mi. N of Los Angeles; 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2 - TRANSPORTATION: Railroads-SP; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.
Airlines-United; Pacific Air (thru Fresno).

3 - POPULATION:
Corp. City 80 Cen. 21,732; Loc. Est. 26,572
CZ-ABC: (80) 21,732; (84) 24,400
RTZ-ABC: (80) 41,384; (84) 50,000
County 80 Cen. 63,116; Loc. Est. 70,568
City & RTZ-ABC: (80) 63,116; (84) 74,400

4 - HOUSEHOLDS:
City 80 Cen. 7,359; Loc. Est. 8,797
County 80 Cen. 20,950; Loc. Est. 23,990
CZ-ABC: (80) 7,359; (84) 8,300
RTZ-ABC: (80) 13,591; (84) 16,600
City & RTZ-ABC: (80) 20,950; (84) 24,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$93,416,400
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 32,351

7 - ELECTRIC METERS: Residence 18,400

8 - GAS METERS: Residence 11,469

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Products; Glass Mfg.; Carton Mfg.; Plastic Cannery Equipment; Campers; Armco Steel; Corn Prods.; Almond Processing; Raisin Packing; Fiberglass Insulation.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Dec. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley W. Plz.(10)	2	K mart, Sav-Mart
Bethard Sq.(14)	2	Thrifty Drug, Mayfair
Sure Save(5)	2	Sure Save
Country Club Plz.	2	Long's Drug, Lucky's

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery & most stores in shopping centers; JCPenney.

13 - RETAIL OUTLETS: Department Stores-James Cerioni's; JCPenney; Money Back Sam; Vizcarra's.
Variety Stores-Coronet; Bonanza 88.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Sierra Foodland; Sure-Save; Madera; Mayfair; Sav-Mart; Prairie; Lucky's.
Other Chain Stores-McMahan's; Sears; Montgomery Ward (catalog); Radio Shack; Coast-to-Coast; K mart; Boise Cascade; Kragen Auto; Baskin-Robbins; Fashion Footwear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,256; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 100 E. 7th St., Madera, CA 93637; Tel. (209) 674-2424.
National Representative: None.

MANTECA

1 - LOCATION: San Joaquin County. (In Stockton MSA). E&P Map B-5. 320 mi. N of Los Angeles; 76 mi. E of San Francisco; 62 mi. S of Sacramento.

2 - TRANSPORTATION: Railroads-Southern Pacific; Tidewater Southern; Western Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Frontier; Inland Empire; Pacific Express; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 24,925; Loc. Est. 27,938
CZ-ABC: (80) 24,925; (84) 30,300
RTZ-ABC: (80) 20,488; (84) 19,000
County/MSA 80 Cen. 325,100; Loc. Est. 389,672
City & RTZ-ABC: (80) 45,413; (84) 49,300

4 - HOUSEHOLDS:
City 80 Cen. 8,592; Loc. Est. 9,649
County/MSA 80 Cen. 124,626; Loc. Est. 143,483
CZ-ABC: (80) 8,592; (84) 10,500
RTZ-ABC: (80) 6,224; (84) 5,800
City & RTZ-ABC: (80) 14,816; (84) 16,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 92,413

7 - ELECTRIC METERS: Residence 20,456 (incl. Lathrop, Ripon city)

8 - GAS METERS: Residence 15,481 (incl. Lathrop, Ripon city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Govt. Contractor 1,510; Electronics 900; Auto Glass Mfg. 200; Agriculture Mfg. 969; Public Utilities 227.
Principal Industrial Pay Day-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 37-53. First killing frost, Nov 30. Last killing frost, March 2.

11 - TAP WATER: Municipal system.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart, Thrifty, Sav-Mart
Lincoln	1	Hafer's Furniture
Cardosa(11)	1	Payless, Safeway, Sprouse Reitz
Koftinow	1	Big Boy Mkt.
TG&Y	1	TG&Y, Alpha Beta
Town Sq.	1	Country Gourmet, Happy Steak
Lucky/Long's Ctr.	2	Lucky Food, Longs Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Manteca; Mars; Brown Mahin.
Discount Stores-TG&Y; K mart.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Thrifty; Payless; Longs Drugs.
Chain Supermarkets-Safeway; Alpha Beta; Save-Mart; New Deal; Lucky's.
Other Chain Stores-Radio Shack; Grand Auto; Chief Auto; Kragen Auto.

14 - NEWSPAPERS: BULLETIN (m) 5,582; (S) 5,563; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Polly Wright, BULLETIN, 531 E. Yosemite Ave., Manteca, CA 95336; Tel. (209) 239-3535.
National Representatives: Morris Newspaper Corp. Advertising Sales; Landon Associates.

MARIN COUNTY

1 - LOCATION: (In San Francisco PMSA). E&P Map B-4. County Seat is San Rafael. Light manufacturing & residential community. N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County and the East Bay U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

2 - TRANSPORTATION:
Intercity Bus Lines-Golden Gate Transit; Greyhound.

3 - POPULATION:
City (San Rafael) 80 Cen. 44,700; Loc. Est. 49,174
CZ-ABC: (80) 203,753; (84) 211,000
RTZ-ABC: (80) 18,815 (84) 19,500
City & RTZ-ABC: (80) 222,568; (84) 230,500
PMSA 80 Cen. 1,490,090; Loc. Est. 1,570,892
County 80 Cen. 222,952; Loc. Est. 234,152

4 - HOUSEHOLDS:
City (San Rafael) 80 Cen. 18,757; Loc. Est. 20,742
County 80 Cen. 88,983; Loc. Est. 95,595
PMSA 80 Cen. 612,880; Loc. Est. 662,380
CZ-ABC: (80) 82,932; (84) 86,700
RTZ-ABC: (80) 5,791; (84) 6,100
City & RTZ-ABC: (80) 88,723; (84) 92,800
Demographic information available from Newspaper. See paragraph T4.

5 - BANKS	NUMBER	DEPOSITS
Comm. & Sav.	60	$1,445,918,000
Savings & Loan	43	$1,078,276,000

6 - PASSENGER AUTOS: County 147,174

7 - ELECTRIC METERS: County 98,818

8 - GAS METERS: Residence County 79,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Agriculture 849; Contract Construction 4,169; Manufacturing 4,500; Transportation, Communications and Utilities 1,946; Wholesale and Retail Trade 19,757; Finance, Insurance and Real Estate 5,784; Services 16,982; Government 13,400. (Total 67,387).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20. Last killing frost, Jan. 2.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Fourth, Third & Second Sts., abov' 18 blocks. Northgate Regional Shopping Center, Corte Madera Center.
Neighborhood Shopping Centers-San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(90)	8	Safeway
Northgate(50)	4	Emporium, Sears
Pacheco Plaza(26)	5	Safeway
Corte Madera(40)	5	Montgomery Ward, JCPenney
Larkspur Landing(60)	2	Fry's Food & Drugs
Mann Central	3	Cost Plus
Montecito(30)	NA	Thrifty, Standard Brands, Goodman's
San Anselmo	1	Kaufman's, Guasco Super
Bon Air(23)	2	Petrini's Super
The Boardwalk	8	Boardwalk Foods
Kentfield	5	Jim Corbet's Hdwe.
The Square	10	Pay 'N Save
Nave Center(19)	10	Alpha Beta, Thrifty
Novato Fair(15)	10	Carithers
Novato Center(4)	10	Lucky, Long's
Red Hill(24)	2	Safeway, Long's

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept. Mon., Wed. & Fri.; most grocery & drug every evening.
Stores Open Sundays-Grocers; Bldg. Materials; Drugs; Montgomery Ward; Young Bros. Furn.; Emporium; JCPenney; Sears; Macy's.

13 - RETAIL OUTLETS: Department Stores-Macy's; Emporium; JCPenney; Montgomery Ward; Kaufman's; Sears; Carithers.
Discount Stores-Consumers Distributing 2; Cost Plus; Ross.
Variety Stores-Woolworth; TG&Y; Glen's 2.
Chain Drug Stores-Payless; Thrifty 4; Longs 3; Merrill's; Pay'N Save; Bill's.
Chain Supermarkets-Safeway 9; Cala/OFI 5; United 2; Lucky 3; Alpha Beta 4; Fry's Food & Drug; Roger Wilco; Petrini's.
Other Chain Stores-Singer; Cost Plus; Florsheim Shoes; Granat Bros. Jewelry; Hastings; Leed's (Shoes); Roos Bros.; Sommer & Kaufmann; See's Candies; Goodman's (Gen. Mdse.) 3; Super Auto; Grand Auto; Mrs. Fields; Yardbirds; Rainbow Records; Liquor Barn; Earnies; Goodyear 2; Abbey Carpets; Kinney Shoes 2; Standard Brands Paint; Firestone; General Tires; Handyman; Pacific Stereo 2; Kaufman's Fabric-Land; Big 5 Sports 2; Foxmoor Casuals; Livingston's, R. G. Furniture; Abbey/Hallmark; American Express; Walden Books; Conklin Bros.; Grossman's; Yaeger's Carriage House; Record Factory; N.Y. Fabric; Carpeteria; Grodin's 2; Wherehouse Records 2; Good Vis 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Gallenkamp 2; Zale's Jewelers; The Limited.

14 - NEWSPAPERS: INDEPENDENT-JOURNAL (e) 38,268; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ken Svanum, Adv. Dir., INDEPENDENT-JOURNAL, PO Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.
National Representative: Gannett Newspaper Advertising Sales; Long & Associates.

MARTINEZ

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. County Seat. Residential and industrial center. 30 mi. E of San Francisco; 25 mi. E of Oakland & Berkeley.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 22,582; Loc. Est. 26,471
County 80 Cen. 657,252; Loc. Est. 701,383
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088

4 - HOUSEHOLDS:
City 80 Cen. 8,437; Loc. Est. 10,157
County 80 Cen. 241,805; Loc. Est. 263,873
PMSA 80 Cen. 667,626; Loc. Est. 725,530

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$52,731,409
Savings & Loan	2	$16,193,466

6 - PASSENGER AUTOS: County 420,473

7 - ELECTRIC METERS: Residence 14,917

8 - GAS METERS: Residence 14,872

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 3,100 ($314); Chemical 790 ($286); Government 6,400 ($372); VA Hosp. 800 ($283).
Principal Pay Days-1st & 15th, 10th & 25th.

19 - CLIMATE: Min. & Max. Temp.-Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28. Last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 4 on Ferry St.; 1 on Las Juntas St.; 2 on Castro; 1 on Estudillo; 3 on Escobar; 4 on Ward; 4 on Alhambra.
Shopping Centers-Gregson's; L&L U-Save; Virginia Hills.
Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hilsons.
Chain Drug Stores-Rexall 3; Thrifty; Long's.
Chain Supermarkets-Land's; Gregson's; Safeway; Farmers.
Other Chain Stores-Goodyear; Big O Tires; Montgomery Ward (catalog); Mode O'Day; Foster's Freeze; Grande's Shoes.

14 - NEWSPAPERS: NEWS-GAZETTE (m-tues. to sat) 3,707; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Arvel R. Voss, Adv. Mgr., NEWS-GAZETTE, 615 Estudillo, PO Box 151, Martinez, CA 94554; Tel. (415) 228-6400.
National Representatives: Papert Companies; U.S. Suburban Press.

MARYSVILLE-YUBA CITY

1 - LOCATION: Yuba and Sutter Counties (In Yuba City MSA); E&P Map B-4. Both cities are County Seats. Agricultural center. 45 mi. N of Sacramento. On U.S. Hwy. 99E; State Hwys. 20, 65 & 70.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,634; Loc. Est. 33,256
Marysville 80 Cen. 9,898; Loc. Est. 10,448
Yuba City 80 Cen. 18,736; Loc. Est. 22,808
PMA-ABC: (80) 112,228 (84) 110,200
Counties/MSA 80 Cen.: 101,979; Loc. Est. 110,556
Yuba 80 Cen. 49,733; Loc. Est. 52,215
Sutter 80 Cen. 52,246; Loc. Est. 58,341

4 - HOUSEHOLDS:
Cities 80 Cen. 11,982; Loc. Est. 14,183
Maryville 80 Cen. 4,183; Loc. Est. 4,527
Yuba City 80 Cen. 7,799; Loc. Est. 9,656
PMA-ABC: (80) 39,914; (84) 39,600
Counties/MSA 80 Cen. 36,313; Loc. Est. 40,044
Yuba 80 Cen. 17,504; Loc. Est. 18,537
Sutter 80 Cen. 18,809; Loc. Est. 21,507

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	N.A.
Savings & Loan	14	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Yuba County 24,435; Sutter 29,072

7 - ELECTRIC METERS: Residence 45,250

8 - GAS METERS: Residence 29,856

9 - PRINCIPAL INDUSTRIES: Food; Lumber; Plastics; Mobile Homes; Trailers.
Principal Industrial Pay Days- 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on D Street, Marysville; 12 blocks Side St.; 7 blocks Plumas St., Yuba City.
Neighborhood Shopping Centers-12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; The Peach Tree Mall, Linda; Hillcrest Plaza, Yuba City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
PV Center	NA	PV, Big A Auto Parts
College Ctr.	NA	Sprouse Reitz
Colusa Ave.(15)	NA	Sprouse Reitz, Safesave Drug, Designer Fabrics
Hillcrest Plz.(22)	NA	Jane's, Main St., Continental Galleries
K mart Center(5)	NA	K mart, Liquor Barn
Marysville Sq.(5)	NA	Mont. Ward, Lucky, Long's
Linda	NA	
The Peach Tree Mall(40)	NA	JCPenney, Pay 'n Save, K mart
Raley's Shopping Center	NA	Raley's, Rico's Pizza, Pay 'N Pak

Village Ctr.(7)	NA	
Westbridge(15)	NA	Bradley's, Lucky, Payless, Radio Shack, Filco Appliances
Yuba Plaza(5)	NA	Sears, Thrifty Drug, Handyman, Holiday Market
Heritage Oak(8)	NA	Safeway
Gridley(8)	NA	Thrifty Drug

Principal Shopping Days-The Peach Tree Mall, Linda-Westbridge Shopping, Yuba City-Fri., Sat & Mon.
Stores Open Evenings-Wed. & Fri.
Stores Open Sundays-Food, drug, clothing, appliances.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Bradley's; Mervyn's; National Dollar; Gemco.
Discount Stores-Pay 'N' Save; K mart; PV.
Variety Stores-Woolworth; Sprouse Reitz; Cornet.
Chain Drug Stores-Payless 2; Thrifty; Safe-Save 2; Walgreens; Pay'n Save; Long's.
Chain Supermarkets-Safeway; Yuba Munger 2; Lucky 2; Gemco; Raley's; Holiday 3.
Other Chain Stores-Singer; Firestone; Goodrich Shoe Stores; Shannon's; Kinney's 2; Dave's 2; Kahn's 3. Men's Stores: Kauffman's; Schneider's; Miller's Outpost 2; Others: Radio Shack; House of Fabric; McMahan's Furniture; Bresler's Ice Cream; College-Hi; General Nutrition; Mode O'Day; Bedazzled; Wherehouse; Handyman; Designer Fabric; Kragen Auto Supply; Pay 'n Pak.

14 - NEWSPAPERS: APPEAL-DEMOCRAT (e) 20,996; Mar. 31, 1984 ABC.
Local Contact for Advertising and Marketing Data: Claude C. Lathrop, Sales & Mktg. Dir., APPEAL-DEMOCRAT, 319 G St., Marysville, CA 95901; Tel. (916) 741-2345.
National Representative: Branham/Newspaper Sales.

MAYWOOD

See HUNTINGTON PARK

MERCED

1 - LOCATION: Merced County. E&P Map C-5. County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Nat'l. Park. On State Hwys. 140, 99 & 59.

2 - TRANSPORTATION: Railroads-Amtrak; AT&SF; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Yosemite Transp.
Airlines-Wings West.

3 - POPULATION:
Corp. City 80 Cen. 36,499; Loc. Est. 40,748
CZ-ABC: (80) 44,982; (84) 52,400
RTZ-ABC: (80) 97,821; (84) 108,200
County 80 Cen. 134,560; Loc. Est. 150,243
City & RTZ-ABC: (80) 142,803; (84) 160,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,381; Loc. Est. 15,000
County 80 Cen. 44,539; Loc. Est. 51,000
CZ-ABC: (80) 16,166; (84) 19,100
RTZ-ABC: (80) 31,579; (84) 35,200
City & RTZ-ABC: (80) 47,745; (84) 54,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$650,000,000
Savings & Loan	8	(incl. above)

6 - PASSENGER AUTOS: County 66,727
7 - ELECTRIC METERS: N.A.
8 - GAS METERS: N.A.
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food, Processing & Packing 2,300; Insurance 1500; Lumber 300; Aluminum Products 150; Health Care Products 100; Printing & Publishing 200; Drapery Mfg. 150; Trucking 200; Air Force Base 7,500 ($114 million annual payroll); Metal Electrical Contractors 140.
10 - CLIMATE: Min. & Max. Temp.-Spring 35-90; Summer 43-106; Fall 32-98; Winter 28-80. Last killing frost, Mar. 20.
11 - TAP WATER: Neutral, soft; fluoridated.
12 - RETAILING: Principal Shopping Centers-Downtown; 15 blocks on Main St.; 5 on 18th St.; 2 on Canal St.; 2 on M St.; Merced Mall Regional Shopping Center 1000 W. Olive Ave., 56 stores.
Neighborhood Shopping Centers-Westgate Center, W. Main St.; Save Mart Center, G. St. & North Bear Creek Dr.; College Green Center, Olive Ave. & G. Sts.; Yosemite Parkway, 21st St.; Bear Creek Shopping Center, Alexander Ave. & G. Sts.; Payless Plaza Merced, Olive & G Sts; Olivewood Center, Olive & Austin Sts.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur.; Food, Drug & Shopping Centers every night.
13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Gottschalk's; Mervyn's; Newberry's; Stefani's; JCPenney; Tall's; K mart.
Chain Drug Stores-Thrifty 2; Long's; Bill's 3; Payless; Save On.
Chain Supermarkets-Safeway; Save Mart 3; Prairie Markets; Alpha Beta; New Deal Markets; Save On.
Other Chain Stores-Toppers Jewelry; Mode O'Day; Gallenkamp's; Shoe Palace; House of Fabrics; Musicland; Kinney Shoes; Singer; Goodyear; Goodrich; Firestone; Western Auto; Pep Boys Auto; McMahan Furniture; Slater's Furniture; Diamond International; Sherwin-Williams; Kerr Rug; Baskin Robbins; General Nutrition; Topps & Trousers; Asher Bros. Shoes; Coronet; Beverly Fabrics; Grand Auto; Pic-A-Dilly; Kragen Auto; Grossman's; Handyman; Feminine Fitness; Miller's Outpost; B. Dalton Booksellers.
14 - NEWSPAPERS: SUN-STAR (e) 22,919; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Zack Horrell, Dir. of Sales, SUN-STAR, PO Box 739, Merced, CA 95341; Tel. (209) 722-1511.
National Representative: Papert Companies.

MODESTO

1 - LOCATION: Stanislaus County (MSA). E&P Map C-5. County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 132 & 108.

2 - TRANSPURTATION: Railroads-Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.
Motor Freight Carriers-122.
Intercity Bus Lines-Pacific Greyhound; Modesto Transit; Continental Trailways.
Airlines-Pacific Express; Inland Empire.

3 - POPULATION:
Corp. City 80 Cen. 106,102; Loc. Est. 117,572
CZ-ABC: (80) 106,602; (84) 122,700
Bal. in PMA-ABC: (80) 159,298; (84) 174,400
County/MSA 80 Cen. 265,902; Loc. Est. 293,972
Total PMA-ABC: (80) 265,900; (84) 297,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,127; Loc. Est. 44,212
County/MSA 80 Cen. 97,700; Loc. Est. 107,177
CZ-ABC: (80) 39,257; (84) 44,000
Bal. in PMA-ABC: (80) 55,418; (84) 58,200
Total PMA-ABC: (80) 94,675; (84) 102,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	31	$805,347,000
Savings & Loan	23	$477,064,000

6 - PASSENGER AUTOS: County 145,279
7 - ELECTRIC METERS: Residence 55,553
8 - GAS METERS: Residence 59,942
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 24,800; Nondurable Goods 19,500; Durables 5,400; Food Processing 17,100; Retail Trade 18,000; Wholesale Trade 4,100; Govt. 15,800; Construction 6,400; Transp. and Util. 3,900; Services 18,200.
10 - CLIMATE: Min. & Max. Temp.-Winter 36-54; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28. Last killing frost, Mar. 3.
11 - TAP WATER: Alkaline; not fluoridated.
12 - RETAILING: Principal Shopping Centers-Five mi. of McHenry Ave. (from Needham North) & Downtown; 8 blocks on 10th St., 4 on 11th St., 6 on I St., 8 on J St., & Freeway 99 at Dale Rd.
Neighborhood Shopping Centers-McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S on Crows Landing Road; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyns, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Dowen; Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd.
Regional Shopping Center-Vintage Faire, N Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vintage Faire	4	Sears, JCPenney, Macy's, Weinstock's Gottschalk's
McHenry Vlg.	2	Dunlap's, New Deal, Ardan's
Yosemite	2	Farr's, New Deal
Caruso	2	Landon's, Jumbo
Roosevelt	2	Paul's, O'Brien's
Paradise Plaza	1	Sprouse Reitz
Sisk Road Center	4	Federated Group, Sofa Factory, Aaron Bros.
Gregory Gardens	2	Save Mart, Thrifty
Ulrich	2	Save Mart
Lloyds Square	2	Handyman
Mervyn's	3	Mervyn's
Briggsmore Sq.	2	Mont. Ward, Thrifty
Briggsmore Plz.	2	Ted's, Bonanza
McHenry Sq.	2	Payless
Scenic	2	Angelo's
Coffee Plaza	2	Save Mart
Ceres Plaza	3	Lucky Stores, TG&Y, Jody's
Tully Manor	3	Raley's
Standiford Ctr.	4	Lucky's, Long's, Pier 1
Century Center	3	Gray's, Raley's
Frontier Town	3	Center State Bank
Northgate Village	3	Ken's Camera
Western Plaza	3	Phone Center
Whitmore	4	Save Mart
Dale Road	4	Handy Andy, Big 5
Sylvan Square	4	Alpha Beta

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. & Thurs.; Food-every night except Sunday; Vintage Faire Mon. through Fri. until 9 p.m.
13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Dunlaps; JCPenney; Loebs; Farr's; Colburns; Mervyn's; TG&Y; Gottschalk's; Weinstock's; Gray's; Macy's; Zody's.
Variety Stores-Woolworth; Sprouse Reitz 4.
Chain Drug Stores-Payless 2; Long's 3; Rexall 3; Thrifty 6; Raley's 2.
Chain Supermarkets-Lucky; Gemco 4; Sam's Food City; Angelo's 2; Save Mart 8; Richland 2; New Deal 8; Jumbo Foods; Ray's; Sav Mor 5; Prairie; Raley's 2; Alpha Beta 2.
Discount Stores-K mart 2; Bonanza; TG&Y; Gemco; Payless 2; Long's 3; Zody's; Liquor Barn.
Other Chain Stores-Anita Shops; Aaron Bros.; Asher Bros.; Baker's; Brownie Muffler; Copeland Lumber; Cousin's; Dutch Boy Paint; Dunlap's; Federated Group; Firestone; Fuller Paints; Handy Andy; Handyman; Hartfield's; House of Carpets; House of Fabrics; King Norman; Kragen Auto; Landons; Leed's; Levitz; Thom McAn; McMahan's; Midas Muffler; Miller-Stockman; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Self-Service Furn.; Sherwin-Williams; Singer Co.; Simpson's; Topper's; Turner's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Mervyn's; Ardan's; Bedazzled; Ernie's Liquors; Furrow Lumber; 84 Lumber; Gallenkamp's; Hatfield Jewelers; Huston Shoes; Radio Shack; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Gray's; Grossman's; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Supply Hardware; Simco Corp; Rasco Toys; Video Concepts.
14 - NEWSPAPERS: BEE (m) 72,400; (S) 77,133; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Craig A. Moon, Adv. Dir., BEE, 1325 H St., PO Box 3928, Modesto, CA 95352; Tel. (209) 578-2080.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

MONTEREY

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army); Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.
2 - TRANSPORTATION: Motor Freight Carriers-1.
Intercity Bus Lines-Monterey Peninsula Transit; Coastlines; Greyhound.
Airlines-United; Western; Wings West.
3 - POPULATION:
Corp. City 80 Cen. 27,558; Loc. Est. 30,267
CZ-ABC: (80) 90,934; (84) 92,000
Bal. in PMA-ABC: (80) 46,141; (84) 49,300
County/MSA 80 Cen. 290,444; Loc. Est. 315,416
Total PMA-ABC: (80) 137,075; (84) 141,300
4 - HOUSEHOLDS:
City 80 Cen. 11,208; Loc. Est. 12,513
County/MSA 80 Cen. 95,734; Loc. Est. 106,224
CZ-ABC: (80) 33,476; (84) 34,200
Bal. in PMA-ABC: (80) 15,704; (84) 17,500
Total PMA-ABC: (80) 49,180; (84) 51,700

5 - BANKS	Corp. City 9. Deposits N.A.

6 - PASSENGER AUTOS: County 157,664
7 - ELECTRIC METERS: Residence 42,768
8 - GAS METERS: Residence 36,929
9 - PRINCIPAL INDUSTRIES: Industry, Annual Payroll-Military $422,300,000; Tourist $278,900,000; Manufacturing $5,375,000.
10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost, Dec. 4. Last killing frost, Feb. 2.
11 - TAP WATER: Alkaline, medium hard; not fluoridated.
12 - RETAILING: Principal Shopping Centers-Del Monte Shopping Center in Monterey; 6 blocks on Alvarado and Monterey; 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.
Neighborhood Shopping Centers-Fremont & Broadway, Seaside; Monte Vista Ctr., Monterey; Forest Hill Ctr.; Fairway Ctr.; Country Club Gate; Pacific Grove; Village Ctr., Carmel Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Monte(90)	NA	Macy's, Lucky, Thrifty Drugs, Saks, Mervyn's
The Barnyard(60)	NA	Thunderbird Book Store
Carmel Rancho(10)	NA	Monte Mart, Brinton's
Carmel Center(13)	NA	Safeway, Long's
Crossroads(60)	NA	Long's, Safeway
Olympia Plaza(22)	NA	Sears
Carmel Plaza(62)	NA	J. Magnin, I. Magnin
Country Club(22)	NA	Alpha Beta, Thrifty Drug

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Mon.-Fri.; Food-daily.
13 - RETAIL OUTLETS: Department Stores-Holman's; Macy's; JCPenney; Mervyn's.
Discount Stores-Monte Mart; K mart.
Variety Stores-Woolworth; Sprouse Reitz 3.
Chain Drug Stores-Long's 2; Thrifty 2.
Chain Supermarkets-Safeway 6; Nob Hill; Lucky; Alpha Beta.
Other Chain Stores-Western Auto; Firestone 2; Friedman's; Goldsmith Jewelers; Sees Candies; Grand Auto; Ardans; Singer Co.; Hastings; Leed's; Gallenkamp's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Joseph Magnin; Books Inc.
14 - NEWSPAPERS: PENINSULA HERALD (m) 32,224; (S) 33,580; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James Rutledge, Adv. Mgr., PENINSULA HERALD, Pacific & Jefferson Sts., Monterey, CA 93940; Tel. (408) 646-4300.
National Representative: Branham/Newspaper Sales.

NAPA

1 - LOCATION: Napa County. (In Vallejo-Fairfield-Napa PMSA). E&P Map B-4. County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.
2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Bridgeford Flying Service.
3 - POPULATION:
Corp. City 80 Cen. 50,879; Loc. Est. 59,437
CZ-ABC: (80) 55,326; (84) 61,200
RTZ-ABC: (80) 43,873; (84) 48,600
County 80 Cen. 99,199; Loc. Est. 106,009
PMSA 80 Cen. 334,402; Loc. Est. 359,691
City & RTZ-ABC: (80) 99,199; (84) 109,800
Demographic information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 19,714; Loc. Est. 22,020
County 80 Cen. 36,624; Loc. Est. 40,900
PMSA 80 Cen. 117,050; Loc. Est. 129,139
CZ-ABC: (80) 20,767; (84) 23,200
RTZ-ABC: (80) 15,857; (84) 17,700
City & RTZ-ABC: (80) 36,624; (84) 40,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$360,500,000
Savings & Loan	9	$510,200,000

6 - PASSENGER AUTOS: County 57,771
7 - ELECTRIC METERS: 30,649

8 - GAS METERS: 30,166

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Leather Goods 425; Clothing 150; Tractor 90; Steel Pipe 1,200; Grape & Wine 1,266; Napa State Hospital 2,100; Calif. Veteran's Home 1,018; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-70; Summer 52-82; Fall 46-77; Winter 37-57. First killing frost, Oct. 23. Last killing frost, Mar. 26.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-Napa Valley (18); River Park (13); K mart; Bel Aire Plaza (15); Grape Yard (15); Silverado Plaza (14); Redwood Plaza (10).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sun Valley	24	Macy's
Larwin Plaza	11	K mart, Sears
Hilltop	24	Capwells
Coddingtown	40	Emporium, K mart
Santa Rosa Plaza	36	Sears, Macy's
Solano Mall	20	JCPenney, Mervyn's, Sears, Emporium

Principal Shopping Days-Thur., Fri. & Sat. Stores open Thur. evenings.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Carithers; Mervyn's.

Variety Stores-Woolworth; Darr's; Roberts.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Rexall 2; PayLess; Longs; Merrill's; Thrifty 2.
Chain Supermarkets-Safeway 3; Food Fair; Food City; Vallerga's 3; Lucky; Alpha Beta; Giovannon's; Fiesta Markets; Albertson's.
Other Chain Stores-Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Goodyear; Grand Auto; Grossman's; Wickes; Garden Center; Sherwin-Williams; Radio Shack; Handyman; Kragen Auto; Bistrin's; PayLess.

14 - NEWSPAPERS: REGISTER (e) 21,776; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jess Hasty, Adv. Dir., REGISTER, 1615 Second St.; PO Box 150, Napa, CA 94558; Tel. (707) 226-3711.
National Representative: None.

NEWARK

See FREMONT

OAKLAND

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2 - TRANSPORTATION: Railroads-SP; AT&SF; UP; WP.
Motor Freight Carriers-1,651.
Passenger & Freight Steamship Lines-70.
Rapid Transit-Bay Area Rapid Transit (BART).
Intercity Bus Lines-Continental; Greyhound; Peerless; Alameda-Contra Costa Transit.
Airlines-Air Canada; Alaska; American; British Air; Continental; Delta; Eastern; Japan; Mexicana; Northwest; Pan Am; TWA; Republic; Frontier; Air California; Apollo; PSA; United; Western; World Airways; Trans America; Phillipine Air; Singapore Air; SFO Helicopter; Royal American; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 339,288; Loc. Est. 350,485
PMA-ABC: (80) 1,761,759; (84) 1,836,600
County 80 Cen. 1,105,379; Loc. Est. 1,169,705
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 141,640; Loc. Est. 153,151
PMA-ABC: (80) 667,626; (84) 702,400
County 80 Cen. 426,092; Loc. Est. 461,657
PMSA 80 Cen. 667,626; Loc. Est. 725,530

5 - BANKS	NUMBER	DEPOSITS
Commercial	318	$7,164,450,000
Savings & Loan	191	$5,255,331,000

6 - PASSENGER AUTOS: County 642,058

7 - ELECTRIC METERS: Residence 720,845

8 - GAS METERS: Residence 653,057

9 - PRINCIPAL INDUSTRIES: (County): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 27,500 ($313); Fab. Metal Prods. 15,500 ($354); Machinery 14,400 ($358); Tran. Equip. 11,000 ($358); Primary Metals 6,100 ($350); Chemicals 11,000 ($342); Petroleum & Coal Prods. 5,000 ($417); Printing & Publishing 6,200 ($351); Paper Prods. 5,400 ($306); Stone, Clay & Glass Prods. 5,100 ($319).

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Broadway; 4 on Telegraph Ave.; Broadway & MacArthur Blvd.
Neighborhood Shopping Centers-8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E 14th St.; 65 along E 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave.; 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSalle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz Ave.; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way., Rockridge Center; Eastmont Mall, 73rd & Foothill.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda County		
Fremont Fashion Center(32)	NA	Emporium-Capwell
Fremont Hub(96)	NA	Mervyn's, Montgomery Ward
Southland(125)	NA	JCPenney, Sears, Emporium-Capwell
Newpark Mall(101)	NA	Macys, Sears
Eastmont Mall(82)	NA	JCPenney, Mervyn's
Stoneridge(77)	NA	Emporium-Capwell, Macys, Sears
Bay Fair Mall(115)	NA	Macys, Montgomery Ward
Contra Costa County		
County East Mall(55)	NA	JCPenney, Sears, Mervyn's
Sunvalley(140)	NA	Emporium-Capwell, Macys, JCPenney, Sears
El Cerrito Plaza(60)	NA	Emporium-Capwell
Hilltop(140)	NA	Emporium-Capwell, Macys, JCPenney
Broadway(62)	NA	Bullocks, I. Magnin, Emporium-Capwell

Stores Open Evenings-Mon. & Thur. Many food stores open every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium-Capwell's, Macy's 5; Mervyn's 7; Montgomery Ward 5; JCPenney 9; Liberty House 2; Sears 5; Gabardine's 2; Sherwood Swan & Co.; McCaulou's 8; Bullock's.
Discount Stores-Gemco 3; K mart 7.
Variety Stores-Newberry 3; Sprouse Reitz 13; Woolworth 9.
Chain Drug Stores-Drug King 2; Guy's 13; Long's 16; Domar's; Kerstein's 2; Payless 12; Pay 'N Save 6; Thrifty 14; Walgreen 5; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 4.
Chain Supermarkets-Safeway 61; Food Farm 2; Albertson's 5; Fry's 10; Park & Shop 3; Lucky 51. Cooperative of Berkeley 9; Alpha Beta 11; 7-Eleven 69; Big T Supermarket 11; Farmer's Markets 4; Romley's Markets 4; Russells Markets 5; Diablo Foods 4; Flair Mkt. 9; Petrini's.
Other Chain Stores-Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires 13; Bond's 3; Breuner's 2; C.B.S. Plywood 6; Crescent Jewelers 5; Davidson & Licht 5; Edison Bros. 12; Firestone 18; Florsheim 3; Foreman & Clark 2; Gallenkamp's 17; Goodyear 17; Goodrich 4; Grand Auto 17; W.T. Grand 4; Grodin's 5; Hartfield's 7; Hastings 4; Zale's Jewelers 5; Kinney Shoes 8; Kragen Auto 5; Lerner's 2; Levitz 2; I. Magnin 2; Joseph Magnin 4; Thom McAn; Milen's 6; Mode O'Day 10; Ortho Mattress 4; R.B. Furniture 2; Regal Shoes 4; Roos/Atkins 10; S&H Green Stamps 2; Dr. Scholl's; Singer 10; Sleep Aire 4; Smith's 11; Western Auto 2; Kress 3; Goldmans 8.

14 - NEWSPAPERS: THE TRIBUNE (m-mon to fri) 148,033; (m-sat) 135,518; (S) 156,185; Mar. 27, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Rowley, Adv. Dir., THE TRIBUNE, 409 13th St., PO Box 24304, Oakland, CA 94623; Tel. (415) 645-2528.
National Representative: Branham/Newspaper Sales.

OCEANSIDE

1 - LOCATION: San Diego County. (In San Diego MSA). E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Santa Fe; Trailways; Oceanside Transit.

3 - POPULATION:
Corp. City 80 Cen. 76,698; Loc. Est. 83,507
CZ-ABC: (80) 112,188; (84) 144,700
RTZ-ABC: (80) 159,699; (84) 181,900
County/MSA 80 Cen. 1,861,846; Loc. Est. 2,028,506
City & RTZ-ABC: (80) 271,887; (84) 326,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,022; Loc. Est. 33,973
County/MSA 80 Cen. 670,094; Loc. Est. 748,801
CZ-ABC: (80) 42,608; (84) 55,500
RTZ-ABC: (80) 53,402; (84) 61,400
City & RTZ-ABC: (80) 96,010; (84) 116,900

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 1,090,991

7 - ELECTRIC METERS: Residence (Tri City) 22,148

8 - GAS METERS: Residence (Tri City) 16,508

9 - PRINCIPAL INDUSTRIES: (Number of Employees)-Electrical Connectors (500); D C Power Supplies/Transformers (380); Electronic Components/Systems (250); Agriculture (Bulb Growing, etc.) (200); Electronic Equip. (126); Crystal & Electronic Mfg. (100).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Hill St.; 6 on Mission Ave.; 3 on Freeman St.
Neighborhood Shopping Centers-1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2000 block on Mission; 300 block on Vista Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mission Sq.(23)	1	Von's, Thrifty
Long's	2	Safeway, Long's
Plaza Camina Real(129)	4	JCPenney, May Co., Woolworth, Bullock's, Broadway, Sears
Poinsettia(14)	NA	Big Bear, TG&Y
Oceanside Plz.(21)	2	Alpha Beta, Value Fair
Tamarack East	5	Thrifty, Safeway
Fed Mart	NA	Fed Mart
Mesa Marguinta(3)	NA	Express Lane Foods
Mercado De Oceana(17)	NA	Market Place, Price Drug
College Plz.(20)	NA	Sprouse Reitz, Safeway, Thrifty
Cape Cod Vlg.(13)	NA	
Medical Park(3)	NA	Gordon Tait Phcy.
Baskin Robbins(9)	NA	Baskin Robbins
Oceanside(15)	NA	Safeway, Long's Drug

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Huckaby's; May Co.
Variety Stores-Sprouse Reitz; Woolworth; Long's, Pay Less.
Discount Stores-Fed-Mart; Value-Fair; K mart.
Chain Drug Stores-Mission Park 2; Fed Mart; Long's.
Chain Supermarkets-Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.
Other Chain Stores-Singer Co.; Sears Roebuck; Elms; Southern California; Thrifty Drug; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

14 - NEWSPAPERS: BLADE-TRIBUNE (e-mon to fri) 28,462; (S) 29,937; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (714) 433-7333.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ONTARIO-UPLAND

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map D-7. 35 mi. E of Los Angeles; On U.S. Hwy. 66; State Hwys. 30, 71 & 83; I-10, 15 & 60.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Santa Fe; Union Pacific; Pacific Electric.
Intercity Bus Lines-Greyhound; So. Cal. Rapid Transit; Continental Trailways; Omnitrans.
Airlines-Air Cal.; Air Cortez; Alaska; American; Continental; Golden West (commuter); Imperial (commuter); Inland Empire (commuter); Republic; Sun Aire (commuter); Pacific Southwest; TWA; United; Western.

3 - POPULATION:
Corp. Cities 80 Cen. 136,467; Loc. Est. 150,429
Ontario 80 Cen. 88,820; Loc. Est. 98,066
Upland 80 Cen. 47,647; Loc. Est. 58,363
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634
PMA-ABC: (80) 268,392; (84) 303,700
County 80 Cen. 893,157; Loc. Est. 986,049
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 46,397; Loc. Est. 49,172
Ontario 80 Cen. 29,376; Loc. Est. 29,653
Upland 80 Cen. 17,561; Loc. Est. 19,519
County 80 Cen. 308,062; Loc. Est. 348,308
PMSA 80 Cen. 551,081; Loc. Est. 625,351
PMA-ABC: (80) 86,529; (84) 98,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	18	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 488,465

7 - ELECTRIC METERS: Residence 80,942

8 - GAS METERS: Residence 44,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,475; Citrus Processing 794; Mach. Works 570; Truck Mfg. 800; Plastics 260; Misc. Mfg. 1,282.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-103; Summer 63-103; Fall 45-96; Winter 37-89.

11 - TAP WATER: Slightly alkaline, moderate; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Euclid Ave.; 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.
Neighborhood Shopping Centers-4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave.-Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	3	Millers Outpost, K mart
Indian Hill Vlg.	6	Sears, Sav-On Drugs, Newberry's
Montclair Plaza	5	Broadway, May Co., Mont. Ward
Ontario Plz.(36)	NA	J.M. McDonald's, Market Basket, Thrifty Drug
Mountaingreen	NA	Mervyn's, Long's
Rancho Towne Ctr.	6	Gemco
Town Center Upland*	NA	Thrifty Drug, Von's, Sav-On Drugs
Upland Ctr.(18)	NA	Stater Bros., Pic 'N Save
Upland Sq.(23)	NA	Alpha Beta, Gemmel's

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Dept. & discount-Fri.; Supermarkets-nightly.
Stores Open Sundays-Department, discount, major mkts.
13 - RETAIL OUTLETS: Department Stores-JCPenney 2; J.M. McDonald; Miller's Outpost 3; Mervyn's; May Co.; Broadway; Best Products; Montgomery Ward; Gemco 2; Zody's 2; Target.
Discount Stores-K mart 3; Fedco; Pic 'N Save.
Variety Stores-Cornets; Rascos; Sprouse Reitz; TG&Y; Ralphs 5 & 10.
Chain Drug Stores-Thrifty 10; Owl Lucky; Gemmel 7; Sav-On 2; Long's.
Chain Supermarkets-Von's 4; Alpha Beta 4; Stater Bros. 9; Ralphs 2; Albertson's; Lucky; Skaggs; Alpha Beta; Safeway; Smith's Food King; Boys.
Other Chain Stores-Angels 3; Standard Brands Paints 2; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furniture; Armstrong Nurseries; Lerners; Gallenkamps; House of Fabrics; Cloth World; Ole's Hardware; Builder's Emporium; Radio Shack; Singer; It's A Dilly; Olympic Sales; B.C. Shoes; Clothestime; Koby Shoes.

14 - NEWSPAPERS: DAILY REPORT (e) 37,194; (S) 38,535; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Toebe Bush, Adv. Mgr., DAILY REPORT, PO Box 4000, Ontario, CA 91761; Tel. (714) 983-3511.
National Representative: Papert Companies.

ORANGE COUNTY (Anaheim)

1 - LOCATION: Orange County. (In Anaheim-Santa

Ana MSA). E&P Map D-8. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

2 - TRANSPORTATION: Railroads-AT&SF; SP; UP. **Motor Freight Carriers**-6.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

3 - POPULATION:
Corp. City 80 Cen. 219,494; Loc. Est. 236,280
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,115,841
PMA-ABC: (80) 299,674; (84) 317,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 80,628; Loc. Est. 87,618
County/PMSA 80 Cen. 685,815; Loc. Est. 768,946
PMA-ABC: (80) 105,346; (84) 111,700

5 - BANKS	NUMBER	DEPOSITS
Sav. & Comm.	38	$2,479,822,134
Savings & Loan	25	$648,129,874

6 - PASSENGER AUTOS: County 1,244,609

7 - ELECTRIC METERS: Residence 91,605

8 - GAS METERS: Residence 62,869

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Electronic Equipment 8,020; Amusement Park 6,000; Electro-mechanical Prods. 1,400; Computer Graphics Prods. 1,500; Chain Restaruant Hdqtrs. & Warehouse 2,790; Hotel 1,660; Interstate Electronic Equipment 1,700; Hospital 1,400; Residential Locksets 1,350; Rubber Prods. 950.
Principal Pay Days-15th & 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-No. of Stores- Plaza de Oro 41; Anaheim Hills 24; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 26; Canyon Village 28; La Palma-Imperial 30.
City Neighborhood Shopping Centers-Anaheim Hills Center 18; Euclid-Crescent Square 17; Granada Square 23; Madison Square 18; Magnolia-Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Canyon Plaza(70)	NA	Singer, Albertson's
Anaheim Plaza(62)	NA	Mervyn's, Robinson's
Brookhurst(51)	NA	Goodyear, Alpha Beta
E.Anaheim(50)	NA	K mart, Boston Store

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Most stores throughout the week.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance, specialty stores.

13 - RETAIL OUTLETS: Department Stores-The Akron; Boston Stores; Broadway; Gemco; Robinson's; Mervyn's.
Discount Stores-Lucky; Zody's; K mart.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Rexall; Sav-On; Thrifty; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta; Gemco; Lucky; Ralphs; Stater Bros.; Thriftimart; Von's.
Other Chain Stores-Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Pep Boys; Radio Shack; Rayco Car Service; See's Candy Shops; Silverwoods; Singer Co.; Toy City; Toys R Us, Uniroyal Tires.

14 - NEWSPAPERS: ANAHEIM BULLETIN (e) 14,239; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Karl Wray, Pub., ANAHEIM BULLETIN, PO Box 351, Anaheim, CA 92805-0351; Tel. (714) 634-1567.
National Representative: Story & Kelly-Smith.

ORANGE COUNTY (Costa Mesa)

1 - LOCATION: Orange County. (In Anaheim-Santa Ana PMSA). E&P Map D-8. Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S. Hwy. 101 & I-405.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight).
Motor Freight Carriers-22.
Bus Lines-Greyhound; Laguna Beach-Santa Ana; Westminster; Continental Trailways: Santa Ana; Orange County Transit District.
Airlines-Hughes Air West; Air California; Trans Catalina; Republic; Frontier; American; Air Irvine

3 - POPULATION:
Corp. City 80 Cen. 82,291; Loc. Est. 92,473
CZ-ABC: (80) 145,118, (84) 154,800
RTZ-ABC: (80) 337,221; (84) 369,700
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,115,841
City & RTZ-ABC: (80) 482,339; (84) 524,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,487; Loc. Est. 37,035
County/PMSA 80 Cen. 685,815; Loc. Est. 768,946
CZ-ABC: (80) 60,457; (84) 64,400
RTZ-ABC: (80) 120,563; (84) 133,300
City & RTZ-ABC: (80) 181,020; (84) 197,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	96	$2,165,596,000
Comb. Banks, S&L	217	$4,478,997,000

6 - PASSENGER AUTOS: County 1,244,609

7 - ELECTRIC METERS: Residence 263,398

8 - GAS METERS: Residence 244,335

9 - PRINCIPAL INDUSTRIES: Electronic Components; Space Research & Development; Guidance Control Systems; Precision Tools; Sprinkler Controls; Valves; Thermal Insulation; Acoustical Pdts.; Structural Adhesives; Lamination Material; Fiberglass Pdts.; Boats & Boating Equip.; Univ. of Calif.; Irvine Campus; Sporting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agriculture.

10 - CLIMATE: Ann. Min. and Max. Temp.-Costa Mesa: 43-74. Newport Beach: 53-67.

11 - TAP WATER: Colorado River softness 125 parts per million; not fluoridated.

12 - RETAILING: Principal Shopping Centers
Costa Mesa-South Coast Plaza; Harbor Center; Mesa Plaza; Mesa Center; Hillgren Square; Downtown Costa Mesa.
Newport Beach-Fashion Island; Westcliff Plaza; Bayside Center; Eastbluff Center; Downtown Newport; Lido; Balboa; Balboa Island; Corona del Mar; Mariners' Mile; Harbor View Center; Newport Hills Center and Old Newport Beach.
Nearby Shopping Centers-Huntington Center eight mi. from city zone retail center (Broadway, Montgomery Ward, JCPenney); Westminster Mall (Sears, Broadway, Buffums, May Co., J.W. Robinson); Laguna Hills Mall (Sears, Buffums, JCPenney, Broadway); Woodbridge Center; Irvine.
Principal Shopping Days-Mon., Thur. Fri. & Sat.
Stores Open Evenings-Supermarkets: May Co.; Sears; JCPenney; The Broadway. All stores in South Coast Plaza-Mon. through Fri. Other Center-Mon., Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Costa Mesa-May Co.; Sears; JCPenney; Montgomery Ward; Bullock's; Nordstrom's; Saks Fifth Ave.; Mark Cross; I. Magnin; Woolworth; Reinert's.
Newport Beach-Broadway; J.W. Robinson; Buffum's; Bullock's-Wilshire; Neiman-Marcus; Silverwoods; Brooks Bros.
Discount Stores-Costa Mesa-Builder's Emporium; K mart; Treasury Stores; Fedco.
Variety Stores-Gilbert's.
Chain Drug Stores-Thrifty; Sav-On; Long's.
Chain Supermarkets-Costa Mesa-Alpha Beta; Albertson's; Bargain Basket; Stater Bros.; Safeway; Lucky Stores; Von's; Pantry Markets; Tic Toc; 7-Eleven; Ralph's.
Newport Beach-Market Basket; Albertson's; Safeway; El Rancho; Gelson's; Tic Toc; Hughes; Ralph's.
Other Chain Stores-Harris & Frank; Brooks Bros.; Joseph Magnin; Silverwood's; Mandel's; Slavick; Singer Co.; B.D. Howes, Brentano's; House of Nine; Lane Bryant; C.H. Baker; Cabot's Gudes Barnett; Leed's; Thom McAn; Pickwick; Wetherby-Kayser; Kinney's; Anita Shops; Baskin-Robbins; Firestone; B. Dalton Books; Big Five Stores; Kirk Jewelers; Vendome Liquors; Imperial Hardware; See's Candies; Home Silk Shop; Pep Boys; Wickes; Weisfield Jewelers; Courreges, The Gap; J.K. Gill; Western's; Color Tile; The Grant Boys; F.A.O. Schwarz.

14 - NEWSPAPERS: DAILY PILOT (e) 32,049; (S) 31,965; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tony Wrath, Adv. Mgr., DAILY PILOT, 330 W. Bay St., PO Box 1560, Costa Mesa, CA 92626; Tel. (714) 642-4321.
National Representative: Landon Associates; U.S. Suburban Press.

ORANGE COUNTY (Fullerton)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-7. 35 mi. from Los Angeles; 5 mi. N of Disneyland; 100 mi. N of San Diego.

2 - TRANSPORTATION: Railroads-SF; UP; Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Metropolitan Rapid Transit; Orange Co. Transit.

3 - POPULATION:
Corp. City 80 Cen. 102,034; Loc. Est. 116,316
CZ-ABC: (80) 137,075; (84) 145,700
RTZ-ABC: (80) 165,564; (84) 180,300
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,115,841
City & RTZ-ABC: (80) 302,639; (84) 326,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,869; Loc. Est. 43,827
County/PMSA 80 Cen. 685,815; Loc. Est. 768,946
CZ-ABC: (80) 48,663; (84) 51,700
RTZ-ABC: (80) 56,432; (84) 62,300
City & RTZ-ABC: (80) 105,095; (84) 114,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	N.A.
Savings & Loan	33	N.A.

6 - PASSENGER AUTOS: County 1,244,609

7 - ELECTRIC METERS: Residence 43,221

8 - GAS METERS: Residence 29,868

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 742; Construction 1,384; Manufacturing 25,608; Aerospace 19,099; Trans./Comm./Utilities 1,223; Trade 11,006; Fin./Ins./Real Estate 2,929; Services 8,771; Government 8,998.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-87; Summer 52-98; Fall 49-92; Winter 31-77. First killing frost, Dec. 3. Last killing frost, Feb. 6.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Downtown Center-16 blocks on 5 sts.
Neighborhood Shopping Centers-N Harbor 900-1400; S Harbor 400-500; W Commonwealth 400-500, 1600-1700; Raymond Ave. 100-400; Harbor & Orangethorpe (50 stores); Chapman & Raymond (29 stores); Orangethorpe & Brookhurst (30 stores); Brea Blvd. (15 stores); Yorba Linda Blvd. & Bradford (33 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brea Mall(185)	4	May Co., Sears, B'way, Nordstrom's
Lucky Square(8)	1	Lucky Stores, Rexall Drug
College Plaza(14)	1	McCoy Mkt., Sav-On
College Square(10)	1	Thrifty Drug, Builder's Emporium
East Fullerton(18)	1	Alpha Beta, Super Valu
Crossroads(33)	3	Ralph's Groc., Thrifty Drug, Mervyn's
Sunny Hills Plz.(34)	2	Sunny Crest Mkt., Loehmann's
Orangefair(42)	2	Boston Store, Woolworth, Long's
Sunrise Vlg.(25)	3	Sav-On Drug, Von's Mkt.
W. Fullerton(23)	2	Albertson's, Alpha Beta, Owl Drug, Thrifty Drug
La Mancha Ctr.(11)	0	Ralph's, Thrifty Drug

Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.; Most food & drug open every night.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Boston Stores; Wineman's; Mervyn's; Sears; May Co.; Robinson's; Nordstrom's; Broadway; Marshall's.
Variety Stores-Woolworth.
Discount Stores-Ole's; Builder's Emporium; Zody's; Gemco 2; K mart 2; Handyman; Pic 'N Save; LP Home Center; Best Products.
Chain Supermarkets-Safeway; Alpha Beta 11; Lucky Stores 5; Ralph's 2; Pantry Mkt. 2; Von's 4; Albertson's 5.
Chain Drug Stores-Thrifty 4; Long's; Sav-On 2; Supervalu; Rexall; Skagg's.
Other Chain Stores-Goodyear; Firestone; Pep Boys Auto; Chief Auto Supply 2; Carpet Town; Thompson Furniture; Lawson's Jewelry; Gallenkamp Shoes; Berland's Shoes; Radio Shack 3; Big 5 Sporting Goods; Newberry Fabric; Boston Store; Color Tile.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 13,537; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth R. Bond, Adv. Dir., NEWS TRIBUNE, 655 W. Valencia Dr., Fullerton, CA 92632; Tel. (714) 871-2345.
National Representatives: Branham Newspaper Sales; U.S. Suburban Press,Inc.

ORANGE COUNTY (La Habra)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 45,232; Loc. Est. 50,259
PMA-ABC: (80) 73,145; (84) 79,600
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,115,841
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,538; Loc. Est. 18,592
PMA-ABC: (80) 26,453; (84) 29,100
County/PMSA 80 Cen. 685,815; Loc. Est. 768,946

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	12	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 1,244,609

7 - ELECTRIC METERS: Residence 27,568

8 - GAS METERS: Residence 20,584

9 - PRINCIPAL INDUSTRIES: Industry, No.of Employees-Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Department Stores 650; Hospital 285. Brea-Mechanical Rubber Goods 950; Industrial Protective Coatings 350; Ball Bearings & Swivel Joints 300; Utility Products 300; Industrial & Agricultural Chemicals 175.

10 - CLIMATE: Annual Av. Temp.-62.

11 - TAP WATER: La Habra: Alkaline, hard; not fluoridated. Brea: Alkaline, medium soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Habra:		
Fashion Sq.(50)	NA	Bullock's, Buffums
La Habra Sq.(22)	NA	Ralph's Mkt., Builder's Emporium
La Habra Circle(20)	NA	Jackson Bros.
La Habra Mall(20)	NA	Lowe's for Men
Hacienda Plaza(16)	NA	Sears
Brea:		
Brea Mall(100)	NA	Sears, May Co.
Brea Plaza(30)	NA	Thrifty Drug, Albertson's
Brea Heights(18)	NA	Ray's Mkt.
Imperial Plaza(16)	NA	Alpha Beta

Other Shopping Centers (No. of Stores)-La Habra: Highland Center (15); La Habra Plaza (14); Imperial Beach Center (14); Beach Plaza (12); Town & Country (12); Harbor Square (12); Spadra Square (10); North Hills Plaza (10); Harbor Central Plaza (10); Central Plaza (10); Chantry Square (10); Beach Plaza (9).
Brea: Brea Center (14); Brea West (14); 770 Center (10); Olinda Village (10).

13 - RETAIL OUTLETS: Department Stores-Builder's Emporium; Buffum's; Bullocks; Sears; May Co.; Broadway.
Discount Stores-K mart; Gemco.
Variety Stores-Pic 'N' Save; Sprouse Reitz.
Chain Drug Stores-Thrifty 4; Long's.
Chain Supermarkets-Albertson's; Alpha Beta; Ralphs; Safeway.
Other Chain Stores-Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoe Store; 7-Eleven Food Stores; Shoe Market; Silverwoods; Singer Co.; Sears Roebuck Service Center; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zale's Jewelers.

14 - NEWSPAPERS: STAR-PROGRESS (e-mon to fri) 6,648; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Graham, Pub., STAR-PROGRESS, PO Box 2040, La Habra, CA 90631; Tel. (714) 529-2144.
National Representative: Story & Kelly-Smith.

ORANGE COUNTY (Santa Ana)

1 - LOCATION: Orange County (In Anaheim-Santa

Ana PMSA). E&P Map D-8. County Seat. 35 mi. SE of Los Angeles; 95 mi. N of San Diego on Santa Ana Fwy. (I-5); San Diego Fwy. (I-405); Garden Grove Fwy. (22) Riverside Artesia Fwy. (91); Newport Fwy. (55); Orange Fwy. (57); R.M. Nixon Fwy. (90); Laguna Fwy. (133); State Hwys. 1, 39, 72, 214 & 250.

2 - TRANSPORTATION: Railroads-Santa Fe; So. Pacific (freight); Union Pacific (freight); Amtrak.
Motor Freight Carriers-137.
Intercity Bus Lines-Greyhound; Continental Trailways; So. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Tustin Nickel Bus; Town Tours; Grayline Tours; Orange Coast Sightseeing. Charter Lines-Four Winds; Pacific Scenic; Taylor Gus; Thompson Transp.; Western Stages.
Airlines-Air California; Hughes Airwest; PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int'l's (LAX) and Long Beach.

3 - POPULATION:
Corp. City 80 Cen. 204,023; Loc. Est. 238,660
PMA-ABC: (80) 1,932,709; (84) 2,092,900
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,115,841
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,038; Loc. Est. 76,475
County/PMSA 80 Cen. 685,815; Loc. Est. 768,946
PMA-ABC: (80) 686,267; (84) 739,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	324	$7,677,327,000
Commercial	449	$9,158,657,000

6 - PASSENGER AUTOS: County 1,244,609
7 - ELECTRIC METERS: County 770,000
8 - GAS METERS: County 619,520
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 8,800; Construction 36,800; Manufacturing 216,900; Transportation, Communic. & Utilities 28,700; Wholesale Trade 50,300; Finance, Insurance & Real Estate 66,200; Services 207,100; Government 106,600.
Principal Industrial Pay Days-Fri., 1st & 15th.
10 - CLIMATE: Min. & Max. Temp.-Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7. Last killing frost, Feb. 7.
11 - TAP WATER: Alkaline, hard; not fluoridated.
12 - RETAILING: Neighborhood Shopping Centers-In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, individual shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anaheim Plaza(75)	NA	Broadway, Mervyn's, Robinson's
Brea Mall(140)	NA	Sears, May Co., Nordstrom
Buena Park(141)	NA	Sears, May Co.
City, The(85)	NA	May Co., JCPenney
Fashion Island(76)	NA	Robinson's, Broadway
Fashion Square (La Habra)(43)	NA	Buffum's, Bullock's
Fashion Square (Santa Ana)(24)	NA	I. Magnin, Bullock's
Honer Plaza(27)	NA	Montgomery Ward
Huntington(60)	NA	JCPenney, Broadway
Laguna Hills(80)	NA	JCPenney, Broadway
Mall of Orange(93)	NA	Broadway, JCPenney, Sears
Orangefair(42)	NA	JCPenney, Boston
S. Coast Plaza(75)	NA	Saks, Sears, May Co.
Westminster(185)	NA	Sears, May Co., Robinson's
Mission Viejo(123)	NA	Robinson's, Montgomery Ward

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance & all dept. stores.
13 - RETAIL OUTLETS: Department Stores-Boston; Broadway; Buffums; Bullock's; May Co.; JCPenney; Robinson's; Sears; Montgomery Ward; I. Magnin; Joseph Magnin; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.
Discount Stores-The Akron; Fedco; Gemco; K mart; Zody's; Target.
Variety Stores-Gilbert; Kresge's; K mart; Newberry's; Pic 'n Save; Sprouse Reitz; Sunset House; TG&Y; Woolworth.
Chain Drug Stores-Danber 5; Gemco Pharm. 9; Hill Drugs 3; Rexall 8; Sav-On 26; Super Valu 2; Skaggs 10; Thrifty 33; Lucky's Pharm. 7; Vista 3.
Chain Supermarkets-Albertson's 23; Alpha Beta 47; A & M; El Rancho 5; Gemco Foods 7; Lucky 21; Pantry 5; Ralph's 31; Safeway 15; Smith's; Food King 3; Stater Bros. 17; Von's 21; Hughes 5.
Other Chain Stores-Men's Wear: Harris & Frank, Chasins, House of Tailoring, Silverwood's; M/W Wear: Bond's, The Gap, Lou Millers, Wild West; Women's Apparel: Anita Shop, Judy's, Lane Bryant, Show Off, Draper's, Wet Seal; Auto Supply: Pep Boys, Western Auto, Goodyear, Firestone, Security Tire, Mark C. Bloome, Chief Auto Supply; Footwear: Leed's, Wetherby-Kayser, Thom McAn, Standard Shoes, Kinney's, Gallenkamp, C.H. Baker; Jewelers: Rupert's, J. Herbert Hall, Zale's, Hudson's; Furniture: Barker Bros., J.H. Biggar, Riveria, McMahan's, Levitz, R.B., Simmons; Fabrics: Fabric City, Singer, Fabric King; Health Salons: Magic Mirror, Gloria Marshall Salons, Holiday Health Spa, Jack LaLanne; Paint: Dutch Boy, Sherwin-Williams, Pittsburgh Paint, Standard Brands, Sinclair; Trading Stamps: Blue Chip Stamps; Hardware: Ole's, Builders Emporium, Angel's Home Improvement Centers, Handyman Store, Linbrook Hardware, Ward & Harrington, Wickes Lumber; Misc.: Thrif-d-lux Cleaners, Abby Rents, Jurgensen's Gourmet.
14 - NEWSPAPERS: REGISTER (all day-mon to fri) 279,452; (m-sat) 273,560; (S) 311,062; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Howard Grothe, V.P./Adv., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 953-7703.
National Representative: Story & Kelly-Smith.

OROVILLE

1 - LOCATION: Butte County. E&P Map B-3. County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi. SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.
2 - TRANSPORTATION: Railroads-Western Pacific (main line); Southern Pacific (branch).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Oroville Area Transit.
3 - POPULATION:
Corp. City 80 Cen. 8,683; Loc. East. 10,228
PMA-ABC: (80) 41,191; (84) 46,800
County 80 Cen. 143,851; Loc. Est. 161,670
Demographic information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 3,753; Loc. Est. 4,594
PMA-ABC: (80) 15,769; (84) 18,100
County 80 Cen. 56,904; Loc. Est. 65,599

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 80,919
7 - ELECTRIC METERS: Residence 13,512
8 - GAS METERS: Residence 7,266
9 - PRINCIPAL INDUSTRIES: (County): Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 1,120 ($205); Food Processing 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Comm. & Util. 1,535 ($160); Timber Ag. Products.
10 - CLIMATE: Min. & Max. Temp.-Spring 39-90; Summer 51-108; Fall 32-92; Winter 28-65.
11 - TAP WATER: Neutral, soft; fluoridated.
12 - RETAILING: Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. through Fri.
13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; Western Auto; City of Paris; Firestone; Grand Auto.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Thrifty; Raley's; Long's.
Chain Supermarkets-Raley's; Safeway; Albertson's; Lucky.
Other Chain Stores-Kinney; Payless Shoes.
14 - NEWSPAPERS: MERCURY-REGISTER (e) 10,925; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Gentry, Adv. Dir., MERCURY-REGISTER, 2681 Second St., PO Box 651, Oroville, CA 95965; Tel. (916) 533-3131.
National Representative: Branham/Newspaper Sales.

OXNARD

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101A, midway between Santa Monica & Santa Barbara; 62 mi. from Los Angeles; 2 mi. from U.S. Hwy. 101 (inland route); 3 mi. from Pacific Ocean.
2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Golden West.
Shipping-Oxnard Harbor District, Port Hueneme.
3 - POPULATION:
Corp. City 80 Cen. 108,195; Loc. Est. 127,531
CZ-ABC: (80) 125,998; (84) 147,800
RTZ-ABC: (80) 69,252; (84) 76,700
County/PMSA 80 Cen. 529,899; Loc. Est. 569,825
City & RTZ-ABC: (80) 195,250; (84) 224,500
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 33,087; Loc. Est. 39,809
County/PMSA 80 Cen. 173,254; Loc. Est. 190,358
CZ-ABC: (80) 38,929; (84) 46,000
RTZ-ABC: (80) 22,677; (84) 25,500
City & RTZ-ABC: (80) 61,606; (84) 71,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	18	$1,677,420,000
Savings & Loan	30	$1,829,660,000

6 - PASSENGER AUTOS: County 320,937
7 - ELECTRIC METERS: Residence 36,716
8 - GAS METERS: Residence 29,597
9 - PRINCIPAL INDUSTRIES: Blood Bank Reagents; Boat Mfg. & Sales; Bldg. & Construction Materials; Chemical Mfg.; Electronics; Farm Implements; Flowers, Food Processing; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Products; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supplies; Oil Refining; Garment Mfg.; Paper Products; Plastics; Precision Hydraulics; Precision Machining; Printing & Publishing; Steel Fabrication; Trailers.
10 - CLIMATE: Min. & Max. Temp.-N.A.
11 - TAP WATER: Slightly alkaline; moderately hard.
12 - RETAILING: Shopping Centers-28 shopping centers with 660 stores.
Stores Open Evenings-Mon. through Fri.
13 - RETAIL OUTLETS: Department Stores-Akron; Broadway; May Co.; Montgomery Ward; JCPenney; Sears; Mervyn's.
Variety Stores-TG&Y 2; Sprouse Reitz 2; Woolworth 2.
Discount Stores-K mart; Gemco; Zody's; Target; Color Tile.
Chain Drug Stores-Key Rexall; Laubacher's 3; Sav-On; Thrifty 3.
Chain Supermarkets-K&G 3; Alpha Beta 2; Albertson's; Hughes; Lucky's; Mayfair 2; Safeway 4; Santa Cruz 2; Smith's Food King 3; Von's.
Other Chain Stores-Levitz Furniture; Radio Shack; Grossman's Lumber; Ole's Home Center; Big 5 Sporting Goods; Standard Brands; Hickory Farms; Petrie's; Dalton Books; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite.
14 - NEWSPAPERS: PRESS-COURIER (e) 19,692; (S) 20,463; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Dir., PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030; Tel. (805) 483-1101.
National Representatives: Thomson Newspapers; Papert Companies.

PALMDALE-LANCASTER

1 - LOCATION: Los Angeles County. (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. 2,500 square mi. in the SW corner of the Mojave desert. Palmdale-Lancaster 40 mi. from downtown Los Angeles. Two major military facilities: Edwards AFB, AF Plant.
2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-Greyhound, Trailways, Antelope Valley.
Airlines-Desert Sun.
3 - POPULATION:
Corp. City 80 Cen. 60,140; Loc. Est. 70,966
City 80 Cen. 86,903; Loc. Est 98,795
County 80 Cen. 7,477,503; Loc. Est. 7,900,000
4 - HOUSEHOLDS:
City 80 Cen. 22,198; Loc. Est. 27,807
County 80 Cen. 2,687,824; Loc. Est. 2,800,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	NA
Savings & Loan	5	NA

6 - PASSENGER AUTOS: County 4,169,102
7 - ELECTRIC METERS: Residence 21,700
8 - GAS METERS: Residence 28,675
9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Aerospace $425; Agriculture $200.
Principal Industrial Pay Days- Thur. and Fri.
10 - CLIMATE: Min./Max. Temp. Spring-40-90; Summer-65-110; Fall-30-75; Winter-10-75. First killing frost Oct. Last killing frost March.
11 - TAP WATER: Well water.
12 - RETAILING: Principal Shopping Center-Downtown Lancaster, Mervyns Shopping Center, Downtown Palmdale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mervyn's(15)	3	Mervyn's, Longs Drug, Consumers
K Mart(20)	2	K Mart, Miller's Outpost
Penneys Plz.(16)	1	Alberton's, JCPenney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers, JC Penney, Sears, Mervyn's, Gemco and Drug Stores until 9 PM.
13 - RETAIL OUTLETS: Department Stores-JC Penney, Sears, Mervyn's.
Discount Stores-K Mart, Gemco.
Variety Stores-Woolworth, Sprouse-Reitz.
Chain Drug Stores-Thrifty, Savon, Longs.
Chain Supermarkets-Albertson's, Alpha Beta, Gemco, Grocery Warehouse, Lucky, Safeway, Stater Bros., Vons.
Other Chain Stores-Goodyear, Firestone, Goodrich, 7-Eleven, McMahan's Furn., Consumers Distributing, Wicks Lumber, Western Auto, Montgomery Ward (catalog).
14 - NEWSPAPERS: ANTELOPE VALLEY PRESS (m-sun, tues, thurs, fri) 21,986; Mar. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: William C. Markham, Ad. Dir., PO Box 850, Palmdale, CA 93550; Tel. (805) 273-2700.
National Representative: Papert Companies.

PALM SPRINGS-PALM DESERT

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. Desert resort, 105 mi. SE of Los Angeles. On State Hwy. 111, off I-10, U.S. Hwys. 62 & 74.
2 - TRANSPORTATION: Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.
Airlines-American; Western; Republic; TWA; Alaska; Sun Aire; Pacific Express; CP; Pacific Western; Pan Am.
3 - POPULATION:
Corp. Cities 80 Cen. 44,072; Loc. Est. 48,940
Palm Springs 80 Cen. 32,366; Loc. Est. 35,864
Palm Desert 80 Cen. 11,801; Loc. Est. 13,076
CZ-ABC: (80) 72,230; (84) 86,400
Bal. in PMA-ABC: (80) 13,174; (84) 16,200
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634
County 80 Cen. 663,923; Loc. Est. 738,585
Total PMA-ABC: (80) 85,404; (84) 102,600
Demographic information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 34,603; Loc. Est. 32,526
Palm Springs 80 Cen. 24,461; Loc. Est. 22,993
Palm Desert 80 Cen. 10,142; Loc. Est. 9,533
County 80 Cen. 243,019; Loc. Est. 277,043
PMSA 80 Cen. 551,081; Loc. Est. 625,351
CZ-ABC: (80) 32,262; (84) 39,000
Bal. in PMA-ABC: (80) 6,172; (84) 7,600
Total PMA-ABC: (80) 38,434; (84) 46,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	38	N.A.
Savings & Loan	47	N.A.

6 - PASSENGER AUTOS: County 379,171
7 - ELECTRIC METERS: Desert Hot Springs, Palm Springs, Cathedral City, Palm Desert 73,000
8 - GAS METERS: 45,764
9 - PRINCIPAL INDUSTRIES: Tourism. 55 golf courses; 27 clubs; 9 major, 300 smaller hotels; spring training home of California Angels; Bob Hope Golf Classic; Nabisco-Dinah Shore Golf Classic; World's largest passenger-carrying aerial tramway.
10 - CLIMATE: Unusually dry throughout the year. Rainfall, annual average 2.40 inches. Min. & Max. Temp. Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.
11 - TAP WATER: Relatively soft, abundant supply; not fluoridated.
12 - RETAILING: Principal Shopping Area-Along Palm Canyon Dr. and in 11 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Desert Inn	12	I.Magnin, Silverwood's, J. Magnin
Fashion Plaza(37)		
Indian Palms		Smith's Food King, K mart
Palm Desert Towncntr (140)		Bullock's, JCPenney, Bonwit Teller, May Co.

Palm Springs Mall(41)	1	JCPenney, Walker-Scott, Thrifty, Von's
Plaza		Desmond's
Palms to Pines III (22)	11	Safeway, McDonald's
Rancho Las Palmas	10	Long's, Von's
Smoke Tree Village(21)	3	Von's, Long's
Sun Center		Sears(catalog)
Sunrise(23)	2	Smith's Food King
The Vineyard(27)		Fashion Optical

13 - RETAIL OUTLETS: Department & Specialty Stores-Bullock's Wilshire; Saks Fifth Ave.; Robinson's; Desmond's; JCPenney; I. Magnin; Silverwoods; J. Magnin; Walker-Scott; Leed's Jewelers; Big Five; K mart; Gemco; Beno's; Sears; Harris; May Co.; Bonwit Teller; Bullock's.
Chain Variety Stores-Woolworth; Pic 'N Save; Cornet; Sprouse Reitz.
Chain Drug Stores-Thrifty 7; Drug King; MDX; Long's 2; Sav-On 2.
Chain Supermarkets-Safeway 5; Alpha Beta 4; Von's 7; Smith's Food King 5; Jurgensons 2; Gemco 2; Stater Bros. 4; Ralph's 3; Jensen's.
Other Chain Stores-Sears (catalog); Singer Co.; Hickory Farms; Kinney Shoes; Lumberman's; See's Candies; Woman's World; Zale's; Slavock's; Big 5 Sporting; Pep Boys; Chief Auto Parts; Crown Books; Silverwoods; Big A Auto; Goodyear; Winston Tire; Tri-City Tire; Firestone; National Lumber; Mark C. Bloome; Aaron Brothers; House of Fabrics; Miller's Outpost; McMahan's Furniture; Ortho Mattress; R.B. Furniture.
14 - NEWSPAPERS: DESERT SUN (e) 29,355; Mar 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne Gates, Mktg. Dir., DESERT SUN, 611 S. Palm Canyon Dr.; PO Box 190, Palm Springs, CA 92263; Tel. (619) 325-8666.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALO ALTO

1 - LOCATION: Santa Clara County (In San Jose PMSA). E&P Map B-5. University center. Central San Francisco Peninsula location; 32 mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research, financial & medical center.
2 - TRANSPORTATION: Railroads-SP.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
Airlines-At San Francisco Airport (15 mi. N): TWA; British Airways; Lufthansa; CAAC; Mexicana; Alaska; CP Air; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; West Air; Yosemite; Pan American; United; American; Western; Flying Tigers; Japan; Quantas; Empire; Delta; Philippines; Air Cal; Continental; Inland Empire; Condor; British Caledonian; LTU International; Pacific Coast; Pacific East; Pacific Express; Southwest; Sun Country; Transamerica; USAir; Wings West. At San Jose Airport (15 mi. S): PSA; Republic; American; Apollo; TWA; United; Western; Air California; Continental; Sunworld; West Air; Wings West.
3 - POPULATION:
Corp. City 80 Cen. 55,225; Loc. Est. 58,468
CZ-ABC. (80) 339,968; (84) 340,400
RTZ-ABC. (80) 131,658; (84) 138,400
County/PMSA 80 Cen. 1,295,071; Loc. Est. 1,383,225
City & RTZ-ABC. (80) 470,726; (84) 478,800
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 23,041; Loc. Est. 24,910
County/PMSA 80 Cen. 458,519; Loc. Est. 501,583
CZ-ABC. (80) 133,063; (84) 134,900
RTZ-ABC. (80) 52,846; (84) 55,900
City & RTZ-ABC. (80) 185,909; (84) 190,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	26	$729,732,000
Savings & Loan	15	$561,067,000

6 - PASSENGER AUTOS: County 844,359
7 - ELECTRIC METERS: Residence 25,900
8 - GAS METERS: Residence 22,927
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Electronics 30,000 ($195); Education 5,800 ($185); Print. & Pub. 950 ($165); Manufacturing 238,200 ($345); Services 160,400 (N.A.); Retail Trade 100,500 (N.A.).
Principal Industrial Pay Days-Electronics Plants, Wed. or Fri.; Education, 1st & 16th.
10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.
11 - TAP WATER: Soft; fluoridated.
12 - RETAILING: Downtown Shopping District-8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
Neighborhood Shopping Centers-7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd. & Colorado Ave.; 15 on El Camino Real S of California Ave.; 8 on S. Cruz Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country	1	Town & Country Mkt.
Sunnyvale Town & Country	9	
Sunnyvale Town Ctr.	10	Mont. Ward, Macy's
Peninsula Boardwalk	9	K mart, Aaron Bros., Big 5, Mervyn's
Alma Plaza(16)	1	Lucky Mkt.
Edgewood(11)	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Co-Op, Midtown Mkt.
San Antonio	2	JCPenney, Sears, Mervyn's, Grodin's
Old Mill(50)	2	
Stanford Villa	1	Lucky Mkt.
Menlo Park	2	Dreagers, Safeway
Los Altos	7	Safeway
Charleston	2	Brentwood, Coast-to-Coast
Mountain View(18)	4	Lucky Mkt.
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	JCPenney, Smith's, Sears, I. Magnin, Emporium-Capwell
Stanford Regional (133)	0	Emporium, Macy's, I. Magnin, J. Magnin, Saks, Nordstrom

Principal Shopping Days-Every day.
Stores Open Evenings-Weekdays.
Open Sundays-Food department, drug, discount, lumber, nursery.
13 - RETAIL OUTLETS: Department Stores-The Emporium 3; Saks Fifth Ave.; I. Magnin; I. Magnin 2; JCPenney 3; Sears 2; Bergmann's; Macy's 2; Liberty House; Bullock's; Mervyn's 3; Nordstrom's 2.
Discount Stores-Gemco; K mart; Gold Circle.
Variety Stores-Woolworth 3; Sprouse Reitz 2; TG&Y; Coast-to-Coast.
Chain Drug Stores-Rexall 7; Walgreens 2; Thrifty Drug 3; Payless 3; California Ave. Phcy. 5; Palo Alto Drug 2; Long's 3.
Chain Supermarkets-All American; Littleman's; Lucky Stores 4; Safeway 9; Brentwood 3; Albertson's; Continental 2; Consumer's Co-Op 5; Alpha Beta 5; Fry's; O.F.I.
Other Chain Stores-Firestone; Western Auto; Hasting's (apparel); Blum's; See's; Edy's; Kinney; Sommer & Kaufman (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto.
14 - NEWSPAPERS: PENINSULA TIMES TRIBUNE (e) 59,006; (S) 59,660; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Harlan Evans, Nat. Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Palo Alto, CA 94301; Tel. (415) 853-5429.
National Representative: Cresmer, Woodward, O'Mara & Ormsby.

PASADENA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. In San Gabriel Valley; 10 mi. NE of Los Angeles business district.
2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc; Santa Fe.
3 - POPULATION:
Corp. City 80 Cen. 118,072; Loc. Est. 127,367
CZ-ABC. (80) 189,236; (84) 194,000
RTZ-ABC. (80) 200,006; (84) 201,100
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
City & RTZ-ABC. (80) 389,242; (84) 395,100
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 47,470; Loc. Est. 52,911
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
CZ-ABC. (80) 71,743; (84) 74,400
RTZ-ABC. (80) 76,381; (84) 77,500
City & RTZ-ABC. (80) 148,124; (84) 151,900

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	N.A.
Commercial	13	N.A.

6 - PASSENGER AUTOS: County 4,169,102
7 - ELECTRIC METERS: Residence 45,548
8 - GAS METERS: Residence 41,155
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-(Area includes Pasadena, La Canada-Flintridge, San Marino, South Pasadena, Altadena.) Agriculture 200; Construction 4,200; Manufacturing 19,000; Trans./Comm./Utilities 6,000; Retail Trade 28,000; Wholesale Trade 4,000; Finance/Real Estate/Insurance 8,000; Services 42,000; Government 16,000.
10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 57-90; Fall 50-85; Winter 39-90.
11 - TAP WATER: Alkaline, medium hard, not fluoridated.
12 - RETAILING: Principal Shopping Centers-Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shopping Center.
Neighborhood Shopping Centers-Lake & Washington; Santa Anita & Colorado; La Canada.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
W. Arcadia	NA	May Co., Hinshaw's
Santa Anita(120)	NA	Broadway
Fashion Pk.	NA	Buffum's, JCPenney, J.W. Robinson
E. Pasadena	NA	Fedco, Akron
South Lake(44)	NA	Bullock, I. Magnin
Rosemead	NA	Sears
Foothill(9)	NA	Hughes, El Rancho
Colorado & Lake(50)	NA	
Plaza Pasadena(126)	NA	JCPenney, May Co., Broadway
C.B.(4)	NA	
Fairgrove(10)	NA	Thrifty Drug
Hastings Ranch(21)	NA	Woolworth, Sears
Orange Grove(10)	NA	Pantry Mkt.
Washington East(7)	NA	Alpha Beta, Von's
Eagle Rock	NA	May Co., Mont. Ward
Monrovia	NA	Mervyn's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Wed., Thur., Fri., some Sundays; Food-Daily & Sunday.
13 - RETAIL OUTLETS: Department Stores-Bullock's; Broadway; Sears; JCPenney; J. W. Robinson; Iver's; Magnin; Buffum's; Mervyn's; Hinshaw's.
Discount Stores-Big 5; Fedco; Akron; Lucky; Ole's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty 4; Safeway; McCracken's; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Chandler's 2; Little Giant 3; Power Vitamin & Cosmetic Center 2; Vernon's; Exclusive Prescription; Sav-On 2.
Chain Supermarkets-Albertson's Alpha Beta 3; Safeway 3; Ralph's 8; Pantry 6; Von's 6; Jurgensen's 3; Hughes; Lucky 2.
Other Chain Stores-Auto Supplies: Pep Boys, Western Auto, Allied Auto, Goodrich, Firestone, Midas Muffler, Rayco Seat Covers, National Furniture, Barker Bros., Superior, Jamestown, McMahan's, Biggar's, Women's Apparel: Sivenwood's, Phelp's Meager, Harris & Frank, Lane Bryant, I. Magnin; Women's Shoes: C. H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin-Williams, Dutchboy, Mathews, Standard Brands; General: W. P. Fuller, Pittsburgh Plate Glass; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Electronics: Pacific Stereo, Dow-Milo, Wesco, Empire, Radio Shack.
14 - NEWSPAPERS: STAR-NEWS (m) 42,177; (S) 47,140; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Walt Stiles, Adv. Dir., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (213) 578-6525.
National Representative: Knight-Ridder Newspaper Sales.

PASO ROBLES

1 - LOCATION: San Luis Obispo County. E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle center, light mfg., recreation (Lake Nacimiento & The Mission), wineries.
2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Orange Belt.
3 - POPULATION:
Corp. City 80 Cen. 9,163; Loc. Est. 11,014
County 80 Cen. 155,345; Loc. Est. 172,881
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 3,631; Loc. Est. 4,290
County 80 Cen. 58,171; Loc. Est. 66,451

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$112,000,000
Commercial	5	$159,000,000

6 - PASSENGER AUTOS: County 87,100
7 - ELECTRIC METERS: Residence 4,457
8 - GAS METERS: Residence 3,713
9 - PRINCIPAL INDUSTRIES: Industry-Electronic Components; Business Forms; Metal Fabrication; Boat Fabrication; Greeting Card Printing; Feed Products; Fruit and Nut Processing; 4 Wheel Drive Adapters; Modular Homes; Almond Processing; Correctional Institution; Plastic Tools; Feed Machinery; Farm Machinery; Printing Components; Portable Airline Hangars; Feed and Grain; Fiberglass Pleasure Boats; Regulators; Machine Work & Welding; Wineries.
10 - CLIMATE: Av. Temp.-Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.
11 - TAP WATER: Neutral, very hard.
12 - RETAILING: Principal Shopping Center-Downtown, 5 blocks on Park Ave.; 3 on 12th St.; 4 on Pine St.; 7 on Spring St.
Principal Shopping Days-Dept.-Wed., Thur., Fri., Sat.; Food-Wed., Thur., Fri., Sat.; Stores open Fri. night.
13 - RETAIL OUTLETS: Department Stores-Paso Robles Mercantile; JCPenney; Redi-Western; K mart.
Variety Stores-Cornet Stores.
Chain Drug Stores-ADX; Rexall; Thrifty.
Chain Supermarkets-Safeway Williams; Lucky's.
Other Chain Stores-Mode O'Day; Montgomery Ward; Sears (catalog); TV & Appliance; Radio Shack; Coast-to-Coast; Hayward Lumber; Diamond International; Kragen Auto.
14 - NEWSPAPERS: DAILY PRESS (e-mon to fri) 4,788; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: R.D. Reddick, Adv. Dir., DAILY PRESS, 1050 Park St., PO Box 427, Paso Robles, CA 93446; Tel. (805) 238-0330.
National Representative: None.

PETALUMA

1 - LOCATION: Sonoma County (In Santa Rosa-Petaluma PMSA). E&P Map B-4. 38 mi. N of San Francisco on U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.
2 - TRANSPORTATION: Railroads-Northwestern Pac.; Petaluma & Santa Rosa; Southern Pacific.
Intercity Bus Lines-Greyhound; Golden Gate Transit.
Motor Freight Carriers-7.
3 - POPULATION:
Corp. City 80 Cen. 33,834; Loc. Est. 40,494
CZ-ABC. (80) 33,834; (84) 38,300
RTZ-ABC. (80) 130,534; (84) 145,800
County/PMSA 80 Cen. 299,827; Loc. Est. 326,594
City & RTZ-ABC. (80) 164,368; (84) 184,100
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 12,122; Loc. Est. 14,197
County/PMSA 80 Cen. 114,523; Loc. Est. 127,794
CZ-ABC. (80) 12,122; (84) 13,800
RTZ-ABC. (80) 47,298; (84) 53,500
City & RTZ-ABC. (80) 59,420; (84) 67,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 183,380
7 - ELECTRIC METERS: Residence 19,500
8 - GAS METERS: Residence 16,980
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Optics 270; Plastic Bottles 150; Poultry 150; Frozen Foods 150; Dairy 106; Machine Shops; Iron Foundry; Non-Ferrous Metals; Native Stone and Adobe.
10 - CLIMATE: Av. Daily Temp.-44 to 70.
11 - TAP WATER: Neutral, soft.
12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Petaluma Plaza(18)	1	Albertson's, Thrifty, JCPenney, Radio Shack, True Value Howe.
Plaza North(25)	1	K mart, Long's Drug
Washington Sq.(44)	1	Safeway, Mervyn's, Bill's Drugs
Golden Eagle(30)	NA	Alpha Beta

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.; nurseries open Sun.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; JCPenney; Carithers; Montgomery Ward (catalog).
Discount Stores-K mart.
Chain Drug Stores-Payless; Long's; Bill's.
Chain Supermarkets-Albertson's; Alpha Beta; Lucky Stores; Safeway; Food City; Hagstrom's; Prairie Market; Carl's Mkt.
Other Chain Stores-Firestone; Triple S Tire; Kinney Shoe; Smith Shoe; Marlene's; Modern Eve; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Wilson Furniture; Self Service Furniture; Ernie's Liquors; Baskin Robbins; Diamond International; Wickes Lumber; True Value Hardware; Shaw's Candies; Surplus Store; Radio Shack; Picadilly; PV Ranch & Home; Sports-a-foot; International Imports; Payless Shoes; Beauty Store & More; Shutterbug; Commend Performance; Clothes Direct; Sizes Plus; Kids Mart; Clothes Time; Color Tile.

14 - NEWSPAPERS: ARGUS-COURIER (e) 9,749; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Herdt, Adv. Dir., ARGUS-COURIER, 830 Petaluma Blvd. N, Petaluma, CA 94952; Tel. (707) 762-4541.
National Representative: Scripps League Newspapers, Inc.

PINOLE

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 12 mi. NE of San Francisco; 5 mi. N of Oakland.

2 - TRANSPORTATION: Railroads-Bay Area Rapid Transit (BART); Southern Pacific; Santa Fe.
Motor Freight Carriers-N.A.
Intercity Bus Lines-Greyhound; A.C. Transit.
Airlines-N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,253; Loc. Est. 15,567
County 80 Cen. 657,252; Loc. Est. 701,383
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088

4 - HOUSEHOLDS:
City 80 Cen. 4,897; Loc. Est. 5,426
County 80 Cen. 241,418; Loc. Est. 263,873
PMSA 80 Cen. 667,626; Loc. Est. 725,530

5 - BANKS	NUMBER	DEPOSITS
Commercial	26	$562,000,000
Savings & Loan	22	$440,000,000

6 - PASSENGER AUTOS: County 420,473

7 - ELECTRIC METERS: Residence 72,120

8 - GAS METERS: Residence 68,050

9 - PRINCIPAL INDUSTRIES: Chevron; Petroleum; Sugar; Refining; Food; Shipping; Chemicals.
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. Temp. 44; Max. Temp. 75.

11 - TAP WATER: Soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hilltop Mall(115)	NA	JCPenney, Macy's, Emporium-Capwell
El Cerrito Plaza(47)	NA	Lucky, Mervyn's, Emporium-Capwell
Pinole Vista S.C.(27)	NA	K mart, Best, Alpha Beta
El Portal S.C.(48)	NA	Mervyn's, Safeway

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward; Emporium-Capwell; JCPenney; Mervyn's; Sears.
Discount Stores-Best, K mart.
Chain Drug Stores-Long's; Payless.
Chain Food Supermarkets-Alpha Beta; Lucky; Safeway.
Other Chain Stores-Big 5; Kragen Auto; 7-Eleven.

14 - NEWSPAPERS: WEST COUNTY TIMES (m-tues to fri; S) 8,617; Sept. 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Steve Elkins, Adv. Mgr., WEST COUNTY TIMES, 1660 San Pablo Ave., Pinole, CA 94564.
National Representative-Cresmer, Woodward, O'Mara & Ormsbee.

PITTSBURG

1 - LOCATION: Contra Costa County (In Oakland PMSA) E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24; 32 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines-Greyhound; BART Feeder; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 33,034; Loc. Est. 39,421
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088
County 80 Cen. 657,252; Loc. Est. 701,383
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,087; Loc. Est. 13,946
County 80 Cen. 241,805; Loc. Est. 263,873
PMSA 80 Cen. 667,626; Loc. Est. 725,530

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$45,000,000
Savings & Loan	2	$15,900,000

6 - PASSENGER AUTOS: County 420,473

7 - ELECTRIC METERS: Residence 9,400

8 - GAS METERS: Residence 9,359

9 - PRINCIPAL INDUSTRIES: Steel; Chemicals; Roofing; Ceramics; Rubber; Power plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Mervyn's; Sears; K mart; Sprouse Reitz; JCPenney; Montgomery Ward.
Chain Drug Stores-Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Supermarkets-B-g T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores-Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14 - NEWSPAPERS: POST-DISPATCH (e-mon to fri; S) paid 6,051; total 13,279; March 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Cary Bieger, Adv. Mgr., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565. Tel. (415) 432-7336.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

POMONA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. 20 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 57, 60, 71; Interstates 10 and 210.

2 - TRANSPORTATION: Railroads-Main lines of S.P., U.P., Santa Fe, and Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Southern California Rapid Transit Distrnct; Omni-Trans; Greyhound; Trailways.
Airlines-AirCal; Alaska; Republic; Pacific Southwest; Western; American; Continental; Golden West; United; TWA; Air Cortez; Inland Empire; Imperial; SunAire; Sun World; Eastern; Delta; American West; Dash Air; Pacific Coast.

3 - POPULATION:
Corp. City 80 Cen. 92,742; Loc. Est. 100,584
PMA-ABC. (80) 291,139; (84) 319,300
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,153; Loc. Est. 34,118
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
PMA-ABC. (80) 91,499; (84) 101,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$180,700,000
Savings & Loan	5	$545,511,000

6 - PASSENGER AUTOS: County 4,169,102

7 - ELECTRIC METERS: Residence 32,537

8 - GAS METERS: Residence 28,988

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 7,000; Forestry & Fisheries 2,000; Construction 6,000; Manufac. 40,000 (guided missiles 7,800; tech. prod. 935; paper prod. 500; street sweeping machinery 643; misc. 1,000); Trans. Commun. Util. 4,000; Whol. & Ret. 23,000; Fin. Ins., Real Estate 3,500; Services 23,000; Govt. 20,000 (80 estimates).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-71; Summer 60-89; Fall 53-79; Winter 40-64. First killing frost, Nov. 30. Last killing frost, April 1.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Major Shopping Centers-Indian Hill Mall, Pomona (100 stores); Philips Ranch Village, Pomona (12 stores); Montclair Plaza, Montclair (90 stores); Diamond Bar Blvd. Center, Diamond Bar (60 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores); Ontario Plaza, Ontario (20 stores).
Neighborhood Shopping Areas-7 neighborhood shopping areas at E Holt, North Garey, West Holt, West Mission Ave. and East, North Towne, Foothill Garey, and Indian Hill on I-10.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montcla-(90)	6	May Co., Broadway, JCPenney, Mont. Ward, Akron, Best
Indian Hill(100)	3	Sears, Newberry, Radio Shack, Zody's, Roberts, Sav-On, Millers Outpost
Mountain Green(25)	5	Long's Drugs, Mervyn's
Target	5	Target
K mart	4	K mart, California Fit
Fedco	10	Fedco
Downtown Mall		Buffum's
No. Indian Hill	3	Gemco, Skaggs/Alpha Beta
Ontario Plaza	5	Ross

Principal Shopping Days-7 days a week.
Stores Open Evenings-Food & dept.

13 - RETAIL OUTLETS: Department Stores-Brands; Buffum's; Roberts; Sears 2; Millers Outpost 3; JCPenney; Best Products; May Co.; Mervyn's; Montgomery Ward; California Fit; Broadway; Boston; Target.
Discount Stores-Gemco 3; Zody's 2; K mart 4; Fedco; Ross.
Variety Stores-Comet 3; Newberry; Rexall 2; Sprouse Reitz; TG&Y 2.
Chain Drug Stores-Rexall 2; Hamilton 3; Long's; Sav-On 3; Thrifty 12; Clark's; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta 4; Boys; Von's 4; Gemco 3; Hughes; Stater Bros. 8; Ralphs 3; Lucky 2.
Other Chain Stores-Pep Boys; Mark C. Bloome; F&M Tire; Firestone; Winston Tire; Big O Tire; Chief Auto; Kinney Shoes; Cal Auto; Builder's Emporium; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture; National Lumber; Oles; Angels; Standard Brands; Liquor Barn; Liquor Commissary; MGM Liquors; Harlow Carpets; Ole's; Carpeteria.

14 - NEWSPAPERS: PROGRESS-BULLETIN (e) 41,491; (S) 43,514; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Wolf, Adv. Mgr., or Don Russell, Adv. Dir., PROGRESS-BULLETIN, PO Box 2708, Pomona, CA 91769; Tel. (714) 622-1201.
National Representative: Papert Companies.

PORTERVILLE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles; State Hwy. 65.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe.
Intercity Bus Lines-Orange Belt.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 19,707; Loc. Est. 24,280
PMA-ABC. (80) 67,222; (84) 76,200
County/MSA 80 Cen. 245,751; Loc. Est. 270,652

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,605; Loc. Est. 8,238
PMA-ABC. (80) 22,045; (84) 25,300
County/MSA 80 Cen. 80,659; Loc. Est. 91,024

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$118,335,000
Commercial	7	$227,500,000

6 - PASSENGER AUTOS: County 118,023

7 - ELECTRIC METERS: City 7,614

8 - GAS METERS: Residence City 7,409

9 - PRINCIPAL INDUSTRIES: Yarn Mfg.; Machine Shops; Ultra Lite Aircraft Mfg.; Electronics; 24 Packing Plants; Oranges; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Mfg. & Maintenance Service; Commercial Printing; Hospital 2,100 emp.; Textile Plant; Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-76; Summer 63-99; Fall 49-81; Winter 35-57.

11 - TAP WATER: Alkaline, med. hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Porterville Plaza(2b)	NA	Alpha Beta, Mont. Ward, Thrifty Drug
Porterville West(4)	NA	K mart, Long's

Neighborhood Shopping Centers-Promenade; Smith's Town Square; Town & Country; Village.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Western Auto; JCPenney; K mart; Bullard's; Grossmans.
Variety Stores-Rasco.
Chain Drug Stores-Thrifty 2; Town & Country; Long's; Smith's; Sav-On.
Chain Supermarkets-Town & Country; Smith's; Food King; Alpha Beta Mkt; Sav-On.
Other Chain Stores-Sears (catalog); Reisig's Shoes; Remar's; The Vogue; Topper's; Bonanza 88° Store; Newberry's; Coast-to-Coast; Cassidy's Shoes; Chief Auto; Kragen Auto; PayLess Shoes.

14 - NEWSPAPERS: RECORDER (e) 13,825; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mel Gosage, Adv. Mgr., RECORDER, 115 E. Oak Ave., Porterville, CA 93257; Tel. (209) 784-5000.
National Representative: Branham/Newspaper Sales.

RED BLUFF

1 - LOCATION: Tehama County. E&P Map B-3. County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36; U.S. 99; I-5. City is 200 mi. from San Francisco.

2 - TRANSPORTATION: Railroads-S.P.
Intercity Bus Lines-Pacific Greyhound; Continental Trailways; Mt. Lassen Transit.
Motor Freight-5.
Airlines-Republic; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,490; Loc. Est. 11,357
PMA-ABC. (80) 38,888; (84) 43,800
County 80 Cen. 38,888; Loc. Est. 43,559
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,684; Loc. Est. 4,292
County 80 Cen. 14,538; Loc. Est. 16,650
PMA-ABC. (80) 14,538; (84) 16,500

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$128,326,868
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 20,245

7 - ELECTRIC METERS: Residence City 5,365

8 - GAS METERS: Residence City 4,814

9 - PRINCIPAL INDUSTRIES: Lumber and by-products; Molded Pulp; Gov't. Agencies; Cattle; Orchards; State Agencies.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-52.

11 - TAP WATER: Moderate, hardness 92, chlorinated

12 - RETAILING: Principal Shopping Area-3 by 5 Blk. Downtown Area.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza	1	Mont. Ward, Raley's
Adobe Plaza	1	Western Farm, Frosile & Assoc., Rose Realty
K mart Ctr.	1	K mart, PayLess Shoes, Perko
Antelope Ctr (9)	2	Holiday Mkt., T&P Liquors
Old Cowtown(31)	3	Camper's Corral, M'Lady Boutique
Peavy Center	3	Peavy, Prairie Mkt., Tire Cobbler
Bell Mill Landing	4	Payless Drug, Kragen Auto, Safeway

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Genl. Mdse., Fri.; Food, every night and Sun.
Stores Open Sundays-Food; Wards, Sprouse Reitz, K mart.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Army-Navy; Peavy Ranch & Home.
Discount Stores-K mart; W. Mines.
Variety Stores-Sprouse Reitz; Ben Franklin.
Chain Drug Stores-Raley's Drug Center; Payless.
Chain Supermarkets-Safeway; Prairie Mkt.; Holiday 2; Raley's; Better Buy Mkt.
Other Chain Stores-Mode O'Day; Coast-to-Coast; Sears (Catalog); Diamond Natl.; Paint Mart; Kragen Auto; Honey Yogurt.

14 - NEWSPAPERS: DAILY NEWS (e) 8,732; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jean Thompson, Adv. Mgr., NEWS, 545 Diamond Ave.; PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151.
National Representative: Papert Companies.

REDDING

1 - LOCATION: Shasta County. (MSA) E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River, County Seat; Jr. College Center.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Trailways; Inter Mountain Stage; Redwood Empire Lines.
Airlines-West Air; United.

3 - POPULATION:
Corp. City 80 Cen. 41,995; Loc. Est. 46,164
PMA-ABC: (80) 133,238; (84) 155,500
County/MSA 80 Cen. 115,715; Loc. Est. 127,203

4 - HOUSEHOLDS:
City 80 Cen. 16,786; Loc. Est. 18,290
PMA-ABC: (80) 49,773; (84) 58,700
County/MSA 80 Cen. 43,014; Loc. Est. 48,392

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	$520,000,000
Savings & Loan	15	(incl. above)

6 - PASSENGER AUTOS: County 64,928

7 - ELECTRIC METERS: 21,247

8 - GAS METERS: 15,810

9 - PRINCIPAL INDUSTRIES: Cabinet Works; Foundry; Lumber Prods.; Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Cosmetics; Campers; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.
Neighborhood Shopping Centers-Village Plaza; No. Market St.; So. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown*	Principal Stores
Cypress(5)	2	Albertsons, Long's, K mart, Grand Auto
Cypress Square(32)	1	Home Fabrics, Prince James
Village Plaza(14)	1	Mont Ward, Thrifty Drug, Farmers Mkt., McMahans, Ole's
N. Market St.	1	Farmers Mkt.
S. Market St.	3	Farmers Mkt.
Enterprise	4	Holiday Mkt.
Country Club(20)	3	
Redding Mall(85)	NA	Dickers, Payless
Mount Shasta Mall(64)	2	Sears, JCPenney, Pay N' Save
Town & Country(18)	2	
Mission Square	2	
4-Corners(35)	4	Safeway, Sprouse Reitz
Westwood Village	4	Thrifty, Holiday
Cobblestone Shopping Center	2	Raleys
Mervyn's	2	

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Mon. & Fri.; Mt. Shasta Mall, Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.M. Dicker; Sears.
Discount Stores-K mart.
Variety Stores-Sprouse Reitz; Bonanza.
Chain Drug Stores-Thrifty; Pay Less; Pay 'N Save 2; Owen's 3; Longs Drug.
Chain Supermarkets-Safeway 4; Farmers Mkt. 5; Holiday Markets 5; Albertson's; MRS 5.
Other Chain Stores-Apparel: Anita Shop; Bistrin's; College-Hi; Mode O'Day; Oser's; Piccadilly; The Fashion; Topps & Trowsers; Sun West; Prince James; Kauffman's; Auto Supply; Western Auto; Goodyear; Goodrich; OK Rubber Welders; Grand Auto; Calif. Parts & Equip.; Diamond National; C. C. Meek Lbr. 2; Candy: MacFarlane's; Rafferty's; Van Duyn's; Furniture: McMahan's; Guildcraft; Jewelry: Beadazzled; Gensler-Lee; Tiffan's; Shoes: Brown's; Kinney's 2; Huston's; Johnson Shoes; Buster Brown; Guild House; Misc.: Baskin-Robbins; Bresler's Ice Cream 2; Carousel Snack Bars; Coast-to-Coast Hdwr.; B. Dalton Booksellers; House of Fabrics 2; Merle Norman; Pay 'N Pak; Pay 'N Save Home Center; Radio Shack; Singer Co.; Jax Music; Ardans; Consumers.

14 - NEWSPAPERS: RECORD SEARCHLIGHT (e) 35,205; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Dawson, Adv. Dir., RECORD SEARCHLIGHT, 1101 Twin View Blvd.; PO Box 239; Redding, CA 96099; Tel. (916) 243-2424.
National Representative: Branham/Newspaper Sales.

REDLANDS

1 - LOCATION: San Bernardino County. E&P Map E-7 (In Riverside-San Bernardino PMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

2 - TRANSPORTATION: Railroads-SF; SP.
Motor Freight Carriers-12.
Intercity Bus Lines-Santa Fe; Greyhound; Omnitrans.

3 - POPULATION:
City 80 Cen. 43,619; Loc. Est. 51,168
County 80 Cen. 893,157; Loc. Est. 986,049
PMA-ABC: (80) 52,394; (84) 57,200
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,759; Loc. Est. 17,235
County 80 Cen. 308,062; Loc. Est. 348,308
PMA-ABC: (80) 19,004; (84) 20,900
PMSA 80 Cen. 551,081; Loc. Est. 625,351

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 488,465

7 - ELECTRIC METERS: Residence 17,093

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electric Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on State St., 6 on Orange; 6 on Citrus.
Neighborhood Shopping Centers-Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave, Alabama & I-10.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Citrus Village(25)	1	Lucky, Webb's
University Plaza(10)	2	Thrifty, Alpha Beta
North Redlands	1	Stater Bros.
West Redlands	NA	Redlands Mkt.
Redlands Oasis(5)	NA	7-Eleven
South Redlands	NA	Gerrards Mkt.
Redlands Mall(45)	NA	Harris, Von's
Tri-City(17)	NA	Mervyn's, Longs

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Harris; Webb's; Mervyn's.
Variety Stores-TG&Y
Discount Stores-K mart.
Chain Drug Stores-Prescription City; Thrifty; Keystone; Long's; Sav-On.
Chain Supermarkets-(Corp. Limits)-Lucky; Stater Bros. 3; Alpha Beta; Von's.
Other Chain Stores-McMahan's; Sears (catalog); Firestone; Goodyear; House of Fabrics; Mode O'Day; Radio Shack; General Nutrition; Winston Tire; Chief Auto; Pep Boys Auto; Kragen Auto; Waldenbooks; B. Dalton Bookseller; Zale's; Round Table Pizza; Miller's Outpost; Mark C. Bloome Tire; Midas Muffler; Hallmark.

14 - NEWSPAPERS: FACTS (e) 8,873; (S) 8,786; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Woods, Adv. Sales Mgr., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.
National Representative: Papert Companies.

RIDGECREST

1 - LOCATION: Kern County. (In Bakersfield MSA). E&P Map D-6. 125 mi. E of Bakersfield. Logging Lumber Mill. On U.S. Hwy. 395; State 178.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Airlines-C&M; Desert Sun
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 15,929; Loc. Est. 17,482
County/MSA 80 Cen. 403,089; Loc. Est. 442,393

4 - HOUSEHOLDS:
City 80 Cen. 5,762; Loc. Est. 6,743
County/MSA 80 Cen. 139,811; Loc. Est. 157,219

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	2	$26,767,641
Savings & Loan	1	$9,200,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 212,209

7 - ELECTRIC METERS: Residence 6,790

8 - GAS METERS: Residence 5,820

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Annual Payroll)-Chemical 600 ($24,000,000); Naval Research 6,000 ($160,000,000); Lumber 152 ($1,133,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Ridgecrest Plaza, China Lake Blvd. & Ridgecrest (12 stores); Sierra Vista Shopping Center (10 stores).
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thrifty Drugs; Safeway; Albertsons; Sav-On Drug; Sprouse Reitz (Mon. to Fri.).

13 - RETAIL OUTLETS: Chain Stores-Western Auto; K mart; Sprouse Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Albertsons; Sears; Wards; Anita's; Mode O'Day; Sav-On Drug.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 7,182; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Cliff Urseth, Adv. Mgr., INDEPENDENT, 739 N. China Lake Blvd.; PO Box 7, Ridgecrest, CA 93555; Tel. (714) 375-4481.
National Representative: American Newspaper Representatives.

RIVERSIDE

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7. County Seat. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. E of Long Beach; 54 mi. NW of Palm Springs; 16 mi. E of Ontario International Airport.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe; Southern Pacific.
Motor Freight Carriers-68.
Intercity Bus Lines-Rapid Transit; Pacific Greyhound; Overland Continental; Hemet; Riverside Transit Agency.
Airlines-Air Cal.; Alaska; American; American West; Dash Air; Delta; Eastern; Imperial; Muse Aire; PSA; Republic; Sun Aire; Sun World; TWA; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 170,591; Loc. Est. 201,701
PMA-ABC: (80) 472,271; (84) 540,600
County 80 Cen. 663,923; Loc. Est. 738,585
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,964; Loc. Est. 64,492
County 80 Cen. 243,019; Loc. Est. 277,043
PMSA 80 Cen. 551,081; Loc. Est. 625,351
PMA-ABC: (80) 169,360; (84) 189,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	30	$703,010,000
Savings & Loan	25	$770,800,000

6 - PASSENGER AUTOS: County 379,171

7 - ELECTRIC METERS: Residence 63,664

8 - GAS METERS: Residence 58,944

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (quarterly payroll)-Agriculture 18,153 ($44,848,878); Mining 516 ($3,389,518); Construction 12,702 ($60,929,691); Manufacturing 24,766 ($126,444,282); Transportation 8,128 ($48,526,814); Wholesale Trade 6,828 ($32,224,887); Retail Trade 45,657 ($116,111,654); Finance 9,749 ($40,970,876); Services 40,450 ($137,854,703); Government 43,123 ($183,324,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 57-93; Fall 48-83; Winter 37-65.

11 - TAP WATER: Alkaline, medium soft; naturally fluoridated.

12 - RETAILING: Major Shopping Centers
Regional Centers-Riverside Plaza; Tyler Mall; Riverside Auto Center; Riverside Inland Center and Central City Mall, San Bernardino; Palm Springs Mall, Palm Springs; Palm Desert Town Center, Palm Desert; Indio Fashion Mall, Indio; Hemet Valley Mall, Hemet.
Area Centers-Downtown Riverside Mall; Hardman Center; Brockton Arcade; Town Square Center; Canyon Crest Towne Center; K mart Shopping Center; Arlington Plaza; Arlington Square; Madington Square; Adams Plaza; Gemco Center; La Sierra Plaza; Sunnymead Shopping Center-Riverside; Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West Shopping Center; Parkridge Plaza-Corona; Lake Elsinore Plaza-Elsinore; Sun City Shopping Center-Sun City; Perris Plaza-Perris; Stage Coach Plaza-Banning; Beaumont Village Shopping Center-Beaumont; Vons East Shopping Center; Hemet Plaza; Stater Bros. Shopping Center; Sears Plaza; Ramona Plaza; Vons West Shopping Center; Alpha Beta Shopping Center; Diamond Valley Plaza; West Hemet Village; Hemet Valley; Farmer's Corner-Hemet; Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Canyon Plaza; Smoke Tree Shopping Center; Sunrise Plaza; Vineyard-Palm Springs; Palms to Pines Plaza; El Paseo Square-Palm Desert; Town & Country Center; Indio Plaza-Indio. Some 20 centers distributed throughout the cities and 17 in other areas of Riverside County.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverside Plaza(68)	2	Harris, Wards, Von's
K mart	2	K mart, Albertson's
Town Square(19)	2	Thrifty Drug
Canyon Crest Towne Center(60)	2	Thrifty, Alpha Beta
Pine	2	Alpha Beta
University(20)	3	Alpha Beta
Brockton Arcade(65)	2	Uli's
Madington Sq.(21)	3	Ross Store
Hardman(39)	3	Lucky Discount
Arlington Sq.	3	Gemco
Victoria Vlg.(8)	4	Stater Bros.
California Sq.	5	Alpha Beta
Adams Plaza(4)	5	Albertson's
Arlington Plz.(14)	5	Food Barn, Ole's
Tyler Mall(88)	7	JCPenney, May Co., Broadway

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Food and Drug every evening. Many retail stores five nights weekly.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Mont. Ward; Sears 2; Carpenter's; Broadway; Harris 2; May Co.; Mervyn's 12.
Discount Stores-Gemco 2; K mart 6; Zody's 2; Target.
Variety Stores-TG&Y 5; Sprouse Reitz 6; Woolworth 2; Cornet 2.
Chain Drug Stores-Thrifty 14; Sav-On 4; Sail Drugs; Long's 2.
Chain Supermarkets-Alpha Beta 11; Stater Bros. 24; Vons 8; Safeway 6; Albertson's 3; Gemco 2; Ralph's.
Other Chain Stores-Adler Shoes; Aaron Bros.; Aamco; Angel's Anita; Athletic Express; Banner Bedding; Barker Bros.; Bernice White; Best Products; Builders Emporium; Big 5; Carpeteria; Chess King; Chief Auto Supply; Cline Stationery; Cloth World; Color Tile; Color Tyme; Clothes Time; Car Parts Inc.; C&R Clothiers; Crown Books; Consumer Value Store; Contempo Casuals; Coolie Company; Docktor's Pet Center; Dutch Boy Paints; B. Dalton Booksellers; D'Arca Tux & Bridal; Eagleson's Mens Wear; Earthcraft; Earl Scheib; Farrell's; Fashion Conspiracy; Fashion Barn; Fashion Crossroads; Federated; Firestone; Florsheim Shoes; Foxmore Casuals; Fuller O'Brien Paints; Flagg Bros.; Footlocker; Fayva; Forsight Optical; Friedman's Microwaves; Gallenkamp's Shoes; General Nutrition; Goodyear; Goldmine; Great Earth Vitamins; House of Fabrics; It's-A-Dilly; Jr. Shoetown; Key Carpets; Kinney Shoes; Kirk's Jeweler's; Kragen's Tires; Leed's; Lerner Shops; Leroy Jewelers; Licorice Pizza; Little Folk Shop; Leo's Stereo; Marling's Shoes; Mark C. Bloom; McMahan's; Merle Norman; Modern Women; Miller's Outpost; Mission Electronics; Marrow's Nut House; Moran Draperies; Musicland; Motherhood Maternity; Moskatel's; National Shirt; Ole's; Olsan's Furn.; Ortho Mattress; Pacific Stereo; Pams; Payless Shoes; Pep Boys; Park Lane Hoisery; Pic 'n Save; Pittsburgh Plate Glass; Plaza Shoetown; Plum Tree; R&B Furniture; Radio Shack; Raven's Hallmark; Richman Bros.; Richlen S&W Plastics; Stag Shop; See's Candy; Sherwin-Williams; Show Off; Singer; Sleepshop; Standard Brands Paint; Stockwell & Binney; Strouds Linen; Styleleader; Swiss Colony; Swensens Ice Cream; Sun Boss; Thom McAn; The Carpet Man; Tri City Tires; T Shirt Plus; Tinderbox; Things Remembered; Tri City Tires; University Stereo; Video Concepts; Weisfields; Wetherby Kayser; Western Auto; Wherehouse; William Pitt, Inc.; Winston Tires;

Zale's.

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 116,198; (S) 121,942; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ray Hammond, Jr., Gen. Adv. Mgr., PRESS-ENTERPRISE, 3512 14th St., Riverside, CA 92502; Tel. (714) 684-1200.
National Representative: Sawyer-Ferguson-Walker Co.

ROSEVILLE

1 - LOCATION: Placer County (In Sacramento MSA). E&P Map B-4, Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 96 mi. E; Reno, NV, 112 mi. E.

2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak; Union Pac.; Western Pac.
Motor Freight Carriers-ABF Freight Systems; Mc Laughlin Draying; Nikkel; Peters Truck Lines; Rice Transportation; Wells Cargo.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
City 80 Cen. 24,347; Loc. Est. 29,703
PMA-ABC: (80) 64,825; (84) 76,000
County 80 Cen. 117,247; Loc. Est. 130,953
MSA 80 Cen. 1,099,814; Loc. Est. 1,206,733
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,164; Loc. Est. 9,710
County 80 Cen. 42,732; Loc. Est. 48,803
MSA 80 Cen. 416,356; Loc. Est. 467,827
PMA-ABC: (80) 22,767; (84) 26,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loans	6	N.A.

6 - PASSENGER AUTOS: County 73,776

7 - ELECTRIC METERS: Residence 10,334

8 - GAS METERS: Residence 20,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Car Maint., Marshalling Yard 1,800 ($300); Cement & Clay Pdts. 925 ($240); Electronics 2,350 ($365); Medical Services 1,500 ($500); Wood Products 259 ($312); Higher Education 127 ($400)

10 - CLIMATE: Min. & Max. Temp.-Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Vernon St.; Roseville Square; Grand Oaks; Sunset Plaza; Harding Plz.; Historic Old Town, Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Center; South Harding; Rose Villa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn(74)	18	K mart
Birdcage Walk(27)	10	Macy's
Placer Center		Mervyn's
Sunrise Mall(107)	10	Weinstocks, JCPenney
Roseville Sq.(37)		Ross Stores Safeway
Rocklin	3	Safeway, Payless

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-K mart; Payless; Mervyns; Lucky; Ross Stores; Pay 'N Pak; Lumberjack.
Chain Drug Stores-Rexall 4, Raley's, Payless 3; Thrifty 4.
Chain Supermarkets-Safeway 2; Raley's 2; Lucky Stores; Albertson's; Alpha Beta; Jumbo; Stop 'N Save; Mervyns; Lucky; Bel Air.
Other Chain Stores-Firestone; Grand Auto; Kragen Auto; Diamond International; Pay 'N Pak; Woolworth's; Consumers; Farmer's Warehouse Liquors; Jolly; Flagg; Tom Thumb; Rainbow.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 13,977; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Weyman W. Zelder, Ret. Adv. Mgr., PRESS-TRIBUNE, 413 N Lincoln, Roseville, CA 95678; Tel. (916) 786-8742.
National Representatives: Papert Companies.

SACRAMENTO

1 - LOCATION: Sacramento County (MSA). E&P Map B-4, State Capital and County Seat. State Gov't; U.S. aircraft repair & modification; farming; manufacturing; aerospace; food processing; lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics; Calif. Expo. 89 mi. E of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Western Pacific; Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay; and Pacific Ocean; River Container Barge System).
Motor Freight Carriers-16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Western; P.S.A.; Air California; Frontier; West Air; Republic; American; PacificCal; Wings West; Pacific Coast; Pacific Express; Golden West.

3 - POPULATION:
Corp. City 80 Cen. 275,741; Loc. Est. 308,474
PMA-ABC: (80) 1,059,461; (84) 1,179,500
County 80 Cen. 783,381; Loc. Est. 854,974
MSA 80 Cen. 1,099,814; Loc. Est. 1,206,733
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 112,859; Loc. Est. 130,074
PMA-ABC: (80) 400,151; (84) 449,200
County 80 Cen. 299,805; Loc. Est. 335,044
MSA 80 Cen. 416,356; Loc. Est. 467,827

5 - BANKS	NUMBER	DEPOSITS
Commercial	49	$4,675,252,000
Savings & Loan	27	$2,679,868,000

6 - PASSENGER AUTOS: County 470,919

7 - ELECTRIC METERS: County 317,120

8 - GAS METERS: County 245,495

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail Trade 76,300; Wholesale Trade 18,400; All Mfg. 25,400; Nondurable Goods 11,800; Durables 13,600; Food Products 5,500; Fed. Govt. 26,700; State & Local Govt. 118,300; Construction 14,400; Transportation & Public Utilities 21,400; Fin., Insurance & Real Estate 22,600; Services 80,800.

10 - CLIMATE: Min. & Max. Temp.-Winter 39-53; Spring 48-71; Summer 59-93; Fall 52-77.

11 - TAP WATER: Varies, soft to hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Sunrise Mall (109 stores) 5900-6100 Sunrise Blvd.; Florin Mall (94 stores) 5901 Florin Road; Country Club Plaza (50 stores) 2300 Watt Avenue; Country Club Centre (68 stores) 3300 El Camino; Arden Fair Mall (74 stores) 1601 Arden Way; Downtown Plaza (43 stores) Downtown Plaza; Birdcage Walk (65 stores) 5901-6197 Sunrise Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arcade Square(18)	NA	Raley's Mkt.
Arden Fair(74)	NA	Woolworth, Sears, Thrifty Drug, Weinstock's
Arden Plaza(17)	NA	Lucky Mkt, Manor Drug, Valley Hardware
Arden Town(16)	NA	Holiday Mkt.
Birdcage Walk(65)	NA	Long's, Wards, Corti Bros., Macy's
Camellia City(9)	NA	Lucky Mkt., TG&Y
College Greens(8)	NA	Raley's Mkt.
Country Club Center(68)	NA	Wards
Country Club Plaza(50)	NA	Weinstock's, JCPenney
Cordova(30)	NA	Lucky Mkt., Thrifty
Crestview(27)	NA	Lucky Mkt., Thrifty, Ross
Crossroads(10)	NA	Corti Bros.
Downtown Plaza(43)	NA	Macy's, Weinstock's
Florin Plaza	NA	Jumbo Mkt.
Florin Square(23)	NA	
Florin Mall(94)	NA	Weinstock's, Sears, JCPenney, Wards
Fort Sutter(11)	NA	Raley's
Fruitridge(29)	NA	Holiday Mkt., Manor Drug
Grand Oaks(23)	NA	Lucky Mkt., Hancock Fabrics
Grant Plaza(Citrus Heights)	NA	Thrifty, Alpha Beta
Hollywood Plaza(6)	NA	Raley's
Lanai(38)	NA	
Madison Mall(35)	NA	Raley's
Midway(El Camino)(14)	12	Jumbo Mkt.
Mills(18)	NA	Raley's Mkt.
Northridge(17)	NA	Raley's Mkt.
N. Sacramento(4)	NA	Safeway
Point West(20)	NA	Mervyn's, Consumers Distributing
River Park(13)	NA	Pantry
Roseville Sq.(37)	NA	Thrifty, Safeway, McDonalds
Southgate(27)	NA	Lucky Mkt., Hancock Fabrics, Thrifty Drug
South Hills(31)	NA	Sprouse Reitz, Jumbo
Sunrise Mall(109)	NA	Weinstock's, Sears, JCPenney
Sunrise Oaks(21)	NA	Thrifty, Alpha Beta
Tallac Vlg.(14)	NA	Vans
Taylor's(23)	NA	Lucky Mkt.
Town & Country(55)	NA	William Glen
University Vlg.(23)	NA	Safeway
Almond Orchard(20)	NA	
Country West(15)	NA	Big R
Elkhorn/Watt(11)	NA	Thrifty, Albertson's, K mart
Manzanita/ Madison(12)	NA	Cloth World, Raley's

Principal Shopping Days-Department Stores-Thur., Fri., Sat. Grocery Stores-Wed., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. thru Fri. Food every night.
Stores Open Sundays-Grocery; Super Drugs; Discount; Dept.; Automotive.

13 - RETAIL OUTLETS: Department Stores-Weinstock's 5; Macy's 2; Sears 3; Montgomery Wards 3; JCPenney 3; Mervyn's 5.
Discount Stores-K mart 6; Gemco 4; Best Products 3; Consumer Dist. 3.
Variety Stores-Woolworth 5; Ben Franklin 2; Sprouse Reitz 6; TG&Y.
Chain Drug Stores-Payless 8; Manor 3; Rexall 9; Raley's 11; Thrifty 18; Long's 7.
Chain Supermarkets-Century 3; Safeway 17; Prairie 2; 7-Eleven 42; Corti Bros. 4; Bel Air 6; Lucky 24; Jumbo 9; Raley's 14; Van's 8; Albertson's 7; Alpha Beta 8; Circle K 43; Big Boy 3; Comptons/Holiday 5.
Other Chain Stores-Firestone; Goodyear; Goodrich; See's; Zale's Jewelry; Fuller Paints; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Kirby's; Chandler's; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Dalton Books; J. Magnin; Ransohoff's; Smith's Men's Wear; Singer Co; Lane Bryant; Mode O'Day; Baskin Robbins; Levitz Furniture; Oshman's; Walden Books; Merribee Needlearts and Crafts; Big 5; United Sporting Goods; Furrow Bldg; Pay N Pak; Athletic Shoe Factory; Knapp Shoes; Fleet Feet; Cousins; The Gap; Wherehouse Records; Pacific Stereo; Fashion Conspiracy; College-Hi; Lumberjack; Granat Bros.; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Bedazzled; Groths Shoes; Huston Shoes; Hickory Farms; Marlenes; Devon Jewelers; Richman Bros.; Foxy Lady; KinderFoto; Marshalls; Pic-A-Dilly; Toys R Us; Handyman; Fox Photo; Cost Plus Imports; Pier 1 Imports; Tower Records; Tower Books; Tower of Shoes & Clothing; Ross.

14 - NEWSPAPERS: BEE (m) 224,589; (S) 259,069; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Chapman, Nat'l Adv. Mgr., BEE, 21st & Q Sts.; PO Box 15779, Sacramento, CA 95852; Tel. (916) 446-9354.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.
UNION (m) 98,037; (S) 97,131; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Larry Murray, Nat'l. Adv. Mgr., UNION, 301 Capitol Mall, Sacramento, CA 95812; Tel. (916) 442-7811.
National Representative: Landon Associates.

SALINAS

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5, County Seat. Agricultural, industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-Air California; United; Yosemite; Apollo; Golden Gate.

3 - POPULATION:
Corp. City 80 Cen. 80,479; Loc. Est. 95,620
CZ-ABC: (80) 80,479; (84) 91,000
RTZ-ABC: (80) 83,645 (84) 90,000
County/MSA 80 Cen. 290,444; Loc. Est. 315,416
City & RTZ-ABC: (80) 164,124; (84) 181,000

4 - HOUSEHOLDS:
City 80 Cen. 26,857; Loc. Est. 31,763
County/MSA 80 Cen. 95,734; Loc. Est. 106,224
CZ-ABC: (80) 26,857; (84) 30,700
RTZ-ABC: (80) 23,177; (83) 25,200
City & RTZ-ABC: (80) 50,034; (84) 55,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	18	$381,000,000
Savings & Loan	12	$320,000,000

6 - PASSENGER AUTOS: County 157,664

7 - ELECTRIC METERS: Residence 45,673

8 - GAS METERS: Residence 34,183

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture, Forestry & Fisheries 23,300; Construction 3,000; Manufacturing 9,200; Transportation, Comm. & Util. 5,100; Wholesale & Retail Trade 19,900; Fin., Ins. & Real Estate 4,400; Services 20,400; Gov't 24,400.
Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-Northridge (3 mi. on Highway 101); 3 blocks on downtown Main St.; 4 blocks on S Main St. area (Valley Center); 3 blocks on N Main (Sherwood Gardens); Star Center (2 blocks S Main St.); 2 blocks E Alisal St. (Monte Mart); 2 blocks E Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S Main St.; Hartnell Plaza, 1 block on W Alisal.
Neighborhood Shopping Districts-2 blocks on N Main St.; 3 blocks on E Alisal St.; 1 block San Juan Road; 1 block on S Main; 2 blocks on E Laurel Dr., 1 block on W Laurel Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge	3	Sears, Safeway, Emporium
Valley Center	1	Woolworth, Carpeteria, Mont. Ward
Sherwood Gdns.	2	Malnicks, Handyman
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Long's Drugs, Monte Mart
Star Center	NA	Star Market
S. Salinas Plaza	1	Thrifty Drug, Nob Hill Mkt.
Monte Mart	NA	Monte Mart
No. Salinas	NA	Thrifty Drug, Alpha Beta
Hartnell Plaza	1	Alpha Beta
Laurel	3	K mart, Nob Hill
E. Laurel	NA	Longs, Lucky

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Department Stores-Mon., Thur. and Fri.; Northridge Shpg. Ctr. Daily; other Shopping Centers; Mon., Thur., and Fri.; Chain Food & Chain Drug; Daily.

13 - RETAIL OUTLETS: Department Stores-Emporium; Sears; JCPenney; Ford's; Mervyn's; Malnicks; Monte Mart; Montgomery Ward; K mart.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Thrifty 2; Long's 2; Star; Payless.
Chain Supermarkets-Safeway 2; Lucky 2; Star Mkt.; Monte Mart 2; Alpha Beta 2; Nob Hill 2.
Other Chain Stores-Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's, Empire 2; Garden Supplies: Monte Mart, Handyman; Paint: Sherwin-Williams, Pittsburgh Paint, Standard Brand Paints; Mary Carter; Shoes: Daley's Bootery, Leeds, Kushin's, Kinney; Women's Apparel: Anita Shops, Lerner's, Petries; Other: S. & H. Green Stamps, Color Tile; Carpeteria.

14 - NEWSPAPERS: CALIFORNIAN (e) 23,125; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Toni Wiggins, Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.
National Representative: Gannett Newspaper Advertising Sales.

SAN BERNARDINO

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7, County Seat. Misc. Mfg., Kaiser Steel and subsidiary companies. Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-AT&SF; U.P. and S.P. Mainline; Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Municipal Transit; Greyhound; Rapid Transit; Continental Trailways; Roesch.
Airlines-Western; Air Cal.; Continental; PSA; Republic; American; United; Air Cortez; TWA; Alaska

A SACRAMENTO QUIZ

Q What single Sacramento medium best reaches these buying groups?

83% of adults with $35,000 plus household income	83%
79% of adults with $25,000-$34,000 household income	79%
87% of adults employed in professional/technical occupations	87%
79% of adults employed as managers or administrators	79%
86% of college graduates	86%
78% of frequent business flyers (5+ flights in past 12 months)	78%
74% of adults who traveled outside U.S. in past 12 months	74%

A The answer is Sacramento's most effective medium:

The Sacramento Bee

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: Readership consumer patterns, Sunday 4-issue Reach, 1982 Belden study.

Airlines; Imperial; Inland Empire; Sun World; Sun Aire.

3 - POPULATION:
Corp. City 80 Cen. 118,794; Loc. Est. 131,000
PMA-ABC: (80) 446,776; (84) 496,200
County 80 Cen. 893,157; Loc. Est. 986,049
PMSA 80 Cen. 1,558,215; Loc. Est. 1,724,634
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,823; Loc. Est. 44,044
County 80 Cen. 308,143; Loc. Est. 348,308
PMSA 80 Cen. 551,662; Loc. Est. 625,351
PMA-ABC: (80) 158,828; (84) 178,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	N.A.
Savings & Loan	26	N.A.

6 - PASSENGER AUTOS: County 488,465

7 - ELECTRIC METERS: Residence 46,153

8 - GAS METERS: Residence 38,931

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. wkly wage N.A.)-Manufacturing 55,900; Construction 19,600; Mining 900; Trans. Comm. Util. 25,100; Fin. Ins., R.E. 18,900; Serv. 100,500; Gov. 103,000; Agric. 20,500; Whsle Trade, 16,300; Retail Trade, 99,800; Total 460,500.
Principal Industrial Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: (Avg. Temperature) Spring 61; Summer 76; Fall 70; Winter 55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Base Line; Highland Ave.; Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.
Regional Shopping Centers-Inland Center with 3 major dept. stores, air conditioned mall, 75 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 103 stores, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Blvd. & E St.(8)	3	Alpha Beta
Central City(103)	NA	Woolworth, Harris, Montgomery Ward, JCPenney
Crossroads(9)	NA	
Del Rosa(40)	4	Stater Bros., Long's
Inland Center(75)	1	Sears, May Co., Broadway
Sterling(21)	4	Gemco, TG&Y, Von's
Wildwood Plaza(18)	4	Alpha Beta, TG&Y, Thrifty Drug
Fontana Sq.(30)	14	JCPenney, Woolworth
N Rialto(20)	6	Alpha Beta, Stater's
Mt. Vernon(15)	3	Thrifty Drug
Palm & Highland(12)	5	Sprouse Reitz, Stater's
Redlands(25)	10	Von's Mkt.

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept., Downtown and Shopping Center-Mon. thru Sun. Food every night.

13 - RETAIL OUTLETS: Department Stores-Harris Co.; Sears; JCPenney; May Co.; Broadway; Montgomery Ward; Mervyn's.
Discount Stores-Fedco; Target; Norton AFB PC; K mart; Lucky's; Zody's; Gemco.
Variety Stores-Woolworth; TG&Y 4; Akron; Pic 'N Save; Sprouse Reitz.
Chain Drug Stores-Thrifty 5; Long's 3; Drug King; Sav-On.
Chain Supermarkets-Safeway 4; Stater Bros. 37; Alpha Beta 16; Von's 6; Lucky Stores 4.
Other Chain Stores-McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; U.S. Royal; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; House of Fabrics; Fashion Fabrics; Karl's Shoes; Kinney's Shoes 2; Riviera Sofa; Singer Co.; Sally Shops; Sofa Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Angel's Home Center; Changing Times; Chess King; Hardy Shoes; Parklane Hosiery; Lane Bryant; Walden Books; Hickory Farms; Oles; Musicland; Sunset House; Stride-Rite; Maggie's; Gene's; Petries; ABC Kiddie Shops; Hartfields; Nobby; Foxmore Casuals; Penny Owsley; Master's Candy; See's Candies; Goodman Jewelry; Rebel Shop; Irv Silvers; Oshman's Sporting Goods; Big 5 Sporting Goods; Akron; Winston Tire; Pep Boys; One Day Paint & Body.

14 - NEWSPAPERS: SUN (m) 77,382; (S) 81,690; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Bennett, Gen. Ad. Mgr., SUN, 399 D St., San Bernardino, CA 92401; Tel. (714) 889-9666.
National Representative: Gannett Newspaper Advertising Sales.

SAN CLEMENTE

1 - LOCATION: Orange County, E&P Map D-8 (In Anaheim-Santa Ana PMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy.; 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; San Clemente Stage Lines; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 27,325; Loc. Est. 32,957
CZ-ABC: (80) 33,493; (84) 40,000
RTZ-ABC: (80) 47,811; (84) 60,600
County/PMSA 80 Cen. 1,931,570; Loc. Est. 2,115,841
City & RTZ-ABC: (80) 81,304; (84) 100,600

4 - HOUSEHOLDS:
City 80 Cen. 11,764; Loc. Est. 15,533
County/PMSA 80 Cen. 685,815; Loc. Est. 768,946
CZ-ABC: (80) 14,099; (84) 17,100
RTZ-ABC: (80) 18,673; (84) 23,800
City & RTZ-ABC: (80) 32,772; (84) 40,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 1,244,609

7 - ELECTRIC METERS: Corp. City 8,743

8 - GAS METERS: Corp. City 8,149

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Prod.; Aerospace; Light Aggregate; Copper Prod.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Ptg. (Ave. Wkly. Wage $140).

10 - CLIMATE: Min. & Max. Temp.-Spring 51-67; Winter 45-64; Summer 61-74; Fall 56-73.

11 - TAP WATER: Saline, hard.

12 - RETAILING: Principal Shopping Center-Del Mar and environs; Mission Viejo Mall.
Neighborhood Shopping Centers-Alpha Beta-El Camino Plaza, 800 block; South El Camino Real and San Diego Freeway at Estrella exit; Thrifty Drug, 700-800 block North El Camino Real; San Clemente, Capistrano Valley-Von's Market; Thrifty Drug, Doheny Park Rd. and Victoria Ave.; Capistrano Beach, La Plaza, Dana Point; El Adobe Plaza, San Juan Capistrano; Monarch Bay Plaza; Laguna Niguel; Ralph's/SavOn; Pico Plaza; Von's Center; Camino Capistrano; San Juan Capistrano.
13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; May Co.; Robinsons; Bullocks; Best Products.
Variety Store-Thrifty Drug; Gilbert; Cornet; Sprouts-Ritz.
Chain Drug Stores-Thrifty; SavOn.
Chain Supermarkets-Alpha Beta 2; Albertsons 2; Ralphs 2; Von's; Lucky Stores.

14 - NEWSPAPERS: SUN-POST (e-mon to fri) 7,052; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real; PO Box 367, San Clemente, CA 92672; Tel. (714) 492-5121.
National Representatives: Landon Associates; U.S. Suburban Press.

SAN DIEGO

1 - LOCATION: San Diego County (MSA). E&P Map E-8. County Seat. Tourist center. Ocean-based industry & biochem.cal center. Agriculture county 132 mi. S. of Los Angeles. Interstate 5, 8, 15, 163 and 805.

2 - TRANSPORTATION: Railroads-Santa Fe; San Diego & Arizona and Southern Pacific; Amtrak.
Motor Freight Carrier-42.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-American; Pacific Southwest; United; Western; Continental; Delta; Republic; Pan Am; TWA.

3 - POPULATION:
Corp. City 80 Cen. 875,504; Loc. Est. 953,223
CZ-ABC: (80) 1,470,244; (84) 1,649,300
RTZ-ABC: (80) 391,602; (84) 477,700
County/MSA 80 Cen. 1,861,846; Loc. Est. 2,040,888
City & RTZ-ABC: (80) 1,861,846; (84) 2,127,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 321,039; Loc. Est. 354,859
County/MSA 80 Cen. 670,094; Loc. Est. 748,801
CZ-ABC: (80) 532,561; (84) 603,100
RTZ-ABC: (80) 137,533; (84) 169,900
City & RTZ-ABC: (80) 670,094; (84) 773,000

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	29	N.A.
Commercial	55	N.A.

6 - PASSENGER AUTOS: County 1,090,991

7 - ELECTRIC METERS: County, Residence 767,300

8 - GAS METERS: County, Residence 530,317

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Govt. 139,900 (N.A.); Service 163,400 (N.A.); Trade 159,700 (N.A.); Mfg. 106,300 ($318).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 85-80; Fall 50-90; Winter 42-81.

11 - TAP WATER: Alkaline, hard; Nor fluoridated.

12 - RETAILING: Principal Shopping Area-(Downtown) Number of Stores-76 blocks on Broadway and A, B, C, E, Sts. 900 stores.
Neighborhood Shopping Centers (No. of Stores)-El Cajon Shopping 19; Fletcher Hills 35; Clairemont Quad 52; Loma Square 19; Metropolitan 12; Mission Square 23; Pacific Plaza 42; Serra Mesa 23; Spring Valley 27; Escondido Square 19; Midtown Plaza 16; Oceanside Shopping 21; Plaza of The Four Flags 41.
Neighborhood Shopping Areas-Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cajon; Del Mar; Cardiff; Encinitas; Coronado.

Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mission Valley(122)	4	Mont. Ward, May Co., Bullock's, Sak's Fifth Ave.
College Grove Center(85)	6	Walker Scott, JCPenney, Mervyn's, J.J. Newberry
Clairmont Sq.(86)	7	Walker Scott
Grossmont Ctr.(134)	12	Broadway, Buffum's, Bullock's, Montgomery Ward
Chula Vista(38)	10	Broadway, JCPenney, Sears
Parkway Plaza(114)	15	Sears, May Co.
Mira Mesa Mall(75)	15	Walker Scott, J.J. Newberry
Fashion Valley(140)	4	Robinson's, JCPenney, Buffum's, Nordstrom, Broadway, Neiman Marcus
South Bay Plaza(50)	5	Fedco, Walker Scott
Escondido Vil.(51)	30	Walker Scott, Sears
Plaza Camino Real(140)	30	May Co., JCPenney, Broadway, Sears
University Towne Center(145)	12	Broadway, Sears, Robinson's
La Jolla Village Square(79)	11	Bullock's, Wilshire, May Co.
Plaza Bonita(117)	10	Mont. Ward, JCPenney, May Co., Mervyn's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Nightly & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-Broadway 5; Walker Scott 14; Sears 6; Montgomery Ward 4; JCPenney 9; May Co. 5; Robinson's 2; Buffum's 2; Bullock's; Bullocks Wilshire; Mervyn's 6.
Discount Stores-Fedco; Gemco 6; Jetco; K mart 11; Price Club 3; Target 8.
Variety Stores-Woolworth 6; Cornet 10; Rasco 8; Newberry 4; TG&Y 14.
Chain Drug Stores-Drug King 2; Thrifty 33; Long's 16; Drug Mart 2; Sav-On 19.
Chain Supermarkets-Safeway 45; Mayfair 5; Lucky (dba Food Basket & Gemco) 29; Alpha Beta 26; Big Bear 29; Von's 28; Jurgensen's 2; 7-Eleven Stores 199; Corner Foods 3; Circle K 2; U-Tot-Em 38; Laviclo's Deli-Mkt. 15; Ralph's 14; Albertson's.
Other Chain Stores-Harris & Frank 3; Mode O'Day 4; Adorable Dress Shop; Anita Shops 3; National Dollar; Eastman Kodak; Standard Brand Paints 3; Lerner's 4; Thom McAn 7; Firestone 11; Goodrich Pep Boys 4; Singer Co. 7; Glidden; Kinney's Shoes 11; Goodyear 12; Karl's Shoes 4; Hartfield 5; Zale Jewelers 6; S&H Green Stamps; C. H. Baker (shoes); Dorman's (auto supplies) 16; Flagg Bros. 3; Frazee's Paints 13; Gallenkamp 7; Golden State Fabrics 6; Handyman (lawn & garden) 9; Highlander (men's) 7; J. Jessop Jewelers 8; Lane Bryant 2; Lawson Jewelers 6; Leeds (shoes) 8; Marsis (women's) 7; McMahan's Furn. 5; Sak's Fifth Ave. 2; San Diego Glass & Paint 17; Schiller Jewelers 3; Scotty's TV; Streicher's Shoes 11; United Furn. 5; Universal Boot 11; Western Auto 4; Boise Cascade (lumber & supplies) 8; Joseph Magnin; Radio Shack 31; Ortho Mattress 5; Checker Auto 16; Builder's Emporium 5; Oshman's 3.

14 - NEWSPAPERS: TRIBUNE (e) 121,670; UNION (m) 220,301; (S) 349,961; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Walter Moore, Display Mgr., UNION and TRIBUNE, 350 Camino de la Reina, San Diego, CA 92108; Tel. (619) 299-3131.
National Representative: Sawyer-Ferguson-Walker.
TRANSCRIPT (m-mon to fri) 8,196; sworn May 4, 1984.
Local Contact for Advertising and Merchandising Data: Robert L. Miller, Dir. Nat'l. Adv., TRANSCRIPT, 2131 Third Ave., San Diego, CA 92101; Tel. (619) 232-4381.
National Representative: None.

SAN FRANCISCO

1 - LOCATION: San Francisco County and the City of San Francisco are co-extensive (In San Francisco PMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Financial and insurance, mining, agriculture, electronics and wholesale center.

2 - TRANSPORTATION: Railroads-Amtrak; Bay Area Rapid Transit (Subway); Southern Pacific; Santa Fe; Western Pacific; Northwestern Pacific.
Motor Freight Carriers-100.
Steamship Lines-200.
Intercity Bus Lines-AC Transit; Calif-Nevada Golden Tours; Trailways; Eastshore; Falcon; Franciscal; Gateway; Golden Gate Transit; Greyhound; Northgate Transit, Suntrans.
Airlines-Air California; Air Canada; Alaska; American; Braniff; British Airways; CAAC; CP Air; China Airlines; Condor; Continental; Delta; Eastern; Frontier Horizon; Hawaiian Airlines; Japan Airlines; LTU International Airlines; Lufthansa; Mexicana; Northwest; PSA; Pan Am; Philippine Airlines; Qantas; Republic; Singapore; Southwest; Sun Country Airlines; TWA; United; USAir; Western; Air National; Cargolux Airlines International; DHL Airlines; Evergreen International; Flying Tiger; IASCO; Interstate Airlines; Gold Coast Airline; Deverian Airways; Peninsula Air; Orion Air; Pacific Coast Airlines; SFO Helicopter; Westair Commuter; Wings West Airlines.

3 - POPULATION:
City/County 80 Cen. 678,974; Loc. Est. 719,638
CZ-ABC: (80) 757,493; (84) 746,500
Bal. in PMA-ABC: (80) 4,489,029; (84) 4,759,700
Total PMA-ABC: (80) 5,246,522; (84) 5,506,200
PMSA 80 Cen. 1,490,090; Loc. Est. 1,570,892
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 298,957; Loc. Est. 324,540
CZ-ABC: (80) 326,028; (84) 323,800
Bal. in PMA-ABC: (80) 1,669,593; (84) 1,776,400
Total PMA-ABC: (80) 1,995,621; (84) 2,100,200
PMSA 80 Cen. 612,880; Loc. Est. 662,380

5 - BANKS	NUMBER	DEPOSITS
Commercial	72	$40,061,473,000
Savings & Loan	24	$7,751,964,000

6 - PASSENGER AUTOS: County 304,800

7 - ELECTRIC METERS: Residence PMSA 1,371,147

8 - GAS METERS: Residence PMSA 1,189,639

9 - PRINCIPAL INDUSTRIES: (San Francisco PMSA) Industry, No. Wage Earners-Construction 71,700; Manufacturing 190,600; Food Prod. 28,100; Textile Prod. & Apparel 15,600; Paper 5,300; Printing & Pub. 21,800; Chemical Prod. 15,300; Petroleum 11,600; Rubber & Plastics 3,500; Leather 400; Lumber 1,800; Furniture 3,500; Stone 6,100; Metal, inc. Fabrication 27,000; Machinery 15,300; Electrical 18,300; Transportation Equip. 7,300; Instruments 5,900; Utilities & Transportation 126,700; Wholesale & Retail Trade 358,800; Finance, Insurance & Real Estate 153,500; Services 373,800; Gov't-Federal 66,100; State & Local 217,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: (San Francisco) Central Business District boundaries est. 1955; bounded on the north by Van Ness Avenue, Ellis St., Leavenworth, Bush, Stockton, California, Kearny & Pacific; on the east by the Embarcadero; on the south by Howard Street, and the west by 11th Street, Market and Van Ness.
Principal Shopping Center-9 blocks on Market St.; 1st to 9th Sts.; and a triangular area composed by Sutter, Market and Mason Streets including 15 blocks of stores and offices.
Stores Open Sundays: All major department stores; Regional shopping centers; most Food stores.

PMSA Regional Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfair, San Leandro	NA	Macy's, Mont. Ward
Broadway, Walnut Creek	NA	Emporium-Capwell, JCPenney
Contra Costa(17) Pleasant Hill(34)	NA	Mont. Ward
Country E. Mall(55) Antioch(21)	NA	JCPenney, Sears Mervyn's, Mont. Ward
Eastmont(82) Oakland	NA	JCPenney, Mervyn's
El Cerrito Plz.(50) El Cerrito(7)	NA	Emporium-Capwell
Fashion Island(70) San Mateo	NA	Bullock's, JCPenney, Mont. Ward
Fremont Fashion(21) Ctr., Fremont(30)	NA	Emporium-Capwell
Fremont Hub, Fremont(30)	NA	Mont. Ward, Mervyn's
Hillsdale San Mateo	NA	Macy's, Sears, Nordstrom's, Emporium-Capwell
Hilltop, Richmond	NA	JCPenney, Macy's, Emporium Capwell
Newpark Mall Newark	NA	Macy's, Sears
Northgate San Rafael	NA	Emporium-Capwell, Sears
Serramonte(132) Daly City	NA	Macy's, Mervyn's, Mont. Ward
South Shore Ctr., Alameda	NA	JCPenney, Mervyn's
Southland(125) Hayward	NA	JCPenney, Sears,
Stoneridge(185) Pleasanton	NA	Emporium-Capwell, JCPenney, Macy's
Stonestown(89) San Francisco	NA	Emporium-Capwell
Sun Valley(140) Concord	NA	Macy's, JCPenney, Emporium-Capwell
Tanforan(125) San Bruno	NA	JCPenney, Sears, Emporium-Capwell
West Lake Daly City	NA	JCPenney

13 - RETAIL OUTLETS: Department, Specialty & Discount Stores- PMSA-Bullock's 3; Emporium-Capwell 13; Gemco 6; K mart 11; Macy's 13; Mervyn's 11; Montgomery Ward 8; JCPenney 15; Sears 8; Livingston's 13; Saks Fifth Avenue 2; I. Magnin 7; J. Magnin 7; Neiman Marcus; Nordstrom's 2.

Chain Drug Stores-PMSA-Long's 28; Merrill's 6; Payless 19; Pay'n Save 6; Thrifty 27; Walgreens 21.

Chain Supermarkets-PMSA-Safeway 93; Lucky 73; Alpha Beta 21; Cala-QFI 22; Albertson's 4; Consumer's Co-op 10; Petrini's 8; Fry's 11; Brentwood 5.

Other Retail Outlets-PMSA-Women's Clothing: Maison Mendesolle, Barra of Italy, Casual Corner, Gucci, Lane Bryant, Lanz, Lerner Shops, The Limited; Men's Clothing: Alfred Dunhill, Brooks Bros., Bullock & Jones, Cable Car Clothiers-Robert Kirk, Grodin's, Custom Shop, I. Press; Men's & Women's Clothing: Hastings', The Peddler, The Gap; Shoes: Bally, Chandler, Burt's, Florsheim, Thayer McNeill, Frank More, Gallenkamp, Kinney Kushin, Thom McAnn, Nunn-Bush, Pappagallo, Regal; Misc.: Pacific Stereo, Good Guys, Computerland, B. Dalton, Crown Books, Weidenbooks, Wing's Jewelry, Shreve's, Granat Bros., Tiffany & Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 539,450; EXAMINER (s-mon to fri) 152,321; EXAMINER & CHRONICLE (S) 706,150; (m-sat) 490,784; (e-sat) 119,989; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Ralph Hanes, Adv. Dir., San Francisco Newspaper Agency, 925 Mission St., San Francisco, CA 94103; Tel (415) 777-5700.

National Representative: Sawyer-Ferguson-Walker.

SAN GABRIEL VALLEY

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina); 20 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Union Pacific.

Intercity Bus Lines-Southern Calif. Rapid Transit.

Airlines-Ontario Int'l Airport, 20 mi. E of San Gabriel Valley, has 14 major Carriers: American, Air Calif., Continental, PSA, TWA, United, Western, Republic, Alaska; Eastern, America West, Delta, Muse, Sunworld.

3 - POPULATION:
Cities 80 Cen. 263,315; Loc. Est. 288,381
CZ-ABC: (80) 422,855; (84) 442,700
RTZ-ABC: (80) 249,657; (84) 252,200
County/PMSA: 80 Cen. 7,477,657; Loc. Est. 7,963,441
City & RTZ-ABC: (80) 672,512; (84) 694,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 94,805; Loc. Est. 92,944
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
CZ-ABC: (80) 126,963; (84) 134,300
RTZ-ABC: (80) 79,277; (84) 80,900
City RTZ-ABC: (80) 206,240; (84) 215,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm	72	N.A.
Savings & Loan	39	N.A.

6 - PASSENGER AUTOS: County 4,169,102

7 - ELECTRIC METERS: Residence 233,000

8 - GAS METERS: Residence 232,200

9 - PRINCIPAL INDUSTRIES: Brewing; Dairy Processing, Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prod.; Airplane Parts; Air & Space Electronics; Heating & Air. Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.

Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Azuza; Baldwin Park; Covina; Glendora; La Puente.

Major Shopping Centers-Eastland; Fashion Plaza; West Covina; Foothill Center; Azusa; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte; Mayflower, Puente Hills Mall; Five Points; Ross Plaza; Puente Hill East.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13 - RETAIL OUTLETS: Department Stores-May Co., Broadway 2; Sears 2; JCPenney 6; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's 3.

Discount Stores-Oles; Gemco; Zody's 3; K mart 3; Roberts, Ross 2; Target 2.

Variety Stores-Newberry; TG&Y 6.

Chain Drug Stores-Thrifty 10; Sav-On 11; Long's 4; Clarks 5; Rose 2; San Gabriel Phcy.; SupeRx.

Chain Supermarkets-Alpha Beta 20; Lucky 7; Gemco 2; Ralph's 5; Safeway 2; Albertson's 3; Hughs; Boys Mkt.; Vons 12; Stater Bros. 6; Smiths Foodking 4.

Other Chain Stores-Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Mark C. Bloom, Krager Auto 4; Furniture: Barker Bros., Beals, Wickes, Carpet Town, Levitz McMahan, R.B. Furniture; Jewelry: Gaylord, Kay's, Lawson's, Le Roys, Lbr. Hdw.: Angels, Bielecs, Builder's Emporium, National Lumber 2, Ole's Home Center, Pick's, Standard Brand Paints; Mens & Women's Apparel: Anders, Desmond's, Harris & Frank, Hartfield's, Richmond Bros.; Shoes: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees.

14 - NEWSPAPERS: TRIBUNE (m-mon to fri) 61,502; (S) 81,172; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Wm. Parker, Ret. Adv. Mgr., TRIBUNE, PO Box 1259, Covina, CA 91722; Tel. (213) 962-8811.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

SAN JOSE

1 - LOCATION: Santa Clara County (PMSA). E&P Map B-5, County Seat. Manufacturing, research and development, and agricultural center. SE of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific (freight only).

Motor Freight Carriers-1,008.

Intercity Bus Lines-Greyhound; Peerless.

Airlines Air California; Alaska; Airborne Express; Republic; Continental; PSA; United; Western; American; TWA; Pacific Coast; West Air; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 629,546; Loc. Est. 670,787
CZ-ABC: (80) 1,078,709; (84) 1,145,900
Bal. in PMA-ABC: (80) 216,362; (84) 223,400
County/PMSA 80 Cen. 1,295,071; Loc. Est. 1,383,225
Total PMA-ABC: (80) 1,295,071; (84) 1,369,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 211,935; Loc. Est. 232,271
County/PMSA 80 Cen. 458,519; Loc. Est. 501,583
CZ-ABC: (80) 378,770; (84) 397,300
Bal.in PMA-ABC: (80) 79,749; (84) 82,200
Total PMA-ABC: (80) 458,519; (84) 479,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	270	N.A.
Savings & Loan	177	$5,053,116,000

6 - PASSENGER AUTOS: County 844,359

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 270,000 (Durable 243,100; Non-durable 26,900); Trade 136,000; Services 172,200; Government 78,700; Construction 24,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-87; Summer 49-93; Fall 44-81; Winter 31-70.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Principal Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almaden Plaza(49)	5	Service Merchandise, Emporium-Cupwell
Capitol Sq.(34)	4	Walgreens, Montgomery Ward
Eastridge(145)	5	Emporium-Cupwell, Macy's, JCPenney, Sears
Oakridge Mall(115)	6	Bullock's, Macy's, Mont. Ward
Princeton Plz (50)	6	BrentWood Mkt., Mervyn's
Prune Yard(75)	5	all specialty
San Antonio(66)	NA	JCPenney, Sears, Mervyn's
Stanford(124)	NA	Emporium-Cupwell, Macy's, Sak's Fifth Avenue
Stevens Creek Plaza(13)	4	I. Magnin, Emporium-Cupwell
Sunnyvale Town Center(109)	NA	Mont. Ward, Macy's
Town & Country Village(111)	4	all specialty
Valico Fashion Park(132)	NA	JCPenney, Sears, Emporium-Cupwell
Valley Fair(49)	4	Macy's, Payless
Westgate(62)	7	JCPenney, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept.-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Macy's; Emporium-Cupwell; Sears; Mervyn's; Bullocks; Catalogue Sales; Best Products; Consumers Dist. Co.; Service Merchandise Co.

Discount Stores-Marshall's; Ross Stores; Gemco; K mart; Zody's.

Variety Stores-Jolly 5-10; TG&Y; Woolworth.

Chain Drug Stores-Payless 7; Thrifty 14; Drug King 2; Walgreens 8; Sav-On 6; Bill's Drugs 3; Longs 12.

Chain Supermarkets-Safeway 36; Lucky 25; Fry's 11; Dick's 3; PW Supermarkets 6; 7-Eleven 106; Food Fair 4; Albertson's 4; Food Villa 7; Brentwood 10; Nob Hill 9; Alpha Beta 25; Lincoln Lane 2; Manor Market 2.

Other Chain Stores-Auto: Firestone, Grand Auto, Kragen Auto; Ice Cream: Breslers 33 Flavors, Farrells, See's, Baskin-Robbins, Swenson's, Dairy Belle, Foster Freeze, Shaw's; Jewelers: Gensler-Lee, Zale's, Shreve & Co., Proctor's, Crescent Jewelers; Paints: Fuller, Pittsburgh, Sherwin-Williams, Monwear, Kelly-Moore, Glidden, Standard Brands; Shoes: Thom McAn, Thayer McNeil, Gallenkamps, Kinney's, Leed's, C.H. Baker, Becks Red Wing, Stride Rite, Buster Brown, Florsheim; Mens Wear: Nat'l. Shirt Shops, Grodin's, Smith's, Shirt Works, Richman's; Clothing: Hastings, Lerner Shops, House of Nine, Saks Fifth Avenue, I. Magnin, Joe Magnin, Livingston's, Frederick's of Hollywood, Lane Bryant, Foxmoor Casuals; Misc: Sherman Clay (music), Breuner's, Levitz Ortho Mattress, S. Christian of Copenhagen, RB Furniture, House of Fabrics, S&H Green Stamps, Blue Chip Stamps, Singer Co.

14 - NEWSPAPERS: MERCURY-NEWS (all day-mon to fri) 245,868; (m-sat) 233,470; (S) 298,797 Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Robert C. Williamson, Display Adv. Dir., Tom Hausler, Nat'l Adv. Sales Mgr., MERCURY-NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 920-5000.

National Representative: Knight-Ridder Newspaper Sales.

SAN LUIS OBISPO

1 - LOCATION: San Luis Obispo County, E&P Map C-6, County Seat. Located halfway between Los Angeles and San Francisco, 8 mi. from Pacific Ocean. Railroad division point. On U.S. Hwy. 101 and State Hwy. 1. Trading center for agricultural area.

2 - TRANSPORTATION: Railroads-Southern Pacific.

Intercity Bus Lines-Greyhound.

Motor Freight Carriers-2.

Airlines-Swift-Aire.

3 - POPULATION:
Corp. City 80 Cen. 34,252; Loc. Est. 40,654
CZ-ABC: (80) 34,252; (84) 36,700
RTZ-ABC: (80) 121,183; (84) 144,800
County 80 Cen. 155,345; Loc. Est. 172,881
City & RTZ-ABC: (80) 155,435; (84) 181,500

4 - HOUSEHOLDS:
City 80 Cen. 13,670; Loc. Est. 15,397
County 80 Cen. 58,171; Loc. Est. 66,451
CZ-ABC: (80) 13,670; (84) 14,800
RTZ-ABC: (80) 44,534; (84) 53,800
City & RTZ-ABC: (80) 58,204; (84) 68,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	$265,000,000
Savings & Loan	10	$245,000,000

6 - PASSENGER AUTOS: County 91,455

7 - ELECTRIC METERS: Residence 52,400

8 - GAS METERS: Residence, Active 39,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture, Forestry, Fishing 2,800; Construction 3,000; Manufacturing 2,500; Government 13,450; Colleges 2,100; Trans., Communications, Utilities 3,000; Trade 12,550; Services 9,800; Financial, Real Estate, Insurance 1,750.

Principal Industrial Pay Days-Railroad, 10th 25th; Hwy. Dept & Oil, 1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3. Last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Retail trade area San Luis Obispo County and environs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Sq.(14)	1	William's Bros. Mkt., Rileys, McMahans Furn.
Foothill Plz.(15)	1	Thrifty Drug, Lucky
Madonna Plz.(35)	1	Beno's, Sears, Lucky, Thrifty Drug, Radio Shack
Santa Maria Town Center(87)	NA	Sears, Thom McAn, Radio Shack, Gottschalks
Santa Maria Shopping Center(27)	NA	JCPenney, Pic 'N Save Cornet
Broadway Plaza(6)	NA	Mont. Ward, Safeway
Pepper Tree Plaza	NA	Thrifty, Grand Auto
Stowell Ctr.(50)	NA	McMahan's Furn.
Atascadero	NA	Sprouse-Reitz, Rasco's
Paso Robles	NA	Sears (catalog), Coast-to-Coast
Morro Plaza(14)	NA	Williams Bros., Western Auto, Mont.Ward
Arroyo Grande	NA	Rasco, Lucky Mkt., Thrifty Drug, Payless Drug
Five Cities(19)	NA	Sears, Safeway
Los Osos	NA	Williams Bros., Thrifty Drug

Principal Shopping Days-Thur. & Sat.

Stores Open Evenings-Thur.; Food-every night.

13 - RETAIL OUTLETS: Department Stores-Rileys; JCPenney; Beno's; Montgomery Ward (catalog); Gottschalks.

Variety Stores-Coast-to-Coast; Cook's; F.S. Rasco; TG&Y; Sprouse-Reitz; Cornet.

Discount Stores-Beno's; Pic 'N Save; Carpeteria.

Chain Drug Stores-Rexall; Thrifty Drug 2; ADX; Payless.

Chain Supermarkets-Safeway 5; Williams Bros. 7; Lucky Mkts. 4; Jiff 10.

Other Chain Stores-Firestone; Frazee Paints; Singer Co.; McMahan (furniture); Fuller Paint &

Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Ardan; Pacific Stereo; Radio Shack.

14 - NEWSPAPERS: TELEGRAM-TRIBUNE (e-mon to fri; m-sat) 26,719; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steven R. Owens, Adv. Dir., TELEGRAM-TRIBUNE, 1321 Johnson Ave.,PO Box 112, San Luis Obispo, CA 93406; Tel. (805) 543-1901.
National Representative: Papert Companies.

SAN MATEO

1 - LOCATION: San Mateo County. (In San Francisco PMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-60.
Intercity Bus Lines-Pacific Greyhound; Sam Trans.
Airlines-Served by San Francisco Airport (7 mi. N)

3 - POPULATION:
Corp. City 80 Cen. 77,640; Loc. Est. 80,899
CZ-ABC: (80) 182,035; (84) 189,000
RTZ-ABC: (80) 358,839; (84) 367,900
County 80 Cen. 588,164; Loc. Est. 617,102
PMSA 80 Cen. 1,490,090; Loc. Est. 1,507,892
City & RTZ-ABC: (80) 540,874; (84) 556,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,855; Loc. Est. 35,390
County 80 Cen. 225,479; Loc. Est. 242,245
PMSA 80 Cen. 612,880; Loc. Est. 662,380
CZ-ABC: (80) 74,726; (84) 78,100
RTZ-ABC: (80) 135,280; (84) 140,200
City & RTZ-ABC: (80) 210,006; (84) 218,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$3,201,763,000
Savings & Loan	27	$3,187,184,000

6 - PASSENGER AUTOS: County 421,514.

7 - ELECTRIC METERS: Residence 33,597.

8 - GAS METERS: Residence 28,707.

9 - PRINCIPAL INDUSTRIES: Industry-Flower Growing & Shipping; Printing; Feed; Precision Instruments; Transportation - Airlines; Tourism; Lumber & Lumber Prod.; Manufacturing Plants; Producing Furniture; Chemicals & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Corporate Offices; Hotels-Motels; Sales offices & warehousing (distr. ctrs.); Light Industry; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prod.; Drugs; Paint; Wine; Clothing; Food; Utilities & Sanitary Services.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75; First killing frost, Dec. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Center, El Camino to Edison St.; 33rd to 36th Ave.; Concar Center, 19th & Delaware; Borel Square, 19th & El Camino; Fashion Island Center, Mariners Island Blvd. & Hwy. 92.
Neighborhood Shopping Centers-25th Ave. and El Camino Real; Hillsdale and El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurelwood Center; Hillsdale Bld. & Highway 92.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur. & Fri., Some open 6 nights and Sundays.

13 - RETAIL OUTLETS: Department Stores-Levy Bros.; Sears; JCPenney; Macy's; Emporium; Montgomery Ward; Consumer Distribution; Bullocks, Liberty House; Mervyn's; Nordstrum's.
Discount Stores-Cost Plus; PayLess; K mart.
Variety Stores-Newberry; Woolworth; Sprouse Reitz; Ben Franklin.
Chain Drug Stores-Walgreens; Thrifty Drug King; Long's; PayLess; Bill's Drugs.
Chain Supermarkets: Safeway 15; Lucky 6; Alpha Beta 2; QFI 5; Petrinis 4; Albertson's.
Other Chain Stores-Clothing: Roos-Atkins, Hastings, Schneider's; Women's Apparel: Joseph Magnin, Stuart's, Dixon's, Ann Lee, House of 9, Reed's Millinery, I. Magnin, Livingston's, Casual Corner; Auto Supplies: Macy's, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Store, Scherba Auto, J.C. Penney, U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNiel, C.H. Baker, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Others: Frank Newman, Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zale, Kay Jewelers, Ellingson's, Darcy's, House of Fabrics, Granat Bros., Breuner's Furn., Sloan's, Handyman, R. & B. Furn., Brooks Cameras, Grodins, Rochester Big & Tall.

14 - NEWSPAPERS: TIMES and NEWS LEADER (e) 48,719; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Harold Badgett, Nat. Adv. Mgr., TIMES and NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4437.
National Representatives: Gannett Newspaper Advertising Sales; Long & Associates.

SAN PEDRO

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA),E&P Map D-8. 25 mi. S of Los Angeles, on Pacific Ocean. San Pedro Harbor is one of the world's largest man-made harbors; also known as Los Angeles Harbor.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific Ry.; U.P. Ry.; Harbor Beltline.
Motor Freight-176 (cargos for ships).
Steamship Lines-53 Passenger; 121 Freight. (All Major Lines).
Intercity Bus Lines-Rapid Transit.
Airlines-Served by Los Angeles International, Long Beach and Torrance Municipal Airports.

3 - POPULATION:
City 80 Cen. 62,108; Loc. Est. 70,161
CZ-ABC: (80) 64,311; (84) 66,500
RTZ-ABC: (80) 30,806; (84) 31,800
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
City & RTZ-ABC: (80) 95,117; (84) 98,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,785; Loc. Est. 25,785
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
CZ-ABC: (80) 24,425; (84) 25,500
RTZ-ABC: (80) 9,613; (84) 10,000
City & RTZ-ABC: (80) 34,038; (84) 35,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm	11	$294,874,000
Savings & Loan	9	$580,170,000

6 - PASSENGER AUTOS: County 4,169,102.

7 - ELECTRIC METERS: Residence 34,905.

8 - GAS METERS: Residence 29,351.

9 - PRINCIPAL INDUSTRIES: Shipping & Allied Businesses; Wholesale Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Kelp Prod.; Rock Prod.; Can Factories.
Principal Pay Days-Fri. and 1st of the month.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-62; Smog free.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.
Neighborhood Shopping Centers-8th & Weymouth; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shopping Center; Pacific View Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weymouth Corner	2	Pirozzi's
1st & Bandini	2	McCowans
South Shores	3	Lucky Market
Harbor Hts.	3	Sears Surplus
Park Plaza	3	Newberry, Von's, Sav-On
Harbor Village(32)	NA	
Ports 'O Call Village(75)	NA	
Whaler's Wharf	NA	Hickory Farms
Western Plaza	NA	
Westmont Plaza	NA	Lucky Market
Garden Ctr.	NA	Thrifty Drugs
Tarragona Plaza	NA	Market Basket
Pacific View	NA	Von's

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Newberry 2.
Chain Supermarkets-Safeway; Pacific Central; McCowan's 3; Pirozzi's Market; Von's 2; Lucky 2; Market Basket; 7-Eleven 3.
Other Chain Stores-Gallenkamps (Shoes); Western Auto; Goodyear; Firestone; Singer Co.

14 - NEWSPAPERS: NEWS-PILOT (e) 14,489; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Milton Bess, Adv. Mgr., NEWS-PILOT, 362 Seventh St.; PO Box 191, San Pedro, CA 90733; Tel. (213) 832-0221.
National Representative: Sawyer-Ferguson-Walker.

SAN RAFAEL

See MARIN COUNTY

SANTA ANA

See ORANGE COUNTY

SANTA BARBARA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. County Seat. Residential; educational; design & research; medical center; resort. NW Southern California; 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Fransisco. Univ. of California (Santa Barbara campus-16,753 students).

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-United; American; Imperial; Sunaire; Dash Air; Pacific Express; Connectaire; Pacific Coast.

3 - POPULATION:
Corp. City 80 Cen. 74,452; Loc. Est. 83,185
CZ-ABC: (80) 166,909; (84) 176,100
RTZ-ABC: (80) 131,785; (84) 141,300
County/MSA 80 Cen. 298,660; Loc. Est. 326,534
City & RTZ-ABC: (80) 298,694; (84) 317,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,578; Loc. Est. 36,730
County/MSA 80 Cen. 109,343; Loc. Est. 121,878
CZ-ABC: (80) 65,097; (84) 69,300
RTZ-ABC: (80) 44,218; (84) 48,000
City & RTZ-ABC: (80) 109,315; (84) 117,300

5 - BANKS	NUMBER	DEPOSITS
Commercial (MSA)	76	$1,801,500,000
(Corp. City)	34	$726,155,000
Sav. & Loan (MSA)	52	$1,649,100,000
(Corp. City)	24	$777,910,000

6 - PASSENGER AUTOS: County 183,955.

7 - ELECTRIC METERS: 39,712.

8 - GAS METERS: 28,344.

9 - PRINCIPAL INDUSTRIES: (Metro-County) Industry, No. of Wage Earners-Agriculture 7,900; Mining 1,400; Construction 4,300; Manufacturing 18,600; Transp., Comm. and Util. 5,300; Whole and Ret. Trade 29,300; Fin. Ins. and Real Est. 3,200 ; Services 34,700; Government 20,600.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on State St. and LaCumbre Plaza.
Neighborhood Shopping Centers-6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area; 5 Points, north edge of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta Ctr.	NA	Alpha Beta
Calle Real(58)	NA	Smith's Food King, Long's Drugs
Cliff Drive(19)	NA	Smith's Food King
Fairview	NA	Safeway, Thrifty
Five Pts.(27)	NA	Thrifty Drug, Kinney's, Big 5 Sporting Goods, Smith's Food King
Coast Village	NA	Von's
La Cumbre Pl.(64)	NA	Von's, Sears, Robinson's
Loreta Plaza(25)	NA	Albertson's
Magnolia(30)	NA	Smith's Food King
Milpas(7)	NA	Smith's Food King
Mission-Creek(23)	NA	Alpha Beta
Montecito Vlg.(50)	NA	Montecito Grocery
Montecito Vlg. South(14)	NA	Tweeds & Weeds
Plaza del Sol	NA	Pierre La Fond
Turnpike(13)	NA	Von's, Sav-On Drugs
University Vlg.	NA	Thrifty, Smith's Food King

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Akron; JCPenney; Robinson's; Sears; I. Magnin; K mart.
Variety Stores-Cornet; Newberry; TG&Y 4; Woolworth.
Chain Drug Stores-Rexall 8; Sav-On; Thrifty 5; Long's 2.
Chain Supermarkets-Alpha Beta; Smith's Food King 7; Safeway 3; Santa Cruz 2, Albertson's; Von's 3.
Other Chain Stores-Clothing: Miller's Outpost, Korb's, Harris & Frank, Lerners, I. Magnin, Silverwood's; Jewelry: Gensler-Lee, Zale's, B.D. Howes, Slavicks; Shoes: Florsheim, Thayer McNeil, Jarman, Kinney, Leeds, Mandel's, Thom McAn; Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Western Auto.

14 - NEWSPAPERS: NEWS-PRESS (e) 47,319; (S) 53,945; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peter G. Kezios, Adv. Dir., NEWS-PRESS, De La Guerra Plaza; Drawer NN, Santa Barbara, CA 93102; Tel. (805) 966-3911.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANTA CRUZ

1 - LOCATION: Santa Cruz County (PMSA). E&P Map B-5. County Seat. Residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco, 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Peerless; Pacific Greyhound; California Tours; Santa Cruz Metro.

3 - POPULATION:
Corp. City 80 Cen. 41,483; Loc. Est. 49,187
CZ-ABC: (80) 77,815; (84) 89,300
RTZ-ABC: (80) 62,229; (84) 75,800
County/PMSA 80 Cen. 188,141; Loc. Est. 206,030
City & RTZ-ABC: (80) 140,444; (84) 165,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,617; Loc. Est. 20,323
County/PMSA 80 Cen. 71,793; Loc. Est. 80,545
CZ-ABC: (80) 32,401; (84) 37,600
RTZ-ABC: (80) 23,422; (84) 28,900
City & RTZ-ABC: (80) 55,823; (84) 66,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,015,456,000
Savings & Loan	13	$573,979,000

6 - PASSENGER AUTOS: County 113,778.

7 - ELECTRIC METERS: County 82,449.

8 - GAS METERS: County 56,967.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Farm, Food 1,500 ($375); Lumber 350 ($425); Mfg. 10,250 ($375), Electronics 4,100 ($425); Construction 1,090 ($425); Mining 100 ($400); Food Processing 1,200 ($300).
Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 22. Last killing frost, Feb. 23.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Pacific Garden Mall, 1 on Locust, 1 on Cathcart, 1 on Walnut, 6 on Front; Regional Shopping Center: Capitola Mall-Kings Plaza-41st Avenue.
Neighborhood Shopping Centers-Linda Vista Subd.; Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Seabright; Opal Cliffs; El Rancho, 38th Ave. & Portola; Rancho Del Mar, Aptos; Kings Village, Scotts Village, Scotts Valley, Felton Fair; Deerpark Center, Aptos; Soquel.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Garden Mall	NA	Leask's, Ford's
Opal Cliffs(12)	3	Opal Cliffs, Food Ctr.
Linda Vista(17)	1	Linda Vista Mkt.
East Santa Cruz(30)	1	Eberts
King's Plaza(24)	5	Alpha Beta, Thrifty
Rancho Del Mar(50)	8	Safeway, Leask's
King's Village(48)	6	MacDonald's Foods
East Cliff Village(13)	2	DeLuxe Foods, Crown Drug
San Lorenzo Park Plaza(6)	NA	Albertson's, Long's Drug
Capitola Mall(47)	5	Sears, Mervyn's
Scotts Village(21)	6	Long's, Safeway
Soquel Ave.(5)	NA	Thrifty Drug, Alpha Beta
Felton Fair(11)	6	Safeway, Thrifty
Deer Park Center	8	DeLuxe Foods
Almar(9)	NA	Safeway, TG&Y
Soquel(26)	5	K mart, Safeway

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.

Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Leask's; Sears; Ebert's; Mervyn's; Ford's.
Variety Stores-Woolworth; Ben Franklin; Palm; Sprouse Reitz; TG&Y.
Discount Stores-Super Auto Store; Consumers Distributing; Kragen's; Liquor Barn; K mart.
Chain Drug Stores-Horsnyder Rexall; Palm Rexall; Long's 3; Thrifty 3; Village Rexall; Crown Rexall.
Chain Supermarkets-Safeway 6; Red & White 4; Lucky; Albertson's 2; Alpha Beta 2; Nob Hill.
Other Chain Stores-MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Montgomery Ward (catalog); Sears; Firestone; Goodyear 2; McMahon's Furniture; Coast-to-Coast; B. Dalton Bookseller; Foxmoor; Hickory Farms; House Fabrics; Kinney's Shoes; Keepsake Diamonds; Radio Shack 3; Thom McAn; Zale's Jewelers; Color Tile; Musicland; Pacific Stereo; Record Factory; JCPenney (catalog); Kragen's 3; Gallenkamp's; Orchard Supply Hardware; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 28,166; (S) 30,867; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Norman L. Powell, Dir., Mktg./Sales, SENTINEL, 207 Church St., Santa Cruz, CA 95060; Tel. (408) 423-4242.
National Representative: Branham/Newspaper Sales.

SANTA MARIA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Manufacturing, agriculture and military. NASA Space Center, in NW part of Los Angeles, 271 mi. S. of San Francisco.

2 - TRANSPORTATION: Railroads-Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.
Motor Freight Carriers-7.
Intercity Bus Lines-Pacific Greyhound; Central Coast Bus Lines.
Airlines-Wings West; Sun Airelines; Aire.

3 - POPULATION:
Corp. City 80 Cen. 39,685; Loc. Est. 46,183
CZ-ABC: (80) 61,134; (84) 66,000
RTZ-ABC: (80) 94,998; (84) 104,500
County/MSA 80 Cen. 298,660; Loc. Est. 326,530
City & RTZ-ABC: (80) 156,132; (84) 170,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,040; Loc. Est. 16,921
County/MSA 80 Cen. 109,343; Loc. Est. 121,878
CZ-ABC: (80) 20,787; (84) 22,700
RTZ-ABC: (80) 33,346; (84) 37,100
City & RTZ-ABC: (80) 54,133; (84) 59,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 183,955

7 - ELECTRIC METERS: Residence 26,353

8 - GAS METERS: Residence 13,903

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar 330 ($195); Oil 699 ($300); Food Processing 2,205 (N.A.); Prod. Mfg. 725 ($220); Defense Installation 10,201 ($380); Cable Mfg. 200 ($300); Electrical Sub Station & Components 150 ($300).
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26. Last killing frost, Jan. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 3 on Blosser; 3 in Oak Knolls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Santa Maria(3)	NA	Lucky Mkt., JCPenney, Thrifty
Williams Ctr.(2)	NA	Williams Bros. Mkt., Parson's Drug
Broadway Pl.(2)	NA	Sav-On, Mont. Ward
Oak Knolls(8)	NA	Safeway, Coronet
Blosser Strip(3)	NA	Riviera, Londons Furn., Wellenkamp Furn.
Afco Ctr.(2)	NA	Handyman, Williams Bros. Mkt.
K mart(2)	NA	K mart
Santa Maria Town Center Mall(72)	NA	Gottschalk's, Sears
Stowell Center(1)	NA	McMahan's

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-JCPenney; Montgomery Ward; K mart; Sears; Sav-On Drugs; Long's Drugs; Handyman (5 nights); Downtown Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Haslams; Bryant & Trott; Fashion Center; Montgomery Ward; K mart; Alpha Beta; Gottschalk's.
Variety Stores-Gemco.
Chain Drug Stores-Rexall 2; Thrifty 2; Parsons; Sav-On; Long's Drug.
Chain Supermarkets-Safeway; Williams Bros. 10; Lucky 3.
Other Chain Stores-Firestone; Goodyear; McMahan's (furniture); Mode O'Day; Holser & Bailey; Singer Co.; Goodrich; Thom McAn; Kinney Shoes; Anita Shops; Foxmoor; Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Radio Shack; Pacific Stereo; Casual Corner; Hartfield's; Musicland; Korb's; Bobbie West; Village East; Zale's; Tiffin's Jewelers; Ringmaker's; B. Dalton; Handyman; Ardan Catalog; Consumers Distributing.

14 - NEWSPAPERS: TIMES (e-mon. to fri.) 19,305; (S) 19,423; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Anthony, Adv. Mgr., TIMES, 3200 Skyline Dr., Santa Maria, CA 93454; Tel. (805) 925-2691.
National Representative: Scripps League Newspapers.

SANTA MONICA

1 - LOCATION: Los Angeles County. E&P Map D-7 (In Los Angeles-Long Beach PMSA). On Santa Monica Bay, 17 mi. from Los Angeles. Terminus of Santa Monica Freeway and Pacific Coast Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-300.
Intercity Bus Lines-Santa Monica Municipal; So. Cal. Rapid Transit District; Greyhound.
Airlines-United; American; TWA; Pan Am; Continental; Bonanza; Western.

3 - POPULATION:
Corp. City 80 Cen. 88,314; Loc. Est. 93,760
CZ-ABC: (80) 88,314; (84) 89,000
RTZ-ABC: (80) 205,968; (84) 212,900
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
City & RTZ-ABC: (80) 294,282 (84) 301,900
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,912; Loc. Est. 48,216
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
CZ-ABC: (80) 43,912; (84) 44,700
RTZ-ABC: (80) 91,132; (84) 95,100
City & RTZ-ABC: (80) 135,044 (84) 139,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	55	N.A.
Savings & Loan	61	N.A.

6 - PASSENGER AUTOS: County 4,169,102

7 - ELECTRIC METERS: Residence 38,675

8 - GAS METERS: Residence 34,119

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 30,400; Service 34,400; Gov't. 29,500; Others 21,000; Trade (wholesale & retail) 26,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 60-68; Winter 49-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Santa Monica Place 1 blk, 3 levels.
Neighborhood Shopping Centers-14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
14th & Wilshire	1	Von's
Lincoln & Ocean Pk.	2	Luckys
Rancho Park	4	May Co.
Century Sq.(80)	7	J. Magnin Jr., Gelsons Mkt., Bullock's
Fox Hills(135)	6	Broadway, May Co., JCPenney
Marina(42)	4	Boys, Safeway, Von's
Brentwood(34)	2	Book Nook
Westland(12)	4	May Co., Von's, Drug King
Santa Monica(163)	0	Broadway, Robinson
Culver Ctr.(7)	5	JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Every night; Food-Most stores open every night.
Stores Open Sundays-Food, Sears, JCPenney, Broadway, May Co.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Henshey's; Campbells; May Co.; Broadway; Bullocks; Robinsons.
Variety Stores-Woolworth; Newberry's 2; Mall Mart.
Chain Drug Stores-Drug King 4; Thrifty 2; Savon Drugs 5; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.
Chain Supermarkets-Alpha Beta 2; Boys Mkt. 3; Albertson's; Food King 2; Hughes 5; Lucky's 4; Market Basket 4; Ralphs 3; Royal; Safeway 10; Thriftimart 3; Von's 3; Westward Ho 3; V&S 2; Grocery Warehouse 1.
Other Chain Stores-Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4.

14 - NEWSPAPERS: EVENING OUTLOOK (e) 26,444; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Marsee, Display Adv. Mgr., EVENING OUTLOOK, 1920 Colorado Ave., Box 590, Santa Monica, CA 90404; Tel. (213) 829-6811.
National Representatives: Sawyer-Ferguson-Walker Co.

SANTA PAULA

1 - LOCATION: Ventura County. (In Oxnard-Ventura PMSA). E&P Map D-7. Residential and agricultural center. 65 mi. N of Los Angeles, 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacific Freight Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Charter Service. Scheduled commercial service at Oxnard, 17 miles.

3 - POPULATION:
City 80 Cen. 20,552; Loc. Est. 22,757
County/PMSA 80 Cen. 529,839; Loc. Est. 569,825
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,849; Loc. Est. 7,611
County/PMSA 80 Cen. 173,254; Loc. Est. 190,358

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$68,000,000
Savings & Loan	2	$62,000,000

6 - PASSENGER AUTOS: County 320,937

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 6,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture 6,420 ($168); Oil Drilling, Pumping and Processing 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Processing; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta No. 204(12)	NA	Alpha Beta, Coronet
Santa Paula	NA	Thrifty Drug, Beno's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri., Shopping Centers, every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Santa Paula Store.
Variety Stores-Coronet; Gilbert's; Beno's.
Chain Drug Stores-Thrifty; Cauch's 3.
Chain Supermarkets-Alpha Beta; Safeway; Santa Paula Supermarket; Stop 'N Shop.
Other Chain Stores-Western Auto; Firestone; Mode O'Day; Chief Auto; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 2,196; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Don Johnson, Pub., CHRONICLE, 116 N. 10th St., Santa Paula, CA 93060; Tel. (805) 525-5555.
National Representative: None.

SANTA ROSA

1 - LOCATION: Sonoma County. (In Santa Rosa-Petaluma PMSA). E&P Map B-4. County Seat. Agriculture, poultry, dairy center. Manufacturing, food processing and distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State Hwys.

2 - TRANSPORTATION: Railroads-Northwestern Pacific; Petaluma-Santa Rosa R.R.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Golden Gate.
Airlines-West Air Commuter.

3 - POPULATION:
Corp. City 80 Cen. 83,205; Loc. Est. 91,700
CZ-ABC: (80) 128,608; (84) 152,400
RTZ-ABC: (80) 294,077; (84) 338,900
County/PMSA 80 Cen. 299,827; Loc. Est. 326,594
City & RTZ-ABC: (80) 422,485; (84) 491,300

4 - HOUSEHOLDS:
City 80 Cen. 33,800; Loc. Est. 37,379
County/PMSA 80 Cen. 114,523; Loc. Est. 127,794
CZ-ABC: (80) 50,931; (84) 61,000
RTZ-ABC: (80) 111,255; (84) 129,600
City & RTZ-ABC: (80) 162,185; (84) 190,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	25	N.A.

6 - PASSENGER AUTOS: County 183,380

7 - ELECTRIC METERS: County Residence 231,425 (gas and electricity combined)

8 - GAS METERS: County Residence 231,425 (gas and electricity combined)

9 - PRINCIPAL INDUSTRIES: County-Mining 600; Construction 3,900; Manufacturing: Durable 11,200, Non-Durable 5,000; Transportation & Utilities 4,500; Trade: Retail 20,200, Wholesale 3,800; Finance, Ins., Real Estate 6,400; Services 21,700; Government 20,100; Other Non-Agricultural 10,500; Agriculture 4,600.
Principal Pay Days-Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.
Neighborhood Shopping Centers-Large centers, about 180 stores, Montgomery Village; Montgomery Drive and Farmers Lane, 80 Stores; Town & Country, 15 stores at end of McDonald Ave.; Roseland, about 10 stores on Sebastopol Road; Flamingo Plaza, about 8 stores, Farmers Lane at Fourth; Mayette, Yulupa and Mayetta, about 15 stores; Larkfield, on Highway 101-N., about 10 stores; St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Alpha Beta Plaza, Farmers Lane at Bennett Valley Rd., 23 stores; Annadel Shopping Center, Yulupa Ave., 6 stores.
Regional Shopping Centers-Coddingtown, Hwy 101 at Steele Lane, enclosed mall, 100 tenants; Santa Rosa Plaza, downtown, enclosed mall, 120 tenants.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Department Stores, Food about 50% open every night.
Open Sunday-Discount, department and most food stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Rosenbergs; White House; JCPenney; The Emporium; Mervyn's; Macy's 2.
Discount Stores-K mart; Ross.
Variety Stores-Sprouse Reitz; TG&Y.
Chain Drug Stores-Thrifty 2; Long's 2; Bill's 7; Payless.
Chain Supermarkets-Safeway 4; Lucky 2; Albertson's 2; A&B 3; Alpha Beta 2; Farmer's Market; Petrini; Raley's 2.
Other Chain Stores-General Tire; Goodrich; Singer Co.; Smith's Shoes 3; Kinney Shoes; Leeds Shoes; McPhail Appliances; Sherwin-Williams; Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Hickory Farms; Breuners Home Furnishings; Cousins Furniture; New York Fabrics; Standard Brand Paint; Zale's; Grodins; Millers Outpost; Lerners; Waldenbooks; Thom McAn; Gallenkamps; House of Almonds; Whitehall Jewelers; Radio Shack.

14 - NEWSPAPERS: PRESS-DEMOCRAT (e-mon to fri) 71,264; (S) 79,376; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Judy Bello, Natl. Adv. Mgr., PRESS-DEMOCRAT, 427 Mendocino Ave., Santa Rosa, CA 95402; Tel. (707) 546-2020.
National Representative: Sawyer-Ferguson-Walker.

SIMI VALLEY

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. 30 mi. from Los Angeles, 10 mi. from San Fernando Valley.

2 - TRANSPORTATION: Railroads-Southern Pacif-

ic (freight only).
Motor Freight Carriers-11; 1 local.
Bus Lines-Local system with a connection to Los Angeles; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 77,500; Loc. Est. 81,997
County/PMSA 80 Cen. 529,899; Loc. Est. 569,825
CZ-ABC: (80) 77,500; (84) 86,300
RTZ-ABC: (80) 12,605; (84) 17,300
City & RTZ-ABC: (80) 90,105; (84) 103,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,036; Loc. Est. 23,060
County/PMSA 80 Cen. 173,254; Loc. Est. 190,358
CZ-ABC: (80) 22,036; (84) 24,800
RTZ-ABC: (80) 3,856; (84) 5,300
City & RTZ-ABC: (80) 25,892; (84) 30,100

5 - BANKS	NUMBER	DEPOSITS
Savings	17	$160,885,000
Savings & Loan	8	$152,731,000

6 - PASSENGER AUTOS: County 320,937

7 - ELECTRIC METERS: Residence 22,332

8 - GAS METERS: Residnece 24,174

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 10,282; Transportation 1,254; Communications, Public Utilities 1,226; Construction 2,680; Retail Trade 6,035; Health Services 1,999; Educational Services 2,735.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Number of stores. Location-Larwin Square 34, Los Angeles Ave.; Mervyn's Center 23, Cochran (1 block off Los Angeles Ave.); Cedar Plaza 12, Los Angeles Ave.; Alpine Village 27, Tapo, between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Sycamore; Ralphs Center 13, Los Angeles Ave. & Erringer; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore; Sycamore Plaza 42, Cochran & Sycamore; Griffin Center 20, Cochran & Tapo.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Larwin Square(23)	3	Builders Emporium, Thriftymart, Big 5
Tapo(29)	2	Von's, Pic & Save, Sears Discount
Cedar Plaza	2	General Store, Baskin Robbins
Mervyn's	1	Mervyn's, Sav-On
Gemco(21)	1	Gemco
Oaks	10	Broadway, Robinsons, JCPenney, May Co., Bullocks
Mall	10	Sears, Von's
Sycamore Plaza(2)	NA	Miller's Outpost, Albertson
Griffin Plaza	2	Lucky, Long's Drug

Principal Shopping Days-Wed., Thur., Fri., Sun.
Stores Open Evenings-Shopping Centers: every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Mervyn's.
Variety Stores-K mart, Gemco.
Chain Drug Stores-Sav-On; Thrifty; Long's.
Chain Food Stores-Ralph's; Food Barn; Alpha Beta; Von's; Lucky; Albertson.
Other Chain Stores-Firestone; Mark C. Bloome; Builders Emporium; Lumber City; Pep Boys; Trak Auto; Kragen.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 14,766; (S) 15,192; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard L. Penrod, Adv. Mgr., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211.
National Representative: Papert Companies.

SONORA

1 - LOCATION: Tuolumne County. E&P Map C-4. County Seat. 40 mi. N of Yosemite. 120 mi. E of San Francisco on State Hwys. 108, 120 & 149.

2 - TRANSPORTATION: Railroads-Sierra.
Intercity Bus Lines-Greyhound.
Airlines-Nu-West; Alexander-Sierra.
Motor Freight Carriers-5.

3 - POPULATION:
City 80 Cen. 3,239; Loc. Est. 3,529
County 80 Cen. 33,920; Loc. Est. 36,377

4 - HOUSEHOLDS:
City 80 Cen. 1,292; Loc. Est. 1,091
County 80 Cen. 12,668; Loc. Est. 14,093

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$120,021,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 20,195

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Lumber 2,000 ($350); Trade 530 ($250); Government ($280); Mining 209 ($220); Service 329 ($240); Utilities 150 ($200).
Principal Industrial Pay Days-5th and 25th.

10 - CLIMATE: Min. & Max. temp.-Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Washington and Stewart Sts.
Neighborhood Shopping Centers-Mono 'Highway E of Sonora; Stockton Rd. W of Sonora; Groveland; Jamestown; Twain Harte; Columbia; Tuolumne; Pinecrest; Willow Springs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foster Bros.(9)		Mont. Ward, Savemart Mkt.
Hales & Symons(4)		Sears, Safeway
Junction(35)	NA	K mart, Long's, Lucky, JCPenney
Plaza(19)		Thrifty Drug, Save Mart, Payless

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Some stores Fri.; Food every evening and Sundays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Nine; Value Giant; Mark Twain.
Variety Stores-Sprouse Reitz.
Discount Stores-Payless; Long's; K mart.
Chain Drug Stores-Thrifty; Bertelli's; Bob's Pharmacy.
Chain Supermarkets-Savemart 2; Safeway; Super Save; EZ Mart 2; Don Quick; Lucky.
Other Chain Stores-Foster Freeze; Red & White 3; General Store.

14 - NEWSPAPERS: UNION DEMOCRAT (e-mon to fri) 9,600; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel. (209) 532-7151.
National Representative: None.

SOUTH BAY

See TORRANCE

SOUTH GATE

See HUNTINGTON PARK

SOUTH LAKE TAHOE

1 - LOCATION: El Dorado County. (In Sacramento MSA). E&P Map C-4. Lake Tahoe on Highway 50; 110 mi. from Sacramento at Nevada-California Stateline.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Graylines; L. T. R. Stage Lines; S.T.A.G.E. (City Bus Line).
Airlines-Air Cal; Pacific Express.
Motor Freight Carriers-Delta Lines; Mayflower; South Tahoe Moving and Storage (Bekins).

3 - POPULATION:
Corp. City 80 Cen. 20,681; Loc. Est. 26,588
County 80 Cen. 85,812; Loc. Est. 98,518
MSA 80 Cen. 1,099,814; Loc. Est. 1,206,733

4 - HOUSEHOLDS:
City 80 Cen. 9,004; Loc. Est. 12,794
County 80 Cen. 32,505; Loc. Est. 38,281
MSA 80 Cen. 416,356; Loc. Est. 467,827

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	11	$120,476,000
Savings & Loan	8	$984,655,000

6 - PASSENGER AUTOS: County 51,790

7 - ELECTRIC METERS: (City) 20,000

8 - GAS METERS: (City) 10,500

9 - PRINCIPAL INDUSTRIES: Tourism, year-round recreation, 5 major ski areas, 312 motels & hotels (6,800 units); Gaming. Nevada area: construction, real estate, mining.

10 - CLIMATE: Avg. Temp.-Summer 65; Winter 26-40. Snow, Dec. thru April.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers
Lampson Plaza, Alpine, Tahoe Center 11 stores; Tahoe Valley 36 stores; Kingsbury 68 stores; Round Hill Mall 46 stores; Elk Point 19 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Al Tahoe(10)	NA	PayLess Drug, Lucky Mkt.
Crescent V(25)	NA	J. Magnin, Lawrence's, Raley's Drug
Tahoe South Y(26)	NA	K mart, Raley's Drug

13 - RETAIL OUTLETS: Department Stores-Lawrence's; J. Magnin; Carson Furniture; Raley's 2; K mart; The Outdoorsman; Outfitter.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Shelley's 3; Payless; Thrifty; Raleys 2.
Chain Supermarkets-Safeway 3; Inks; Raley's 2; Luckys.
Other Chain Stores-Montgomery Ward (Catalog & Appliance); Sears (Catalog & Appliance); Grand Auto; Firestone; Handy Andy.

14 - NEWSPAPERS: TAHOE TRIBUNE (e-mon to fri) 9,673; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Lynn Randolph, Adv. Dir., TAHOE TRIBUNE, 3079 Harrison Ave.; PO Box 1358, South Lake Tahoe, CA 95705; Tel. (916) 541-3880.
National Representative: None.

STOCKTON

1 - LOCATION: San Joaquin County (MSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 80 mi. from San Francisco on 580; 354 mi. from Los Angeles on I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific/Missouri; Pacific Western Div.; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).
Motor Freight Carriers-38 Common; 90 Contract.
Freight Steamship Lines-23.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Federal Express; Frontier; Inland Empire; Pacific Express.

3 - POPULATION:
Corp. City 80 Cen. 149,779; Loc. Est. 167,886
CZ-ABC: (80) 182,854; (84) 205,400
Bal. in PMA-ABC: (80) 164,488; (84) 172,000
County/MSA 80 Cen. 347,342; Loc. Est. 389,672
Total PMA-ABC: (80) 347,342; (84) 377,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,742; Loc. Est. 64,558
County/MSA 80 Cen. 136,000; Loc. Est. 143,483
CZ-ABC: (80) 67,777; (84) 76,800
Bal. in PMA-ABC: (80) 56,849; (84) 59,900
Total PMA-ABC: (80) 124,626; (83) 136,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,225,195,626
Savings & Loan	12	$6,445,979,000

6 - PASSENGER AUTOS: County 192,413

7 - ELECTRIC METERS: Residence(City Zone) 88,726

8 - GAS METERS: Residence(City Zone)85,780

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage EarnersManufacturing: Food & Kindred Products 6,900; Paper, Printing & Pubiishing 1,400; Misc. Nondurable Goods 1,700; Lumber & Wood Products 2,000; Fabricated Metal Products 900; Machinery 800; Electrical Equip. 1,500; Transportation Equip. 800; Misc. Durable Goods 2,400; Mining 100; Construction 4,300; Transportation & Pub. Utilities 7,600; Wholesale & Retail Trade 26,900; Fin., Ins. & Real Estate 6,200; Services 24,600; Government: Federal 5,300; State & Local 22,000.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. Spring 46-73; Summer 60-93; Fall 50-77; Winter 39-55. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: Downtown Shopping Area-consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.
Neighborhood Shopping Centers- Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Herding Way; Charter Way from El Dorado to Grant; Marengo Ctr., Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Mall, (Regional Shopping Centers); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Ln. & West Ln.; St. Mark's Plaza, March Lane & Venetian; Colonial Plaza, I-5 & Hammer Lane; Venetian Bridges, March Lane & Venetian.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Ave.	2	Lucky Store
Charter Way	2	Safeway
Wilson Way	2	Food Bank, Payless
Lincoln Center	5	Don Quick, Food Bank, Payless, Campbell's
Lincoln Village West	5	Don Quick
Mayfair	4	Savemart
Weberstown	4	Sears, Weinstock's
Sherwood Mall	4	Macy's, Montgomery Ward
Sherwood Plaza	5	K mart
Parkwoods	6	Sibs Mkt.
Hammer Lane	6	Alpha Beta
Venetian Square	5	Frys
Yosemite	2	Trojlas Dept., A&L Mkt.
Waterloo Rd.	3	Builders Emporium, Giant Food,
Venetian Gardens	5	Alpha Beta
College Sq.	5	Mervyn's
Hammer Ranch	5	Long's
Hammertown	7	Zody's, Ole's
Quail Lakes Plaza	5	Longs, Food Bank
Colonial Plaza	7	Fry's, Grossman
St. Mark's Plaza	5	Alpha Beta
Venetian Bridges	5	Marshall's
Pacific/Hammer	5	Orchard Supply, Breuners

Principal Shopping Days-Department Stores: Thur., Fri., Sat. & Sun.
Stores Open Evenings-Downtown Thur.; Weberstown-Sherwood Mall Mon. through Fri.; Pacific Ave. Mon., Thur.; Lincoln Village Mon. and Thur.
Stores Open Sundays-Major grocers; dept. & discount: Macy's, Weinstock's, Montgomery Ward, Sears, Breuner's, Payless, K mart, JCPenney, Mervyn's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Weinstock's; Montgomery Ward; Sears; Dry Goods Stores; Rosenthal's; Brown & Mahin 2; Troglia's 2; Furniture Stores; Breuner's; Cousin's, N. Sweet, Acme, Capital, Great Western; Cousin's; R B Furn.; Thornton House.
Discount Stores-K mart 2; Gemco; Payless 2; Angel's; Long's; Zody's; Marshalls.
Variety Stores-Kress; Newberry.
Chain Drug Stores-Thrifty 3; Payless 2; Green Bros. 3; Long's 2; Ethical Pharmacy.
Chain Supermarkets-Alpha Beta 2; Centro Mart 10; Quik Stop 4; Sib's 3; Lucky; Save-mart 3; Safeway 5; Segarini's 5; Gemco; 7-Eleven 3; Don Quick 9; K mart 2; Food Bank 3; Fry Markets 3; New Deal 2.
Other Chain Stores-Shoes, Gallenkamp, Leed's 2; Women's Wear: Lerner's, Park Lane Hosiery; Auto Supply: Goodyear 2, Firestone 2, Grand Auto 2, Big Brake, Roddy's, Chief Auto Parts, Kragen Auto. Mervyn's, Best Dept. Store, Winston Tire, Big-O Tires; Others: Big 5 Sporting Goods, Builders Emporium, Federated Group, Grossmans, Orchard Supply, Lumberjack.

14 - NEWSPAPERS: RECORD (e-mon to fri) 52,160; (m-sat) 51,010; (S) 53,706; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob West, Nat'l. Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel. (209) 943-6397.
National Representative: Gannett Newspaper Advertising Sales.

TAFT

1 - LOCATION: Kern County (In Bakersfield MSA). E&P Map C-6. 133 mi. NW of Los Angeles; 290 mi. SE of San Francisco. On U.S. Hwy. 33.

2 - TRANSPORTATION: Railroads-Sunset.
Bus Line-Foster Transp. to Bakersfield.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 5,316; Loc. Est. 6,259

County/MSA 80 Cen. 403,089; Loc. Est. 442,800

4 - HOUSEHOLDS:
City 80 Cen. 2,096; Loc. Est. 2,435
County/MSA 80 Cen. 139,811; Loc. Est. 157,219

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$78,000,000
Savings & Loan	2	$32,500,000

6 - PASSENGER AUTOS: County 212,209

7 - ELECTRIC METERS: County 5,997

8 - GAS METERS: County 5,585

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Avg. Wkly. Wage) Oil 4,950 ($380).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost, Dec. 28. Last killing frost, Jan. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Center & some Downtown.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vic's; Weldons; Marty's; Helen's Shoppe; Lee's Shoe Palace; Word of Faith Book Store.
Variety Stores-TG&Y; Kirkpatrick Bros.; Bonanza 88¢.; Discount Mart.
Chain Drug Stores-Safeway.
Chain Supermarkets-West Side; Safeway; 11-C; Hall Mart.
Other Chain Stores-Mode O'Day; Goodyear; TG&Y; Safeway Drug Center; Sears (catalog); Montgomery Ward (catalog); Beno's; Coast-to-Coast.

14 - NEWSPAPERS: MIDWAY DRILLER (e-mon to fri) 4,155; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Glen C. Hagstrom, Adv. Dir., MIDWAY DRILLER, 800 Center St., PO Box 2, Taft, CA 93268; Tel. (805) 763-3171.
National Representative: None.

THOUSAND OAKS

1 - LOCATION: Ventura County. E&P Map D-7 (In Oxnard-Ventura PMSA). 43 mi. W of Los Angeles, 396 mi. S of San Francisco. On U.S. Hwy. 101, State Highway 23; Hq. for Northrop-Ventura Science Mfg.; North American Aviation Science Center. Home of California Lutheran College; Summer training camp for Dallas Cowboys.

2 - TRANSPORTATION: Airlines-Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft; Los Angeles International Airport (55 mi.); Camarillo Airport in Camarillo (8 mi.).
Bus Lines-Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.
Railroads-Southern Pacific and Santa Fe in Camarillo (8 mi.).
Shipping Ports-Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.
Truckliines-California Motor Express; Consolidated Freightways; United Parcel; Pacific Motor Trucking; Leeway Motor Freight, and other major trucklines.

3 - POPULATION:
Corp. City 80 Cen. 77,797; Loc. Est. 82,311
PMA-ABC: (80) 125,886; (84) 142,400
County/PMSA 80 Cen. 529,899; Loc. Est. 569,825
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 26,112; Loc. Est. 28,479
County/PMSA 80 Cen. 173,254; Loc. Est. 190,358
PMA-ABC: (80) 40,684; (84) 46,400

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$160,000,000
Savings & Loan	18	$230,000,000

6 - PASSENGER AUTOS: County 320,937
7 - ELECTRIC METERS: Residence 33,555
8 - GAS METERS: Residence 33,300
9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Electronic Components; Aircraft and Missile Components 1,015; Defence Systems; Plastic Prods.; Computers 1,325; Steel 230; Insurance 1,520; Medical Center 800; Hospital 423; Education 1,775; Science Center 420; Publishing 302; Total No. of Wage Earners 237,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-The Oaks Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Agoura Meadows(12)	8	Sav-On, Vons
Albertson's Plz.(10)	6	
Alpha Beta Ctr.(8)	NA	Alpha Beta
Big Oaks(18)	NA	
Casa Conejo(14)	6	Daisy Farm Mkt.
Conejo Plaza(13)	NA	Autoworld
Conejo Valley(17)	NA	Sav-on Drug, Ralph's
County Line Ctr.	NA	
E and K Center	NA	
El Cid(8)	NA	Computerland
Evergreens Plz(12)	NA	Saro's Leather
Glen Oaks(10)	NA	
Heritage Plz.(12)	NA	
Janss Mall(40)	NA	Vons, Thrifty Drug
K mart Ctr.(8)	NA	K mart
Kanan Plz.(20)	8	
Kanan Village	8	
L and K Ctr.(4)	NA	
La Siesta(13)	NA	
Newbury Sq(10)	6	
North Oaks Pl.(8)	NA	Dairy Queen
Oak View Plaza(20)	NA	
Old Town(22)	NA	
Palm Plaza(27)	NA	
Park Oaks(36)	NA	Safeway, Radio Shack
Park Plaza(24)	NA	
Skyline Plz.(10)	NA	Magic Chef Pantry
Sun Plaza(135)	NA	
The Oaks(146)	NA	Broadway, JCPenney, May Co.
Olive Grove(100)	NA	Dinner Theatre
Twin Oaks Plz.(12)	NA	Thrifty Drug, Safeway
Ventu Park Ctr.(8)	5	Hughes
Village Ct.(9)	NA	
Village Glen(23)	NA	
Village Sq.(27)	NA	Safeway, Liquor Barn
Vogue Plaza(16)	NA	
Wendy-Kimber Plaza(20)	6	
Westlake Business Park	NA	
Westlake Hills Plaza(40)	NA	Thrifty Drug, Ralph's
Westlake Plz.(44)	NA	Safeway

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Broadway; May Co.; Robinson's; JCPenney; Marshalls; Ross; Bullocks.
Variety Stores-Sprouse Reitz.
Discount Stores-K mart.
Chain Drug Stores-Thrifty; Safeway; Guild; Sav-On; All Med.; Clark's; Rexall; CVS.
Chain Supermarkets-Albertson's; Alpha Beta; Von's; Safeway; Thriftmart; K&G Mkts.; Ralphs; Hughes.
Other Chain Stores-Rug Crafters; Hairstyling & Nail Co.; Le Monaco's; Hansel and Gretel; Earthcraft; Expanding Wall; Paintings of the World; Sunset House; Wallpapers To Go; Wood Factory; Gordon's; J. Herbert Hall; Jade House; Kirk's Jewelers; Murata Pearl; Slavick's; Zale's; Barney's; The Brick Shirt House; Chess King; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jacke Wolfe; Jeans West; Miller's Outpost; Creative Stereo; Gould Music; Musicland; Organ Exchange; Radio Shack; The Wherehouse; Airstep West; Athlete's Foot; Bell Bros. Shoes; Borman Corson Shoes; Buster Brown; Connie's Shoes; Foot Locker; Gallenkamp; Hanover Shoes; Hardy Shoes; Kinney; Leed's; Maling's; Florsheim; Red Cross Shoes; Regal Shoes; The Shoe Affair; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; I Natural Cosmetics; Merlo's Cutlery; Michael's Toys; Moran Drapery; Nails Etc.; National Uniforms; Parklane Hosiery; Pipe Pourri; The Sunglass; Texas Instruments; Vince's Pet Center; Waldenbooks; Casual Corner; Contempo Casuals; Fashion Conspiracy; Foxmoor; KoKo's Fashions; Lanz of Calif.; Lerner's; Motherhood Maternity; Pigeon's; Poppy Seed; Rix Rack; Sandy Lane; Show Off; Size 5-7-9; Standard Brands Paint; Susie's Casuals; Windsor Fashions; RB Furniture; Builder's Emporium Lumber City; Mart Furniture; Mervyn's; Nursery land; Ethan Allen-Traister's; Wetherby Kayse Red Wing Shoes; Merle Norman; Carpeteria; Clot World; Singer.

14 - NEWSPAPERS: NEWS-CHRONICLE (e-mon to fri) 22,904; (S) 23,362; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steve Owens, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel. (805) 496-3211.
National Representative: Papert Companies.

TORRANCE

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7; PMA includes divisions of Torrance and South Bay Cities-Carson; El Segundo; Gardena; Hawthorne; Hermosa Beach; Lawndale; Lomita; Manhattan Beach; Palos Verdes Estates; Rolling Hills Estates, and Redondo Beach. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach. Hwy. 101.

2 - TRANSPORTATION: Railroads-Pass.-Amtrak; Freight-So. Pac., Union Pac., Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Rapid Transit; Greyhound; Torrance and Gardena Municipal.
Airlines-L. A. Intl. Arpt. within PMA. All major lines, domestic & foreign.

3 - POPULATION:
Corp. City 80 Cen. 131,497; Loc. Est. 138,392
PMA-ABC: (80) 641,080; (84) 647,700
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
Demographic Information available from Newspapers. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 50,410; Loc. Est. 53,350
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
PMA-ABC: (80) 236,525; (84) 240,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	149	$3,240,007,000
Savings & Loan	92	$3,178,298,000

6 - PASSENGER AUTOS: County 4,169,102
7 - ELECTRIC METERS: Residence 142,943
8 - GAS METERS: Residence 154,400

9 - PRINCIPAL INDUSTRIES: 432 manufacturing plants. Leading products are: steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equipment, drilling equipment, rubber products, chemicals, aluminum products, research electronics, steel fabrication, home building products and engineering, paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 144,282; Est. Wkly Wage $299.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Village, 8 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Redondo Beach:		
Redondo Vlg.(15)	NA	Sears, SupeRx
Redondo Shopping Center(15)	NA	SupeRx

Scarborough Reports:

The Daily Breeze Median Household Income Ranks;
#1 in California #4 in the Nation

Fact:

The Daily Breeze Audience is the wealthiest in California

Conclusion:

Your money will reach more money with...

Copley LOS ANGELES Newspapers

The Daily Breeze

NEWS & PILOT AND EVENING OUTLOOK

122,898 Sunday Paid Circulation ABC Fas-Fax, 3/31/84
Copley Los Angeles Sales Office (213) 850-0777

Nationally represented by Sawyer/Ferguson/Walker

The Pier(65)	NA	
In Torrance:		
Del Amo Fashion Center(275)	NA	Sears, Broadway, JCPenney, Bullocks, Mont. Ward, Ohrbachs, Robinson's, Target
Old Towne Mall(117)	NA	Fayva Shoes, Radio Shack, Best, K mart, Marshalls
Pacific Plaza(15)	NA	
Rolling Hills(64)	NA	Thrifty Drug, J.J. Newberry
In Palos Verdes:		
Palos Verdes Ctr.	NA	Buffum's, May Co., Bullocks Wilshire, Safeway, Vons, Thrifty Drug
In Manhattan Beach:		
Manhattan Village	NA	Buffum's, Bullocks, Ralph's, Sav-On
Fisherman's Village(40)	NA	
Marina Ctr.(42)	NA	Hallmark, Pier I Imports
Washington Sq.(22)	NA	
In Carson:		
Carson Mall(90)	NA	Broadway, Sears, JCPenney
In Inglewood:		
Crenshaw-Imperial Plaza(45)	NA	Woolworth
Crenshaw-Imperial(32)	NA	Smiths Food, Thrifty Drugs, Boston Stores

Neighborhood Shopping Centers-South Redondo; Hollywood Riviera & South Pacific Coast Hwy. 10 blocks; N Redondo; Artesia Blvd. 6 blocks; E Hermosa; Pacific Coast Hwy., 5 blocks; E Manhattan; Pacific Coast Hwy., 4 blocks; Walteria; Hawthorne Ave., 4 blocks; N Torrance; 190th St., 3 blocks; Southwood; Palos Verdes Blvd., 2 blocks; King Harbor, 4 blocks; Lomita, Pac. Coast Hwy., 9 blocks; Lomita Blvd., 6 blocks; Carson, Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda, Lunada Bay, PV.
Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Department and Food-7 days a week.

13 - RETAIL OUTLETS: Department Stores-May Co. (Redondo Beach, Palos Verdes); The Broadway 5; Bullocks 2; Montgomery Ward 3; Ohrbach's (Torrance); Sears 3; JCPenney 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire; Boston Stores 3.
Discount Stores-The Akron; Zodys 4; ATA; K mart 3; Try-It-Store; Angel's; Simon's; Gemco 3.
Variety Stores-J.J. Newberry 6; Woolworth; Cornet Stores; Kress; Kresge; TG&Y 3; Hermosa 5-10-25¢.
Chain Drug Stores-Thrifty Drug 10; Sav-On 10; Drug King; Clark Drug 3; The Guild 3; Walters; Long's.
Chain Supermarkets-Safeway 18; Lucky 10; Thriftmart 2; Ralph's 9; Foods Co. 5; Von's 7; Mayfair 3; Royal Food; Boy's Market 6; Alpha Beta 10; Hughes 3; Food King 2; Top Valu 4; Albertson's; Jewel T.
Other Chain Stores-Automotive: Firestone 8, Pep Boys 3, Rayco, Surefit, Aamco, Midas, Big Brake, Mobis, Goodyear 6; General Tire, Mark C. Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis; Women's: Sally Shop, Mode O'Day, Hartfield, I. Magnin, Lerners, Judy's, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q, House of Nine, Gale's, Alroe, The Gap, Miss Lori; Men's: Harris & Frank, Silverwoods, Surprise Store, Richman Bros. 2, C&R Clothiers 3, Big N Tall, Eaglesons; Shoes: Gallenkamp's 3, Flagg Bros., Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C.H. Baker 3, Leed's 4, Chandler's, Shoe Stop 2, Innes 2, Kirby's, Berland's, Hudson's 3, Cabot's, Chidren's Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barnett, Florsheim, Hardy, Jarman, Regal; Paint & Hardware: Ole's 2, National Lumber 3, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Rea's 2, Homeowners Emporium 2; Furniture & Carpeting: McMahan's 4, Barker Bros, Moran Draperies, Carpetown, Carpeteria 2, Hub, R-B Furniture 3, Danica, Lee's Bars & Stools, Friendly Furniture, Modern Way 2, Ortho 2, Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furniture 2; Jewelers: Hudson, Zale's, Slavicks, Lawsohns 2, Murata Pearls 2, Star of Siam 3, Weisfields; Miscellaneous: See's Candies 3, Big-5 Sporting Goods, Ostrman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, International House of Pancakes 2, Gloria Marshall Reducing, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co., NIKL Music, Pier 1 Imports, Van de Kamp Bakery 12, Cost Plus Imports.

14 - NEWSPAPERS: THE DAILY BREEZE (e) 88,022; (S) 122,898; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Harpster, Adv. Dir., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel. (213) 540-5511.
National Representative: Sawyer-Ferguson-Walker Co.

TULARE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Centrally located on US Hwys. 99, 63 and State Hwy. 137 in Central San Joaquin Valley. 45 Hwy. mi. S of Fresno; 63 Hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe (freight only).
Motor Freight Carriers-18 Local; 20 Major.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange Belt.
Airlines-Inland; Swift.

3 - POPULATION:
Corp. City 80 Cen. 22,475; Loc. Est. 24,775
CZ-ABC: (80) 26,630; (84) 30,500
RTZ-ABC: (80) 27,164; (84) 29,900
County/MSA 80 Cen. 245,751; Loc. Est. 270,652
City & RTZ-ABC: (80) 53,794; (84) 60,400

4 - HOUSEHOLDS:
City 80 Cen. 7,755; Loc. Est. 8,391
County/MSA 80 Cen. 80,659; Loc. Est. 91,024
CZ-ABC: (80) 9,039; (84) 10,400
RTZ-ABC: (80) 7,620; (84) 8,500
City & RTZ-ABC: (80) 16,659; (84) 18,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 118,023

7 - ELECTRIC METERS: Residence 8,389

8 - GAS METERS: Residence 8,943

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 800 ($200-350); Mfg. 900 ($125-250); Agriculture 800 to 3,000 (unskilled) ($125-$225); (seasonal, skilled) ($125-300); Ag(seas.) ($125 to $300); Ag(year) ($125-300).
Principal Industrial Pay Days- 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-81; Summer 63-93; Fall 51-84; Winter 36-58. First killing frost, Nov. Last killing frost, Feb.

11 - TAP WATER: Neutral, very soft, pure; not fluoridated.

12 - RETAILING: Principal Shopping Center- 10 blocks on K St.; 5 on Tulare St.; 5 on Kern St.
Neighborhood Shopping Centers- Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square, downtown.
Nearby Shopping Centers].

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country Village	2	Thrifty Drug, Alpha Beta, K mart
Mountain View Plaza	2	Longs Drugs, Lucky Supermarket

Principal Shopping Days-Thur., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggett's; Men's Stores; Cave's; Bob Myers; McCourt's; Safarjans; Continental Western Wear; Women's Stores: Vogue, Mari D's; Betty's Apparel.
Discount Stores-Surplus City; K mart.
Chain Drug Stores-Thrifty Drug; Sweet's Drug (McKesson); Hamilton's Pharm. (McKesson); Longs Drugs.
Chain Supermarkets-Alpha Beta; Lucky.
Other Chain Stores-Western Auto; Ace Hardware; Remar's; Lampe Lumber; Goodyear; Mode O'Day; McMahan's Furniture; Mathis & Bolinger; Fisco; Radio Shack; Ernie's Liquor.

14 - NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 8,865; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Nelson, Adv. Dir., ADVANCE-REGISTER, 286 E. Cross Ave.; PO Box 30, Tulare, CA 93275; Tel. (209) 688-0521.
National Representative: Branham/Newspaper Sales.

TURLOCK

1 - LOCATION: Stanislaus County (In Modesto MSA) E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99, 40 mi. S. of Stockton, 300 mi. N. of Los Angeles, 100 mi. S.E. of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific; Tidewater Southern; Santa-Fe.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,291; Loc. Est. 33,145
CZ-ABC: (80) 27,987; (84) 34,500
RTZ-ABC: (80) 33,163; (84) 38,000
County/MSA 80 Cen. 265,902; Loc. Est. 293,972
City & RTZ-ABC: (80) 61,150; (84) 72,500

4 - HOUSEHOLDS:
City 80 Cen. 9,932; Loc. Est. 13,083
County/MSA 80 Cen. 94,674; Loc. Est. 107,127
CZ-ABC: (80) 10,502; (84) 13,100
RTZ-ABC: (80) 10,208; (84) 11,700
City & RTZ-ABC: (80) 20,710; (84) 24,800

5 - BANKS	NUMBER	EST. DEP.
Commerical	10	$251,000,000
Savings & Loan	7	$131,930,000

6 - PASSENGER AUTOS: County 145,279

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,419 (Jan.)-2,833 (Sept.); Gov't. 1,512; Const. 504; Mfg. 934; Transp. 543; Services 1,985; Whls. & Retail Trade 1,841.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main from Lander on the west to Palm on the east, plus one block each way north and south of Main. 120 stores.
Neighborhood Shopping Centers-Canal Center, 6 stores, 1 block on E Canal at Johnson. Valley View Shopping Center, 1 block on Geer Rd., 12 units; Geer Gardens Center, 2 blocks on Geer at Minnesota, 25 units.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., some on Fri.

13 - RETAIL OUTLETS: Department Stores-Turlock Mercantile; JCPenney; Montgomery Ward; McMahan's; Beno's; K mart.
Variety Stores-Woolworth; Sprouse Reitz; Bonanza 88¢.
Chain Drug Stores-Boie's 3; Sav-Mor; Thrifty; Long's.
Chain Supermarkets-Safeway; Liberty 2; National; Richland Mkt.; Buy Way Mkt.; Save Mart; Neal Deal; Lucky Mkt; Turlock Super.
Other Chain Stores-Women's Wear; Mode O'Day; House of Fabrics; Radio Shack; Kragen Auto Supply.

14 - NEWSPAPERS: JOURNAL (e) 9,057; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Vern DeBolt, Adv. Mgr., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.
National Representative: Branham/Newspaper Sales.

UKIAH

1 - LOCATION: Mendocino County. E&P Map B-4. County Seat. 117 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Northwestern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-(Charter): Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

3 - POPULATION:
City 80 Cen. 12,035; Loc. Est. 14,118
County 80 Cen. 66,738; Loc. Est. 73,867
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,668; Loc. Est. 5,065
County 80 Cen. 25,072; Loc. Est. 28,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 35,321

7 - ELECTRIC METERS: County 24,644

8 - GAS METERS: County 5,970

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage) Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct. Last killing frost, mid-March.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown area; Peartree; Deep Valley; Orchard Plaza.
Principal Shopping Days-Thur., Fri.
Nearby Shopping Centers-Yokayo (6 blocks) North State (3 mi.) Food Depot, Wilson Furniture, Mendo Mill & Lbr.; Deep Valley Shpg. Ctr.
Stores Open Evenings-Dept.-Thur.; Food-Nightly.
13 - RETAIL OUTLETS: Variety Stores-Cal's Variety; Ben Franklin.
Discount Stores-Payless.
Chain Drug Stores-Rexall; Medico; Thrifty 2; Long's.
Chain Supermarkets-Yokayo; Farmers; Albertson's; Safeway.
Other Chain Stores-JCPenney; Montgomery Ward; Sears (catalog); Ben Franklin; K mart; Portlock Hdwe.

14 - NEWSPAPERS: JOURNAL (e-mon to fri; S) 9,070; sworn June 3, 1984.
Local Contact for Advertising and Merchandising Data: Wes Little, Mktg. Dir., JOURNAL, 590 S. School St., Ukiah, CA 95482; Tel. (707) 468-0123.
National Representative: Papert Companies.

UPLAND

See ONTARIO

VACAVILLE

1 - LOCATION: Solano County. E & P Map B-4. (In Vallejo-Fairfield-Napa PMSA). 40-45 mi. E of San Francisco; W of Sacramento. Travis AFB.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. N.A.; Loc. Est. N.A.
City of Pub.-ABC (80) 43,367; (84) 55,800
County 80 Cen. 235,203; Loc. Est. 233,682

4 - HOUSEHOLDS:
Corp. City 80 Cen. N.A.; Loc. Est. N.A.
City of Pub.-ABC (80) 14,530; (84) 18,900
County 80 Cen. N.A.; Loc. Est. N.A.

5 - BANKS	NUMBER	DEPOSITS
Commercial	NA	NA
Savings & Loan	NA	NA

6 - PASSENGER AUTOS: County 183,380

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: NA

9 - PRINCIPAL INDUSTRIES: Industry, Agricultural; Plastics; Light Mfg.; Auto; Air Force Base.
Principal Industrial Pay Days-15, 30, 1

10 - CLIMATE: N.A.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Solano Mall; 12 mi.

13 - RETAIL OUTLETS: Department Stores-K mart; Sears; JCPenney.
Chain Drug Stores-Long's.
Chain Supermarkets-Raley; Lucky's; Safeway; Alberton's; Alpha-Beta.
Other Chain Stores-Thrifty; Ross Clothing; Pay Less.

14 - NEWSPAPERS: VACAVILLE REPORTER (mon to fri) 9,637; (S) 10,114; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Larry Barker, 318 Main St.; PO Box 1502, Vacaville, CA 95698; Tel. (707) 448-6401.
National Representative: Papert Companies.

VALLEJO

1 - LOCATION: Solano County. E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

2 - TRANSPORTATION: Railroads-So. Pacific (freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Vallejo Transit; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 80,188; Loc. Est. 86,666
PMA-ABC (80) 241,718; (84) 275,700
County 80 Cen. 235,203; Loc. Est. 253,682
PMSA 80 Cen. 334,402; Loc. Est. 359,691
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,969; Loc. Est. 32,100
County 80 Cen. 80,426; Loc. Est. 89,041
PMSA 80 Cen. 117,050; Loc. Est. 129,139
PMA-ABC: (80) 82,679; (84) 95,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	27	$300,000,000

6 - PASSENGER AUTOS: County 137,224

7 - ELECTRIC METERS: Residence 34,000

8 - GAS METERS: Residence 33,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shipyard 11,000 ($450); General Mills 125 ($375); Construction 150 ($478); Kaiser Ind. 200 ($500); Peter Kiewit Sons 300 ($500).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-65.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Georgia St.; 8 on Tennessee St.; 3 on Virginia St.; 5 on Broadway; 5 on Marin St.; 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solano; 3 on Sonoma and Mini Drive; 3 on Admiral Callaghan Lane.
Regional Shopping Centers-40 stores-Sonoma, Sacramento and Redwood Streets.
Neighborhood Shopping Centers-2 blocks at Sacramento & Gardner; Nebraska and Broadway; Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flemingtowne(10)	2	Vallergas Market
Lynwin Plaza(40)	3	Thrifty Drug, Sears, Consumers Dist., Cresent Jewelers
Rancho Square(6)	5	Safeway
Hilltop(45)	9	Macy's, Capwells, JCPenney
Solano/80(10)	1	Payless, Lucky's
Bway/Tenn.	1	Smiling Sam's Drugs
Tuolumne & Tenn.	2	Market Basket
Springtowne	3	Farmers Mkt.
Solano Mall	14	JCPenney, Mervyn's, Mont. Ward
Sonoma & Serano	2	Longs Drug, Fry's, Mervyn's
Vallajo Corners	4	Gemco

Principal Shopping Days-Sat., Mon., Wed., Fri.
Stores Open Evenings-Food & drug every night; Shopping Centers Mon., Thur., Fri.
13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward.
Discount Stores-Discount Furniture; Thrifty Drug; K mart; Payless; Victory; Self-Service Furn. Co.; Lucky Yard Bird; Mervyn's; Grossmans; Wickes; Color Tile; Rainbow Furn.
Variety Stores-Sprouse Reitz; Smiling Sam's; Kragens; Pic'n Save; Carpeteria; Grossmans.
Chain Drug Stores-Merrill's; Thrifty; Payless; Smiling Sam's; Longs.
Chain Supermarkets-Safeway 4; Vallerga's; Lucky; Farmer's Mkt.; Fry's.
Other Chain Stores-Grand Auto; Breuner's (furn.); Singer Co.; Sherwin-Williams; Firestone; Goodyear; Jay Vee; Cresent Jewelers; Meyers (jewelry); Smith (men's wear); Allen's (shoes); Hardy Shoes; Reeves Shoes; Save-on-Fashions (women's); Baskin-Robbins; Hancock Fabric; Volume Shoes.

14 - NEWSPAPERS: TIMES-HERALD (m) 22,563; (S) 22,864; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Ferguson, Adv. Mgr., TIMES-HERALD and NEWS-CHRONICLE, 500 Maryland St., Vallejo, CA 94590; Tel. (707) 644-4121.
National Representatives: Papert Companies; U.S. Suburban Press, Inc.

VENTURA

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 70 mi. NW of Los Angeles.

2 - TRANSPORTATION: Railroads-So. Pac.
Motor Freight Carriers-6.
Airlines-Wings West; Desert Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 74,474; Loc. Est. 76,188
PMA-ABC: (80) 213,147; (84) 245,900
RTZ-ABC: (80) 316,027; (84) 362,500
County/PMSA 80 Cen. 529,899; Loc. Est. 569,825
Total PMA & RTZ-ABC: (80) 529,174; (84) 608,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 29,197; Loc. Est. 30,957
County/PMSA 80 Cen. 173,254; Loc. Est. 190,358
PMA-ABC: (80) 75,207; (84) 87,500
RTZ-ABC: (80) 97,574; (84) 113,100
Total PMA & RTZ-ABC: (80) 172,781; (84) 200,600

5 - BANKS	NUMBER	DEPOSITS
Savings (City)	9	N.A.
Savings & Loan (Co.)	12	$1,619,434,000

6 - PASSENGER AUTOS: County 320,937

7 - ELECTRIC METERS: Residence 32,140

8 - GAS METERS: Res. & Com'l. 26,554

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Production & Affiliated 2,000; Food Processing 80-150; Garment Mfg. 100.
Principal Industrial Pay Days-Oil Industry, 10th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-92; Summer 51-81; Fall 38-79; Winter 35-80.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Buenaventura Center.
Neighborhood Shopping Centers-6 blocks on N. Ventura Ave.; 5 blocks on Main St.; East End, 6 on Buena Center (5 Points); 15 on Thompson Blvd.; 3 on Ashwood Telegraph; 4 on Buenaventura Ctr.; 2 on Victoria Telegraph; 2 on Victoria Telephone; 1 on Kimball Telegraph.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buenaventura(50)	2	Broadway, JCPenney, Montgomery Ward
East Ventura	2	Sears, Von's, Gemco, Newberry's, Mervyn's
College Square(17)	3	Hope 'N Hagens
Victoria Plaza(8)	4	Safeway, Sav-On, Lumber City, K mart
Victoria Village	4	Ralphs
Kimball	4	Albertson's
Esplanade	9	May Co., Sears, Levitz, Target

Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.
13 - RETAIL OUTLETS: Department Stores-Broadway; Sears; Montgomery Ward; JCPenney, Ventura; Scott's; Mervyn's.
Discount Stores-The Akron; K mart; Pic 'N Save; Zody's; Gemco; Target.
Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Thrifty 2; Drug King; Sav-On; College Drug.
Chain Supermarkets-Safeway; Von's 4; Alpha Beta; Albertson's; Ralph's.
Other Chain Stores-Furniture, Barker Bros., Levitz, R.B., Ortho Mattress, Ethan Allen, McMahan's, Firestone; Goodrich; Singer Co.; Sherwin-Williams; Fuller Paints; Mills Jewelers; See's Candies; Stationer's Corporation; Pic-A-Dilly; Lerner's; Weatherby Kayser; Leed's; Kinney; Radio Shack; Leo's Stereo; Licorice Pizza; Chuck E. Cheese; Grossman's Lumber; Carnation Nutrition Center; Lumber City; Dunn-Edwards; Ole's Home Improvement Centers.

14 - NEWSPAPERS: STAR-FREE PRESS (e) 44,494; (S) 48,192; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Lyon, Ass't. Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93003; Tel. (805) 656-4111.
National Representative: Papert Companies.

VICTORVILLE

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: Railroads-Sante Fe; Union Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Air Service-Apple Valley Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,220; Loc. Est. 15,700
CZ-ABC: (80) 14,220; (84) 15,500
RTZ-ABC: (80) 63,619; (84) 71,600
PMSA 80 Cen. 1,557,080; Loc. Est. 1,724,634
County 80 Cen. 893,157; Loc. Est. 986,049
City & RTZ-ABC: (80) 77,839; (84) 87,100

4 - HOUSEHOLDS:
City 80 Cen. 5,338; Loc. Est. 5,779
County 80 Cen. 308,062; Loc. Est. 348,308
PMSA 80 Cen. 551,081; Loc. Est. 625,351
CZ-ABC: (80) 5,338; (84) 5,900
RTZ-ABC: (80) 22,120; (84) 25,200
City & RTZ-ABC: (80) 27,458; (84) 31,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 488,465

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 67-96; Fall 50-78; Winter 33-57.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores); Hi Desert Plaza; Bear Valley Rd. and Hesperia Rd., Victorville (30 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; TG&Y; K mart; Gemco.
Variety Stores-Gilbert; Sprouse Reitz; Comet Stores.
Chain Drug Stores-Thrifty; Savon.
Chain Food Stores-Safeway; Thriftimart; Von's; Alpha Beta; Stater Bros; Gemco.
Other Chain Stores-Goodyear; Montgomery Ward; Singer; Chief Auto; Anita's; Mode O'Day; Gallenkamp's; Karl's; Builder's Emporium; Pic'n Save; Mark C. Bloom; Winston Tires; Boston Store.

14 - NEWSPAPERS: PRESS (e-mon to fri) 18,481; (S) 19,252; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Howard Griffin, Adv. Mgr., PRESS, PO Box 1389, Victorville, CA 92392; Tel. (619) 245-7744.
National Representative: Storey & Kelly Smith.

VISALIA

1 - LOCATION: Tulare County. (In Visalia-Tulare-Porterville CA MSA). E&P Map D-6. County Seat. Agricultural, manufacturing, and livestock shipping center. On Hwy. 198; 185 mi. to Los Angeles; 225 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills. 130 mi. E of Pacific Ocean.

2 - TRANSPORTATION: Railroads-Freight on S.P., & S.F.; Amtrak; Buses connect.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages.
Motor Freight Carriers-34.
Airlines-Wings West.
Inter City Bus Lines-Visalia City Coach.

3 - POPULATION:
Corp. City 80 Cen. 49,729; Loc. Est. 54,819
CZ-ABC: (80) 49,729; (84) 60,800
RTZ-ABC: (80) 46,607; (84) 51,800
County/MSA 80 Cen. 245,751; Loc. Est. 270,652
City & RTZ-ABC: (80) 96,336; (84) 108,700

4 - HOUSEHOLDS:
City 80 Cen. 18,190; Loc. Est. 19,999
County/MSA 80 Cen. 80,659; Loc. Est. 91,024
CZ-ABC: (80) 18,190; (84) 22,500
RTZ-ABC: (80) 15,168; (84) 16,900
City & RTZ-ABC: (80) 33,358; (84) 39,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$418,864,000
Savings & Loan	11	(incl. above)

6 - PASSENGER AUTOS: County 118,023

7 - ELECTRIC METERS: Residence 17,659

8 - GAS METERS: Residence 16,951

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hourly Wage)-Garment 370 ($6.50); Electronics 530 ($12.04); Woodworking 150 ($5.90); Canning and Processing 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

10 - CLIMATE: Min. & Max. Temp.-Summer 62-98; Winter 35-55.

11 - TAP WATER: Neutral, ranges from soft to medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 3 on Court; 3 on Church St.; Visalia Fair Ctr.; County Center Shopping Center; Sequoia Mall Ctr.
Neighborhood Shopping Centers-Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Visalia Fair(46)	5	JCPenney, Gottschalk's
County Center(15)	4	K mart, Payless Drug, Albertson's
Sequoia Mall(50)	7	McDonalds Dept., Sears, Mervyn's, Long's Drugs
Walnut Plaza	5	Grand Auto, Builders Emporium, Consumers Dist.

Stores Open Evenings-Visalia Fair, 6 nights; Downtown Thur.; Food-Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Don McWilliams; Gottschalks; Mervyn's.
Variety Stores-Woolworth.
Discount Stores-K mart; Gemco; PayLess.
Chain Drug Stores-Long's; Thrifty; Payless; Gemco.
Chain Supermarkets-Youngs 2; Fairway; Best Buy Mkt.; Alpha Beta; Albertson's; Von's.
Other Chain Stores-Nicols Shops (women's); Cal Auto; Crescent Jewelers; Goodyear; Western Auto; Blue Chip Stamps; See's Candy; Leed's Shoes; Carpet Town; Carpeteria; House of Fabrics; Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Builders Emporium; Pep Boys; McMahan's; Sherwin-Williams; Rogers Jewelers; Zale's; Topps & Trouse; Wherehouse; Bobby West; Borman Hallmark; Drapers; Designer Fabrics; Handyman; King Norman Toys; Ardans; Firestone; Wiltshire Paint; Color Tile; Grand Auto; Kragen; Ross.

14 - NEWSPAPERS: TIMES-DELTA (e) 18,935; Mar. 29, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Bennett, Adv. Dir., TIMES-DELTA, 330 N. West St., Visalia, CA 93279; Tel. (209) 734-5821.
National Representative: Sannett Newspaper Advertising Sales.

VISTA

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8, 32 mi. N of San Diego; Agricultural area. On State Hwy. 76 & 78; Interstate 15 & 5.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,834; Loc. Est. 43,241
County/MSA 80 Cen. 1,861,846; Loc. Est. 2,028,506

4 - HOUSEHOLDS:
City 80 Cen. 13,690; Loc. Est. 17,211
County/MSA 80 Cen 670,094; Loc. Est. 748,801

5 - BANKS	NUMBER	EST. DEP.
Commercial (Local)	1	N.A.
Commercial (Br.)	15	N.A.

6 - PASSENGER AUTOS: County 1,090,991

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck; Fruit and Poultry Farming; Light Manufacturing.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vista Broadway	0	Thrifty Drug, Safeway
Vista Plaza I	0	Coronet, Sears, Alpha Beta
Vista Plaza II	0	Sail Drug, Big Bear
Vista Plaza III	NA	Vons, Sav-On Drugs
College Blvd.	1	Sprouse Reitz, Thrifty Drug, Safeway
Plaza Camino Real	5	Sears, Broadway, JCPenney, May Co., Bullock's, Woolworth
Vista Plaza IV	NA	K mart, Sears Broadway, Gemco
Village Mall	9	Sears, Walker Scott

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (m-mon to fri; S) 5,143; Dec. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: James McGlasson, Pub., PRESS, 425 Vista Way, Vista, CA 92083; Tel. (714) 724-7161.
National Representative: U.S. Suburban Press; Landon Associates.

WALNUT CREEK

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-5. Suburban retail trade area. 25 miles E of San Francisco. 17 miles E of Oakland.

2 - TRANSPORTATION: Railroads-Southern Pacific; Bay Area Rapid Transit (BART).
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 53,643; Loc. Est. 62,653
PMSA 80 Cen. 1,762,631; Loc. Est. 1,871,088

County 80 Cen. 657,252; Loc. Est. 701,383
PMA-ABC: (80) 327,584; (84) 357,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,387; Loc. Est. 27,927
County 80 Cen. 241,805; Loc. Est. 263,873
PMSA 80 Cen. 667,626; Loc. Est. 725,530
PMA-ABC: (80) 122,802; (84) 135,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	139	$3,497,303,000
Savings & Loan	104	$2,284,149,000

6 - PASSENGER AUTOS: County 420,473

7 - ELECTRIC METERS: Residence 147,623

8 - GAS METERS: Residence 127,284

9 - PRINCIPAL INDUSTRIES: Industry-Petroleum; Steel; Chemicals; Building Materials; Canned Foods; Instruments; Banking; Photographic Supplies.

10 - CLIMATE: Ann. Max. Temp. 72; Min. 44; Rainfall 15 inches annual average.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(69)	7	Thrifty Drug, Woolworth Levitz, Ross
Contra Costa(15)	4	Mont. Ward, Thrifty Drug
Sun Valley(130)	6	Macy's, JCPenney, Sears, Mervyn's, Emporium-Capwell
Clayton Valley(50)	10	Safeway, Lucky, Long's
Countrywood(38)	NA	McCaulou's Dept., Long's Drugs
Willows(55)	6	Cost Plus
Vineyard(23)	7	McCaulou's, K mart
Broadway(55)	NA	Emporium-Capwell, Bullock's, McCaulou's
County East Mall(50)	7	JCPenney, Sears, Mont. Ward
Crow Canyon Commons(43)	10	Payless, Lucky, Loehmann's Dept. Store

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Sears; Capwell's; Montgomery Ward; Mervyn's.
Discount Stores-K mart; Best; Marshall's; Ross.
Variety Stores-Woolworth.
Chain Drug Stores-Guys; Long's; Payless; Pay 'N Save; Thrifty; Walgreens.
Chain Supermarkets-Farmers; Lucky; Louis; Ralph's; Alpha Beta; Safeway; Park & Shop; Frys; 7-Eleven.
Other Chain Stores-Automobile Accessories: Goodyear, Grand Auto, Firestone; Ladies Apparel: Lane Bryant, Clothes Barn, I. Magnin, J. Magnin, Little Daisy, Casual Corner; Men's Apparel: Smith's, Hastings; Ladies' & Men's Apparel: Grodins; Shoes: Kushins, Florsheim, Gallenkamp, Kinney, Thom McAn, Candy; McFarlands, Sees; Paint: Standard Brands, Kelly-Moore, W.P. Fuller, Sherwin-Williams; Furniture: Breuners, R & B Furniture, Levitz, Travalini, W.J. Sloane; Jewelry: Davidson/Licht, Granat Bros., Zale's, Shreves, Milens; Optical: Jenkel-Davidson, Franklin Phoenix.

14 - NEWSPAPERS: CONTRA COSTA TIMES (m) 80,550; (S) 82,295; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Harvey Hopkins, Natl. Adv. Mgr., CONTRA COSTA TIMES, 2640 Shadelands Dr., Walnut Creek, CA 94598; Tel. (415) 935-2525.
National Representatives: Cresmer, Woodward, O'Mara, & Ormsbee.

WATSONVILLE

1 - LOCATION: Santa Cruz County (In Santa Cruz PMSA). E&P Map B-5. Hub of Pajaro Valley. Agriculture and dairying. 17 mi. from County Seat. 90 mi. from San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Watsonville; Greyhound; Santa Cruz Transit; Salinas Transit.

3 - POPULATION:
Corp. City 80 Cen. 23,662; Loc. Est. 29,014
CZ-ABC: (80) 31,385; (84) 36,900
RTZ-ABC: (80) 28,483; (84) 32,500
County/PMSA 80 Cen.188,141; Loc. Est. 206,030
City & RTZ-ABC: (80) 59,668; (84) 69,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,172; Loc. Est. 9,818
County/PMSA 80 Cen. 71,793; Loc. Est. 80,545
CZ-ABC: (80) 10,508; (84) 12,500
RTZ-ABC: (80) 8,724; (84) 10,100
City & RTZ-ABC: (80) 19,232 (84) 22,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 113,778

7 - ELECTRIC METERS: Residence 11,775

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Food Processing and Packing 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-80; Summer 44-86; Fall 41-90; Winter 30-69. First killing frost, Nov. 22. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not flouridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Main St.
Neighborhood Shopping Centers-N Main St.; E Lake Area; Freedom; Pajaro; Green Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
May Way(5)	1	Freedom Food Ctr.
Town & Country(9)	1	Happy Burro Mkt.
Alta-Vista(20)	2	Pioneer Chicken
Eastlake Vlg.(27)	4	H&H Home Center
Crestview(16)	1	Payless, Tropicana
Pajaro Valley(27)	2	Albertson's, K mart
Rancho Del Mar(50)	8	Safeway
Capitola Mall(47)	15	Mervyn's, Sears
Deer Park(30)	8	Deluxe Foods
Watsonville Square(15)	1	Payless, Nob Hill
Lucky Shopping Center(12)	1	Lucky, Kruegens

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Ford's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Payless; K mart.
Chain Drug Stores-May Way; Long's; Thrifty.
Chain Supermarkets-Lucky Stores; Albertson's; Nob Hill.
Catalog Sales Stores-Montgomery Ward.
Other Chain Stores-Western Auto; Grand Auto; Kragens.

14 - NEWSPAPERS: REGISTER-PAJARONIAN (e) 12,963; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Adv. Dir., REGISTER-PAJARONIAN, 1000 Main St., Watsonville, CA 95076; Tel. (408) 724-0611.
National Representative: Branham/Newspaper Sales.

WHITTIER

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. 14 mi. E of Los Angeles; on Whittier Blvd. at Washington Blvd., E of Rosemead Blvd., extending to Orange County line, & adjoining La Habra; I-605, Freeway N & S at city's westerly line.

2 - TRANSPORTATION: Railroads-Union Pacific and Southern Pacific; Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Cross-Town Suburban; Southern California Rapid Transit District (RTD).
Airlines-At Los Angeles, Long Beach, Ontario and Orange County Airport. Airport Service Transportation to L.A. Int. Airport.

3 - POPULATION:
Corp. City 80 Cen. 68,872; Loc. Est. 71,610
CZ-ABC: (80) 83,536; (84) 83,200
RTZ-ABC: (80) 258,945; (84) 271,100
County/PMSA 80 Cen. 7,477,657; Loc. Est. 7,963,441
City & RTZ-ABC: (80) 342,481; (84) 354,300

4 - HOUSEHOLDS:
City 80 Cen. 26,712; Loc. Est. 28,012
County/PMSA 80 Cen. 2,730,674; Loc. Est. 2,977,578
CZ-ABC: (80) 31,438; (84) 31,600
RTZ-ABC: (80) 77,767; (84) 82,500
City & RTZ-ABC: (80) 109,205; (84) 114,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	N.A.
Savings & Loan	8	$400,000,000

6 - PASSENGER AUTOS: County 4,169,102

7 - ELECTRIC METERS: Residence 26,020

8 - GAS METERS: Residence 23,258

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 400; Mining (Oil mainly) 500; Contract Construction 4,000; Mfg. 21,700; Transp., Comm., Utilities 7,500; Whsl. & Retail 18,500; Finance, Real Estate & Related 2,800; Service 14,300; Government 9,500; Total employment 79,200.
Principal Pay Days-Fri. & Sat.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 65-95; Fall 60-88; Winter 32-75.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Philadelphia St.; 9 blocks on Greenleaf Ave.
Other Shopping Centers (No. of Stores): Hadley & Whittier Blvd. 10; Whittier Quad at Whittier Blvd. & Laurel Ave. 36; Whittier Downs Mall, Washington Blvd. at Broadway 18; Whittwood at Whittier Blvd. & Santa Gertrudes Ave. 85; La Mirada, Rosecrans & Lutweiler 15; La Habra Plaza, Central & Hwy. 15; Fashion Square, Imperial & Hwy. 42; Puente Hills Mall 76.
Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Mon., Thur. & Fri. Food-every eve.

13 - RETAIL OUTLETS: Department Stores-Boston Stores 2; Sears; JCPenney 4; Hinshaw's; Broadway Whittier; May Co.; Bullock's; Buffum's; Montgomery Ward; Zody's; K mart; Jewelcor; Mervyn's; Akron.
Discount Stores-SaveCo; Freight Outlet.
Variety Stores-Woolworth 2; Newberry's 2; Sprouse Reitz; Pick and Save 2.
Chain Drug Stores-Owl Rexall 5; Thrifty 4; Save-On; Serve Rite; Robbin's 2; Mascann; Barrows; Barron's.
Chain Supermarkets-King Cole; Von's 4; Safeway; Alpha Beta 6; Lucky; Stater Bros.; Boy's Mkt.; Albertsen's 2; Ralph's 3; S&A Mkts.
Other Chain Stores-LeRoy's (jewelry); Gallenkamps Shoes; Firestone; King's (jewelry); Desmond's (clothing); Barker Bros. (furniture); Harms & Frank (clothing); Zale's (jewelry); McMahon's (furniture); C.H. Barker; Leed's; Alroe; Western Auto; Robert Hall 2; Lawson Jewelers; Georgetown Manor (furniture).

14 - NEWSPAPERS: NEWS (e) 16,372; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Linda Guelnich, Rtl. Mgr., NEWS, 7037 S. Comstock Ave., Whittier, CA 90608; Tel. (213) 698-2571.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers; U.S. Suburban Press.

WOODLAND

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. County Seat. 20 mi. W of Sacramento (State Capitol) and 97 mi. N of San Francisco; Sacramento River 2 mi N at its nearest point. On U.S. Hwys 9 & 1-5, State Hwys. 113 & 16; fringed by Interstate 80, 880 & 505.

2 - TRANSPORTATION: Railroads-Sacramento-Northern (Western Pacific) & Southern Pacific.
Motor Freight Lines-8.
Intercity Bus Lines-Greyhound.
Airports-8 mi. E. Sacramento, Metro Airport; 5 mi. W Executive Airport.
Water-Yolo-Sacramento deepwater port, 17 mi. SE.

3 - POPULATION:
Corp. City 80 Cen. 30,235; Loc. Est. 35,587
CZ-ABC: (80) 30,235; (84) 35,100
RTZ-ABC: (80) 56,838; (84) 60,400
City & RTZ-ABC: (80) 87,073; (84) 95,800
MSA 80 Cen. 1,099,814; Loc. Est. 1,206,733
County 80 Cen. 113,374; Loc. Est. 122,288
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,740; Loc. Est. 12,860
County 80 Cen. 41,304; Loc. Est. 45,699
MSA 80 Cen. 416,356; Loc. Est. 467,827
CZ-ABC: (80) 10,740; (84) 12,700
RTZ-ABC: (80) 19,840; (84) 21,300
City & RTZ-ABC: (80) 30,580; (84) 34,000

5 - BANKS	NUMBER	EST. DEP.
Savings	8	N.A.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 59,432

7 - ELECTRIC METERS: Residence 12,100

8 - GAS METERS: Residence 11,972

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,200; Sugar Refining 465; Plastics 300; Mobile Homes 480; Farm Machy. 125; Trucking 400; Hosp. & Medical 600; Newspaper 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-96; Summer 47-108; Fall 34-99; Winter 29-75.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Purity(10)	0	Sears
Ky. Village	1	Kentucky Mkt.
South Land Shops(6)	1	Raley's Mkt.
Woodland Ctr.(13)	0	JCPenney, Woolworth
Court Plaza	0	TG&Y, Thrifty Drug, House of Fabrics
Shade Tree	NA	Payless Drugs
Cottonwood Plaza(12)	NA	Holiday Market
West Main Plaza	1	Long's, Safeway, Mont Ward

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping ctrs. nightly.
Stores Open Sundays-Food, drug, discount stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Breet's; Sears.
Variety Stores-Woolworth.
Discount Stores-Payless; TG&Y; Long's.
Chain Drug Stores-Thrifty; Walgreens; Rexall.
Chain Supermarkets-Safeway; Lucky; Raley's; Holiday; Nugget.
Other Chain Stores-Western Stores, Mode O'Day; Grand Auto; Big O Tires; Diamond International; Goodyear; Winston Tires; McMahan Furniture.

14 - NEWSPAPERS: DEMOCRAT (e) 12,666; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gene Lofton, Adv. Dir., DEMOCRAT, Court & Second Sts., Woodland, CA 95696; Tel. (916) 662-5421.
National Representative: Papert Companies.

YREKA

1 - LOCATION: Siskiyou County. E&P Map B-2. County Seat. Cattle, agriculture, lumbering, mining, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 3 & I-5.

2 - TRANSPORTATION: Railroads-Yreka Western; Southern Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental Pacific Trailways.
Airports-6.

3 - POPULATION:
Corp. City 80 Cen. 5,916; Loc. Est. 6,208
County 80 Cen. 39,715; Loc. Est. 44,958

4 - HOUSEHOLDS:
City 80 Cen. 2,548; Loc. Est. 2,525
County 80 Cen. 15,816; Loc. Est. 17,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$44,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 20,670

7 - ELECTRIC METERS: Residence 2,700

8 - GAS METERS: Residence 854

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture & Forestry 4,575 ($250); Mining 200 ($200); Mfg. 1,450 ($200); Lumber & Wood Pdts. 1,275 ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct. Last killing frost, late April.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.
Nearby Shopping Centers-Montague (6 mi.); Montague Drive in Mkt.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears.
Discount Stores-Payless; Thrifty Drug.
Chain Drug Stores-Cummings; Walgreens.
Chain Supermarkets-Safeway; Drive 'N Save; Gil's; Food for Less; Pialey's.
Other Chain Stores-Shasta Auto; Littrell Parts.

14 - NEWSPAPERS: SISKIYOU NEWS (e-mon to fri) 5,284; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ed Foss, Jr., SISKIYOU NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.
National Representatives: Papert Companies; Thompson Newspapers.

YUBA CITY

See MARYSVILLE

COLORADO SURVEYS

METROPOLITAN STATISTICAL AREAS

Colorado Springs-El Paso County.
Fort Collins-Loveland-Larimer County.
Greeley-Weld County.
Pueblo-Pueblo County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boulder-Longmont-Boulder County.
Denver-Adams, Arapahoe, Denver, Douglas, and Jefferson Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Denver-Boulder-Includes Boulder-Longmont PMSA and Denver PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1985
Under 5 Years	186	217	241
5-14 Years	459	439	469
15-24 Years	422	571	635
25-44 Years	548	916	1007
45-64 Years	407	499	555
65 and Over	187	247	275
TOTAL	2,299	2,889	3,215

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdw.	450	675	1,459
General Mdse.	815	1,204	2,435
Food	1,150	2,008	4,176
Automobiles	1,222	2,081	4,591
Gasoline Stations	416	708	1,627
Apparel	263	438	884
Furniture	297	480	1,035
Eat-Drink Places	492	966	2,296
Drugs	179	248	539
TOTAL SALES	5,869	9,025	21,466

ALAMOSA

1 - LOCATION: Alamosa County. E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shopping Ctr. for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western; Cumbres and Toltec Scenic.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.
Airlines-Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 6,830; Loc. Est. 7,206
County 80 Cen. 11,799; Loc. Est. 12,554

4 - HOUSEHOLDS:
City 80 Cen. 2,314; Loc. Est. 2,434
County 80 Cen. 3,921; Loc. Est. 4,315

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$20,000,000
Commercial	2	$26,000,000
Industrial	1	N.A.

6 - PASSENGER AUTOS: County 6,007

7 - ELECTRIC METERS: Residence 4,317

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Railroad 250; Garments 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6. Last killing frost, May 6.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District-23 blocks on Main and State Sts.
Neighborhood Shopping Centers-Near College, and east side area.
Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Sundays-Supermarkets, discount stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Rexall; Merit; Associated Druggist.

14 - NEWSPAPERS: VALLEY COURIER (e-mon to fri) 6,414; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ronnie Ownsley, Adv. Dir. VALLEY COURIER, 401-407 State Ave., Alamosa, CO 81101; Tel. (303) 589-2553.
National Representative: None.

BOULDER

1 - LOCATION: Boulder County (In Boulder-Longmont PMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Hwys. 7, 119 and US 36.

2 - TRANSPORTATION: Railroads-Burlington Northern, Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Rocky Mountain Transp.-summer only; Regional Transportation District.

3 - POPULATION:
Corp. City 80 Cen. 76,685; Loc. Est. 83,760
CZ-ABC. (80) 76,685; (84) 79,400
RTZ-ABC. (80) 84,635; (84) 96,100
County/PMSA 80 Cen. 189,625; Loc. Est. 207,199
City & RTZ-ABC. (80) 121,320; (84) 135,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,674; Loc. Est. 31,372
County/PMSA 80 Cen. 68,964; Loc. Est. 77,222
CZ-ABC. (80) 28,674; (84) 30,000
RTZ-ABC. (80) 16,355; (84) 20,800
City & RTZ-ABC. (80) 45,029; (84) 50,800

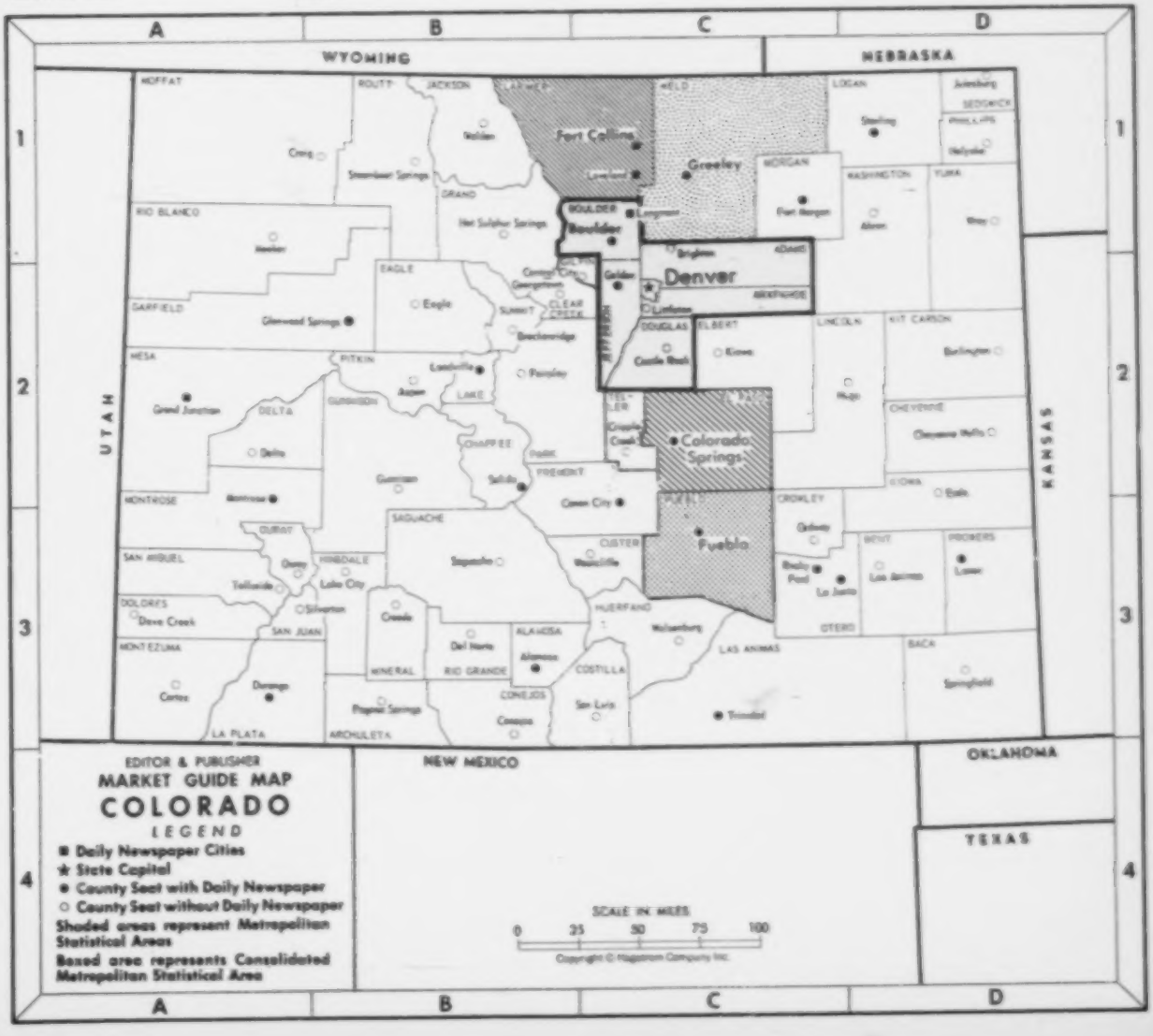
5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$276,388,000
Commercial	9	$484,273,000

6 - PASSENGER AUTOS: County 128,075

7 - ELECTRIC METERS: Residence 32,475

8 - GAS METERS: Residence 24,600

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage



Earners-Univ. of Colo. 3,762; Research 6,843; Electronics 15,825; Manufacturing 2,273; Service Industries 4,681; Food Industries 1,245.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11. Last killing frost, May 2.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Boulder Mall-30 blocks on Pearl, Broadway, Spruce, Walnut; Crossroads Mall, 28th & Canyon.
Neighborhood Shopping Centers-Thirteenth St., University to College (University Hill); N Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapahoe Vlg.(22)	0	Safeway
Base Mar(25)	NA	Sears
Crossroads(46)	NA	JCPenney, Ward's Denver, May D&F
Table Mesa(30)	1/2	Albertson's, King Sooper's
Thunderbird Sq.(9)	NA	Safeway
University Vlg.(22)	NA	Safeway
Village(35)	NA	7-Eleven, McGuckin's

Principal Shopping Days-Wed., Fri., Sat. & Sun.
Stores Open Evenings-Some Downtown open Thur.; Some shopping centers open Mon. through Fri.; Some food, discount & hardware open Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Neusteters; Montgomery Ward; Fashion Bar; Denver Dry; May D&F.
Variety Stores-Ben Franklin; Woolworth.
Chain Drug Stores-Walgreens; Skaggs's.
Discount Stores-K mart; Target.
Chain Supermarkets-Safeway 2; Ideal; King Soopers 3; Miller's Supers; Albertson's 2.
Other Chain Stores-Firestone; Sears (catalog); Singer Co.; Sherwin-Williams Paint; Cook Paint & Varnish; Homestead House (furn.); Fontius Shoes; Goodyear; Richman Bros.; Eakers; Fred Schmid Appliances; Zale's; Downing's Appliances; Radio Shack; Team Electronics; K-G Men's Wear; Fashion Bar; Foot Locker; Kay Bee Toys; GNC; Fox Photo; County Seat; Just Pants; Catherine's Stout Shop; Hickory Farms; Foxmoor; The Limited; Royal Optical; Casual Corner; Regi's Hair Stylists; Circus World; Shack Electronics; Hanover Shoes; Thom McAn.

14 - NEWSPAPERS: CAMERA (m) 28,857; (S) 35,357; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Esses, Sales & Mktg. Dir., CAMERA, 1048 Pearl, Boulder, CO 80306; Tel. (303) 442-1202.
National Representative: Knight-Ridder Newspaper Sales.

CANON CITY

1 - LOCATION: Fremont County. E&P Map C-2. 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs. 125 mi. S SW of Denver.

2 - TRANSPORTATION: Railroads- D&RG; SF.
Motor Freight Carriers- 4.
Intercity Bus Lines- Continental.

3 - POPULATION:
Corp. City 80 Cen. 13,037; Loc. Est. 15,630
CZ-ABC. (80) 16,675; (84) 18,100
RTZ-ABC. (80) 13,529; (84) 15,500
County 80 Cen. 28,676; Loc. Est. 31,338
City RTZ-ABC. (80) 30,204; (84) 33,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,746; Loc. Est. 5,531
CZ-ABC. (80) 6,122; (84) 6,700
RTZ-ABC. (80) 4,508; (84) 5,300
County 80 Cen. 10,058; Loc. Est. 11,237
City RTZ-ABC. (80) 10,630; (84) 12,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	3	N.A.
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 16,988

7 - ELECTRIC METERS: Residence 10,206

8 - GAS METERS: Residence 8,228

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Prison 500 ($195); Light Mfg. 1,000 ($170).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 57-87; Fall 31-61; Winter 25-54.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on 3 sts.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery, 2 discount, 5 drug.
Stores Open Sundays-Grocery, 4 drug, 2 discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Eisenhauers; Sears; Montgomery Ward.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Alco.
Chain Drug Stores-Palace Drug; Rexall.
Chain Supermarkets-7-Eleven; Safeway; Canon Mkt.; Sunnyside Ranch Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik-Way 6; City Market.
Other Chain Stores-Coast-to-Coast; Checker Automotive.

14 - NEWSPAPERS: RECORD (e) 8,409; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jay Frizzo, Adv. Dir., RECORD, PO Box 111, Canon City, CO 81212; Tel. (303) 275-7565.
National Representative: Branham/Newspaper Sales.

COLORADO SPRINGS

1 - LOCATION: El Paso County (Colorado Springs MSA). E&P Map C-2. County Seat. 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, high technology, cultural and educational center. 5 colleges. U.S. Air Force Academy, HQ North American Air Defense Command; HQ Army Air Defense Command; Consolidated Space Operations Center, Fort Carson. On State Hwys. 83 & 115; I-25; U.S. Hwys. 24, 85, 87.

2 - TRANSPORTATION: Railroads-RI; D&RG; SF.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-TWA; Frontier; Rocky Mountain; Aspen Airways; Continental; America West; Western.

3 - POPULATION:
Corp. City 80 Cen. 214,821; Loc. Est. 230,324
PMA-ABC. (80) 317,458; (84) 355,000
County/MSA 80 Cen. 309,424; Loc. Est. 331,755
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,241; Loc. Est. 88,818
County/MSA 80 Cen. 107,791; Loc. Est. 118,284
PMA-ABC. (80) 110,673; (84) 125,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	23	$895,268,000
Savings & Loan	10	(incl. above)

6 - PASSENGER AUTOS: County 202,996

7 - ELECTRIC METERS: Residence 110,095

8 - GAS METERS: County 90,035

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Military 30,279 ($295); Wholsale & Retail 24,950 ($310); Service Industries 25,020 ($320).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2. Last killing frost, May 7.

11 - TAP WATER: Water from watershed on Pikes Peak and Continental Divide; pure, filtered; flouridated.

12 - RETAILING: Downtown Shopping Centers-8 blocks on E Pikes Peak; 17 on Tejon; 16 on Nevada; 8 on Cascade; 12 on Colorado.
Neighborhood Shopping Centers-2500 W Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada; 2300 N Wahsatch; 2400 N Union Blvd.; 1700 S 8th St.; 2300 E Pikes Peak, Security; 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 4055 Templeton Gap; 400 W Filmore; Academy at Flintridge, 300 N Academy; Union at Van Buren; King Soopers Centers, Circle at Airport; 1710 Briargate.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Citadel(100)	4	JCPenney, The Denver, May D&F
Bon(17)	3	Safeway
Golf Club Acres	2	Simms
Three Eagles(2)	3	Safeway
Audobon Gdns.	2	Cost Plus

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THE DENVER POST

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Venetian Vlg.(15)	3	Albertson's
Security(30)	NA	Albertson's
Skyway Park	3	Coyle
Redrock Canyon(24)	4	No Frills
Chapel Hills	9	Sears, K mart, Joslins
Circle Fair	3	Albertson's
Pioneer Plaza(20)	2	Cheers Liquor
Fountain Vly.(13)	8	Safeway
Broadmarket(35)	2	
Widefield Mall	8	Safeway
Rustic Hills	4	
Rustic Hills North(24)	4	Albertson's, Skaggs
Southgate(29)	3	Sears
Mall of the Bluffs(62)	7	Safeway
Academy Mart(15)	4	Target
Central Bank Plaza (17)	3	Mont. Ward
Chase Stone		May D&F
N Circle Plz.(20)	3	Cloth World
Uintah Gardens	3	King Soopers
Woodmen Valley	8	King Soopers

Also Knob Hill; Circle Drive; Woodmoor; K mart Plaza; County Club; Maizeland Moors Ranch Center; Woodland Park; Corners.

Principal Shopping Days-Department stores Mon., Thur., Fri. & Sat. Food stores Wed., Fri., Sat. & Sun.

Stores Open Evenings-All major supermarkets, discount drug & department stores.

13 - RETAIL OUTLETS: Department Stores-Hibbard; Perkins-Shearer; May D&F 2; Sears; JCPenney; Montgomery Ward; Fashion Bar; The Denver; O.G. Wilson; Labelle's; Yellow Front; H.J. Wilson's.

Discount Stores-K mart 5; Target 2.

Variety Stores-Woolworth; Duckwall's.

Chain Drug Stores-Walgreens 8; Rexall; Safeway Drug; Skagg's; Kohler; Target; King Soopers.

Chain Supermarkets-Safeway 9; Albertson's 6; City Supers; King's 7; Simm's; 7-Eleven; Kwik Way; T.J.'s Foods.

Other Chain Stores-Jocque Shop; J. Chisholm; GallenKamp; Florsheim; Sherwin-Williams; Firestone; Goodyear; B.F. Goodrich; Pittsburgh Paint & Glass; Fashion Bar; Thom McAn; Baker's Shoes; Kinney; Kwal Paint; Mary Carter; Helzberg Jewelers; Edison Bro.; Eakers; Dave Cook; Downings; Motherhood Maternity; Burnstein-Applebee; Evenson's; Richman Bros.; Spencer's; Waldenbooks; Singer Co.; Jean's West; Radio Shack; Color Tile; Payless Shoes; Douglas Optical; Gates Tires; General Nutrition; Hardy Shoes; Vorhes Shoes; Stover Candies; Mr. C. Fashion; So-Fro Fabrics; Zale's; Zerbes; Sutherland Lumber; Weberg's; Handy Dan; Pay 'n Pak; Fred Schmid; Famous Footwear; Montaldo's; Red Wing Shoes; Homestead House; Payless Cashways; Park Lane; Merle Norman; K-G Men's; National Shirt; Royal Optical; B. Dalton; Bohm Allen; Knapp Shoes.

14 - NEWSPAPERS: GAZETTE TELEGRAPH (m) 52,448; (e) 39,848; (m-sat) 91,094; (S) 98,324; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Sara Merrill, Adv. Mgr., GAZETTE TELEGRAPH, 30 S. Prospect; PO Box 1779, Colorado Springs, CO 80901; Tel. (303) 632-4641.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

THE SUN (m-mon to fri) 40,599; (sat) 40,553; (S) 43,465; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: David Thompson, Adv. Dir., THE SUN, PO Box 130, Colorado Springs, CO 80901; Tel. (303) 633-3881.

National Representatives: Sawyer-Ferguson-Walker Co.

CRAIG

1 - LOCATION: Moffat County, E&P Map B-1, County Seat. NW part of state. On Hwys. 40 & 13. Elevation 6,280 feet.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande; Western (freight).

Motor Freight Carriers-Edson Express.

Intercity Bus Lines-Continental Trailways (Freight & Passengers); Wilderness Transit.

Airlines-Charter flights.

3 - POPULATION:
Corp. City 80 Cen. 8,133; Loc. Est. 10,130
County 80 Cen. 13,133; Loc. Est. 14,694

4 - HOUSEHOLDS:
City 80 Cen. 2,947; Loc. Est. 3,659
County 80 Cen. 4,578; Loc. Est. 5,275

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,200,000
Savings & Loan	2	$2,750,000

6 - PASSENGER AUTOS: County 7,092

7 - ELECTRIC METERS: Residence & Comm. 5,920

8 - GAS METERS: Residence & Comm. 3,754

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining (coal) 1,124; Power Plant 280; Wool Warehouse 7; Wheat Storage 16; Meat Packing 29; Construction 312; Heavy Machinery 221; Mining Supplies 38; Cattle Operations 329; Sheep Operations 124; Wheat Farms 179.

10 - CLIMATE: Temp.-Annual average daily high 62.1; Annual average daily min. 44.3; Record high 100; Record low 45. Low humidity.

11 - TAP WATER: Soft (pH 7.4-7.6). No alkalinity or salinity; mineral content low.

12 - RETAILING: Principal Shopping Center-9 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Mall	2	
Centennial Mall	4	Anthony's, Eakers, Montgomery Ward, Safeway, JCPenney

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-Centennial Mall: Mon.-Sat. until 8:00.

Stores Open Sundays-Centennial Mall: 10:00-6:00.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony's; Golden Rule; Eakers; K mart.

Chain Supermarkets-Safeway; City Market.

Other Chain Stores-J.W. Brewer Tires; Sathers Jewelry; Sears; Montgomery Ward; Go-fer; Car Quest; Gamble's; 7-Eleven; Circle K; Komac.

14 - NEWSPAPERS: NORTHWEST COLORADO PRESS (e-mon to fri) 3,917; sworn Oct. 4, 1983.

Local Contact for Advertising and Merchandising Data: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, 466 Yampa; PO Box 5, Craig, CO 81625; Tel. (303) 824-7031.

National Representative: Branham/Newspaper Sales.

DENVER

1 - LOCATION: Co-extensive with Denver County.(PMSA). E&P Map C-2. On virtually level terrain one mi. above sea level. 10 mi. E of juncture of plains and Rocky Mountains; 1,048 mi. from Chicago; 640 mi. from Kansas City; 570 mi. from Salt Lake City; 500 mi. from Omaha.

2 - TRANSPORTATION: Railroads-Union Pacific; Denver & Rio Grande Western; Burlington Northern; Santa Fe; Colorado & Southern; Amtrak.

Motor Freight Carriers-96.

Intercity Bus Lines-Greyhound; Trailways; Gray Line Tours.

Airlines-Continental; Delta; Frontier; United; Western; TWA; Ozark; Aspen Airways; Mexicana; Rocky Mountain Airways; Air Midwest; Eastern; Piedmont; Republic; American; USAir; Wien; Pioneer; Southwest; Northwest Orient; Braniff; Arrow; Air Link Centennial; Colorado Airlines; TransColorado.

3 - POPULATION:
Corp. City/County 80 Cen. 491,396; Loc. Est. 516,814
CZ-ABC: (80) 1,261,432; (84) 1,356,700
Bal. in PMA-ABC: (80) 685,086 (84) 827,600
Total PMA-ABC: (80) 1,946,518 (84) 2,184,300
PMSA 80 Cen. 1,427,855; Loc. Est. 1,545,034
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 211,220; Loc. Est. 227,260
CZ-ABC: (80) 486,199; (84) 523,200
Bal. in PMA-ABC: (80) 239,457; (84) 292,700
Total PMA-ABC: (80) 725,656; (84) 815,900
PMSA 80 Cen. 608,047; Loc. Est. 595,881

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	39	$10,798,489,000
Commercial (DMA)	156	$10,999,000,000

6 - PASSENGER AUTOS: County 310,841

7 - ELECTRIC METERS: All Classes Metro 710,128

8 - GAS METERS: All Classes Metro 565,348

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction 50,600

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THE DENVER POST

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($499); Manufacturing 127,500 ($388); Nondurable Goods 48,200 ($392); Durable Goods 79,300 ($384).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 51-92; Fall 18-68; Winter 13-59. First killing frost, Oct. 13. Last killing frost, April 29.

11 - TAP WATER: Alkaline, 53% of supply hard, 47% of supply soft; West Slope, fluoridated; East Slope, not fluoridated.

12 - RETAILING: Principal Shopping Area-44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway.
Neighborhood Shopping Areas-W Alameda & S Sheridan; W 20 & Youngfield; 3400 Youngfield; 3100 S Sheridan; 795 S Colo. Blvd.; 6500 S Bdwy.; 5050 S Federal; W 48 & Pecos; E 3rd Ave. & Hudson; 3300 Dahlia; 3575 S Logan; 3300 S Bdwy.; E Hampden & S Fairfax; E 22nd Ave. & Kearney; W Colfax & Carr; 600 S Holly; E 14th Ave. & Kearney; W 6th & Garrison; 601 S Bdwy.; 9305 Mntw. Blvd.; 7150 Federal; E 23rd & Oneida; E 33rd & Holly; W 72nd & Pecos; W 38th & Ames; 9000 N Wash.; E Fla. & Holly; W 38th & Wadsworth; W Littleton Blvd. & S Windermere; 7200 W Alameda; S Colorado Blvd. & Yale; 5801 W 44th Ave.; 10405 W Colfax; 1st Ave. & University Blvd.; 6th & Peoria; W Miss. & Quivas; 6455 W Colfax; So. Fed. & W Evans; 2200 W Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Mall(136)	10	JCPenney, The Denver, Sears, May D&F
Bear Valley Ctr.(48)	8	May D&F
Buckingham Sq.(110)	8	Joslin's, Mont. Ward
Cherry Creek(54)	3	The Denver, Sears
Cinderella City(225)	7	The Denver, Joslins, JCPenney, Woolworth
Lakeside Mall(46)	4	Woolworth, Target, The Denver, Mont. Ward
North Valley Mall(67)	7	Mont. Ward, May D&F
Northglenn Mall(109)	10	The Denver, Sears, JCPenney
Southglenn Mall(111)	12	The Denver, Sears
Southwest Plz.(220)	12	Target, Joslins, May D&F, The Denver, Sears
University Hills(47)	7	May D&F
Villa Italia(183)	6	Mont. Ward, JCPenney, Joslins
Westland(51)	7	May D&F, Sears
Westminster Mall(70)	9	Joslins
Downtown Denver(100)		May D&F, The Denver, Joslins, Woolworth

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Food Markets-Daily to 10 p.m.; Shopping Ctrs.-Mon. through Fri. to 9 p.m., Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-The Denver; Joslins; May-D&F; Montgomery Ward; JCPenney; Sears.
Men's and Women's Clothing Stores-Amters; Aspen Leaf; Cottrell's; Eakers; Fashion Bar; Joseph Magnin; KG Mens Store; Lane Bryant; Gentlemen's Fashion Warehouse; Miller Stockman; Montaldos; Neusteters; Perkins Shearer; PMW Western Wear; Richman Bros.; Sheplers, Inc.; The Clothing Center; The Buccaneer; Casual Corner; Conrad's; County Seat; Fashion Gal; Foxmoor; Lerners; The Limited; Loehmanns; Pic-A-Dilly; Hagan Sports; Fillmore St. Clothiers.
Discount Stores-Target; K mart; LaBelle's; O.G. Wilson; Service Merchandise.
Variety Stores-Woolworth; J. Brannam; Marshall's; Yellow Front.
Chain Drug Stores-Walgreen 18; Skaggs 20; King Soopers 46; Merit 2; Econo 3; K mart 14.
Chain Supermarkets-Safeway 59; Albertsons 20; Friendly Cash & Carry 7; Assoc. Food Markets 4; King Soopers 49; Super Foods 13; Shoppin' Bag 5; Grocery Warehouse.
Cooperative-Buying Groups-Associated Grocers of Colorado 430.

14 - NEWSPAPERS: POST (m) 244,953; (S) 356,986; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jon Clark, Rtl. Adv. Mgr., POST, PO Box 1709, Denver, CO 80201; Tel (303) 820-1010.
National Representative: Sawyer-Ferguson-Walker. Times Mirror National Marketing.
ROCKY MOUNTAIN NEWS (m) 319,177; (S) 368,590; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Campbell, Gen. Adv. Mgr., ROCKY MOUNTAIN NEWS, 400 W. Colfax Ave., Denver, CO 80204; Tel (303) 892-5304.
National Representative: Story & Kelly-Smith.

DURANGO

1 - LOCATION: La Plata County, E&P Map A-3, County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

2 - TRANSPORTATION: Railroads-Durango-Silverton narrow gauge.
Motor Freight Carriers-3.
Bus Lines-Continental Trailways.
Airlines-Frontier; Sun West; Pioneer; Aspen; Trans Colorado; America West.

3 - POPULATION:
Corp. City 80 Cen. 11,649; Loc. Est. 13,011
County 80 Cen. 27,424; Loc. Est. 29,433

4 - HOUSEHOLDS:
City 80 Cen. 4,120; Loc. Est. 4,017
County 80 Cen. 9,746; Loc. Est. 10,699

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$161,574,000
Savings	1	Incl. above.
Savings & Loan	2	Incl. above.

6 - PASSENGER AUTOS: County 15,997

7 - ELECTRIC METERS: Residence 6,542

8 - GAS METERS: Residence 3,152

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Processing 125; Iron and Sheet Metal 13; Oil & Natural Gas 150; Bottling Plants 70.
Principal Pay Days-10th, 20th.

10 - CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-19 blocks on Main Ave.; 5 on Second Ave.; 8 on Sixth St.
Neighborhood Shopping Center-Durango Mall; Main Mall; Town Plaza; Centennial; Animas Valley Mall; NM.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	NA	TG&Y
Durango Mall	NA	K mart, JCPenney
Town Plaza(16)	NA	Safeway, Mont. Ward

Principal Shopping Days-Mon., Thur., Sat. Grocery Stores are open Sundays.

13 - RETAIL OUTLETS: Department Stores-Graden Mercantile; JCPenney; Montgomery Ward; Sears (catalog); TG&Y Family Center; K mart.
Discount Stores-Gibson's; Yellow Front.
Variety Stores-Woolworth.
Chain Drug Stores-Basin Rexall; Professional Plaza.
Chain Supermarkets-Safeway; City Market 2; Shur Value; Pac-N-Save.
Other Chain Stores-Sweetbriar; Mode O'Day.

14 - NEWSPAPERS: HERALD (e-mon. to fri.) 7,125; (S) 7,125; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Don Steele, Adv. Mgr., HERALD, 1275 Main Ave., PO Box Drawer A, Durango, CO 81301; Tel. (303) 247-3504.
National Representative: Branham/Newspaper Sales.

FORT COLLINS

1 - LOCATION: Larimer County, (Fort Collins-Loveland MSA), E&P Map C-1, County Seat. Colorado State University (20,000); tourist gateway. 65 mi. N of Denver, 45 mi. SW of Cheyenne.

2 - TRANSPORTATION: Railroads-Union Pacific, Colorado and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 64,632; Loc. Est. 70,845
CZ-ABC: (80) 65,092; (84) 75,200
RTZ-ABC: (80) 28,335; (84) 37,500
County/MSA 80 Cen. 149,184; Loc. Est. 163,526
City & RTZ-ABC: (80) 93,427; (84) 112,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,320; Loc. Est. 24,588
County/MSA 80 Cen. 54,086; Loc. Est. 60,750
CZ-ABC: (80) 23,523; (84) 27,500
RTZ-ABC: (80) 10,151; (84) 13,500
City & RTZ-ABC: (80) 33,674; (84) 41,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$332,000,000
Savings & Loan	7	N.A.
Industrials	5	N.A.

6 - PASSENGER AUTOS: County 96,792

7 - ELECTRIC METERS: County Residence 73,005

8 - GAS METERS: County Residence 48,944

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Parts 760 ($250); Welders 160 ($270); Plastics 380 ($228); Concrete Prod. 250 ($270); 96 Manufacturing industries employing 4,725.
Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 52-94; Fall 22-52; Winter 13-42. First killing frost, Sept. 8. Last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Neighborhood Shopping Centers-Laurel and College; College and Prospect; N College, 700-1100 blocks; W Elizabeth and Shields; S College, 2000-6500 blocks; S College, 3000-4000 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus West(33)	3	Campus Merit Drugs
Cedarwood Plz.	NA	King Soopers
Foothills Fashion Mall(50)	3	May D&F, JCPenney, Denver Dept., Sears,
Foothills Sq.	NA	Fashion Bar
South College	2	Western Camera
University Mall(25)	1	King Sooper, Walgreens, Eaker's, Mont. Ward
K mart Plaza	2	K mart
Drake Crossing	5	Safeway, Walgreens
Scotch Pines	3	Toddy's

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Food and most major retailers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; The Denver; May D&F; Eakers; Fashion Bar.
Variety Stores-Woolworth.
Discount Stores-K mart; Target LaBelle's.
Chain Drug Stores-Walgreens 2; Rexall; Skaggs; Merit.
Chain Supermarkets-Safeway 2; Toddy's King Soopers 2; Steele's 2; Beavers 2; Albertson's.

14 - NEWSPAPERS: COLORADOAN (e-mon to fri) 17,912; (S) 22,322; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Brian J. Thurston, Adv. Dir., COLORADOAN, PO Box 1577, Fort Collins, CO 80522; Tel. (303) 493-6397.
National Representative: Gannett Newspaper Advertising Sales.

FORT MORGAN

1 - LOCATION: Morgan County, E&P Map C-1, 80 mi. NE Denver on U.S. Hwys. 6, 34 and 198; State Hwy. 52; I-76.

2 - TRANSPORTATION: Railroads-Burlington; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,768; Loc. Est. 9,797
County 80 Cen. 22,513; Loc. Est. 23,994
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,366; Loc. Est. 3,644
County 80 Cen. 7,981; Loc. Est. 8,737

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$115,555,000
Savings & Loan	4	$67,093,109

6 - PASSENGER AUTOS: County 13,467

7 - ELECTRIC METERS: Residence 4,119

8 - GAS METERS: Residence 3,660

9 - PRINCIPAL INDUSTRIES: Sugar; Tools; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes.

10 - CLIMATE: First killing frost, Sept. 28. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 5 on Railroad Ave.; 13 on Platte Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
E Railroad Ave.(10)	NA	Big T Mkt.

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; A. G. Eaker.
Discount Stores-Alco; Gibson; K mart.
Chain Drug Stores-Walgreens; Macy's; Rexall.
Chain Supermarkets-Johnson's Super; Green Acres AG Mkt.; Big T Super; Edwards Mkt.; Safeway.
Other Chain Stores-Coast-to-Coast; Brown's Shoe Fit; Conrads'.

14 - NEWSPAPERS: TIMES (e) 6,178, sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, PO Box 699, Fort Morgan, CO 80701; Tel. (303) 867-5651.
National Representative: Branham/Newspaper Sales.

GLENWOOD SPRINGS

1 - LOCATION: Garfield County, E&P Map B-2, County Seat. Agricultural, mining, service, retail, resort area. 75 mi. NE of Grand Junction. On State Hwy. 82, 133; U.S. Hwy. 6, 24; I-70.

2 - TRANSPORTATION: Railroads-Amtrak, Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Glenwood-Aspen Stages; Mid-Continent Coaches; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,637; Loc. Est. 5,352
County 80 Cen. 22,514; Loc. Est. 25,989

4 - HOUSEHOLDS:
City 80 Cen. 1,930; Loc. Est. 2,231
County 80 Cen. 8,131; Loc. Est. 9,655

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$111,000,000

6 - PASSENGER AUTOS: County 16,151

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Dairying; Logging; Resort (Hot Springs); Mining (coal).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-54. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Grand Ave.; Glenwood Springs Mall.
Neighborhood Shopping Centers-City Market Plaza; Van Rand Center; Tamarack Mall; West Glenwood Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenwood Springs Mall	2	K mart, JCPenney

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bullock's.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Center Drug.
Chain Supermarkets-Safeway; City Market; Circle Super.
Other Chain Stores-7-Eleven; Zale's, 84 Lumber; Kenny's Shoes; Goodyear; Bumper to Bumper; Firestone; Coast to Coast; Gamble's.

14 - NEWSPAPERS: GLENWOOD POST (e-mon to fri) 5,051; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert C. Helsley, Adv. Mgr., GLENWOOD POST, 2014 Grand Ave.; PO Box 550, Glenwood Springs, CO 81601; Tel. (303) 945-8515.
National Representative: Branham/Newspaper Sales.

GRAND JUNCTION

1 - LOCATION: Mesa County, E&P Map A-2, County Seat. Shipping, wholesale & retail, mining, industrial, recreation center. 250 mi. from Denver; 300 mi. from Salt Lake City.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental.
Airlines-Frontier; United; Continental.

3 - POPULATION:
Corp. City 80 Cen. 27,956; Loc. Est. 35,272
County 80 Cen. 81,530; Loc. Est. 93,688
CZ-ABC: (80) 70,714; (84) 81,800
Bal. in PMA-ABC: (80) 78,907; (84) 91,200
Total PMA-ABC: (80) 149,621; (84) 173,000
Bal. in RTZ-ABC: (80) 19,613; (84) 21,700
Total PMA & RTZ-ABC: (80) 169,234; (84) 194,700

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,766; Loc. Est. 14,871
County 80 Cen. 29,668; Loc. Est. 34,965
CZ-ABC: (80) 26,101; (84) 30,400
Bal. in PMA: (80) 28,050; (84) 32,800
Total PMA-ABC: (80) 54,151; (84) 63,200
Bal. in RTZ-ABC: (80) 6,836; (84) 7,700
Total PMA & RTZ-ABC: (80) 60,987; (84) 70,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$280,033,554
Commercial	7	$303,702,867

6 - PASSENGER AUTOS: County 52,460

7 - ELECTRIC METERS: Residence 32,096

8 - GAS METERS: Residence 24,858

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)Public Utilities 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; Teller Arms, North Ave. and 23rd; Brach's Village; Albertson's, 12th and Orchard (43 stores); Eastgate; K mart Plaza; Mesa Mall, Hwys. 6 & 50 (80 stores); Coronado Plaza (18 stores); Monument Village (15 stores).
Neighborhood Shopping Centers-2 blocks on North Ave.; 2 on Grand Ave.; 4 on Orchard Mesa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Teller Arms(23)	3	Tempo, Safeway
North 7th St.	2	Gibson Phcy., Mesa Phcy.
North Ave.	1	City Mkt., K mart, Gibson
Grand Ave.	NA	Grand Ave. City Mkt.
Orchard Mesa	NA	7-Eleven, Safeway
Pioneer Village(6)	2	Brach's Mkt., Western Auto

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings and Sundays-Grocery, drug, shopping center, discount stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Keith O'Brien; Bullock's; Sears.
Variety Stores-Woolworth; Western Auto.
Discount Stores-Gibson's; Surplus City; Tempo; K mart.
Chain Drug Stores-Mesa 3; Walgreens 3; Campus Rexall 2; Skagg's Walker 2; Gibson's 2.
Chain Supermarkets-Safeway 4; City Market 5; Thriftway 2; Waddel's; Albertson's.
Other Chain Stores-Singer Co.; Fashion Bar; Sweetbriar; Mode O'Day; Pay'n Pak; Radio Shack; Nautilus; Baskin-Robbins; Wendy's; McDonald's.

14 - NEWSPAPERS: SENTINEL (e) 31,145; (S) 34,741; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Powers, Adv. Dir., SENTINEL, 734 S. 7th St., PO Box 668, Grand Junction, CO 81501; Tel. (303) 242-5050.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

GREELEY

1 - LOCATION: Weld County, (MSA). E&P Map C-1, County Seat. NE part of state, midway between the capital cities of Colorado and Wyoming, 52 mi. N of Denver, 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 & 34. College center. Shipping point for livestock and farm products.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado & Southern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 53,006; Loc. Est. 57,623
CZ-ABC: (80) 61,986; (84) 65,800
RTZ-ABC: (80) 45,910; (84) 48,000
County/MSA 80 Cen. 123,438; Loc. Est. 134,191
City & RTZ-ABC: (80) 107,896; (84) 113,800

4 - HOUSEHOLDS:
City 80 Cen. 19,351; Loc. Est. 21,234
County/MSA 80 Cen. 47,002; Loc. Est. 47,604
CZ-ABC: (80) 22,667; (84) 24,300
RTZ-ABC: (80) 15,022; (84) 15,800
City & RTZ-ABC: (80) 37,689; (84) 40,100

5 - BANKS	NUMBER	DEPOSITS
Industrial	3	N.A.
Savings & Loan	5	$111,000,000
Commercial	9	$417,726,000

6 - PASSENGER AUTOS: County 72,980

7 - ELECTRIC METERS: Residence 21,500

8 - GAS METERS: Residence 19,400

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Sugar Ref. 100 (N.A.); Food Proc. 100 (N.A.); Farm Equip. 50 (N.A.); Motor Rebuild. 30 (N.A.); Overall Factory 120 (N.A.); Packing Plant 540 ($180).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greeley Mall(90)	NA	Mont. Ward, Joslin's, Safeway, Zale's, Sears, Fashion Bar
Hillside Center(14)	NA	Onorato's Appliance
Hillside Mall(24)	NA	Target, King Soopers
Wilshire(7)	NA	Eaker's

Stores Open Evenings-Food and discount Mon. through Sat. All stores open Thur. eve's.

13 - RETAIL OUTLETS: Department Stores-Joslin's; JCPenney; Montgomery Ward; Eaker's, Big R; Fashion Bar.
Discount Stores-K mart; Target.
Variety Stores-Woolworth.
Chain Drug Stores-Merit 4; Skagg's 2.
Chain Supermarkets-Safeway 3; King Soopers; Toddy's; Shopping Bag; Smileys; Grocery Warehouse.
Other Chain Stores-Auto Supplies: K mart, Sears, Checker Auto, Firestone; Dairies: Meadow Gold, Sintons; Finance Companies: Dial, General, Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins, Dairy Queen; Jewelry: Grayheal, Weiss, Zale's, Gordon's; Men's Wear: Otis Bros., Gregory's, K.G. Men's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Komac, Cooks; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Red Wing, Pay Less, Fashion Bar Shoe; Women's Apparel: Fashion Bar.

14 - NEWSPAPERS: TRIBUNE & REPUBLICAN (e) 23,235; (S) 23,185; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Loren C. Abbott, Mktg. Dir., TRIBUNE, 714 8th St., Greeley, CO 80631; Tel. (303) 352-0211.
National Representative: None.

LA JUNTA

1 - LOCATION: Otero County, E&P Map C-3, County Seat.

2 - TRANSPORTATION: Railroads-Atchison, Topeka and Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,336; Loc. Est. 8,800
County 80 Cen. 22,567; Loc. Est. 23,391

4 - HOUSEHOLDS:
City 80 Cen. 3,007; Loc. Est. 3,161
County 80 Cen. 7,937; Loc. Est. 8,395

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$41,572,000
Savings & Loan	2	$200,000,000
Industrial	1	$3,249,625

6 - PASSENGER AUTOS: County 11,972

7 - ELECTRIC METERS: Residence 3,566

8 - GAS METERS: Residence 4,003

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-RR Shops 580; Food Prods. 375; Radar 200; Brass Mfg. 92.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-50; Summer 60-77; Fall 41-57; Winter 19-35. First killing frost, Oct. 8. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Sat.; Food Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Gambles; Sears; Coast-to-Coast.
Variety Stores-Woolworth.
Discount Stores-Gibson's; TG&Y.
Chain Supermarkets-Safeway.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (e-mon to fri; m-sat) 3,930; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Spencer Burtis, Pub., TRIBUNE-DEMOCRAT, PO Box 480, La Junta, CO 81050; Tel. (303) 384-4475.
National Representative: Branham/Newspaper Sales.

LAMAR

1 - LOCATION: Prowers County, E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 6, 119, 192, 196; U.S. Hwys. 50, 287 and 385.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 7,713; Loc. Est. 8,023
County 80 Cen. 13,070; Loc. Est. 13,638
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,842; Loc. Est. 2,951
County 80 Cen. 4,658; Loc. Est. 5,020

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$120,422,658

6 - PASSENGER AUTOS: County 7,390

7 - ELECTRIC METERS: Residence 4,937

8 - GAS METERS: Residence 3,915

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Bus Manufacturing 700; Cattle Feed Yards 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St.; 20 stores on adjacent streets; Orchard Plaza Shopping Center, 9 outlets; Village Shopping Center, 10 outlets; K mart Shopping Center, 6 outlets.

13 - RETAIL OUTLETS: Department Stores-JC Penney; Eisenhauer's; Montgomery Ward (catalog); Sears (catalog); Big R; Farm and Ranch General Store.
Variety Stores-Duckwall.
Discount Stores-Gibson; K mart.
Chain Drug-Geddy's; Coles; Gibson's; Corner Jim's.
Chain Supermarkets-Safeway; IGA; 7-Eleven; Love's; Wharehouse Foods.
Other Chain Stores-Sweetbriar's; Conrad's; Mademoiselle; BMS; True Value Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,727; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ted Searl, Sr., Adv. Dir., NEWS, 310 S. 5th; PO Box 1217, Lamar, CO 81052; Tel. (303) 336-2266.
National Representative: None.

LEADVILLE

1 - LOCATION: Lake County, E&P Map B-2, County Seat. Residential and industrial center. 121 mi. from Canon City, 162 mi. from Pueblo, 185 mi. from Grand Junction, 112 mi. from Denver. On U.S. Hwy. 24; State Hwy. 91.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande.
Motor Freight Carriers-Colorado; Denver-Salida-Leadville.
Intercity Bus Lines-Continental; Rio Grande.

3 - POPULATION:
Corp. City 80 Cen. 3,679; Loc. Est. 4,156
County 80 Cen. 8,830; Loc. Est. 9,863

4 - HOUSEHOLDS:
City 80 Cen. 1,437; Loc. Est. 1,407
County 80 Cen. 3,000; Loc. Est. 3,413

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$33,000,000

6 - PASSENGER AUTOS: County 4,172

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Ore Mining 650 ($210); Smelting; Milling; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-82; Summer 55-82; Fall 36-80; Winter 18-56.

11 - TAP WATER: Neutral.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sun.-Safeway; Super Foods; Coast-to-Coast; Gambles.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward.
Chain Supermarkets-Safeway; Super Foods 3; Mini-Mkt.; 7-Eleven.

14 - NEWSPAPERS: HERALD DEMOCRAT (e-mon to fri) 2,050; sworn Feb. 1984.
Local Contact for Advertising and Merchandising Data: F. R. Bochatey, Pub., HERALD-DEMOCRAT, Box 980, Leadville, CO 80461; Tel. (303) 486-0461.
National Representative: Branham/Newspaper Sales.

LONGMONT

1 - LOCATION: Boulder County, (In Boulder-Longmont PMSA). E&P Map C-1. Residential, agriculture and industrial center 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287, 7 mi. W of I-25.

2 - TRANSPORTATION: Railroads-Burlington Route; Colo. & Southern; Great Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Colorado Motor Way; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 42,942; Loc. Est. 53,288
CZ-ABC: (80) 42,942; (84) 49,300
RTZ-ABC: (80) 44,402; (84) 51,000
County/PMSA 80 Cen. 189,625; Loc. Est. 207,199
City & RTZ-ABC: (80) 87,344; (83) 100,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,483; Loc. Est. 19,235
County/PMSA 80 Cen. 68,964; Loc. Est. 77,222
CZ-ABC: (80) 15,483; (84) 17,900
RTZ-ABC: (80) 15,022; (84) 17,500
City & RTZ-ABC: (80) 30,505; (84) 35,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$156,314,000
Savings & Loan	6	$2,899,596,232

6 - PASSENGER AUTOS: County 128,075

7 - ELECTRIC METERS: Residence 18,522

8 - GAS METERS: Residence 17,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil & Air Filters 400; Turkey Process 750; Foundries 125; Camp Trailers 130; FAA Unit 400; IBM 5,000; Cement 100; Storage Tech 2,000; Heavy Duty Tractors; 4-WD Acces. 100

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 50-81; Fall 22-52; Winter 16-44. First killing frost, Sept. 8. Last killing frost, May 7.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Week nights.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; TG&Y, Skaggs; Starrs.
Variety Stores-Howell's; K mart; Eakers.
Discount Stores-Bi-Rite; K mart.
Chain Drug Stores-Walgreens 2; Skagg's.
Chain Supermarkets-Safeway 3; Ideal; Albertson's; King Sooper; Shoppin' Bag.
Other Chain Stores-Firestone; M&O Tire; All Tire City; Goodyear Service Store; Bob's Toy Chest; Shoe Fair; Pic-A-Dilly; Shoe Den; Zale's.

14 - NEWSPAPERS: TIMES-CALL (e-mon to fri) 18,329; (weekend) 19,144; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William L. Johnson, Vice Pres., TIMES-CALL, 717 4th Ave., Longmont, CO 80501; Tel. (303) 776-2244.
National Representative: Branham/Newspaper Sales.

LOVELAND

1 - LOCATION: Larimer County (In Fort Collins-Loveland MSA). E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 87, 287.

2 - TRANSPORTATION: Railroads-Colorado & Southern Burlington; Great Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 30,244; Loc. Est. 33,152
CZ-ABC: (80) 30,244; (84) 33,900

RTZ-ABC: (80) 38,735; (84) 40,900
City & RTZ-ABC: (80) 68,979; (84) 74,800
County/MSA 80 Cen. 149,184; Loc. Est. 163,526

4 - HOUSEHOLDS:
City 80 Cen. 11,429; Loc. Est. 11,930
County/MSA 80 Cen. 54,086; Loc. Est. 60,750
CZ-ABC: (80) 11,429; (84) 12,900
RTZ-ABC: (80) 13,311; (84) 14,200
City & RTZ-ABC: (80) 24,740; (84) 27,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$100,000,000
Commercial	5	$117,743,427

6 - PASSENGER AUTOS: County 96,792

7 - ELECTRIC METERS: Residence 13,977

8 - GAS METERS: Residence 14,153

9 - PRINCIPAL INDUSTRIES: (No. of Workers) Sugar; Potteries; Meat Packing; Furniture; Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prod.; Shower Massagers; Water testing equipment (Av. Wkly Wage-N.A.).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orchard(23)	2	King Soopers, Eakers
Westlake	2	Ben Franklin
Century Mall(25)	12	Wards, King Soopers
K mart (Ft. Collins)(16)	11	K mart
K mart (Greeley)	20	K mart
Hillside (Greeley)(24)	20	Woolco, King Soopers
Foothills Mall	11	Sears, Skaggs, Safeway, JCPenney
Foothills Square	11	Fashion Bar
Greeley Mall(90)	20	Joslin, Wards, Safeway, Sears, Fashion Bar
Horizon Park	17	K mart, Skaggs, Eakers, King Soopers

Principal Shopping Days-Sat., Mon., Thur., Sun. Supermarkets open Sundays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Whites; Westermann's.
Discount Stores-Alco; Loveland; K mart; Wheelers.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Draper; Walgreens.
Chain Supermarkets-Safeway; King Soopers; AG.
Other Chain Stores-Goodyear, Firestone; Hibbs Clothing; Kinney Shoes; Eakers;

14 - NEWSPAPERS: REPORTER-HERALD (e-mon to fri) 15,517; (sat; S) 15,969; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kent Johnson, Adv. Mgr., REPORTER-HERALD, 450 Cleveland; PO Box 59, Loveland, CO 80537; Tel. (303) 669-5050.
National Representative: Branham/Newspaper Sales.

MONTROSE

1 - LOCATION: Montrose County. E&P Map A-2. County Seat. Agricultural center. 300 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50 and 550; State Hwy. 90.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Frontier Commuter; Trans Colorado.

3 - POPULATION:
Corp. City 80 Cen. 8,722; Loc. Est. 10,502
County 80 Cen. 24,352; Loc. Est. 26,859
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,254; Loc. Est. 3,886
County 80 Cen. 8,428; Loc. Est. 9,495

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$1,152,222
Savings & Loan	3	$1,152,226,893
Commercial	3	$131,019,389

6 - PASSENGER AUTOS: County 13,528

7 - ELECTRIC METERS: Residence 3,693

8 - GAS METERS: Residence 3,546

9 - PRINCIPAL INDUSTRIES: Agriculture; Livestock; Mining (gold, silver, lead, zinc, uranium, radium); Lumbering; Candies.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Conrad's; Mode O'Day; Montgomery Ward.
Discount Stores-Gibson; K mart; Yellow Front.
Variety Stores-Ben Franklin.
Chain Supermarkets-City 3; Safeway; City Market; Wyatt's Warehouse.

14 - NEWSPAPERS: PRESS (e-mon to fri) 6,796; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: H. James Crouse, Gen. Mgr., PRESS, 535 S. 1st St.; PO Box 81402, Montrose, CO 81402; Tel. (303) 249-3444.
National Representative: Branham/Newspaper Sales.

PUEBLO

1 - LOCATION: Pueblo County (MSA). E&P Map C-3. County Seat. Manufacturing; Agriculture; Wholesale and distributing center for S Colorado, N New Mexico, W Kansas; 112 mi. S of Denver.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado & Southern Burlington; Colorado & Wyoming CF&I freight.
Motor Freight Carriers-8.
Intercity Bus Lines-Denver-Colorado Springs-Pueblo Trailways; Continental Trailways; Greyhound; 24 Taxi Cabs.
Airlines-Rocky Mt. Airways; Charter Service; Pan Ark Aviation; Pueblo Aircraft Service; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 101,686; Loc. Est. 106,281
CZ-ABC: (80) 116,571; (84) 117,000
Bal. in PMA-ABC: (80) 142,987; (84) 143,100
Total PMA-ABC: (80) 259,558; (84) 260,100
County/MSA 80 Cen. 125,972; Loc. Est. 131,665

4 - HOUSEHOLDS:
City 80 Cen. 37,240; Loc. Est. 39,266
County/MSA 80 Cen. 45,095; Loc. Est. 48,179
CZ-ABC: (80) 41,958; (84) 42,500
Bal. in PMA-ABC: (80) 50,168; (84) 50,800
Total PMA-ABC: (80) 92,126; (84) 93,300

5 - BANKS	NUMBER	DEPOSITS
Savings	12	$421,583,000
Savings & Loan	7	$396,752,000

6 - PASSENGER AUTOS: County 70,774

7 - ELECTRIC METERS: Residence 37,284

8 - GAS METERS: Residence 36,838

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 8,860; Mining-Trade (Retail & Wholesale) 9,370; Government 10,210; Trans, Util. & Comm. 6,820; Fin., Insurance, Real Est. 1,720; Service 9,350; Contract Construction 1,500; Military 750; Healthcare 3,364; Education 3,567; Transportation 607.
Principal Industrial Pay Days-Steel Mill-Mon., Tues., Wed.; Pueblo Army Depot-Every other Fri.; Railroads-1st and 15th; Government-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19. Last killing frost, May 19.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Area-9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.
Neighborhood Shopping Areas-Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belmont(27)	1	Alco, Chet's Market
Arapahoe(11)	2	Blende Super
Midtown(25)	0	Sears
Sunset Plaza(33)	2	Alco, Shoppin' Bag, Safeway
King Soopers	2	King Soopers, Eaker's
Pueblo Mall(87)	1	Mont. Ward, The Denver, JCPenney, Joslin's
Regency Sq.(32)	2	Skaggs

Principal Shopping Days-Mon.-Sun.
Stores Open Evenings-Food Mon. to Fri. to 8. One grocery to 11; Some grocery, drug open Sun.

13 - RETAIL OUTLETS: Department Stores-Joslin's; Denver & Wilsons; Montgomery Ward; Sears; JCPenney; Eakers.
Discount Stores-Germer's; So-Lo Food; Alco 2; K mart 2; Yellow Front 2.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug stores-Skaggs; Grove (Merit) 5; Alamo; Associated Druggists 10.
Chain Supermarkets-Safeway 4; Blende Super; Chets Food Center 2; King Soopers 2; Super Foods 6; 7-Eleven 21; Kwik Way 19; Shoppin Bag; Loaf n' Jug 15; County Market.
Other Chain Stores-B. F. Goodrich; Goodyear; Lerner's; Fashion Bar; Kinney Shoes; Baker Shoes; Singer Co.; Zale's Jewelers; Alco 2; Sherwin-Williams Paints 2; Pittsburgh Paint & Glass; Douglas Optical; Zale Optical; Dunbar LPG; Remington Rand; Meadow Gold Dairy Pdts.; Baskin-Robbins Ice Cream; Miller Tire; McCoy Co.; Mor-Valu Stamps; IBM; Mode O'Day; NAPA Auto Parts; AC Transmission Center; Kwal Paints; Sutherland Lumber Co.; Big Sur Waterbeds; Pay n' Pack 2, Checker Auto 2; Sieferts; Piece of Pie; KG Men's; KG Bootery; Just Pants; So Fro Fabrics; Casual Corner; County Seat; Pearl Vision; Walden Books; Park Lane Hosiery; Motherhood Maternity; Track 'n Trail; Underworld; Foot Scene; Pants 'n Duds; T-Shirts Plus; Royal Optical; Athlete's Foot; Jocque Shop; Gallenkamp Shoes; Maling Shoes.

14 - NEWSPAPERS: PUEBLO CHIEFTAIN (m-mon to fri) 40,637; (m-sat) 49,223; PUEBLO CHIEFTAIN & STAR-JOURNAL (S) 51,619; Mar. 31, 1984 ABC. The Pueblo Chieftain and the Pueblo Star-Journal merged to form the Pueblo Chieftain on May 1, 1984.
Local Contact for Advertising and Merchandising Data: John Rawlings, Adv. Dir., CHIEFTAIN, PO BOX 36, Pueblo, CO 81002; Tel. (303) 544-3520.
National Representatives: Branham/Newspaper Sales.

ROCKY FORD

1 - LOCATION: Otero County. E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

2 - TRANSPORTATION: Railroads-Santa Fe.
Bus Lines-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 4,804; Loc. Est. 4,960
County 80 Cen. 22,567; Loc. Est. 23,391

4 - HOUSEHOLDS:
City 80 Cen. 1,706; Loc. Est. 1,791
County 80 Cen. 7,937; Loc. Est. 8,395

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$12,906,000
Commercial	4	$27,951,000

6 - PASSENGER AUTOS: County 11,972

7 - ELECTRIC METERS: Residence 1,752

8 - GAS METERS: Residence 2,262

9 - PRINCIPAL INDUSTRIES: Seed Cleaning; Equipment Mfg.; Seeds; Producers & Wholesalers; Frozen Foods (Onion & Vegetable Processing); Barbed Wire Mfg.; Equipment Mfg.; Recycling Equipment Mfg.; Computer Service Center.

10 - CLIMATE: Min. & Max. Temp.-0-100.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Sat. eves.; some on Sun.

13 - RETAIL OUTLETS: Variety Stores-Carousel.
Discount Stores-Gibson's; TG&Y.
Chain Drug Stores-Health Mart.
Chain Supermarkets-Safeway; 7-Eleven; Loaf 'N Jug; Love's Country Store; Super Foods; Associated Grocers.
Other Chain Stores-Western Auto; Gamble's.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,043; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: Anne Thompson, Pub., GAZETTE, 912 Elm Ave., Rocky Ford, CO 81067; Tel. (303) 254-3351.
National Representative: Branham/Newspaper Sales.

SALIDA

1 - LOCATION: Chaffee County. E&P Map B-2. Industrial, agricultural, residential center and vacation resort; Monarch ski area and major subdivision development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwys. 50, 285 and 291.

2 - TRANSPORTATION: Railroads-Division point for D&RGW.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,870; Loc. Est. 5,341
County 80 Cen. 13,227; Loc. Est. 13,974
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,975; Loc. Est. 1,981
County 80 Cen. 4,758; Loc. Est. 5,134

5 - BANKS	NUMBER	EST. DEP.
County	1	$12,000,000
Bldg. & Loan	2	$32,000,000
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 8,129

7 - ELECTRIC METERS: Residence 4,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: D&RGW RR Division Point; Limestone Quarry and Screening Plant; Granite Quarries; Lbr.; Feldspar; Fluorspar; Beryllium; Copper; Soil Conditioning Agent; Tourist; Bentonite; Livestock Auctioning Center; Poultry; Granite Gnt Mfg.; Beryl; Terrazo; Agricultural; Cattle; Skiing.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

11 - TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12 - RETAILING: Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Crews-Beggs; Sharpes.
Discount Stores-Gibson.
Variety Store-Woolworth.
Chain Supermarkets-Safeway; AG 4.

14 - NEWSPAPERS: MOUNTAIN MAIL (m-mon to fri) 2,444; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St., PO Box 189, Salida, CO 81201; Tel. (303) 539-6691.
National Representative: Branham/Newspaper Sales.

STERLING

1 - LOCATION: Logan County. E&P Map D-1. County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of Colorado. On South Platte River, 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Freight.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,385; Loc. Est. 12,302
CZ-ABC: (80) 11,385; (84) 11,500
RTZ-ABC: (80) 25,270; (84) 25,300
County 80 Cen. 19,800; Loc. Est. 20,903
City & RTZ-ABC: (80) 36,655; (84) 36,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,392; Loc. Est. 4,697
County 80 Cen. 7,146; Loc. Est. 7,699
CZ-ABC: (80) 4,392; (84) 4,500
RTZ-ABC: (80) 9,147; (84) 9,100
City & RTZ-ABC: (80) 13,539; (84) 13,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$75,000,000
Commercial	5	$130,000,000

6 - PASSENGER AUTOS: County 12,090

7 - ELECTRIC METERS: Residence 5,313

8 - GAS METERS: Residence 5,260

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Railroad Shops & Offices 215 ($360); Sugar Refining 30 ($240); Grain Elevators 30 ($240); Cattle Feeding 100 ($180); Oil Pipelines 65 ($270); Beef Slaughter Plant 400 ($280); Clothing 250 ($135).
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct. 19. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 11 streets.
Neighborhood Shopping Centers-Fair Shopping Center; U.S. Hwy. 138, N edge of city; High Plains Center; W Main Street.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Montgomery Ward; Sears; Mr. D's; Bostwicks; Watkins.
Variety Stores-Woolworth.
Discount Stores-Gibson's; K mart; Ranch Wholesale; Wheelers.
Chain Supermarkets-Safeway; U-Save Supers 2; Bauer's; Big T.
Other Chain Stores-Coast-to-Coast; Brown Shoe-Fit; Mode O'Day; Conrad's; Sherwin-Williams; Komac; Mead Lumber; Checker Auto; Payless Shoes.

14 - NEWSPAPERS: JOURNAL-ADVOCATE (e) 7,060; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE, 504 N. 3rd St.; PO Box 1272, Sterling, CO 80751; Tel. (303) 522-1990.
National Representative: Branham/Newspaper Sales.

TRINIDAD

1 - LOCATION: Las Animas County, E&P Map C-3, County Seat. S central part of state.

2 - TRANSPORTATION: Railroads-AT&SF; C&S (freight); C&W (freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,663; Loc. Est. 10,242
CZ-ABC: (80) 9,603; (84) 9,200
RTZ-ABC: (80) 5,234; (84) 4,800
County 80 Cen. 14,897, Loc. Est. 15,934
City & RTZ-ABC: (80) 14,897; (84) 14,000

4 - HOUSEHOLDS:
City 80 Cen. 3,516; Loc. Est. 3,473
County 80 Cen. 5,367; Loc. Est. 5,861
CZ-ABC: (80) 3,516; (84) 3,400
RTZ-ABC: (80) 1,851; (84) 1,700
City & RTZ-ABC: (80) 5,367; (84) 5,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$30,623,275

6 - PASSENGER AUTOS: County 7,511

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Coal Mining 675; Cattle Industry.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-85; Summer 33-100; Fall 8-88; Winter 24-76. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft, chlorinated; not fluoridated.

12 - RETAILING: Principal Shopping Center-Six blocks on Main and Commercial Streets.
Neighborhood Shopping Centers-Arizona and Colorado Aves.; University St.; Pine & State Sts.
Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Sundays-Grocery, drug and discount.

13 - RETAIL OUTLETS: Department Stores-Jamieson's.
Variety Stores-Ahlschwede Variety (Ben Franklin).
Discount Stores-Pixie.
Chain Drug Stores-Rexall 2.
Chain Supermarkets-Safeway 2; Ringo Bros. 3.
Other Chain Stores-Gamble's; Mode O'Day.

14 - NEWSPAPERS: CHRONICLE-NEWS (e-mon to fri) 3,737; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Shirley Bailey, Gen. Mgr., CHRONICLE-NEWS, 200 Church & Convent, Trinidad, CO 81082; Tel. (303) 846-3311.
National Representative: None.

CONNECTICUT SURVEYS

METROPOLITAN STATISTICAL AREAS

New Haven-Meriden-Clinton and Killingworth towns in Middlesex County; Meriden, New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.
New London-Norwich, Conn.-R.I.-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, Conn.; Canterbury town in Windham County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.
Waterbury-Bethlehem, Thomaston, Watertown and Woodbury towns in Litchfield County; Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns in New Haven County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bridgeport-Milford-Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns in Fairfield County; Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns in New Haven County.
Bristol-Bristol city and Burlington town in Hartford County; Plymouth town in Litchfield County.
Danbury-Danbury city; Bethel, Brookfield, New Fairfield, Newtown, Redding, Ridgefield and Sherman towns in Fairfield County; Bridgewater and New Milford towns in Litchfield County.
Hartford-Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; Barkhamsted and New Hartford towns in Litchfield County; East Haddam town in Middlesex County; Colchester town in New London County; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns in Tolland County.
Middletown-Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns in Middlesex County.
New Britain-New Britain City; Berlin, Plainville and Southington towns in Hartford County.
Norwalk-Norwalk city; Weston, Westport and Wilton towns in Fairfield County.
Stamford-Stamford city; Darien, Greenwich and New Canaan towns in Fairfield County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Hartford-New Britain-Middletown-Includes Bristol PMSA; Hartford PMSA; Middletown PMSA; and New Britain PMSA.
New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn.-Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	253	185	192
5-14 Years	601	462	479
15-24 Years	494	561	581
25-44 Years	731	861	892
45-64 Years	665	674	699
65 and Over	288	365	379
TOTAL	3,032	3,108	3,222

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	334	475	947
General Mdse	989	1,262	2,352
Food	1,640	2,387	4,574
Automobiles	1,220	1,782	3,622
Gasoline Stations	505	805	1,704
Apparel	436	558	1,038
Furniture	364	451	897
Eat-Drink Places	533	889	1,947
Drugs	236	310	620
TOTAL SALES	7,217	10,428	20,852

ANSONIA

1 - LOCATION: New Haven County, (In Bridgeport-Milford PMSA). E&P Map B-3.
Residential and industrial center on Naugatuck River. 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-CR&L; Intercity; Berkshire.

3 - POPULATION:
Corp. City 80 Cen. 19,039; Loc. Est. 18,962
CZ-ABC: (80) 44,819; (84) 44,100
RTZ-ABC: (80) 41,943; (84) 44,700
County 80 Cen. 761,337; Loc. Est. 788,441
PMSA 80 Cen. 438,557; Loc. Est. 529,849
City & RTZ-ABC: (80) 86,762; (84) 88,800

4 - HOUSEHOLDS:
City 80 Cen. 7,035; Loc. Est. 7,007
County 80 Cen. 271,542; Loc. Est. 287,702
PMSA 80 Cen. 151,502; Loc. Est. 195,341
CZ-ABC: (80) 16,519; (84) 16,500
RTZ-ABC: (80) 13,475; (84) 14,500
City & RTZ-ABC: (80) 29,994; (84) 31,000

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$341,298,000
Savings & Loan	2	$31,144,000
Commercial	8	$102,700,000

6 - PASSENGER AUTOS: County 407,159

7 - ELECTRIC METERS: Residence 30,347

8 - GAS METERS: Residence 10,577

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-All Mfg. 6,060; Primary Metals 1,510; Fabricated Metals and Machinery 2,550; other Mfg. 2,000; Total Emp. 14,610.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Ansonia; 2 on Shelton; 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, Ansonia Seymour; Route 34, Derby; Route 110, Shelton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ansonia Mall(36)	NA	K mart, First Nat'l
Ansonia Plaza(16)	NA	Jerry's Mkt.
Westside(13)	NA	Pilgrim Barbeque
Seymour Plaza(6)	NA	Seymour Foodland
Orange/Derby(20)	NA	Klarides, DM Reed
Valley(5)	NA	Bradlees, Stop & Shop
Plaza On The Green(8)	NA	Fair Shoppe
Tri-Town Plz.(17)	NA	Warehouse Foods, Ames
Caldor Ctr.(4)	NA	Caldor, Shop-Rite
Southside(7)	NA	A&P
Klarides Vlg.(6)	NA	Klarides Market
Shelton Square	NA	Bradlees, Stop & Shop

Nearby Shopping Centers-East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center(Seymour).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Mkts.-Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-A. Krieger; Isaacson's; JCPenney.
Variety Stores-Woolworth; Dollar Stretcher.
Discount Stores-Bradlees; Kings; Caldor; Best Buy Appliances; K mart.
Chain Drug Stores-Rexall 2; Rite Aid; Lear's 3; Whalen's 2; CVS; Stop & Shop Drugs.
Chain Supermarkets-A&P; First National; Stop and Shop; Warehouse Foods; Shop-Rite; Klarides.
Other Chain Stores-Thom McAn; Firestone; JCPenney; Radio Shack; Morse Shoes; Shoe Town; Montgomery Ward; Value House; Fayva; Big L; Ames; Service Merchandise.

14 - NEWSPAPERS: SENTINEL (e) 17,387; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary Siegel, Adv. Dir., SENTINEL, 241 Main St., Ansonia, CT 06401; Tel. (203) 734-2546.
National Representative: Thomson Newspapers.

BRIDGEPORT

1 - LOCATION: Fairfield County (In Bridgeport-Milford PMSA). E&P Map B-4, County Seat. 56 mi. NE of NYC on main line of Northeast Rail Corridor and Connecticut Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak; Tri State Authority.
Steamships-Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.
Motor Freight Carriers-80.
Intercity Bus Lines-Greyhound; Trailways; Stratford Bus; Greater Bridgeport Transit Authority.
Airlines-Atlantic Air; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 142,546; Loc. Est. 142,670
CZ-ABC: (80) 280,925; (84) 275,500
RTZ-ABC: (80) 241,222; (84) 244,200
County 80 Cen. 807,143; Loc. Est. 815,740
PMSA 80 Cen. 438,557; Loc. Est. 529,849
City & RTZ-ABC: (80) 522,147; (84) 519,700

4 - HOUSEHOLDS:
City 80 Cen. 52,026; Loc. Est. 53,279
County 80 Cen. 280,597; Loc. Est. 292,090
PMSA 80 Cen. 151,502; Loc. Est. 195,341
CZ-ABC: (80) 98,755; (84) 97,700
RTZ-ABC: (80) 82,555; (84) 84,400
City & RTZ-ABC: (80) 181,310; (84) 182,100

Bridgeport Post-Telegram
Comb. (m&e)89,757
The Sunday Post (S)
92,455 ABC 3/31/84

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$3,238,837,000
Savings & Loan	4	(incl. above)
Commercial	8	(incl. above)

6 - PASSENGER AUTOS: County 492,095

7 - ELECTRIC METERS: Residence 109,551

8 - GAS METERS: 58,742

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Machinery 9,100 ($267); Transportation Equip. 13,650 ($269); Electrical Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Downtown Shopping Centers-5 blocks on Main St.; 1 on Fairfield Ave.; 4 on Broad St.

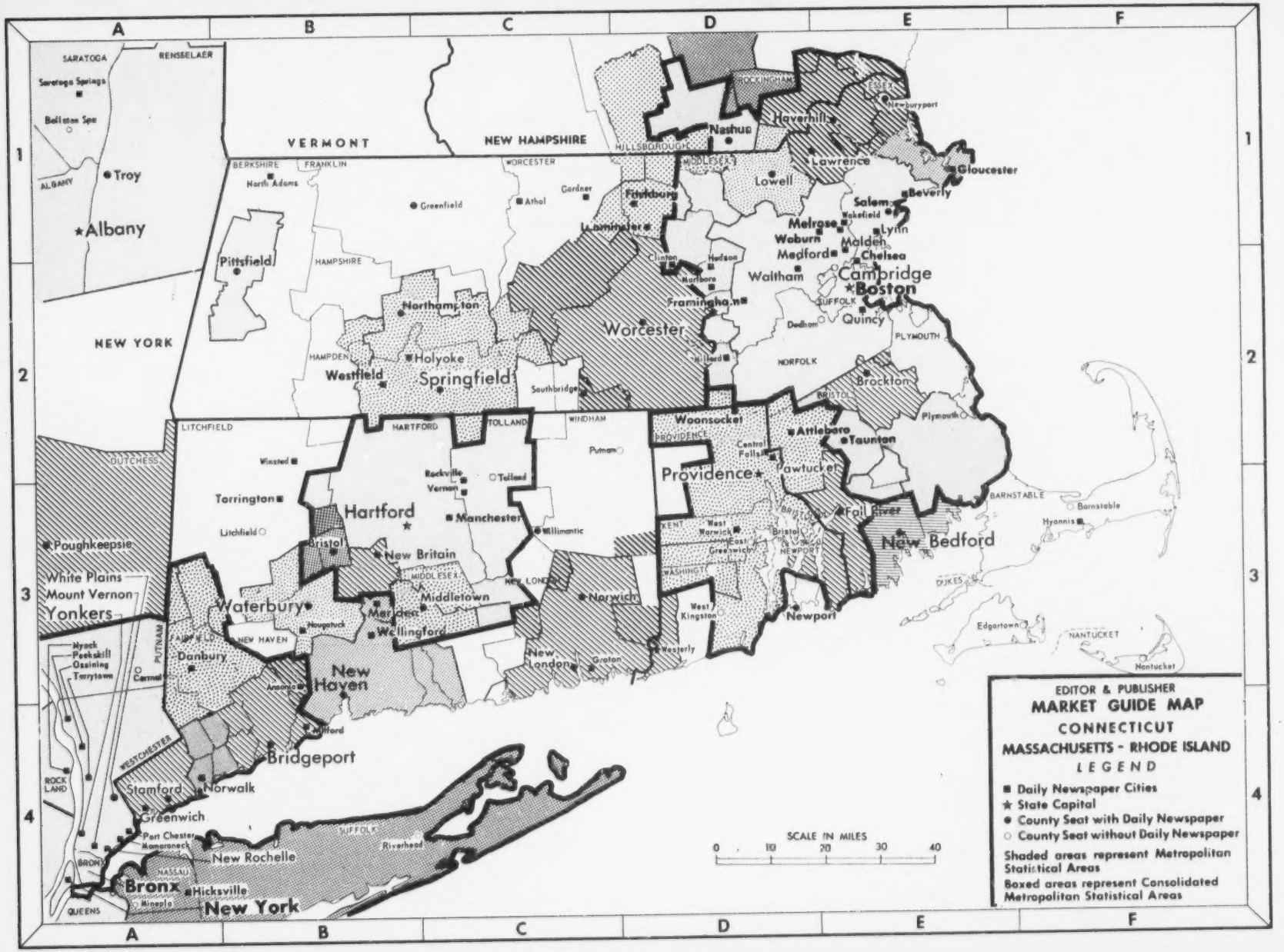
"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top 50 market, 3rd in the continental United States in Median Household Effective Buying Income. (S&MM '84)

BRIDGEPORT
CONNECTICUT
POST TELEGRAM

Member of FCD Newspaper Network

Nationally Marketed By
LANDON ASSOCIATES


A
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SARATOGA
RENSSELAER
Saratoga Springs
Ballston Spa
ALBANY
Troy
Albany
VERMONT
NEW HAMPSHIRE
ROCKINGHAM
ESSEX
Newburyport
Haverhill
Nashua
HILLSBOROUGH
MIDDLESEX
Lawrence
Lowell
Gloucester
Beverly
Salem
Wakefield
Melrose
Lynn
Woburn
Malden
Medford
Chelsea
Cambridge
Boston
Waltham
Clinton
Hudson
Marlboro
Framingham
Leominster
Fitchburg
Gardner
Athol
Greenfield
BERKSHIRE
FRANKLIN
WORCESTER
North Adams
Pittsfield
HAMPSHIRE
Northampton
Worcester
Holyoke
Westfield
Springfield
HAMPDEN
Southbridge
Millbury
SUFFOLK
Dedham
Quincy
PLYMOUTH
NORFOLK
Brockton
BRISTOL
Plymouth
NEW YORK
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
Putnam
Woonsocket
PROVIDENCE
Central Falls
Attleboro
Taunton
Pawtucket
Providence
DUTCHESS
Winsted
Torrington
Litchfield
Rockville
Vernon
Tolland
Hartford
Manchester
Willimantic
Bristol
New Britain
Poughkeepsie
White Plains
Mount Vernon
Yonkers
KENT
West Warwick
East Greenwich
Bristol
NEWPORT
Fall River
New Bedford
BARNSTABLE
Barnstable
Hyannis
WASHINGTON
NEW LONDON
Norwich
West Kingston
Newport
DUKES
Edgartown
NANTUCKET
Nantucket
Waterbury
Meriden
Middletown
Wallingford
Naugatuck
FAIRFIELD
NEW HAVEN
MIDDLESEX
Hyack
Peekskill
Ossining
Tarrytown
Carmel
PUTNAM
Danbury
Ansonia
New Haven
Milford
New London
Groton
Westerly
WESTCHESTER
Bridgeport
ROCK LAND
Stamford
Norwalk
Greenwich
Port Chester
Mamaroneck
SUFFOLK
Riverhead
New Rochelle
BRONX
NASSAU
Bronx
Hicksville
Mineola
New York
QUEENS
SCALE IN MILES
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20
30
40
EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay View(7)	3	Howard Johnson, A&P, Bradlees
Brookside(16)	4	Liggett, McCrorys, First Nat'l.
Connecticut Post(70)	10	Alexanders, Caldor
Crossroads(60)	NA	Read's, Sears
Shop-Rite	4	Shop-Rite Mkt.
Hawley Lane	8	Waldbaum's, Caldor, Sage-Allen
Trumbull(110)	8	G.Fox, Waldbaum's, Read's
The Dock	6	Bradlees, Stop & Shop
Univ. Square(10)	1	Warnaco

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Mon. & Thur. Food-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Read's 4; Howland's; Alexander's; Sears; G. Fox.
Speciality-Howlands 2; Fairfield; Skydels.
Discount Stores-Stratford Town Fair; Bradlee's 5; Caldor 5; K mart; Burlington Mills.
Variety Stores-Woolworth; H.L. Green; McCrorys.
Chain Drug Stores-Walgreens; SupeRx; Rite-Aid 4; Medi-Mart 4; CVS; Rexall.
Chain Supermarkets-A&P 5; First National 4; Grand Union 5; Stop & Shop 6; Sunshine 2; Waldbaum's 5; Pathmark 3; Gran Central 3; Shop-Rite 2.
Other Chain Stores-Thom McAn; Goodyear; Firestone; Channel; Pearle.

14 - NEWSPAPERS: TELEGRAM (m-mon to fri) 17,539; POST (e-mon to fri) 68,694; (S) 92,110; (sat) 77,480; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, POST & TELEGRAM, 410 State St., Bridgeport, CT 06604; Tel. (203) 333-0161.
National Representative: Landon Associates.

BRISTOL

1 - LOCATION: Hartford County, (PMSA). E&P Map B-3. Manufacturing center in central Connecticut; SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-35.
Intercity Bus Lines-Corbin Coach Line.

3 - POPULATION:
Corp. City 80 Cen. 57,370; Loc. Est. 60,315
CZ-ABC: (80) 62,604; (84) 63,500
RTZ-ABC: (80) 28,175; (84) 28,100
County 80 Cen. 807,766; Loc. Est. 841,237
PMSA 80 Cen. 73,762; Loc. Est. 77,708
City & RTZ-ABC: (80) 90,779; (84) 91,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,510; Loc. Est. 21,810
County 80 Cen. 289,658; Loc. Est. 308,602
PMSA 80 Cen. 25,945; Loc. Est. 27,770
CZ-ABC: (80) 22,437; (84) 23,000
RTZ-ABC: (80) 9,909; (84) 10,000
City & RTZ-ABC: (80) 32,346; (84) 33,000

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$304,456,670
Savings & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6 - PASSENGER AUTOS: County 459,058

7 - ELECTRIC METERS: Residence 20,303 (1980)

8 - GAS METERS: Residence 5,973 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machinery & Electrical Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Services 3,000; Govt. 2,700; Wholesale/Retail 4,200. All other 1,790. (Av. Wkly. Wage-$335).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-95; Fall 28-70; Winter 10-50. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-North Side, Forestville-Pine St.; W. Side-4 along Farmington Ave., Route 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bristol Centre Mall(39)	0	Sage-Allen, Finast
Pine Plaza(28)	3	Western Auto, A&P
Bristol Plaza(31)	2	Bradlees, Stop & Shop
Hub 6 Plz.	2	Caldor
Foodmart Plz.(10)	3	Food Mart
Shopper's Jctn.(10)	3	Shop-Rite

Principal Shopping Days-Wed., Thur., Fri. and Sat.
Stores Open Evenings-Downtown Dept., Thur.; Bristol Centre Mall., Thur. & Fri.; Food, Mon. through Sat.; Shopping Plaza, Shoppers Junction and The Hub, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Davidson & Leventhal's; Sage Allen.
Variety Stores-Woolworth.
Discount Stores-Bradlees; Zayre; Caldor.
Chain Drug Stores-Pelchar's (Rexall-Terryville); L&L (Rexall-Forestville); Family Drug (Shop Rite-Bristol); Pine Plaza; Amity Drug; Harolds; Arrow Drug; CVS; Brook's.
Chain Supermarkets-A&P 2; First National; Stop & Shop; Food Mart 2; Ferraro's; Waz's; IGA; Shop-Rite.
Other Chain Stores-Singer; Western Auto; Shoe Towne; Uniroyal; Firestone Stores; Grossman's; Inside Outlet; Bess Eaton; Michaels Jewelers; Fayva Shoes; So Fro Fabrics.

14 - NEWSPAPERS: PRESS (e) 20,648; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Charles A. Poole, Sr., Mkt. Dir., PRESS, 99 Main St., Bristol, CT 06010; Tel. (203) 584-0501.
National Representative: Landon Associates.

DANBURY

1 - LOCATION: Fairfield County (PMSA). E&P Map A-3, County Seat. Industrial center. On U.S. Hwys. 6, 7, 202; State Hwys. 37, 39, 58; I-84.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-26.
Intercity Bus Lines-Bonanza; Trailways, Chieppo; Chartered Lines; Leprechaun; Short Line; Greyhound.
Airlines-Danbury Airways; Conn. Air Service Inc.; Air Northeast Charter; Bluebird Aviation Corp; Beechcraft-East Inc.

3 - POPULATION:
Corp. City 80 Cen. 60,470; Loc. Est. 65,605
CZ-ABC: (80) 76,474; (84) 82,600
RTZ-ABC: (80) 175,379; (84) 191,700
County 80 Cen. 807,143; Loc. Est. 826,679
PMSA 80 Cen. 170,369; Loc. Est. 215,231
City & RTZ-ABC: (80) 251,853; (84) 274,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,079; Loc. Est. 23,867
County 80 Cen. 280,597; Loc. Est. 294,123
PMSA 80 Cen. 56,296; Loc. Est. 59,866
CZ-ABC: (80) 26,276; (84) 28,600
RTZ-ABC: (80) 55,584; (84) 61,600
City & RTZ-ABC: (80) 81,860; (84) 90,200

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$217,960,000
Savings & Loan	4	$108,803,000
Commercial	18	$217,102,000

6 - PASSENGER AUTOS: County 459,058; City 45,299

7 - ELECTRIC METERS: Residence 22,582

8 - GAS METERS: Residence 8,752

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery 2,210 ($307); Elec. Equip. 5,780 ($314); Metals 1,760 ($325); Precision Instruments 4,650 ($352); Furn. & Paper 1,970 ($487).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 6 on White St.; 2 on West, Elm & Liberty Sts.; North St.; Berkshire; Plumtrees Plaza; Nutmeg Plaza.
Neighborhood Shopping Centers-White St. & Locust Ave.; Wooster Village; Lake Ave. at Lawncrest; Danbury, North St. & Padanaram; Berkshire; Beaver Brook; Germantown Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkshire(30)	2	Kresge, Bradlees, Stop'n Shop, Marshall's
Bethel Plaza(10)	2	First Nat'l, Agway
Brookfield Ctr.	3	Anderson-Little, Radio Shack, Caldor
Copp's Hill Plaza(23)	5	Stop'n Shop, Caldor, Genovese
New Milford Plaza(20)	10	Bradlees, Diamond Int'l, Stop 'N Shop
Newtown	8	A&P, Grand Union
North St. Ctr.	2	Mont. Ward, Brooks Drug, A&P, JCPenney
Putnam Plaza	12	Radio Shack
Ridgefield(9)	8	Grand Union, A&P
Brook Plaza(8)	3	Waldbaum's, CVS, Channel Home Ctr.
Veteran's Plaza	17	Brooks Drugs, First Nat'l
Plumtrees Plz.	2	Sterling Optical, Inside Outlet

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept. Stores, Main St. Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's; D.M. Read's; Sears; Caldor; Bradlee's; JCPenney.
Discount Stores-Bradlees; Bargain World; Marshall's; T.J. Maxx.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Whelan; Liggett 2; Rite Aid; CVS; Brooks Drug; Genovese; Mini Mart.
Chain Supermarkets-A&P 4; First National 4; Grand Union 4; Pathmark; Stop'n Shop 3; Waldbaum; Grand Central; Shop-Rite; IGA 5.
Other Chain Stores-Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Channel Home Center; Tano Shoes; Sterling Optical.

14 - NEWSPAPERS: NEWS-TIMES (m) 40,412; (S) 44,983; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lynn D. Savacool, Adv. Dir., NEWS-TIMES, 333 Main St., Danbury, CT 06810; Tel. (203) 744-5100.
National Representative: Branham/Newspaper Sales.

GREENWICH

1 - LOCATION: Fairfield County, E&P Map A-4 (In Stamford PMSA). SW part of CT; 27 mi. from NYC.

2 - TRANSPORTATION: Railroads-New Haven Div. Conrail.
Intercity Bus Lines-Valley Transportation Co.; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 59,578; Loc. Est. 60,907
PMA-ABC: (80) 59,578; (84) 59,500
County 80 Cen. 807,143; Loc. Est. 826,679
PMSA 80 Cen. 198,854; Loc. Est. 212,194
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,520; Loc. Est. 22,212
County 80 Cen. 280,597; Loc. Est. 294,123
PMSA 80 Cen. 72,157; Loc. Est. 79,087
PMA-ABC: (80) 21,520; (84) 21,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	4	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 492,095

7 - ELECTRIC METERS: Residence 22,103

8 - GAS METERS: Residence 13,556

9 - PRINCIPAL INDUSTRIES: Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

10 - CLIMATE: Min. & Max. Temp.-Summer 35-91; Fall 51-89; Winter 3-74; Spring 37-74. First killing frost, Dec. 21. Last killing frost, Apr. 5.

11 - TAP WATER: Highly filtered, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Greenwich Ave. & Putnam Ave.
Neighborhood Shopping Areas-Sound Beach Ave., Old Greenwich; Post Rd., Cos Cob; Byram; Riverside, W Putnam Ave.; Putnam Plaza, E Putnam Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Thru-Way	NA	Woolworth, Rexall, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Discount Stores-Caldor.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett's; CVS; Archer Kent.
Chain Supermarkets-A&P 2; Grand Union 2; Finast; Gristede's; Food Mart 3; Grand Central.
Other Chain Stores-Ann Taylor.

14 - NEWSPAPERS: TIME (e-mon to fri) 14,308; (m-sat) 13,333; (S) 12,912; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Pat Crouch, Display Adv. Mgr., TIME, 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2200
National Representative: Landon Associates.

HARTFORD

1 - LOCATION: Hartford County (PMSA). E&P Map B-3, Capital. Midway between New York and Boston. At head of navigation on Connecticut River. Insurance and industrial center.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak (passengers).
Motor Freight Carriers-82.
Intercity Bus Lines-Short Line; Arrow; Bonanza; Connecticut Co.; Post Road Stage; Greyhound; Trailways of New England; Longueil.
Airlines-USAir; Alleghany Commuter; American; Delta; Eastern; Bar Harbor; United; Pan American; Trans World; Pilgrim; Piedmont; Northeastern; Ransome; Empire; Best; Air Vermont; People Express.

3 - POPULATION:
Corp. City 80 Cen. 136,392; Loc. Est. 134,380
CZ-ABC: (80) 301,473; (84) 297,700
RTZ-ABC: (80) 585,085; (84) 592,600
County 80 Cen. 807,766; Loc. Est. 841,237
PMSA 80 Cen. 715,923; Loc. Est. 778,198
City & RTZ-ABC: (80) 886,558; (84) 890,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,026; Loc. Est. 53,767
County 80 Cen. 289,658; Loc. Est. 308,602
PMSA 80 Cen. 253,780; Loc. Est. 287,406
CZ-ABC: (80) 112,177; (84) 111,900
RTZ-ABC: (80) 207,356; (84) 212,000
City & RTZ-ABC: (80) 319,533; (84) 323,900

5 - BANKS	NUMBER	DEPOSITS
Savings	78	$4,697,912,000
Savings & Loan	13	$3,540,452,000
Commercial	107	$8,591,976,000

6 - PASSENGER AUTOS: County 459,058

7 - ELECTRIC METERS: Residence 48,000

8 - GAS METERS: Residence 113,983

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Insurance 50,810 ($435); Transportation Equip. 44,730 ($452); Retail 60,300 ($191); Machinery (exc. elec.) 11,730 ($371); Food 3,860 ($375).
Principal Pay Days-Mfg. Thur.; Insurance 15th & 30th; Trade Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.- Spring 29-80; Summer 55-99; Fall 9-93; Winter 7-67. First killing frost, Nov. 3. Last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Hartford; 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Constitution Plaza; Civic Center Shopping Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bishop's Corner(22)	4	First National, Caldor
Bloomfield Wintonbury Mall(19)	4	Florence Travis
Bristol Plaza(34)	11	Bradlees, Stop & Shop
Burr Corners (Manchester)(20)	10	A&P, Caldor, Inside Outlet
Charter Oak Mall	4	Stop & Shop, Bradlees, Radio Shack, Medi Mart
Copaco(35)	3	Zayre, Genovese, Copaco, Thom McAn
Corbin's Corner(34)	4	Sears, Stop & Shop, Toys 'R Us, D&L
Crossroads Plz(21)	4	Foodmart
Drake Hill Mall (Simsbury)(12)	15	Fitzgerald's, Carroll Reed
East Brook Mall (Mansfield)(22)	24	Sage Allen, Caldor, A&P
East Hartford	2	Sage Allen
East Windsor	NA	Cohoe's, Dansk
Elmwood	4	First National
Enfield Mall(29)	14	Finast
Enfield Square(57)	15	Steiger's, G. Fox, JCPenney
Farmington Valley Mall(30)	10	Sage Allen, D&L, Stop & Shop, Medi Mart
Fox Run Mall(26)	4	Top Notch Mkts., Radio Shack

Mkt Place-Glen Lochen (Glastonbury)(26)	4	Francines, Shoe Tree
K mart Plaza(3)	5	K mart, Finast
Manchester Parkade(39)	7	Sears, Food Mart Anderson-Little, Bradlees, Stop & Shop
Mott's Center (Wethersfield)(2)	3	K mart, Mott's Mkt.
Newington(3)	10	Warehouse Foods, Bradlees
Old Avon Village	15	Arrowhead Specialty, Thrifty Yankee
Prospect Plaza(15)	3	Finast
Putnam Bridge(16)	3	Zayre, Genovese, Andy's Food Town
Silver Lane(25)	3	Burlington Coat Factory
State Line (Enfield)(20)	15	Levitz, Shoprite, Genovese, Zayre
Suffield Vill.(28)	25	A&P
Town Line(14)	6	Caldor, Food Mart
Tri City	11	Sage Allen, D&L, Regal's, Caldor
West Farms(151)	4	G. Fox, Sage Allen, JCPenney, Herman's, Lord & Taylor, Lane Bryant
West Hartford/ K mart Plaza	NA	K mart, Food Mart
West Hartford	4	Sage Allen
Wetherfield(37)	5	Sage Allen, A&P, D&L
Windsor(60)		Sage Allen, K mart, A&P, Radio Shack

13 - RETAIL OUTLETS: Department Stores-JCPenney; Marshall's; G. Fox; Sage Allen; Sears, Lord & Taylor; Herman's; Luettgen's; D&L.
Discount Stores-K mart 5; Caldor; Zayre; Bradlees.
Variety Stores-Fairway; Mars.
Chain Drug Stores-Walgreens; Maxwell 2; Medi-Mart 5; Genovese 5; Modern 3; Liggett 2; Consumer Value 16; Apothocary 3; Rite Aid 11; Brook's; Arthur's 6; Kazarian 3.
Chain Supermarkets-First Nat'l 10; A&P 8; Stop & Shop 14; Mott's Shoprite 12; Food Marts 13; Warehouse Foods 6; Frank's 2; Top Notch 4.
Other Chain Stores-Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Grossman's 6; Brewster's; Lane Bryant; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry Casual Corner 4; Kay Jewelers; Lorner; Ormond's 3; Michael's; Baker Shoes 3; Child World 5; So-Fro Fabrics 5; Helen Gallagher 3; Kinney Shoes 10.

14 - NEWSPAPERS: COURANT (m) 218,830; (S) 300,767; Apr. 1, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Krikorian, Adv. Dir., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6200.
National Representatives-American Publishers' Representatives.

MANCHESTER

1 - LOCATION: Hartford County (Hartford PMSA). E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44, 84, 86.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.

Motor Freight Carriers-3.
Intercity Bus Lines-Arrow; Greyhound.

Manchester Journal-Inquirer (e)
42,247 ABC 3/ 31/ 84

3 - POPULATION:
Corp. City 80 Cen. 49,761; Loc. Est. 52,368
PMSA 80 Cen. 743,143; Loc. Est. 778,198
County 80 Cen. 807,766; Loc. Est. 841,237
HERALD:
CZ-ABC: (80) 49,761; (84) 50,400
RTZ-ABC: (80) 142,505; (84) 144,100
City & RTZ-ABC: (80) 192,266; (84) 194,500
JOURNAL INQUIRER:
PMA-ABC: (80) 248,452; (84) 249,400

4 - HOUSEHOLDS:
City 80 Cen. 18,459; Loc. Est. 19,545
County 80 Cen. 289,658; Loc. Est. 308,602
PMSA 80 Cen. 253,780; Loc. Est. 287,406
HERALD:
CZ-ABC: (80) 18,459; (84) 18,459
RTZ-ABC (80) 50,694; (84) 51,600
City & RTZ-ABC: (80) 69,153; (84) 70,500
JOURNAL INQUIRER:
PMA-ABC: (80) 86,280; (84) 87,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$166,297,000
Commercial	8	3,235,998

6 - PASSENGER AUTOS: County 459,058

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Parachutes; Reamers; Women's garments; Electrical instruments; Clutches; Paper board; Insulating paper and paper specialties; Toys; Tools.
Principal Industrial Pay Days-Wed.; 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Main St. and Depot Sq.; Manchester Shopping Parkade.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St. Parkade(32)	NA	Bradlees, Marshall's Stop & Shop
Burr Corners(20)	NA	A&P, Channel Lumber, Caldor, Inside Outlet
Charter Oak (E.Hartford)	NA	Bradlees, Medi Mart, Stop & Shop, Radio Shack
E. Hartford Plaza(7)	NA	Sage-Allen
Elm Plaza (Enfield)(10)	NA	Caldor, Finast
Enfield Mall(30)	NA	Sage-Allen
Enfield Sq.(56)	NA	G. Fox, Steigers, JCPenney
K mart Plaza (Vernon)(15)	NA	K mart, First Nat'l
Manchester (Parkade)(56)	NA	Sears, D&L
Putnam Bdge. Plz. (E.Hartford)(4)	NA	Andy's Food Town, Zayre's
Shop Rite Plz.(10)	NA	Shop Rite, Radio Shack
Stateline Plz. (Enfield)(18)	NA	Channel Lumber, Zayre, J. Homestock/Levitz
Suffield Vlg.(20)	NA	A&P
Tri-City Plz.(31)	NA	Caldor, D&L, Finast, Sage-Allen

Nearby Shopping Centers-Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Turnpike & E. Center St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Thur.; Food-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Marlow's; Sears.
Discount Stores-Caldor; Bradlees; Marshall's; K mart.
Variety Stores-Fairway.
Chain Drug Stores-Arthur's; Rite Aid; CVS.
Chain Supermarkets-A&P 2; Stop & Shop; Food Mart; Shoprite; Highland Park; Supreme Foods.
Other Chain Stores-Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: MANCHESTER HERALD (e) 9,859; Mar. 28, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Penny Sadd, Adv./Mktg. Dir., Herald Square, Manchester, CT 06040; Tel. (203) 643-2711.
National Representative: Landon Associates.
JOURNAL INQUIRER (e-mon to fri; m-sat) 42,247; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Grogan, Adv. Dir., 306 Progress Drive, Manchester, CT 06040; Tel (203) 646-0500.
National Representative: Landon Associates.

MERIDEN-WALLINGFORD

1 - LOCATION: New Haven County (In New Haven-Meriden MSA). E&P Map B-3. Industrial center.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; American; Pan American; Delta; USAir; Northeastern; Pilgrim; Newair.

3 - POPULATION:
Corp. Cities 80 Cen. 94,392; Loc. Est. 98,739
Meriden 80 Cen. 57,118; Loc. Est. 59,560
Wallingford 80 Cen. 37,274; Loc. Est. 39,179
CZ-ABC: (80) 94,392; (84) 95,500
RTZ-ABC: (80) 58,667; (84) 62,100
County 80 Cen. 761,337; Loc. Est. 788,441
MSA 80 Cen. 390,172; Loc. Est. 402,719
City & RTZ-ABC: (80) 153,059; (84) 157,600

4 - HOUSEHOLDS:
Corp Cities 80 Cen. 33,857; Loc. Est. 35,859
Meriden 80 Cen. 21,051; Loc. Est. 22,410
Wallingford 80 Cen. 12,806; Loc. Est. 13,449
County 80 Cen. 271,542; Loc. Est. 287,702
MSA 80 Cen. 176,824; Loc. Est. 150,547
CZ-ABC: (80) 33,857; (84) 34,600
RTZ-ABC: (80) 18,999; (84) 20,300
City & RTZ-ABC: (80) 52,856; (84) 54,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	10	$612,219,825

6 - PASSENGER AUTOS: County 407,159

7 - ELECTRIC METERS: Residence 29,425

8 - GAS METERS: Residence 10,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 7,300; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Utilities 900; Paper Boxes 350; Lighting Equip. 600; Wkly. Industrial Payroll (16 firms) $672,324 (Avg. $298)
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31. Last killing frost, Apr. 29.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on W Main; Colony, E Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.
Neighborhood Shopping Centers-Broad & E Main; Village of South Meriden, Yalesville; Caldor Shpg. Plaza, Rt. 5 & Broad St; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barker's Parkade	NA	
Centennial Plaza(9)	NA	First National, Ames
Lincoln Plaza	NA	Motts Shoprite
Meriden Mall	NA	Walgreens
Meriden Sq.(59)	NA	G. Fox, JCPenney
Colony Plaza(13)	NA	

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Nu-Stars; G. Fox & Co.; Worth's; JCPenney; D&L.
Discount Stores-Ames; Caldor 2; K mart 3.
Chain Drug Stores-Courtesy; Stimpson 2; Rite-Aid CVS; Walgreens; Brooks.
Chain Supermarkets-Finest 2; Barker's; Caplan's; Food Mart 2; Shop-Rite; Everybody's; Stop & Shop; Towne & County; Edwards.
Other Chain Stores-Thom McAn; Singer Co.; Firestone 2; Baker's Shoes; Chess King; Florsheim Shoes; Kinney Shoes; Lerner Shops; Miles Shoes; Gordon's; Hickory Farms; Kay Jeweler; Regal Shoes; Radio Shack; So-Fro Fabrics; Spencer Gifts; Helen Gallagher; Waldenbooks; Perkins Tobacco; Ormond's; Michaels Jewelers; Vision Centre; Morrisons; Great Expectations; Mother-Cape; Prague Shoes; A.S. Beck; Nature Foods; Life Uniform; Barricini; Pet Towne; Foxmoor; Arthur's; Casual Corner; D. Rigging's; The Gap; Growth Company; Susie's Casual; Weathervane; Grossman's; Channel; Sherwin-Williams.

14 - NEWSPAPERS: RECORD-JOURNAL (m) 30,714; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Killian, Adv. Dir., RECORD-JOURNAL, 11-19 Crown St., Meriden, CT 06450; Tel. (203) 235-1661.
National Representative: Branham/Newspaper Sales.

MIDDLETOWN

1 - LOCATION: Middlesex County, (PMSA) E&P Map B-3, County Seat. Industrial, agricultural and educational center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66; State Hwys. 9, 14, 17, 19, 72 and 157.

2 - TRANSPORTATION: Railroads-Valley Division of NY; NH&H.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Co.; Interstate; Greyhound; Trailways of New England.

3 - POPULATION:
Corp. City 80 Cen. 39,040; Loc. Est. 41,575
CZ-ABC: (80) 57,688; (84) 59,400
RTZ-ABC: (80) 105,670; (84) 113,100
County 80 Cen. 129,017; Loc. Est. 134,708
PMSA 80 Cen. 81,582; Loc. Est. 85,609
City & RTZ-ABC: (80) 163,358; (84) 172,500

4 - HOUSEHOLDS:
City 80 Cen. 14,130; Loc. Est. 14,449
County 80 Cen. 45,922; Loc. Est. 49,097
PMSA 80 Cen. 28,733; Loc. Est. 31,433
CZ-ABC: (80) 20,765; (84) 21,600
RTZ-ABC: (80) 37,024; (84) 40,100
City & RTZ-ABC: (80) 57,789; (84) 61,700

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	1	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 76,295

7 - ELECTRIC METERS: Residence 14,347

8 - GAS METERS: Residence 2,846

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Non-Agricultural Employment 42,290; Manufacturing 14,550; Paper, Printing & Publishing 1,990; Chemicals, Rubbers & Plastics 850; Fabricated Metals 1,350; Machinery 1,150; Electrical Equipment 2,276; Other Manufacturing 6,940; Nonmanufacturing 34,740; Construction 1,510; Transportation 760; Communications & Utilities 1,020; Trade 10,320; (Wholesale 1,380 + Retail 8,940); Finance, Insurance & Real Estate 4,600; Service 9,540; Government 6,830.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 3. Last killing frost, Apr. 4.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metro Square(22)		Waldbaum's, CVS, Hit or Miss, Trim Fashions, Fayva
Riverview Ctr.(8)		Sears, Spaulding, Life Health Foods
South End	2	Bradlees, Stop & Shop
Middletown	3	Radio Shack, Food Mart, Conn Beverage Mart, Motomart
Washington(12)	3	Shop-Rite, Caldor, Genovese, Grossman's
Cromwell(30)	4	K mart, Village Fashions, Pappagallo Shop

Principal Shopping Days-Wed., Fri., Sat.
Stores Close-About 10% on Mon.
Stores Open Evenings-All Fri., some Tue. & Thur.; Sears-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Shapiro's; Kabachnick; Sears; JCPenney.
Discount Stores-Bradlees; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Genovese; CVS Pharmacy.
Chain Supermarkets-First National; Stop & Shop; Mott's Shop-Rite; Waldbaum's Food Mart 2.
Other Chain Stores-Thom McAn; Kabel's; Amato's; Prague Shoes.

14 - NEWSPAPERS: PRESS (e) 21,234; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: F. Sam Tierney, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457; Tel. (203) 347-3331.
National Representative: Landon Associates.

MILFORD

1 - LOCATION: New Haven County, (In Bridgeport-Milford PMSA). E&P Map B-4. Hwys. 1A, 122.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 50,898; Loc. Est. 52,688
PMA-ABC: (80) 49,101; (84) 49,300
County 80 Cen. 761,337; Loc. Est. 788,441
PMSA 80 Cen. 438,557; Loc. Est. 529,849
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,526; Loc. Est. 17,539
PMA-ABC: (80) 16,857; (84) 17,100
County 80 Cen. 271,542; Loc. Est. 287,702
PMSA 80 Cen. 151,502; Loc. Est. 195,341

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$960,736,687
Commercial	8	$6,913,355,350

6 - PASSENGER AUTOS: County 407,159

7 - ELECTRIC METERS: Residence 20,440

8 - GAS METERS: Residence 9,702

9 - PRINCIPAL INDUSTRIES: Locks; Razors; Rivets; Machine Tools and Parts; Hardware; Ball Point Pens; Electric Motors.

10 - CLIMATE: Min. & Max. Temp.-Soring 47-68; Summer 59-80; Fall 33-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 25.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conn. Post(63)	2	Brooks, Caldors, Stop & Shop, Alexander's
Cherry St. Plaza(10)	NA	First National
Shop-Rite(10)	NA	Shop-Rite
Liberty Rock Plaza(10)	NA	K mart, Waldbaum Rite-Aid
Loehmann's Plaza	NA	Loehmann's
Turnpike Sq.(15)	NA	Channel, Waldbaum
Gran Central Plaza(6)	2	Gran Central

13 - RETAIL OUTLETS:
Discount Stores-Alexander's; Caldors; K mart.
Chain Drug Stores-Rite Aid; Brooks.
Chain Supermarkets-Stop & Shop; Shop-Rite; First National; Waldbaum.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 7,251; (S) 9,138; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David B. Ruscotta, Adv. Mgr., CITIZEN, 349 New Haven Ave., PO Box 589, Milford, CT 06460; Tel. (203) 874-1691.
National Representatives: Landon Associates; U.S. Suburban Press.

NAUGATUCK

1 - LOCATION: New Haven County, (In Waterbury MSA). E&P Map B-3; About midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-New England Transportation; Connecticut Ry. Ltg. Co.; Interstate Coach; Northeast Transportation.

3 - POPULATION:
Corp. City 80 Cen. 26,456; Loc. Est. 28,706
PMA-ABC: (80) 37,258; (84) 39,100
MSA 80 Cen. 204,968; Loc. Est. 211,631
County 80 Cen. 761,337; Loc. Est. 788,441

4 - HOUSEHOLDS:
City 80 Cen. 9,345; Loc. Est. 10,219
County 80 Cen. 271,542; Loc. Est. 287,702
MSA 80 Cen. 72,690; Loc. Est. 77,235
Total PMA-ABC: (80) 12,722; (84) 13,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$7,483,324
Savings & Loan	1	$62,757,914
Savings	1	$116,039,938

6 - PASSENGER AUTOS: County 407,159

7 - ELECTRIC METERS: Residence 11,384

8 - GAS METERS: Residence 4,441

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chemicals 1,180; Candy 400; Iron Works 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Church St.; 1 on Main St.; 2 on Rubben Ave.; Mountview Plaza.
Neighborhood Shopping Centers-Union City; Glenridge; Rubber Ave.
Principal Shopping Days-Thur. & Fri.
Stores Close-Mondays during summer months.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Rubin's; Raphael's; Rosenblatt's; Breen's; Carlson's; Ames; Worth's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-Brooks Drug, C.V.S.; Rite-Aid.
Chain Supermarkets: First National; Stop-N-Shop.

14 - NEWSPAPERS: NEWS (e) 4,673; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: F. E. Hennick, Pub., NEWS, 195 Water St., Naugatuck, CT 06770; Tel. (203) 729-2228.
National Representative: Landon Associates.

NEW BRITAIN

1 - LOCATION: Hartford County, (PMSA). E&P Map B-3. Manufacturing Center. Adjacent to U.S. Routes 5, 6, I-84 and I-91. State Hwys. 10, 71, 72. 10 mi. SW of Hartford.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vermont Transit.
Airlines-25 mi. from Bradley International Airport.

3 - POPULATION:
Corp. City 80 Cen. 73,840; Loc. Est. 73,378
CZ-ABC: (80) 102,417; (84) 98,500
RTZ-ABC: (80) 85,072; (84) 89,600
County 80 Cen. 807,766; Loc. Est. 841,237
PMSA 80 Cen. 142,241; Loc. Est. 145,958
City and RTZ-ABC: (80) 187,489; (84) 188,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,539; Loc. Est. 29,211
County 80 Cen. 289,658; Loc. Est. 308,602
PMSA 80 Cen. 51,916; Loc. Est. 54,846
CZ-ABC: (80) 38,760; (84) 37,600
RTZ-ABC: (80) 29,426; (84) 31,300
City & RTZ-ABC: (80) 68,186; (84) 68,900

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	1	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 459,058

7 - ELECTRIC METERS: Residence 28,400

8 - GAS METERS: Residence 19,982

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners, (Av. Wkly. Wage)-Manufacturing 25,000 ($363); Primary and Fabricated Metals 11,990 ($332); Hardware 5,680 ($326); Machinery 7,460 ($378); Electrical and Transp. Equipment 6,480 ($453); Other Manufacturing 4,000 ($260); Total non-agriculture wage and salary workers 60,000.
Principal Pay Days-Tues., Wed., Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First Killing frost, Oct. 17. Last Killing frost, Apr. 19.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 2 on W Main; 1 on Arch St.; 4 on Broad St.; 2 on E Main.
Neighborhood Shopping Centers-Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 6 stores on Slater Rd.; Newbrite Shopping Plaza, 18 stores on E Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on W Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Webster Sq.(15)	5	Woolworth, Food Mart
Corbins Corner(34)	5	Sears, D&L, Toys 'R Us
Twin City Plaza(8)	2	Finast, Twin City Drug
K mart Plaza	5	K mart, Food Mart, TJ Maxx
Farmingdale Plaza(6)	2	Sussman's, Giant Food, Caldor
Newbrite Plaza(25)	NA	Radio Shack, Finast
Stanley Plaza	3	Bradlee's
Ferndale Plaza	3	Sussman's, Giant Food, Ferndale Drug
Meriden Square Mall(40)	8	JCPenney, G. Fox & Co.
West Farms Mall(100)	5	JCPenney, G. Fox & Co., Sage Allen, Lord & Taylor
Plainville	3	Radio Shack
Queen Plaza(12)	9	Zayre, Shop Rite
Caldor Village	10	Caldor, Food Mart
Newington(3)	7	Bradlees, Stop N'Save
Town Line(14)	10	Food Mart, Caldor
Northwood Plaza	5	Food Mart
Southington Shopade(9)	8	Carpet Factory, Edwards
Prospect Plaza(15)	10	Finast

Principal Shopping Days-Thur., Fri., and Sat.
Stores Close-Mon. (partial).
Stores Open Evenings-Food-Wed., Thur., Fri. Others Thur. and Fri. Most malls and plazas open every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Davidson and Leventhal; JCPenney; Sage-Allen; G. Fox & Co.; Sears; K mart.
Discount Stores-Bradlee's; Zayre; Caldor; K mart.
Variety Stores-Woolworth; Daffodil Inc.; Showcase; B and D.
Chain Drug Stores-Rite Aid; Arrow Drug 3; Central Rexall 2; Shop-Rite; Belvidere; CVS 2.
Chain Supermarkets: Finast 4; Food Mart 5; Shop Rite 2; Stop N' Save 3; Stop & Shop 2; A&P; Sussman's Giant Food 3; Heartland Food.
Other Chain Stores-Sherwin Williams; Firestone; Thom McAn; Anderson-Little; Sears; Singer Co.; Marshall's; Hickory Farms; Radio Shack; Michael's Jewelers; Goodyear; Big L Discounts; Shoe Town; Grossman's.

14 - NEWSPAPERS: THE HERALD (e) 40,627; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Netupski, VP-Mktg., THE HERALD, 1 Herald Square, New Britain, CT 06050; Tel. (203) 225-4601.
National Representative: Landon Associates.

NEW HAVEN

1 - LOCATION: New Haven County (In New Haven-Meriden MSA); E&P Map B-4. In South Central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34, providing access to markets in Boston, Montreal, New York, Washington, Miami and points west.

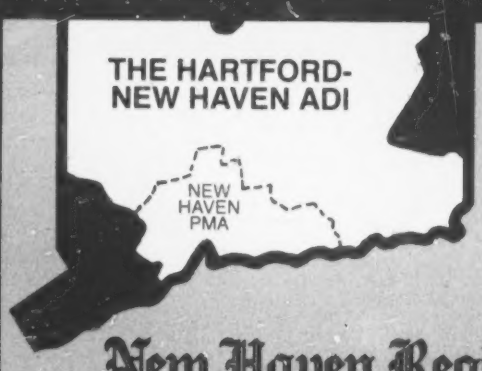
2 - TRANSPORTATION: Railroads-Conrail-Amtrak; Fifth most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers-117.
Intercity Bus Lines-Arrow; Connecticut Greyhound; Trailways; Chieppo.
Freight Steamship Lines-20.
Airlines-New Air; Pilgrim.
Limousine Service-Passenger service to Kennedy & LaGuardia Int'l Airports (N.Y.) & Bradley Int'l Airport (Hartford).

3 - POPULATION:
City 80 Cen. 126,109; Loc. Est. 126,384
CZ-ABC: (80) 314,072; (84) 311,100
RTZ-ABC: (80) 274,586; (84) 284,700
County 80 Cen. 761,337; Loc. Est. 788,441
MSA 80 Cen. 390,172; Loc. Est. 402,719
City & RTZ-ABC: (80) 588,658; (84) 595,800

4 - HOUSEHOLDS:
City 80 Cen. 50,634; Loc. Est. 49,129
County 80 Cen. 287,184; Loc. Est. 287,702
MSA 80 Cen 178,824; Loc. Est. 150,547
CZ-ABC: (80) 115,003; (84) 114,900

New England's 2nd ADI

HARTFORD/NEW HAVEN ADI MEDIA FACTS



FACT 1 You can't cover the Hartford/New Haven ADI without buying the New Haven Primary Market Area (PMA).

FACT 2 The New Haven PMA covers 31 cities and towns with 496,000 adults 18+.

FACT 3 The Register and/or Journal-Courier reaches 50% of all adults in the PMA every day...and the Sunday Register reaches 68% of all adults.

New Haven Register Journal-Courier

Represented nationally by Sawyer-Ferguson-Walker Company

Source: New Haven CMS conducted by Belden Associates, 1983

RTZ-ABC: (80) 93,648; (84) 98,200
City & RTZ-ABC: (80) 208,651; (84) 213,100

5 - BANKS	NUMBER	DEPOSITS
Savings	85	$3,788,057,000
Savings & Loan	58	$1,799,481,000
Commercial	152	$2,651,647,000
Credit Unions	124	$407,937,000

6 - PASSENGER AUTOS: County 407,159

7 - ELECTRIC METERS: Residential and Commercial customers 54,612

8 - GAS METERS: New Haven area 78,969

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners. (Avg. Weekly Wage)-Total Non-Agricultural Employment 193,560 ($308); Manufacturing 43,040; Apparel & Leather 2,770 ($166); Printing & Publishing 3,410 ($292); Chemicals 3,610 ($348); Rubber & Misc. Plastic Products 2,120 ($349); Primary Metals 4,190 ($383); Fabricated Metals 7,390 ($310); Machinery 8,780 ($317); Electrical & Transportation Equipment 8,780 ($352); Other Manufacturing 7,570 ($287); Total Non-Manufacturing 150,520; Construction & Mining 8,720; Transportation (incl. R.R.) 7,190; Communication & Utilities 2,970; Wholesale Trade 10,980; Retail Trade 31,430; All Trade 42,410; Finance, Insurance & Real Estate 10,660; Service 63,840; Government 8,730.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Average Temp.-Spring 48; Summer 72; Fall 56; Winter 32. First killing frost, Nov. 15; Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-in downtown area bounded by York, George, State and Grove Sts. Principal store-Macy's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acme Mall	3	Pegnataro's
Amity Center	7	McCrory
Ansonia Mall	10	K mart
Branford	5	Stop 'N Shop
Branhaven	4	Caldor
Connecticut Post	12	Alexanders
Drazen	9	Thrifty's
Edward's/T.J. Maxx	10	T.J. Maxx
Hamden Mart	6	Howlands, Sears
Hamden Plaza	6	Marshalls
Hawley Square	18	Caldor, Sage-Allen
K mart Plaza	8	K mart
Maple Croft	14	Marshalls
Meriden Square	20	JCPenney, G. Fox
Montowese	4	Finast
Naugatuck Valley	20	G. Fox
New Haven Plaza	3	Ames
Orange Derby	9	Read's
Queen Plaza	22	Zayre
Sears	8	Sears
Trumbull Park	20	G. Fox, Read's
Turnpike Square	12	Channel
Wallingford Plaza	15	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Macy's-Mon. thru Fri.; Sears-Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Macy's; Alexander's; Howland's; G. Fox; Read's; Sage-Allen; Ames.
Discount Stores-Bradlee's; Caldor; Channel; Marshall's; K mart.
Variety Stores-Kresge; American Discount.
Chain Drug Stores-Amity 2; CVS 2; Genovese; Liggett; Mall Drugs; Maxwell; Medi Mart 2; Rite Aid 3; Walgreens 3.
Chain Supermarkets-First National 7; Pegnataro & Sons 6; Grand Union; Co-Op Mkts.; Stop & Shop 15; Waldbaum's; Allied Grocers 60; Motts' Shoprite 3; Pathmark 3; Crown; Klande's 2; Everybody's 5; Cheshire IGA 2; A&P 2; Grand Central; Central Supermarket 2.
Other Chain Stores-Anderson-Little; Arthurs; Baker Shoe; A.S. Beck; Carol-Ann Dress Shops; Casual Corner; Childworld; Donlevys; Dress Barn; Fayva; Firestone; Fotomat; Franklin Simon; Friendly Frost; Goodyear; Grossmans; Hickory Farms; Hillman-Kohan; Kaufman Carpet; Kinney Shoes; Lane Bryant; Lerner Shops; Michael's Jewelers; Morrisons; J. Press; Radio Shack; Sherman-Williams; Shoe Town; Spencer Gifts; Thayer McNeil; The Gap; Thrifty's; Thom McAn; Uniroyal.

14 - NEWSPAPERS: JOURNAL-COURIER (m-mon to fri) 39,189; REGISTER (e) 92,284; (S) 142,242; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Nester Jr., Vice-Pres./Adv., Henry S. Misiak Jr., Nat. Adv. Mgr., REGISTER and JOURNAL-COURIER, Long Wharf, 40 Sargent Dr., New Haven, CT 06511; Tel. (203) 562-1121.
National Representative: Sawyer-Ferguson-Walker Co.

NEW LONDON

1 - LOCATION: New London County, E&P Map C-3 (In New London-Norwich, CT-RI MSA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College, University of CT Branch, U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center; Wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

2 - TRANSPORTATION: Railroads-Amtrak; Central Vermont & Grant Trunk (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Blue; New Haven & Shore Line; Short Line; Southeastern Area Transit; Bonanza.
Airlines-Pilgrim; USAir.

3 - POPULATION:
Corp. City 80 Cen. 28,842; Loc. Est. 28,286
County 80 Cen. 238,409; Loc. Est. 250,006
CZ-ABC: (80) 87,747; (84) 88,000
RTZ-ABC: (80) 87,220; (84) 90,400
MSA 80 Cen. 250,839; Loc. Est. 263,370
City & RTZ-ABC: (80) 174,967; (84) 178,400

4 - HOUSEHOLDS:
City 80 Cen. 10,461; Loc. Est. 10,416
County 80 Cen. 81,814; Loc. Est. 87,689
MSA 80 Cen. 88,758; Loc. Est. 94,657
CZ-ABC: (80) 29,453; (84) 29,700
RTZ-ABC: (80) 29,425; (84) 30,900
City & RTZ-ABC: (80) 58,878; (84) 60,600

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 124,044

7 - ELECTRIC METERS: Residence City 12,125

8 - GAS METERS: City 7,963

9 - PRINCIPAL INDUSTRIES: industry, No. Wage Earners (Av. Wkly. Wage-N.A.)-Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost, Oct. 26. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New London(13)	1	First Nat'l.
Crystal Mall(150)	3	Jordan Marsh, Sears JCPenney, Filene's Burlington Coat
New London Mall(34)	1	Bradlee's, Marshall's
Waterford(20)	2	A&P, Howland's, Benney's
Waterford Plz.(13)	3	Stop & Shop
Groton Shprs.	3	Bradlee's
Groton Shprs. Mart(25)	3	T.J. Maxx, Stop & Shop
Caldor	3	Shop-Rite, Caldor
Olde Mistick Village(46)	8	Colonial Mkt.
Flanders Plaza(17)	7	IGA
Niantic Village	6	Mitchell's Market

Principal Shopping Days-Dept. Stores-Thur., Fri. and Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Downtown on Fri.; Shopping Centers, most every evening.

13 - RETAIL OUTLETS: Department Stores-Howland's; Kresge's; Sears; Bradlee's; Caldor's; T.J. Maxx; Marshall's; Burlington Coat; Jordan Marsh; Filene's; JCPenney.
Discount Stores-Bradlee's; U.S. Submarine Base PX; Caldor's; T.J. Maxx; Kings; Marshall's.
Variety Stores-Kresge's.
Chain Drug Stores-Whelan Drug; Rite-Aid Drug; Consumer Value; Brooks Discount.; Medi Mart.
Chain Supermarkets-First National 3; A&P 2; Bert Bros.; Stop & Shop 2; Shop-Rite.
Other Chain Stores-Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; T.J.Maxx; D & L.

14 - NEWSPAPERS: DAY (e) 37,314; (S) 36,956; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence L. Dotolo, Adv. Dir., DAY, 47 Eugene O'Neil Dr.; PO Box 1231, New London, CT 06320; Tel. (203) 442-2200.
National Representative: Branham/Newspaper Sales.

NORWALK

1 - LOCATION: Fairfield County (PMSA). E&P Map A-4. Industrial center on the Norwalk River and Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Route 1, on Merritt Pkwy.; Connecticut Tpk., and is terminus of Route 7, the Ethan Allen Hwy.

2 - TRANSPORTATION: Railroads-Conrail; Metro-National.
Motor Freight Carriers-55.
Intercity Bus Lines-Trailways; Connecticut Transit; Wheels (City Service).

3 - POPULATION:
Corp. City 80 Cen. 77,767; Loc. Est. 79,082
CZ-ABC: (80) 77,767; (84) 77,200
Bal. in PMA-ABC: (80) 48,925; (84) 49,200
Total PMA-ABC: (80) 126,692; (84) 126,400
County 80 Cen. 807,143; Loc. Est. 826,679
PMSA 80 Cen. 126,692; Loc. Est. 119,621

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,309; Loc. Est. 29,173
County 80 Cen. 280,597; Loc. Est. 294,123
PMSA 80 Cen. 44,514; Loc. Est. 43,164
CZ-ABC: (80) 28,309; (84) 28,400
Bal. in PMA-ABC: (80) 16,205; (84) 16,400
Total PMA-ABC (80) 44,514; (84) 44,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	15	N.A.

6 - PASSENGER AUTOS: County 492,095

7 - ELECTRIC METERS: Residence 52,603

8 - GAS METERS: Residence 12,970

9 - PRINCIPAL INDUSTRIES: Aircraft Radar Equipment; Optical Devices; Electronic Components; Chemicals; Plastics; Air Compressors; Machinery; Furniture; Wearing Apparel/Allied Products; Hardware; Packaged and Frozen Foods; Lithography; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caldor(5)	NA	Caldor Discount
Gateway(16)	NA	Palmers
Norwalk Mall(15)	NA	Pathmark
Strawberry Hill(13)	NA	Grand Union
County Mall(8)	NA	Consumer's Dist.
Electra Plaza(8)	NA	Bradlees
S.Norwalk Plz.(7)	NA	C-Town
Food Emporium Plaza(8)	NA	Food Emporium
Darinor(10)	NA	Caldor
Rickel's Plz.(6)	NA	Rickel's
Center 7(5)	NA	Burger King

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Fullam's; Howlands.
Variety Stores-McCrory's.
Discount Stores-Bargain World; Caldor; Norwalk Sales; Bradlees; Rickel's.
Chain Supermarkets-C-Town; Grand Union; Pathmark; Stop & Shop; Waldbaum's; Food Emporium; Palmers.

14 - NEWSPAPERS: HOUR (e) 21,394; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Katharine Duprey, Natl. Adv. Mgr., HOUR, 346 Main Avenue, Norwalk, CT 06851; Tel. (203) 846-3281.
National Representative: Landon Associates.

NORWICH

1 - LOCATION: New London County, (In New London-Norwich, CT-RI MSA). E&P Map C-3, County Seat. On Conn. Turnpike. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale, and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester, and Providence.

2 - TRANSPORTATION: Railroads-Consolidated Rail; Central Vermont (freight); Providence & Worcester.
Motor Freight Carriers-25.
Intercity Bus Lines-Arrow; Eastern; Greyhound; Savin; Bonanza.
Airlines-USAir; Pilgrim; Coastal Air Service.

3 - POPULATION:
Corp. City 80 Cen. 38,074; Loc. Est. 37,344
County 80 Cen. 238,409; Loc. Est. 250,006
MSA 80 Cen. 250,839; Loc. Est. 263,370

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,320; Loc. Est. 13,919
County 80 Cen. 81,814; Loc. Est. 87,684
MSA 80 Cen. 88,758; Loc. Est. 94,657

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$51,306,000
Savings	3	$346,468,000

6 - PASSENGER AUTOS: County 124,044

7 - ELECTRIC METERS: Residence 16,930

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 1,520 ($207); Apparel 850 ($166); Paper 700 ($213); Fab. Metals 1,090 ($272); Leather 370 ($190); Engraving 200 ($270); Insulated Wire 550 ($220); Other Mfg. 2,000 ($246); Electronics 420(NA); Television & Stereo 700 (NA).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17. Last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on Main; N Main; Broadway; Franklin; Water; Thames.
Neighborhood Shopping Centers-City sections known as Occum; Taftville; Greenville; Yantic; Norwichtown; Thamesville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(15)	NA	Sherwin-Williams
Westgate(5)	NA	
Vality(5)	NA	Vality
Norwichtown(39)	NA	Stop & Shop, Caldor
Wawecus Hill(2)	NA	Kings
Marcus Plz.	NA	Zayre, Shop-Rite

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., some Fri. Food Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Reid & Hughes; Vality; Fisher's.
Discount Stores-Mr. Big; Kings; Caldor; Zayre; Fisher's.
Variety Stores-Woolworth.
Chain Drug Stores-Vernon Drug; Genovese; M-D.
Chain Supermarkets-A&P; IGA 4; Bert Bros. 3; Stop & Shop; Shop-Rite.
Other Chain Stores-Benney's; Sherwin-Williams; Singer Co.; Railroad Salvage; Prague's; So-Fro Fabric; Beaconway; Radio Shack; Brooks Drug.

14 - NEWSPAPERS: BULLETIN (m) 35,022; (S) 38,636; sworn Sept. 27, 1983 (latest statement available).
Local Contact for Advertising and Merchandising Data: Dan O'Neil, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.
National Representative: Gannett Newspaper Advertising Sales.

STAMFORD

1 - LOCATION: Fairfield County, (PMSA) E&P Map A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1) Merritt Parkway (Rte 15); Connecticut Tpke. (I-95).

2 - TRANSPORTATION: Railroads-New Haven Div. Conrail Main Line & New Canaan Branch.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Transit Co.; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 102,453; Loc. Est. 102,560
CZ-ABC: (80) 102,453; (84) 99,900
Bal. in PMA-ABC: (80) 51,202; (84) 51,000
County 80 Cen. 807,143; Loc. Est. 826,679
Total PMA-ABC: (80) 153,655; (84) 150,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,378; Loc. Est. 39,067
County 80 Cen. 280,597; Loc. Est. 294,123
PMSA 80 Cen. 72,157; Loc. Est. 79,087
CZ-ABC: (80) 38,378; (84) 37,800
Bal. in PMA-ABC: (80) 17,109; (84) 17,200
Total PMA-ABC: (80) 55,487; (84) 55,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$732,194,000

Savings	3	$402,031,000
Fed. Sav.& Loan	2	$175,823,000

6 - PASSENGER AUTOS: County 492,095

7 - ELECTRIC METERS: Residence 37,849

8 - GAS METERS: Residence 16,077

9 - PRINCIPAL INDUSTRIES: Chemical; Electronics; Food, Drug & Cosmetics; Electrical; Aircraft; Die Casting; Metals; Machinery; Apparel & Textile Prod.; Printing & Publishing. Chemical, electronic research laboratories. Headquarters for numerous major corporations.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15. Last killing frost, May 15.

11 - TAP WATER: Slightly acid, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Main; Atlantic; Bedford and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stamford Town Ctr.	NA	Macy's, JCPenney, Saks
Ridgeway(75)	2	Sears, Gimbels, Grand Central Mkt., Consumer's Distributing
Thru-way	4	Woolworth, A&P
Glenbrook	3	Woolworth, Finast
Newfield	2	Syl May, Grade A Mkt.
Grand Central	4	Grand Central Market
Bull's Head	3	Radio Shack, Finast
Springdale	4	Palmer's Food

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Mon. -Sat.; Food: Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Bloomingdale's; Macy's; JCPenney; Gimbel's; Lord & Taylor; Caldor; Saks Fifth Avenue.
Discount Stores-County T.V. & Appliances.
Chain Drug Stores-Syl-May; Caldor; Medi Mart; Genovese; Courtesy.
Chain Supermarkets-A&P 2; Bongiorno's; Grade A 2; Grand Central 3; Stop & Shop; Palmer's; Finast 2.
Variety Stores-Woolworth.
Other Chain Stores-National Shoes; Goodyear; Firestone; Singer Co.; Radio Shack; The Limited; Kinney Shoes; Brooks Bros.; Abercrombie & Fitch; Brookstone; Scandinavian Gallery; Jaeger; Wallach's; Sam Goody; Record World; Waldenbooks; FAO Schwarz; Herman's; Doubleday Book; Athlete's Foot; Florsheim; Murphy & Johnston; Laura Ashley; Shoe Town.

14 - NEWSPAPERS: ADVOCATE (e) 30,751; (S) 33,553; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Pat Crouch, Display Adv. Mgr., 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2200.
National Representative: Landon Associates.

TORRINGTON

1 - LOCATION: Litchfield county. E&P Map B-3. Industrial and residential center. NW part of state. 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwys. 4, 8, 202, & 272

2 - TRANSPORTATION: Railroad-Conrail (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Arrow; E. J. Kelley Co.

3 - POPULATION:
Corp. City 80 Can. 30,987; Loc. Est. 32,273
CZ-ABC: (80) 34,280; (84) 33,900
RTZ-ABC: (80) 21,748; (84) 22,000
County 80 Cen. 156,769; Loc. Est. 165,250
City & RTZ-ABC: (80) 56,028; (84) 55,900

4 - HOUSEHOLDS:
City 80 Cen. 11,995; Loc. Est. 12,313
CZ-ABC: (80) 13,059; (84) 13,000
RTZ-ABC: (80) 7,672; (84) 7,800
County 80 Cen. 55,667; Loc. Est. 60,135
City & RTZ-ABC: (80) 20,731; (84) 20,800

5 - BANKS	NUMBER	EST. DEP.
Savings	1	N.A.
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 94,022

7 - ELECTRIC METERS: Residence 9,519

8 - GAS METERS: Residence 5,170

9 - PRINCIPAL INDUSTRIES: Beanings; Spring and Mill Machinery; Fans and Blower Wheels; Golf Shafts; Upholstery Nails; Castings; Lumber Products; Gaskets; Textiles; Hardware Tools; Corrugated Containers.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp. Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30. Last killing frost, May 11.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main and S. Main Sts: 2 on Water St; 2 on E. Main; Torrington-Winsted Rd; Route 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(9)	NA	K mart, Fayva Shoes, ShopRite
Torrington(31)	NA	Star's Dept., A&P
Parkade(27)	NA	Warehouse Foods, Caldor
Downtown(32)	NA	JCPenney, Bradlees, Finast SuperMkt.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Caldor; JCPenney; Montgomery Ward.
Discount Stores-Star's; Bradlees; Caldor; K mart.
Chain Drug Stores-Rite-Aid; Genovese.
Chain Supermarkets-First National; A&P; IGA; Allied Grocers 5; IGA Supermarkets; Shop-Rite; Warehouse Foods.
Other Chain Stores-Singer Co.; Radio Shack.

14 - NEWSPAPERS: REGISTER/CITIZEN (e-mon to fri; m-sat) 14,751; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Vincent W. Monteleone, Adv. Dir., REGISTER/CITIZEN, 190 Water St, Torrington, CT 06790; Tel. (203) 489-3121.
National Representative: Landon Associates.

WALLINGFORD
See MERIDEN-WALLINGFORD

WATERBURY

1 - LOCATION: New Haven County (MSA). E&P Map B-3. 89 mi. from New York City; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers (Transportation Services)- Tose, Inc.; Lombard; Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways.
Airlines-Bradley International, Hartford-Springfield; Eastern; USAir; American; United; TWA; Pilgrim; Delta; Texas International; Piedmont; Northeastern International Airways.
Intercity Bus Lines-Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; also connections for Greyhound & Trailways.

3 - POPULATION:
Corp. City 80 Cen. 103,266; Loc. Est. 105,098
CZ-ABC: (80) 161,589; (84) 161,900
RTZ-ABC: (80) 125,274; (84) 130,100
County 80 Cen. 761,337; Loc. Est. 788,441
MSA 80 Cen. 204,968; Loc. Est. 211,631
City & RTZ-ABC: (80) 286,863; (84) 292,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,035; Loc. Est. 40,256
County 80 Cen. 271,542; Loc. Est. 287,702
MSA 80 Cen. 72,690; Loc. Est. 77,235
CZ-ABC: (80) 57,774; (84) 58,400
RTZ-ABC: (80) 43,524; (84) 45,400
City & RTZ-ABC: (80) 101,298; (84) 103,800

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$655,872,290
Savings & Loan	2	$403,936,000
Commercial	4	$2,719,006,675

6 - PASSENGER AUTOS: County 407,159

7 - ELECTRIC METERS: Residence 66,084

8 - GAS METERS: Residence 27,289

9 - PRINCIPAL INDUSTRIES: Medical Supplies & Equip.; Electronic Components Sewing Supplies; Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics; Clocks; Watches; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chemicals; Electromech. Devices; Undergarments. Total 106,010 Wage Earners ($271 Av. Wkly. Wage).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11 - TAP WATER: Neutral, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on E Main; 3 on S Main; 1 on N Main; 2 on W Main; 2 on Bank St.; 2 on Grand St.
Neighborhood Shopping Centers-2 at E Main & Edson Ave.; East End, Store Ave.; Park Plaza; Cor. Lakewood Rd. and Route 69; W Main St. Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradlee Plaza(2)	NA	Stop & Shop, Bradlees
Colonial(45)	NA	Kresge, Radio Shack
Mattatuck Mall	NA	Shoprite, Channel
Meriden Road(5)	NA	Mont. Ward
Naugatuck(52)	NA	G. Fox, Sears
Shoppers Corner	NA	K mart, Shopper's World
Waterbury Plz.(31)	NA	Stop & Shop, Bradlees

City Zone Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Watertown(6)	6	First Nat'l., Marshall's
Maple-Croft	8	Marshall's, Stop & Shop
Cheshire(15)	10	Richland Home & Auto, Grand Union
Prospect(15)	5	Oliver's
Wolcott(9)	5	Pik-Kwik
Queen Plaza	10	
Meriden Square	14	JCPenney, G. Fox
Mt. View	7	Kings, Stop & Shop
10 Acre Mall	5	K-mart, Pik-Kwik
Southbury Plz.(36)	10	Read's, Grand Union

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Tues., Thur., Shopping centers: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Howland-Hughes; Almy's; Sears; Worth's 3; G. Fox; JCPenney; Read's.
Discount Stores-Shopper's World; Bradlees 2; Caldor.
Variety Stores-Woolworth; Kresge; McCrory's; K mart 3; Marshalls 2; Zayre.
Chain Drug Stores-Whelan's 4; Drug City; Consumer Value Stores 2; Rite-Aid 2; Walgreen; Genovese Drug.
Chain Supermarkets-A&P 4; First National 5; Pik-Kwik; Everbody's 5; Stop & Shop 3; Pathmark; Shop-Rite; Walsh's; Waterbury Beef Foodland; Anthony; Grand Union; Gristede; Warehouse Foods 2.
Other Chain Stores-Thom McAn 2; Kinney; Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michaels Jewelry; Formoor Casuals; Hallmark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Waldenbooks; Hanover Shoes; Child World; Friendly Frost; Fayva Shoes; Casual Corner; Toys 'R Us; Ethan Allen; Color Your World; Prague Shoes; Hickory Farms; Langley's; Stowell's Jewelers; Castro; Levitz Furniture; Puritan Furniture; Matzkin's; Channel Home Center; Color Tile; Bob's Surplus; Gentlemen's Wear House; T.J. Maxx; General Nutrition Centers.

14 - NEWSPAPERS: REPUBLICAN (m) 39,017; AMERICAN (e-mon to fri) 30,799; REPUBLICAN (S) 72,886; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald L. Stevens, Mgr. Gen. Adv., REPUBLICAN and AMERICAN, 389 Meadow St; PO Box 2090, Waterbury, CT 06722; Tel. (203) 574-3636-Business; (203) 754-0644-Telecopier.
National Representative: Creamer, Woodward, O'Mara & Ormsbee.

WILLIMANTIC

1 - LOCATION: Windham County. E&P Map C-3. Manufacturing, agriculture and university center on U.S. 6 and 66; State Hwys. 31, 32, 195 & 89. 28 mi. W of Hartford, 50 mi. E of Providence, 25 mi. S of New London.

2 - TRANSPORTATION: Railroads-Central Vermont; Providence & Worchester.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Line; Greyhound; Bonanza.

3 - POPULATION:
Corp. City 80 Can. 14,652; Loc. Est. 15,506
County 80 Cen. 92,312; Loc. Est. 97,134
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,414; Loc. Est. 5,789
County 80 Cen. 32,209; Loc. Est. 34,679

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$37,800,000
Savings & Loan	1	$36,000,000
Commercial	2	$130,338,000

6 - PASSENGER AUTOS: County 45,108

7 - ELECTRIC METERS: Residence 7,285

8 - GAS METERS: Residence 3,641

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Thread Mfg. 1,250; Insulating Prod. 500; Univ. of Connecticut 4,190; Eastern Conn. College 257.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-6 blocks on Main St.; W Main St.; Rt. 195.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willimantic Plaza(12)	2	JCPenney
Storrs Plaza	9	A&P
East Brook(32)	NA	Sage-Allen, Caldor, A&P

Principal Shopping Days-Thur., Fri., Sat. and Sun.

13 - RETAIL OUTLETS: Department Stores-Todds; King's; Sage Allen.
Discount Stores-Barker's; Caldor; JCPenney.
Chain Drug Stores-CVS 2; Rexall; Medical Phcy. 2; Medi Mart.
Chain Supermarkets-A&P; Stop & Shop; Shop-Rite; Universal 3; New England 2; Elm Supcr; Better Val-U 3.
Other Chain Stores-Sherwin-Williams; Sears; Montgomery Ward.

14 - NEWSPAPERS: CHRONICLE (e) 10,266, sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Douglas C. Murphy, Adv. Dir., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466.
National Representative: Landon Associates.

DELAWARE SURVEYS

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.-Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; Wilmington, Del.-N.J.-Md. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	49	41	43
5-14 Years	117	91	94
15-24 Years	95	118	122
25-44 Years	136	164	169
45-64 Years	107	122	126
65 and Over	44	59	61
TOTAL	548	595	614

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat. Hdw.	78	119	231
General Merch.	250	328	593
Food	319	474	882
Automobiles	246	362	716
Gasoline Stations	100	162	332
Apparel	72	101	183
Furniture	82	104	201
Eat-Drink Places	104	164	349
Drugs	50	74	144
TOTAL SALES	1,400	2,139	4,170

DOVER

1 - LOCATION: Kent County, E&P Map A-3, State Capital, County Seat. Dover Air Force Base. Military Aircraft.

2 - TRANSPORTATION: Railroads-Conrail. **Motor Freight Carriers**-4. **Intercity Bus Lines**-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,507; Loc. Est. 24,371
PMA-ABC: (80) 175,081; (84) 185,800
County 80 Cen. 98,219; Loc. Est. 101,827
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,684; Loc. Est. 8,006
County 80 Cen. 32,737; Loc. Est. 34,716
PMA-ABC: (80) 59,847; (84) 64,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	$618,000,000
Savings & Loan	2	$1,250,000

6 - PASSENGER AUTOS: County 61,762

7 - ELECTRIC METERS: County Residence 33,500

8 - GAS METERS: City Residence 8,420

9 - PRINCIPAL INDUSTRIES: Industry, No.of Wage Earners: Agricultural 1,422; Construction 1,480; Mfg. 5,938; Transp. & Util. 1,160; Finance 972; Air Force Base 3,650 military and 1,350 civilian; Govt. 10,196. **Av. Weekly Wage $380.**

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10. Last killing frost, Mar. 5.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Ct.(25)	3	Dry Goods
Blue Hen(52)	3	JCPenney, Acme, Rose's, Thrift Drug
Capitol(6)	2	L&D Auto
Carroll's Corner(7)	2	Safeway, Drug Fair
Dover Mart(9)	3	A&P
Dover Mall(90)	3	Sears, Leggetts, Boscov's
Edgehill(2)	1	Air Base Carpet, Big G, IGA
Rodney Vlg.(22)	1	Mont.Ward, Thrift Drug

Principal Shopping Days-Thur., Fri., Sat., & Sun.
Stores Open Evenings-Food every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Hess; Boscov's; Leggett's; Rose's; Dollar General 2; Montgomery Ward.
Discount Stores-Nichol's; Dry Goods; K mart; Tower's; Ames.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Pierce's 2; Thrift 3; Drug Fair; Happy Harry's; Edgehill 2.
Chain Supermarkets-A&P; Big IGA; Acme 2; Safeway; Marsteller's 4; 7-Eleven 11; Warehouse Foods; Thriftway.
Other Chain Stores-Firestone 2; Agway; Southern States; Goodyear; Goodrich; Penn Jersey; Pic N Pay; Lowe's; Wicke's.

14 - NEWSPAPERS: DELAWARE STATE NEWS (m) 23,997; (S) 32,465; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Chris Engel, Adv. Dir., DELAWARE STATE NEWS, PO Box 737, New Burton Rd.,Dover, DE 19903; Tel. (302) 674-3600.
National Representative: Branham Newspaper Sales.

WILMINGTON

1 - LOCATION: New Castle County (In Wilmington, DE-NJ-MD PMSA). E&P Map A-6. At junction of Christina Creek and Delaware River, 26 mi. SW of Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak; Octoraro; Baltimore & Ohio (freight); Maryland & Delaware.
Motor Freight Carriers-1,274 (Delaware Based).
Intercity Bus Lines-Delaware Authority for Regional Transit; Greyhound; Trailways; Safeway Trails; Carolina Coach Co.

Editor & Publisher the story behind hot news stories.

3 - POPULATION:
Corp. City 80 Cen. 70,195; Loc. Est. 68,512
CZ-ABC: (80) 361,424; (84) 362,100
RTZ-ABC: (80) 331,463; (84) 349,100
PMSA 80 Cen. 524,108; Loc. Est. 540,475
County 80 Cen. 399,002; Loc. Est. 409,370
City & RTZ-ASC: (80) 692,687; (84) 711,200

Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,901; Loc. Est. 28,612
County 80 Cen. 139,292; Loc. Est. 146,134
PMSA 80 Cen. 180,986; Loc. Est. 190,844
CZ-ABC: (80) 127,165; (84) 128,600
RTZ-ABC: (80) 112,872; (83) 120,200
City & RTZ-ABC: (80) 240,037; (84) 248,800

5 - BANKS	NUMBER	DEPOSITS
State Banks	45	$11,000,000,000

6 - PASSENGER AUTOS: County 222,652

7 - ELECTRIC METERS: County 165,000

8 - GAS METERS: County & City 70,000

9 - PRINCIPAL INDUSTRIES: Industry, No.of Wage Earners (Average Weekly Wage): Durable Goods 17,000 ($381); Non-Durable Goods 50,900 ($311); Primary Metals 1,900 ($408); Fabricated Metals 1,900 ($325); Mach. and Transp. 8,600 ($418); Other Durable Goods 4,600 ($306); Food 8,400 ($230); Textiles 500 ($247); Printing and Publ. 2,200 ($290); Chemical Prods. 31,900 ($419); Rubber and Plastics 2,700 ($349); Other Non-Durables 3,500 ($392).

10 - CLIMATE: Min & Max. Temp.-Spring 28-96; Summer 43-95; Fall 9-83; Winter 10-64. First killing frost, Oct. 29. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Market St. & King St. from Front to 10 St. **Neighborhood Shopping Centers**-Union St. from Front to 8th St.; Suburban Centers at Fairfax & Wilmington Manor.

Nearby Shopping Centers

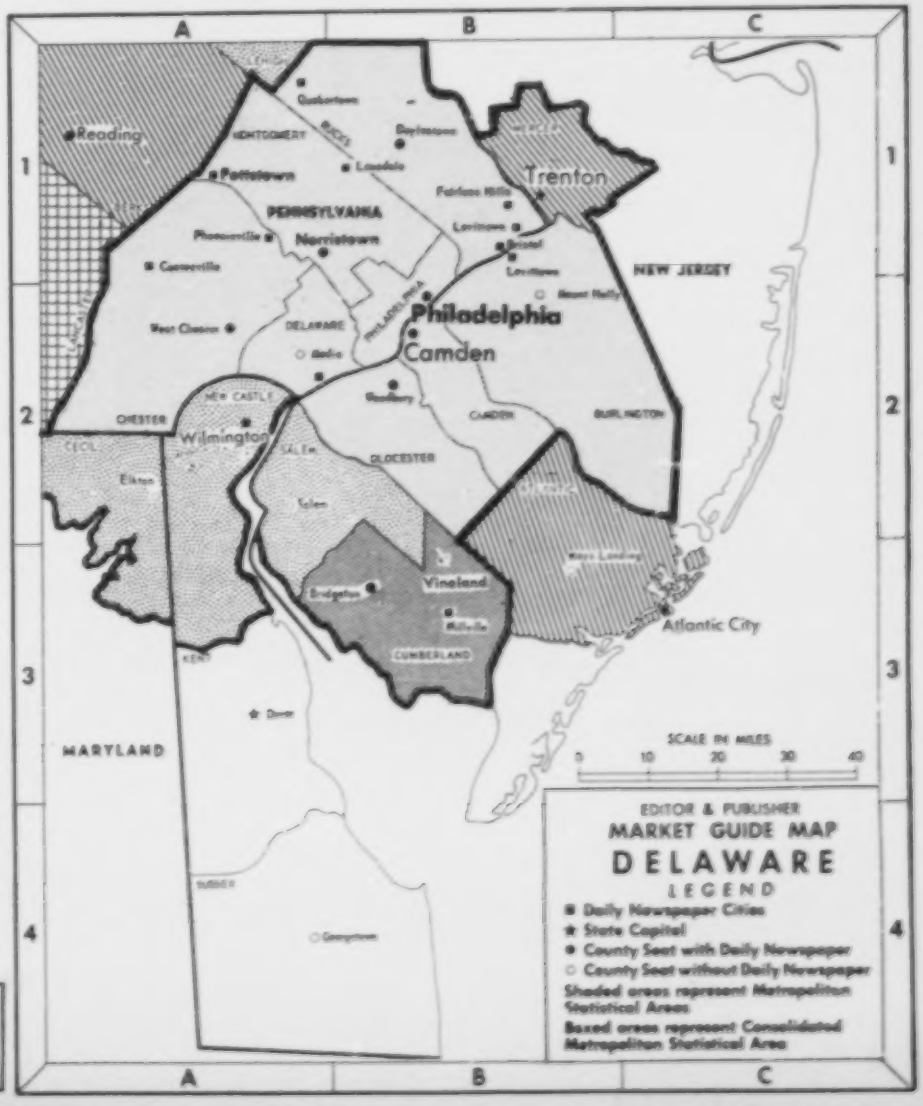
Name (No. of stores)	Miles from Downtown	Principal Stores
Northtowne Plaza	10	Jamesway
Tri-State Mall(52)	10	Wilm. Dry Goods, K mart
University Plz.	10	Acme
Chestnut Hill(20)	15	Gayford's, JCPenney
Christiana(95)	7	Strawbridge & Clothier, JCPenney, Bamberger's
Dover Mall	NA	Boscov, Sears, Leggetts
Merchandise Mart	3	Strawbridge & Clothier, Acme
Continental(12)	3	Liebman's
Fairfax(21)	4	Acme
Newark(22)	12	Newark Dept., Acme
Graylyn	4	Thriftway
Midway(21)	8	Towers
Prices Corner(25)	3	Sears, JCPenney
Concord Mall(64)	8	Jefferson Ward, Pomeroy's, Strawbridge & Clothier
Castle Mall(34)	15	K mart
New Castle Sq.	10	Jamesway

Principal Shopping Days-Wed., Fri., Sat. & Sun.

Stores Open Evenings-Discount Sundays; Downtown Fri.; Dept. & Shopping centers every night; Food every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Wilmington Dry Goods; Wanamaker; Strawbridge & Clothier; Kennard-Pyle Co.; Sears; JCPenney; Pomeroy's; K mart; Bamberger's; Marshalls; Boscov.
Discount Stores-Gayfords 4; Silo 3; Jefferson Ward 2; Ames Dept. Store; Nichols; Mason's; Kiddie World; Jamesway 2; Rose's; Towers.
Variety Stores-Woolworth 4; Richel's; 5; B.J. Mitchell's 2.
Chain Drug Stores-Eckerd's 10; Happy Harry 14; Rite-Aid 4; Thrift 2; HN Merchandise 3; Park 2; Stanton 3; Toque 3; Toulson-Rexall 2; Parkview-Limestone 4; Medicine Shoppe.
Chain Supermarkets-Super Fresh 8; Acme 28; Pathmark 3; Safeway 4; 7-Eleven 43; Wawa 10; IGA; Cumberland Farms 14; Shop'N Bag; Shop-Rite; Thriftway 6; Shop 'N Save 3.
Other Chain Stores-Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Philipsborn (women's); Lowe's (bldg.); 84 Lumber; Lefty's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Gallenkamp (shoes); Goodyear; Firestone; General Tire; B.F. Goodrich Tires; Webster's Clothes; Channel Home Ctrs; Rickels.

14 - NEWSPAPERS: NEWS (m-mon fri) 64,373; JOURNAL (e-mon to fri) 60,489; (sat) 114,963; (S) 123,820; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Eugene P. Schwenk, Nat'l Adv. Mgr., or Henry Phillips, Adv. Dir., NEWS-JOURNAL PAPERS, 831 Orange St.,Box 1111, Wilmington, DE 19899; Tel. (302) 573-2000.
National Representative: Gannett Newspaper Advertising Sales.



DISTRICT OF COLUMBIA SURVEYS

METROPOLITAN STATISTICAL AREA

Washington, D.C.-Md.-Va.-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities, Va.; Arlington, Fairfax, Loudon, and Prince William Counties, Va.; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, Md.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1985
Under 5 Years	60	34	34
5-14 Years	129	79	77
15-24 Years	145	127	124
25-44 Years	198	197	189
45-64 Years	155	127	124
65 and Over	70	74	73
TOTAL	757	638	625

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	38	38	63
General Mdse	225	234	314
Food	296	335	562
Automobiles	180	202	340
Gasoline Stations	96	138	242
Apparel	150	168	259
Furniture	106	115	188
Eat-Drink Places	256	379	687
Drugs	96	97	161
TOTAL SALES	1,797	2,085	3,532

WASHINGTON

1 - LOCATION: Capital of the United States and the District of Columbia. This is the hub of Washington-DC-MD-VA MSA which includes District of Columbia, Fredrick, Calvert, Montgomery, Prince George's and Charles Counties in Maryland; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, and the Independent Cities of Alexandria, Fairfax City, Falls Church, Manassas & Manassas Park in Virginia. E&P Maps C-2 (MD) & F-1 (VA).

2 - TRANSPORTATION: Railroads-Amtrak; Metro Rapid Transit System (pass.); B&O; C&O; RF&P (freight); Norfolk/Southern (freight); Auto-Train; Conrail; Chessie System (pass. & freight).
Motor Freight Carriers-77.
Intercity Bus Lines-Colonial Transit; Continental Trailways; Eyre; Freeway Enterprise; Gold Line; Greyhound; I&I Bus Service; Metro Bus System; Ride-On.
Airlines-(Commercial): Aeromech; Midway Express; Air France; Air North; Air Jamaica; Altair; American; Air One; Braniff; British Airways; Continental; Eastern; Delta; Empire; Frontier Horizon; Holiday; Iceland Air; Mid South; Midway; New York Air; Northwest; Ozark; PanAm; People Express; Piedmont; Pocono; Princeton; Republic; Southern Jersey Airways; Sunbird; TWA; United; USAir; Western; World Airways. (Commuter): Air Virginia; Atlantic Air; Bar Harbor; Christman Air System; Colgan; Cumberland; Freedom; Henson; New Air; Pilgrim; Pennsylvania; Pegasus; Ransome; Resort; Vee Neal; Wheeler; Capitol Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 638,432; Loc. Est. 638,361
PMA-ABC: (80) 3,060,922; (84) 3,138,300
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 252,952; Loc. Est. 258,693
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199
PMA-ABC: (80) 1,112,770; (84) 1,145,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	59	$20,796,075,000
Savings & Loan	31	$10,213,000,000

6 - PASSENGER AUTOS: MSA 1,946,100; D.C. 269,500. Local & federal gov't diplomats 9,000

7 - ELECTRIC METERS: Residence 963,000

8 - GAS METERS: Residence 574,400

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Fed. Gov't 351,000; State & Local Gov't 175,000; Service 488,900; Retail Trade 255,100; Wholesale Trade 60,800; Fin., Ins. & Real Estate 93,300; Trans., Comm. & Pub. Utilities 76,900; Construction 75,300; Manufacturing & Mining 68,900. Total employed 1,645,200.

Source: D.C. Dept. of Employment Services, Jan. 1984.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, med. soft.

12 - RETAILING: Principal Shopping Centers & Areas-(Northwest): Downtown Area (R) 7th-14th, D-G Sts.; Connecticut Ave./Midtown Area-Connecticut Ave. from Pennsylvania Ave. to Florida Ave., W to 22nd St., NW; Friendship Heights Area-Wisconsin Ave., Albemarle-Western; Georgetown Area-M St., Wisconsin Ave.; Spring Valley Area-Massachusetts Ave., Van Ness-Yuma Sts. Enclosed: Mazza Gallerie; Georgetown Park; Van Ness Centre. (Northeast): Benning Area-Minnesota Ave. & Benning Rd.; Hechinger Mall-Bladensburg & Benning Rds. (Southeast): Annacostia Area-Alabama Ave., Good Hope & Naylor Rds.; Fairlawn Area-Pennsylvania Ave., 19th-25th Sts. (Southwest): Enclosed: L'Enfant Plaza.
Charles County (MD)-Shopping centers: La Plata; Waldorf.
Montgomery County (MD)-Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton; Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.
Shopping Centers-Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.
Enclosed: Lakeforest Mall; Montgomery Mall; Wheaton Plaza; White Flint.
Prince George's County (MD)-Major shopping areas: Andrews Manor; Bladenburg; Bowie; Camp Springs; College Park; Greenbelt; Hyattsville; Lanham; Landover; Mt. Rainer; New Carrollton; Queens Chapel-Chillum; Suitland; Oxon Hill; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Penn-Mar; Laurel; Eastover; Forestville Mall.
Shopping Centers-Carrolton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Greenway; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Centre; Forest Village Park; Prince George's Plaza; Allentown Mall; Hampton Mall; Great Eastern Plaza; Penn Mar.
Enclosed: Forest Village Park Mall; Greenway Plaza; Laurel Centre; Carrollton Mall; Prince George's Plaza; Beltway Plaza.
Arlington County (VA)-Major shopping areas: Clarendon, Rosslyn, Shirlington.
Shopping Centers-Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.
Alexandria City (VA)-Major shopping areas: Central Business District; Duke to Cameron Sts. between Lee St. & RF&P railroad tracks; Arlandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.
Shopping Center-Landmark.
Fairfax County (VA)-Major shopping areas: Springfield; Annandale; Bailey's Cross Roads; Golden Penn-Daw; Vienna; Hybia Valley; McLean; Tyson's Corner; Seven Corners; West Springfield; Lawrence Pike; Groveton; Marrifield; West Springfield.
Shopping Centers-Loehman's Plaza; Pike 7 Plaza; Tyson's Corner Center; Seven Corners; Beacon Mall; Brodrick; Shirley Plaza; Wilston; Yorktown; Springfield Plaza; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; West Fairfax; Virginia Plaza; Fair Oaks; Parakin; Rolling Valley Mall.
Enclosed: Beacon Mall; Fair Oaks Shopping Center; Seven Corners Shopping Center; Tyson's Corner Center.
Loudoun County (VA)-Major shopping areas: Herndon Junction; Leesburg.
Prince William County (VA)-Major shopping areas: Manassas; Woodbridge; Westgate; Dale City.
Shopping Centers-Manumsco Plaza; Manassas Mall.
Enclosed: Manassas Mall.
Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Dept. Stores (downtown) Mon. & Thur. Suburban stores and most large food stores, every evening. Some food chains open until 10:00 p.m. and on Sunday. Most shopping Centers and dept. stores open Sunday. Most food chains open 24 hrs. Mon. through Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bloomingdale's 2; Hecht's 13; Montgomery Ward 8; JCPenney 10; Sears 9; Woodward & Lothrop 12.
Variety Stores-Kresge 6; McCrory 4; Murphy 13; Woolworth 14.
Discount Stores-Kmart 14; Woolco 11; Zayre 13; Gradlee's 10.

Appliances & Hi-Fi-Circuit City 8; Contemporary Sounds 5; Frol's 6; Luskins 9; Microwave Cooking etc. 5; Myer-Emco 3; Radio Shack 60; Reliable Home Appliances 7.
Building Supplies-Hechinger 16; Lowe's 4; McIntire 16; Scott's 10; 84 Lumber 7; Channel 5.
Chain Drug Stores-Dart 62; Drug Fair 90; People's 136; Rodman's 5; Standard Drug & Affiliates 15.
Chain Supermarkets-A&P 19; Basics 9; Cook's 9; Co-Op Consumers 4; Food-A-Rama 11; Food Barn 6; Food Town 7; Fresh Value 2; Giant 93; Grand Union 26; High's 157; Jumbo 9; Lorimer's 2; Magruder's 7; Murray Steaks 26; Pershing Markets 2; Plus 8; Safeway 124; 7-Eleven 387.
Jewelry Stores-Bailey, Banks & Biddle 5; Black, Starr & Frost 3; Boone & Sons 3; J.E. Caldwell 3; Castelberg 6; Gordon's 5; R. Harris-D.P. Paul Co. 3; Kay Jewelers 15; Melart Jewelers 15; Theodore Nye 4; Pampillonia 2; J.B. Robinson 8; Chas. Schwartz & Son 2.
Health Clubs/Reducing Salons-Fitness World 2; Fun & Fitness Exercise Aquatic Center 9; Holiday Spas 9; Nautilus Fitness Center 7; Spa Lady 17; Diet Center 27; Gloria Marshall Figure Salons 6; European Health Spa 3; Nutri-System Weight Loss Center 7.
Furniture Stores-C.L. Barnes 3; Castro Convertibles 2; Coles 5; Colony House; Danker 2; Decor Furniture 2; Design Store 4; Door Store 7; House & Herman; Hub 13; Kimels 4; Knock-Down 3; Levitz 3; Loft Bed 2; Mahler's; Manor House; Marlo 3; MasterCraft Interiors; Mattress Center 6; Mattress Discounters 18; Saah Furniture Manufacturers (unfinished) 2; Salem Furniture 5; Scan 8; W&J Sloane 7; Warehouse Sleep Centers 3; Wood Shop 3.
Office Furniture: D&F Furniture 9; Office Furniture Mart 8.
Shoe Stores-Baker 15; Boyce & Lewis 4; Bradshaw 6; Chandler 3; DeYoung 8; Flagg Bros. 5; Florsheim 6; Hahn 23; Hanover 13; Heel 'N Toe 8; Kinney 40; Massey 10; Pic 'N Pay 12; Regal 4; Rich 4; F.R. Richey 3; Shoe Town 14; Shoe World 7; The Bootery 5; Thom McAn 20; Wild Pair 5.
Auto Supplies-Consumer Discount Tire 6; General Tire 3; Goodyear 17; Firestone 10; Hi-Gear 20; Market Tire 26; Merchant Tire 31; Midas Muffler 19; National Tire Wholesale 11; Nationwide 9; Penn Jersey 14; Pep Boys 4; Performance Discount Tire 6; Rayco 3; Stidham Tire 15; Sure Fit 3; Trak-Auto 30; Western Auto 4.
Cosmetics-Elizabeth Arden 2; Merle Norman 12; Mary Kay 13.
Candy-Fannie Farmer 2; Fannie May 16; Russell Stover.
Mens Clothing-Allyn' Men's Shops 7; Arthur A. Adler 2; Big & Tall 3; Britches 11; Cavalier 4; Chess King 6; Dash Designers 5; Georgetown University Shops 2; George's Big & Tall 3; James 2; National Shirt 2; Richman's 8; J. Riggins 6; September 2; Steven-Windsor 11; Wall Street Clothes 3; Webster Men's Wear 5; Wilson's Men Stores 4.
Womez's Clothing-Ann Taylor 4; Casual Corner 16; Clothes Corner 2; Dana Robins 3; Fashion Factory 2; Fashion Tree 2; Foxmoor Casuals 11; L. Frank 22; Gartenhaus 2; Hit or Miss 13; Jay's Designer Fashions 5; Lane Bryant 6; Lerner 14; The Limited 10; Loehman's 2; Lord & Taylor 4; Mademoiselle Fashions 13; T.H. Mandy 5; Marianne 12; Marshall's 3; Miss Harper 3; Off The Rax 11; Ormond Shops 7; Pat Arnolde's Talls 4; Petite Street 4; Philipsborn 16; Plymouth 3; Rosendorf/Evans 3; Saks Fifth Ave; Saks-Jandel 3; Seven & Nine Shoppe 2; Show-Off 6; Showroom 2; 16 Plus 5; Susie Casuals 7; Syms; Up-Against The Wall 3; Ups & Downs 8.
Men's & Women's Clothing-Jos. A. Bank Clothiers 3; Brooks Bros. 3; David's Village Shops 6; The Gap 12; Garfinckel's 9; Great Factory Store 4; Lewis & Thos. Saltz 3; I. Magnin; Morton's 5; Neiman & Marcus; Pants Corral 18; Raleigh's 11; Royal Formal & Bridal 8.
Children's Furnishings-Beyda; Bo-Peep Shop 3; Crib 'N Cradle 4; Kids Wear Outlet 3; Tots 'N Teens 6; Young Fair 5.
Toys: Juvenile Sales 6; Toys R Us 7.
Fabric Stores-Danneman 9; House of Fine Fabrics 16; Mill End Shops 8; Minnesota Fabrics 9.
Sporting Goods-Eddie Bauer; Herman's 9; Hudson Bay Outfitters 15; Irving's Sport Shops 13.
Catalog Stores-Basco 2; W. Bell & Co. 7; Best 7; Evans 4.
Computers-Apple 6; Chafitz; Computers, etc. 2; IBM; Math Box 6; Radio Shack 56.
Bookstores & Records-Crown Books 29; B. Dalton 10; Waldenbooks 13; Harmony Hut 8; Record & Tape, Ltd. 4; Variety Records Inc. 8; Waxie Maxie 16.
Other-Becker's 8; Camalier & Buckley 5; China Closet 3; Diener's 7; Kitts Music 18; Pier 1 10; Singer Sewing Center 6; Rits Camera 14; Snap Shots 17.

14 - NEWSPAPERS: POST (m-mon to fri) 768,288; (m-sat) 729,085; (S) 1,042,821; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Mancuso, Dir. Adv. Sales, POST, 1150 15th St., N.W., Washington, DC 20071; Tel. (202) 334-7627.
National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Reps.
TIMES (m-mon to fri) 93,196; sworn July 31, 1984.
Local Contact for Advertising & Marketing Data: O.T. Watkins, Adv. Mgr., TIMES, 3600 New York Ave., N.E., Washington, DC 20002; Tel. (202) 636-3030.
National Representative: None.
USA TODAY (m-mon to fri) 1,284,613; Mar. 30, 1984 ABC.
Note-USA TODAY is distributed nationally.
Local Contact for Advertising and Merchandising Data: Joseph P.R. Welty, Vice Pres.-Adv., USA TODAY, Box 500, Washington, DC 20044; Tel. (703) 276-3400; New York Office: Valerie Salembier, Adv. Dir., 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5350.
National Representative: USA TODAY New York offfice with branches in Chicago, Los Angeles, Detroit and San Francisco.

FLORIDA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bradenton-Manatee County.
Daytona Beach-Volusia County.
Fort Meyers-Lee County.
Fort Pierce-Martin and St. Lucie Counties.
Fort Walton Beach-Okaloosa County.
Gainesville-Alachua and Bradford Counties.
Jacksonville-Clay, Duval, Nassau and St. Johns Counties.
Lakeland-Winter Haven-Polk County.
Melbourne-Titusville-Palm Bay-Brevard County.
Ocala-Marion County.
Orlando-Osceola, Orange and Seminole Counties.
Panama City-Bay County.
Pensacola-Escambia and Santa Rosa Counties.
Sarasota-Sarasota County.
Tallahassee-Gadsden and Leon Counties.
Tampa-St. Petersburg-Clearwater-Hernando, Hillsborough, Pasco and Pinellas Counties.
West Palm Beach-Boca Raton-Delray Beach-Palm Beach County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fort Lauderdale-Hollywood-Pompano Beach-Broward County.
Miami-Hialeah-Dade County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Miami-Fort Lauderdale-Includes Fort Lauderdale-Hollywood-Pompano Beach PMSA and Miami-Hialeah PMSA.

POPULATION ESTIMATES

(Thousands)

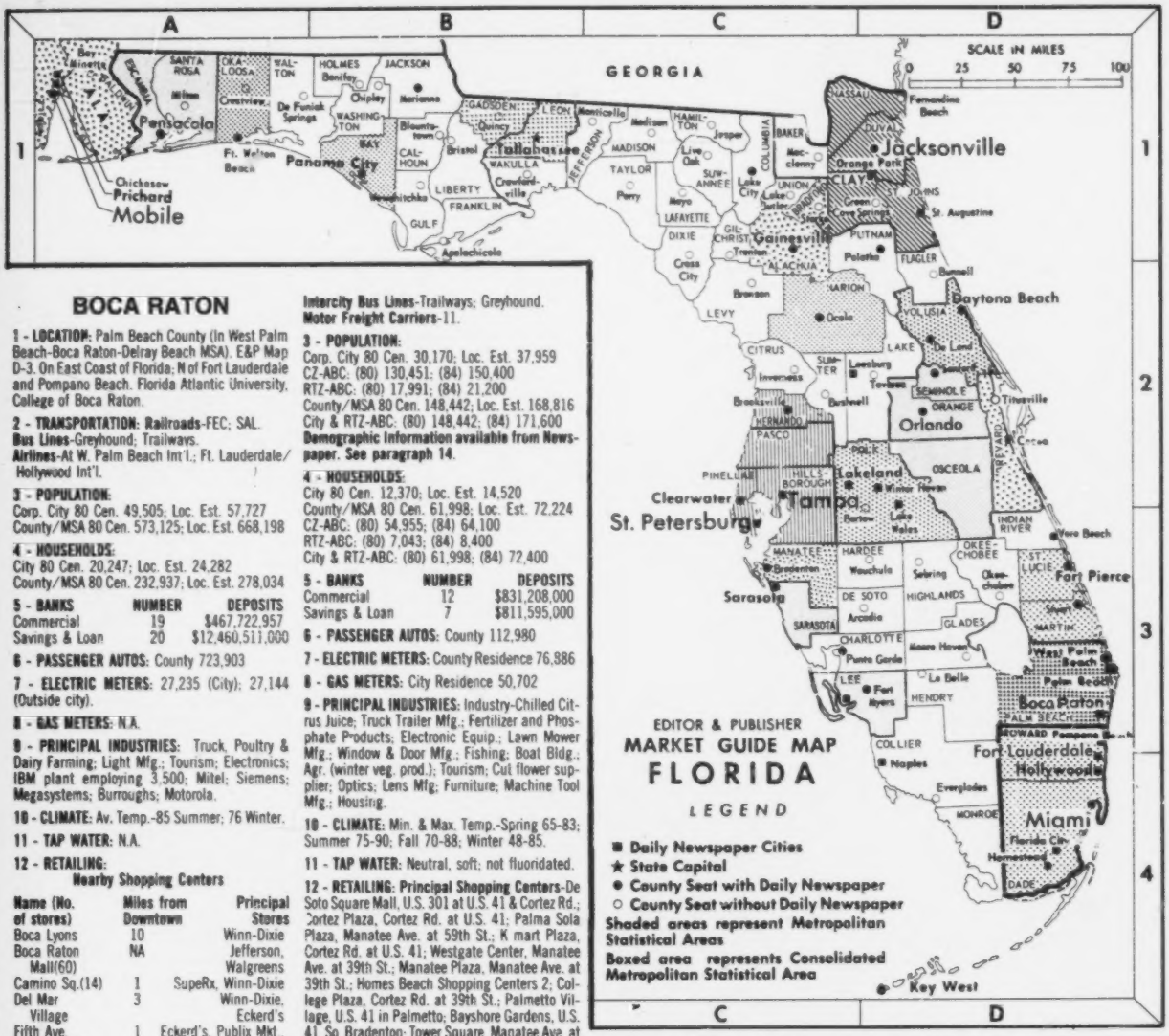
Age Group	1970	1980	1985
Under 5 Years	502	570	665
5-14 Years	1,250	1,307	1,525
15-24 Years	1,074	1,622	1,894
25-44 Years	1,510	2,449	2,859
45-64 Years	1,470	2,107	2,461
65 and Over	985	1,685	1,967
TOTAL	6,791	9,740	11,371

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	1,182	1,554	3,676
General Mdse	2,752	4,114	9,105
Food	4,011	7,016	15,967
Automobiles	4,229	6,645	16,046
Gasoline Stations	1,352	2,386	6,002
Apparel	938	1,406	3,106
Furniture	1,077	1,555	3,670
Eat-Drink Places	1,784	2,925	7,696
Drugs	717	1,119	2,658
TOTAL SALES	19,707	31,413	74,954



BOCA RATON

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. On East Coast of Florida; N of Fort Lauderdale and Pompano Beach. Florida Atlantic University, College of Boca Raton.

2 - TRANSPORTATION: Railroads-FEC; SAL.
Bus Lines-Greyhound; Trailways.
Airlines-At W. Palm Beach Int'l.; Ft. Lauderdale/Hollywood Int'l.

3 - POPULATION:
Corp. City 80 Cen. 49,505; Loc. Est. 57,727
County/MSA 80 Cen. 573,125; Loc. Est. 668,198

4 - HOUSEHOLDS:
City 80 Cen. 20,247; Loc. Est. 24,282
County/MSA 80 Cen. 232,937; Loc. Est. 278,034

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$467,722,957
Savings & Loan	20	$12,460,511,000

6 - PASSENGER AUTOS: County 723,903

7 - ELECTRIC METERS: 27,235 (City); 27,144 (Outside city).

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck, Poultry & Dairy Farming; Light Mfg.; Tourism; Electronics; IBM plant employing 3,500; Mitel; Siemens; Megasystems; Burroughs; Motorola.

10 - CLIMATE: Av. Temp.-85 Summer; 76 Winter.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boca Lyons	10	Winn-Dixie
Boca Raton Mall(60)	NA	Jefferson, Walgreens
Camino Sq.(14)	1	SupeRx, Winn-Dixie
Del Mar Village	3	Winn-Dixie, Eckerd's
Fifth Ave. Shops(50)	1	Eckerd's, Publix Mkt., Star Value
Oaks Plaza	2	Winn-Dixie, Eckerd's
Royal Palm Plaza(82)	NA	
Town Center Mall	3	Sears, Burdines, Jordan Marsh
Village Square	3	Shoppers Drug, Publix Mkt.
Glades Plaza(85)	3	

13 - RETAIL OUTLETS: Department Stores-Burdines; Jordan Marsh; Sears.
Discount Stores-Jefferson; K mart.
Chain Drug Stores-Eckerd's; SupeRx; Walgreens; Cunningham; Gray Drug; Fedco; Shoppers Drug Mart.
Chain Supermarkets-Winn-Dixie; Publix; Sun.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,089; (S) 16,020; Dec. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Rick Baker, Adv. Dir., NEWS, PO Box 580, Boca Raton, FL 33432; Tel. (305) 395-8300.
National Representatives: Knight-Ridder Newspaper Sales; U.S. Suburban Press.

BRADENTON

1 - LOCATION: Manatee County, County Seat. (In Bradenton MSA) E&P Map C-3. On Manatee River & U.S. Highways 41 & 301; 40 mi. S of Tampa; 19 mi. S of St. Petersburg.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Airlines-Eastern; Pan-Am; Republic; United; Delta; Ozark; People Express; PBA; Altair.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 30,170; Loc. Est. 37,959
CZ-ABC: (80) 130,451; (84) 150,400
RTZ-ABC: (80) 17,991; (84) 21,200
County/MSA 80 Cen. 148,442; Loc. Est. 168,816
City & RTZ-ABC: (80) 148,442; (84) 171,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,370; Loc. Est. 14,520
County/MSA 80 Cen. 61,998; Loc. Est. 72,224
CZ-ABC: (80) 54,955; (84) 64,100
RTZ-ABC: (80) 7,043; (84) 8,400
City & RTZ-ABC: (80) 61,998; (84) 72,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$831,208,000
Savings & Loan	7	$811,595,000

6 - PASSENGER AUTOS: County 112,980

7 - ELECTRIC METERS: County Residence 76,886

8 - GAS METERS: City Residence 50,702

9 - PRINCIPAL INDUSTRIES: Industry-Chilled Citrus Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Products; Electronic Equip.; Lawn Mower Mfg.; Window & Door Mfg.; Fishing; Boat Bldg.; Agr. (winter veg. prod.); Tourism; Cut flower supplier; Optics; Lens Mfg; Furniture; Machine Tool Mfg.; Housing.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-De Soto Square Mall, U.S. 301 at U.S. 41 & Cortez Rd.; Cortez Plaza, Cortez Rd. at U.S. 41; Palma Sola Plaza, Manatee Ave. at 59th St.; K mart Plaza, Cortez Rd. at U.S. 41; Westgate Center, Manatee Ave. at 39th St.; Manatee Plaza, Manatee Ave. at 39th St.; Homes Beach Shopping Centers 2; College Plaza, Cortez Rd. at 39th St.; Palmetto Village, U.S. 41 in Palmetto; Bayshore Gardens, U.S. 41, So. Bradenton; Tower Square, Manatee Ave. at 56th St.; Southwood Mall, U.S. 41 at 57th Ave.; Oneco Shopping Plaza, U.S. 301 at 53rd Ave.; Orange Blossom, U.S. 41 at 5th St.
Neighborhood Shopping Centers-9th St. & 9th Ave., W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd. W; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Soto Sq.(10)	3	Maas Bros., Sears, Belk-Lindsey, JCPenney
Cortez Commons	4	Publix
Cortez Plaza(43)	3	Walgreens, J. Byron's, Wal-Mart, Publix
Palma Sola(32)	5	Grand Union, Treasury Drugs
West Gate(12)	2	Beall's, Publix
Bayshore Gdns.(33)	4	S.H. Kress, Publix
College Plaza(19)	3	Winn-Dixie, Gray Drugs
Whitfield Plz.(19)	5	Eckerd's, Winn-Dixie
Manatee Plaza(14)	2	Eckerd's, Winn-Dixie
Lakeside Pl.(15)	3	Eckerd's, Kash'N Karry
K mart Ctr.(9)	3	K mart
Fairway(8)	4	Fairway Drug
Albertson	3	Albertson
Palmetto Vlg.(15)	5	Winn-Dixie, Eckerd
Oneco Plz.	4	Winn-Dixie, Eckerd's
Beachway(24)	NA	Winn-Dixie, Beall's
Tower Sq.(22)	5	Candelino's Rest., Celia Wellon
Southwood Mall(43)	5	Kash N' Karry, SupeRx, Beall's

Principal Shopping Days-Mon., Wed., Thur., Fri., Sun. Stores are open evenings.

13 - RETAIL OUTLETS: Department Stores-Maas Bros.; Sears; JCPenney; Beall's 4; Belk-Lindsey; Neisner's; Kress; Eagle Army & Navy; Eckerd's 3; J. Byrons; TG&Y.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth; Kresge; Holiday Variety.
Chain Drug Stores-Walgreens 3; Eckerds 3; Foster; Sharps; SupeRx 2; Treasury 2.
Chain Supermarkets-Winn-Dixie (Kwik-Check) 7; Publix 4; Kash 'N Karry 2; K mart 2; Coker's Mark-ette 2; Foodway 3; Minit-Mart 2; Albertson's; Grand Union 3; Foodway 3; Family Mart; Wal-Mart.
Other Chain Stores-S&H Green Stamps; Top Value; ABC Liquor.

14 - NEWSPAPERS: HERALD (m) 35,164; (S) 42,476; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Turner, Adv./Mkt. Dir., HERALD, 102 Manatee W., Bradenton, FL 33506; Tel. (813) 748-0411.
National Representatives: Knight-Ridder Newspaper Sales; Publishers Representatives of Florida.

BROOKSVILLE

1 - LOCATION: Hernando County. (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. W coast of Florida, 50 mi. N of Tampa; on U.S. Hwy. 41 & 98; State Hwy. 50.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Intercity Bus Lines-Trailways; Gulf Coast; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,582; Loc. Est. 7,690
County 80 Cen. 44,469; Loc. Est. 55,693
MSA 80 Cen. 1,613,961; Loc. Est. 1,798,416

4 - HOUSEHOLDS:
City 80 Cen. 2,205; Loc. Est. 2,693
County 80 Cen. 17,735; Loc. Est. 22,714
MSA 80 Cen. 656,551; Loc. Est. 749,244

5 - BANKS	NUMBER	DEPOSITS
Savings	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 33,519

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Fruit & Vegetables; Rock Prods.; Electronic Components; Furniture Mfg.; Citrus Fruit; Poultry Farms; Cattle Ranches; Horse Breeding; Gasohol Production.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-U.S. Hwys. 41 & 98; Lamar St.; Hwys. 50 & 19.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Plaza(12)	NA	Thriftway Mkt., Sears, White Auto
Hernando Plaza(10)	NA	Neisner's, Publix, Hogan-Rexall
South Plaza(18)	NA	Zayre, Winn-Dixie, Eckerds

South Sq.(17)	NA	K mart, SupeRx, Kash N' Karry, Masters
Western Way(15)	NA	Eckerd's, Bealls, Winn-Dixie, Radio Shack

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.
13 - RETAIL OUTLETS: Department Stores-Neisner's; Sears; Beall's.
Discount Stores-Zayre; Neisner's; K mart.
Chain Drug Stores-Eckerd's; SupeRx; Rexall.
Chain Supermarkets-Thriftway; Publix; Winn-Dixie; Kash N' Karry.
Other Chain Stores-White Auto; Radio Shack.
14 - NEWSPAPERS: SUN JOURNAL (e-tues to sat) 2,412; sworn Sept.20, 1983.
Local Contact for Advertising and Merchandising Data: Ray Mooney, Gen. Mgr., SUN JOURNAL, PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.
National Representative: Landon Associates.

CAPE CORAL

1 - LOCATION: Lee County. E&P Map C-3 (In Fort Myers-Cape Coral MSA). 120 mi. SE of Tampa; on U.S. Hwy. 41; I-75.
2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Bus Lines-Greyhound; Trailways(at Fort Myers).
Motor Freight Carriers-1.
Airlines-Eastern; Pan Am; Republic; United; Florida (at Fort Myers); Ozark.
3 - POPULATION:
Corp. City 80 Cen. 32,103; Loc. Est. 43,425
County/MSA 80 Cen. 205,266; Loc. Est. 235,325
4 - HOUSEHOLDS:
City 80 Cen. 12,959; Loc. Est. 16,554
County/MSA 80 Cen. 82,509; Loc. Est. 96,879

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 155,549
7 - ELECTRIC METERS: Residence 29,305
8 - GAS METERS: N.A.
9 - PRINCIPAL INDUSTRIES: Industry-Fruit & Vegetable Canning & Shipping; Electronic Parts; Concrete Products; Boats; Lumber; Cigars; Fisheries; Citrus Fruit; Sugar Cane.
10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.
11 - TAP WATER: Alkaline, soft.
12 - RETAILING: Principal Shopping Center-6 Blocks-Cape Coral Pkwy. (38 stores)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Plaza(3)	NA	Eckerd's, Publix, Neisner's
Corawood Mall(44)	NA	Winn-Dixie, Beall's, Gray Drug

Principal Shopping Days-Fri. & Sat.
13 - RETAIL OUTLETS: Discount Stores-Neisner's; K mart
Chain Drug Stores-Eckerd's; Gray Drug; SupeRx.
Chain Supermarkets-Publix; Big John Food; Winn-Dixie; Kash 'N Karry.
Other Chain Stores-Goodrich; Firestone.
14 - NEWSPAPERS: BREEZE (e-mon to fri) 6,017; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: D. R. Langer, Adv. Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 574-1110.
National Representative: Landon Associates.

CLEARWATER

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. All-year vacation resort; 22 mi. from Tampa; 22 mi. from St. Petersburg.
2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak; Auto Tran Corp.
Motor Freight Carriers-4.
Intercity Bus Lines-Tamiami; Trailways; Florida Greyhound; Gulf Coast Motor; Central Pinellas Transit Authority.
Airlines-Delta; Eastern; National; Northwest; TWA; Sun; United; Pan American; Naples; Republic; Air Canada; Piedmont; Ozark; USAir; American.
3 - POPULATION:
Corp. City 80 Cen. 85,450; Loc. Est. 93,872
PMA-ABC: (80) 290,766; (84) 340,600
MSA 80 Cen. 1,613,961; Loc. Est. 1,798,416
County 80 Cen. 728,409; Loc. Est. 752,335
Demographic information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 37,323; Loc. Est. 42,127
County 80 Cen. 319,469; Loc. Est. 360,074
MSA 80 Cen. 656,551; Loc. Est. 749,244
PMA-ABC: (80) 127,408; (84) 150,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$6,000,000
Commercial	35	$4,500,000

6 - PASSENGER AUTOS: County 524,355
7 - ELECTRIC METERS: 36,676
8 - GAS METERS: Residence 8,300
9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design Research; Tourism; Light Manufacturing.
10 - CLIMATE: Min. & Max. Temp.-Spring 64-79; Summer 75-89; Fall 67-82; Winter 55-72.
11 - TAP WATER: Neutral, hard; not fluoridated.
12 - RETAILING: Principal Shopping Center-7 blocks on 2 sts., also 18 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearwater(139)	NA	Mont. Ward, Ivey's, Gayfer's, Burdines
Cleveland Plz.(17)	NA	Publix
Countryside Mall(150)	NA	Maas, Sears, Robinson, JCPenney
Food Fair(7)	NA	Food Fair, Eagle Army & Navy
Gulf to Bay Plaza(11)	NA	Publix Mkt., Eckerd Drug
Harbor Square(12)	NA	Winn-Dixie
Imperial Sq.(21)	NA	SupeRx, Winn-Dixie
Searstown(31)	NA	Sears, Winn-Dixie
Sunset Point(19)	NA	Beall's
Sunshine Mall(90)	NA	JCPenney, McCrory, Byron, SupeRx
Tri-City Plaza(21)	NA	Publix, TG&Y
Douglas(7)	NA	Publix, Eckerd
Dunedin(6)	NA	Kwik-Chek
Mid-Way(23)	NA	Publix, Eckerd's
Northwood Pl.(50)	NA	Jacobson's, Winn-Dixie, Shoppers Drug Mart
Seminole Mall(67)	NA	J. Byron
Pinellas Sq. Mall(110)	NA	Ivey's, JCPenney, Mont. Ward
Tyrone Square(136)	NA	Sears, JCPenney, Robinson's, Maas

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Shopping centers to 9, 6 nights (ex. Sun.).
13 - RETAIL OUTLETS: Department Stores-JCPenney; Burdine's; Robinson's; J. Byron; Maas; Montgomery Ward; Belk-Lindsey; Sears; Ivey's; Gayfer's; Wilson's Jewelers.
Discount Stores-Eagle Family Discount; Zayre; K mart; Handy City.
Variety Stores-Woolworth 2; McCrory 4; Ben Franklin; TG&Y 2.
Chain Drug Stores-Eckerd's 8; Liggett; Madison; Liggett-Rexall; SupeRx 3; Adams; Michel's 3; Kare Drugs.
Chain Supermarkets-A&P; Kwik-Chek 5; Publix 6; Pick-Kwik 42; 7-Eleven 7; Kash 'n Karry; Grand Union 2; Albertson's 3; Sureway 3; Mr. C's Warehouse 2.
Other Chain Stores-Goodrich; Firestone 2; Goodyear 4; Lerner's; Bell Shoes; Thom McAn 2; Mather Furniture; Rhodes Furniture; Kelly Springfield Tires; Leeds Shoes; Baker Shoes; Eagle Army & Navy; Lawton Jewelers; Badock Furn.; Ace Hardware; Levitz Furn.; Scottie's Lumber.
14 - NEWSPAPERS: SUN (m) 40,608 (S) 42,985; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael Thorpe, Mktg. Dir., SUN, 301 S. Myrtle Ave., Clearwater, FL 33516; Tel. (813) 462-7000.
National Representatives: Branham/Newspaper Sales; Publishers' Reps. of Florida.

COCOA

1 - LOCATION: Brevard County (In Melbourne-Titusville-Palm Bay MSA). E&P Map D-2. Midway between Jacksonville and Miami, 40 minutes E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base.
2 - TRANSPORTATION: Railroads-Fla. East Coast.
Bus Lines-Greyhound; Central Florida Coach Lines; Auto Bus.
Airlines-Eastern; People Express; Delta; PBA.
3 - POPULATION:
Corp. City 80 Cen. 10,926; Loc. Est. 10,782
PMA-ABC: (80) 272,959; (84) 282,200
County/MSA 80 Cen. 272,959; Loc. Est. 307,040
Demographic information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 6,142; Loc. Est. 5,655
County/MSA 80 Cen. 101,783; Loc. Est. 117,240
PMA-ABC: (80) 101,783; (84) 106,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	82	$1,054,311,000

6 - PASSENGER AUTOS: County 211,420
7 - ELECTRIC METERS: Residence County 120,470
8 - GAS METERS: County 23,490
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 23,700; Construction 6,600; Trans., Communications & Pub. Util. 4,600; Trade 22,600; Fin., Ins. & Real Estate 4,300; Service & Misc. 25,800; Govt. 19,000; Other 8,100.
10 - CLIMATE: Min. & Max. Temp.-N.A.
11 - TAP WATER: N.A.
12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Melbourne Square(140)	NA	Jordan Marsh, Belk Lindsey, Iveys, Burdines, JCPenney, Walgreens
Indian River(20)	NA	Winn-Dixie
Pirtle Plz.(11)	NA	Eckerd's, Food World
Sand Point(17)	NA	S&P Foods, Family Dollar, Eagle Family Discount
Village(15)		
Bay View Plaza(5)	NA	Pantry Pride, Eagle Family Discount
Searstown Mall(31)	NA	Eckerd's, Publix, Sears
Miracle City Mall(53)	NA	Belk-Lindsey, McCrory's, JCPenney, Winn-Dixie
Searstown-Rockledge(20)	NA	Food World, Sears
Pineridge(16)	NA	A&P, Eckerd's
Byrd Plaza(26)	NA	Belk-Lindsey, Publix, Ben Franklin, Woolworth
Village Green(20)	NA	TG&Y, Winn-Dixie, Liggett Drugs
Merritt Sq.(70)	NA	Jordan Marsh, Ivey's, Publix, JCPenney
Fields Plz.(20)	NA	Pantry Pride, Radio Shack
Colonial Park Plaza(14)	NA	Eagle Family Discount, Eckerd's, Publix
First Merritt(22)	NA	Eckerd's, Winn-Dixie
Causeway(16)	NA	McCrory's, Publix, Eckerd's
Canaveral Plz.(13)	NA	McCrory's, Eckerd's
Atlantic Plz.(22)	NA	Sleep Scene, Ben Franklin, Eckerd's, Food World
Indialantic(23)	NA	IGA Foodliner, Eckerd's
Zayre Plz.(20)	NA	Zayre, Food World
Sarno Plz.(26)	NA	Eagle Family Discount, McCrory's, Publix
Brevard(25)	NA	Eckerd's, McCrory's, Winn-Dixie
Melbourne(23)	NA	Publix, Belk-Lindsey
Miracle(24)	NA	Publix, Eagle Family Discount
Treasure Coast(9)	NA	Woolworth, Pantry Pride
Clear Lake Square	NA	Winn-Dixie, Eckerd's, Family Dollar
Vero Mall(29)	NA	JCPenney, J. Byrons
Plaza West(11)	NA	Winn-Dixie, Eckerd's, Eagle Family Discount
Wickhaven(18)	NA	Ace Hardware
Northgate(8)	NA	Winn-Dixie, TG&Y, Eckerd's
K mart Plz.(9)	NA	K mart, Jewel T
Port Malhar Plaza(18)	NA	Winn-Dixie, Eagle, Eckerd's
Palm Bay Center(27)	NA	Publix, K mart, Eckerd's, Luria's
Palm Bay Plz.(6)	NA	Winn-Dixie, Topline
Country Club Plaza(6)	NA	SupeRx
Banana River Square(34)	NA	Publix, Eckerd's

13 - RETAIL OUTLETS: Department Stores (County)Ivey's 2; Jordan Marsh 2; JCPenney 3; Jefferson Ward 2; Sears 3; Belk-Lindsey 4; Burdines.
Variety Stores-Woolworth 3; McCrory 6; TG&Y 3; Ben Franklin 2; Eagle 6.
Discount Stores-Zayre; K mart 3.
Chain Drug Stores-Liggett; Eckerd's 17; SupeRx 2; Walgreens 6.
Chain Supermarkets-Publix 9; A&P; Winn-Dixie 14; Albertson's; I.G.A. 3; Mr. Grocer 14; Lil General 3; Food World 4; Majik Market 29; 7-Eleven 27; U-Tote-Em 13; Pantry Pride 5; Zippy Marts 16; SupeRx Foods 5; Jiffy Stores 34; Shop & Go 7; Tenneco 7; Jewel T 3; Cumberland Farms 3; Step Saver 5.
Other Chain Stores-Goodrich; Firestone; Goodyear; Western Auto; Singer Co.; Kane's Furniture; Haverty's Furniture; Badcock Furniture; Pan-American Tire; ABC Liquor; Paint Fair; Mary Carter Paints; Sherwin-Williams; Vogue Shops; Luria's; Babcock Building; Scotty's.
14 - NEWSPAPERS: TODAY (m) 74,284; (S) 89,014; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hill, Nat. Adv. Mgr., TODAY, 308 Forrest Ave., Cocoa, FL 32922; Tel. (305) 632-8700.
National Representative: Gannett Newspaper Advertising Sales.

DAYTONA BEACH

1 - LOCATION: Volusia County (MSA). E&P Map D-2, Tourist center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach.
2 - TRANSPORTATION: Motor Freight-Central Truck Lines; American Freight System; Bowman; Carolina; Roadway Express; Terminal Transport; Crown Motor Line; Gator Freightways; Ridgeway Transfer & Storage; Allied Van; Ryder.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; Piedmont.
3 - POPULATION:
Corp. City 80 Cen. 54,176; Loc. Est. 64,251
CZ-ABC: (80) 166,388; (84) 184,500
RTZ-ABC: (80) 103,287; (84) 128,900
County/MSA 80 Cen. 258,762; Loc. Est. 290,056
City & RTZ-ABC: (80) 269,675; (84) 313,400
4 - HOUSEHOLDS:
City 80 Cen. 22,952; Loc. Est. 26,753
County/MSA 80 Cen. 105,773; Loc. Est. 121,333
CZ-ABC: (80) 69,596; (84) 76,400
RTZ-ABC: (80) 40,536; (84) 52,800
City & RTZ-ABC: (80) 110,132; (84) 129,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$1,477,772,000
Commercial	1	- $745,833,000

6 - PASSENGER AUTOS: County 185,459

The Daytona Beach
News-Journal
#1 IN FLORIDA
81% PENETRATION
Combined Daily RTZ Penetration Based On 100,132 Daily Circulation And 123,600 Homes.
WITH THE HIGHEST MARKET PENETRATION OF ANY FLORIDA NEWSPAPER!!!
901 Sixth St.,
Daytona Beach, FL
(904) 252-1511 32015
Source: Publisher's Statement, March 1984 S&MM, 1983
Represented Nationally By Sawyer • Ferguson • Walker Company

7 - ELECTRIC METERS: Residence 73,250

8 - GAS METERS: Residence 16,500

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Aluminum Prod. 68; Bakeries 189; Boat Repairs 186; Boat Bldrs. 97; Bottlers 101; Chemicals & Drugs 67; Citrus Prod. & Packers 145; Concrete Prods. 321; Ice Cream & Dairy Prods. 164; Millwork & Cabinetmakers 138; Missile Parts 75; Newspapers 612; Novelties 52; Radio & TV Stas. 85; Seafood & Meat Packers 48; Septic Tanks 76; Sheet Metal 126; Tool & Die Works 155; Wood Workers 55; Electrical 1,988; Motels 7,028.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-87; Summer 74-99; Fall 47-96; Winter 28-87. First killing frost, Nov. 21. Last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Volusia Mall, 5 blocks on Beach St.; 5 on Main St.; 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; Volusia; 1 on S Ridgewood; 3 on Volusia. **Neighborhood Shopping Centers**-2 blocks N. Ridgewood at Madison; 6 on Volusia; 6 on S. Atlantic; 6 on Ridgewood in Holly Hill; 8 on Granada in Ormond Beach; 3 on S. Yonge Ave., Ormond Beach; 3 on Ridgewood in S. Daytona; 2 on S. Ridgewood; Port Orange; 2 on Nova Rd. at Volusia; 2 on Nova Rd. at Mason; 1 Ellinor Village; 4 Mason Ave., Holly Hill; 2 Riverside Dr., Holly Hill; 3 N. Atlantic; Bellair; 2 on Derbyshire; K mart Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Daytona Mall(37)	1	Jefferson Ward, A&P, Zayre
Ellinor Vlg.(15)	5	Black's Pharmacy, Piggly Wiggly
Bellair Plaza(63)	3	Belk-Lindsey, Winn-Dixie, Walgreen, Woolworth
Seabreeze Blvd.	1	Sussman's
Granada Plaza(27)	6	Walgreens, Pantry Pride
Ormond Beach(20)	8	Eckerd's, Publix, Belk-Lindsey
Holly Hill Plaza(21)	3	Pantry Pride, Eckerd's, Goodings
Halifax(17)	2	Eckerd's, Publix
Port Orange(14)	5	Eckerd's, Winn-Dixie
Daytona Shores	4	Winn-Dixie, A&P
Mason Avenue	3	Steve's Phar., Thriftyway
Derby Plaza(16)	4	Winn-Dixie
K mart(10)	2	K mart
Sunshine Mall(40)	5	Walgreens, Pantry Pride
The Trails(34)	7	Publix, Eckerd's
Rivergate Vlg.(21)	7	Winn-Dixie, SupeRx
Belnova(12)	8	Winn-Dixie, SupeRx
Dunlawton Sq.(29)	8	Publix, K mart, Eckerd's
Volusia Mall(108)	3	Sears, May-Cohens, Burdines, Belk-Lindsey, JCPenney, Ivey's

Principal Shopping Days-Thur., Fri., Sat. **Stores Open Evenings**-Food & Dept., Mon. & Fri. 6 Shopping Centers, every weekday evening, Sunday 12-6.

13 - RETAIL OUTLETS: Department Stores-Ivey's; Sears; Jefferson Ward; May Cohen; Burdines; Wilson's Wilkor; JCPenney; Furchgott's; Belk-Lindsey. **Discount Stores**-K mart; Zayre. **Variety Stores**-McCrory's 3; G.C. Murphy 2; TG&Y 2; Woolworth. **Chain Drug Stores**-Eckerd's 8; SupeRx 3; Walgreen 5; Pic'N Save 3; Rexall 5. **Chain Supermarkets**-A&P 4; Winn-Dixie 13; Publix 8; 7-Eleven 28; Jax Minit 12; Pantry Pride 5; Thriftway 3; Jiffy Stores 31; Pic 'N Save; Goodings; Seven Star 7; Big Star; Handyway 20; Majik 10; Lil General 5. **Other Chain Stores**-Diana Shops 2; Three Sisters; Western Auto 3; Firestone; Goodyear; Goodrich; Bulter's 2; Baker's; Cannon; Phillips; Beck; Bell Bros.; Pix; Thom McAn; Goody's Shoe Fair; Kane's Furn.; Zale's; Gordon's Jewelers 2; National Shirt Shops (Menswear); Morrison's Cafeteria 2; S&S Cafeteria 2; Howard Johnson's 4; Holiday Inn 8; ABC Liquors 9; Big C Liquor 3; Lerner's; Hallmark; Bressler Ice Cream; Baskin-Robbins; Florsheim Shoes; Hickory Farms; Jacob's Jewelers; Jean's West; Richman Bros.

14 - NEWSPAPERS: JOURNAL (m) 68,303; NEWS (e-mon to fri) 31,829; NEWS JOURNAL (S) 90,052; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Coughlin, Nat'l. Adv. Dir., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32105; Tel. (904) 252-1511.
National Representatives: Sawyer-Ferguson-Walker; Publishers Representatives of Fla.

DE LAND

1 - LOCATION: Volusia County (In Daytona Beach MSA). E&P Map D-2, County Seat. Citrus growing and packing area; lumber, agriculture, cattle. Misc. mfg. area. College town, N central part of state; 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi. from Miami.

2 - TRANSPORTATION: Railroads-Amtrak. **Motor Freight Carriers**-9. **Bus Lines**-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,354; Loc. Est. 18,741
CZ-ABC: (80) 36,536; (84) 41,200
RTZ-ABC: (80) 19,604; (84) 22,700
County/MSA 80 Cen. 258,762; Loc. Est. 290,056
City & RTZ-ABC: (80) 56,140; (84) 64,900

4 - HOUSEHOLDS:
City 80 Cen. 5,986; Loc. Est. 7,091
County/MSA 80 Cen. 105,773; Loc. Est. 121,333
CZ-ABC: (80) 13,945; (84) 15,800
RTZ-ABC: (80) 8,157; (84) 10,000
City & RTZ-ABC: (80) 22,102; (84) 25,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,608,080,000
Commercial	4	$180,500,000

6 - PASSENGER AUTOS: County 185,459

7 - ELECTRIC METERS: Residence-West Volusia 33,619

8 - GAS METERS: Residence-City & Suburbs 3,903

9 - PRINCIPAL INDUSTRIES: Industry-Citrus; Ferneries; Dairy; Poultry; Forestry; Cattle; Vegetable Farming; Hypodermic Needle Mfg.; Concrete Products.; Woodworking; Cabinet Mfg.; Naval Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13. Last killing frost, Jan. 25.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: Principal Shopping Center-6 blocks Blvd.; (center downtown) and 5 on either side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plaza(11)	NA	Publix, Eckerd, J. Byron
De Land Plaza(1)	NA	Pantry Pride
Woodland Plaza(22)	NA	Belk-Lindsey, Eagle, Sears(catalog), Rose's
K mart Plaza	NA	K mart

Other Shopping Centers-Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.
Principal Shopping Days-Thur., Fri., Sat., & Sun. **Stores Open Evenings**-Shopping Center til 9 nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Belk-Lindsey; J. Byron. **Discount Stores**-Eagle Family Discount; K mart; TG&Y; Super Discount;Wal-Mart. **Variety Stores**-Woolworth; McCrory; Rose's. **Chain Drug Stores**-Orange Belt (Rexall); Eckerd 2; Medicine Shoppe 2; SupeRx. **Chain Supermarkets**-Winn-Dixie 5; Pantry Pride; Publix 2; Jewel T;SupeRx. **Other Chain Stores**-Firestone; Western Auto; Goodyear Service; Badcock Furn.; Little Giant; Minute Market; Handyway; Cumberland Farms.

14 - NEWSPAPERS: SUN NEWS (e-mon to fri) 9,584; (weekend) 10,476; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Brad Mason, Adv. Dir., SUN NEWS,111 S. Alabama Ave., PO Box 1119, De Land, FL 32720; Tel. (904) 734-3661.
National Representative: Landon Associates.

FORT LAUDERDALE

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. Bounded on the North by Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean, on the West by Collier and Hendry Counties. On the Inter-coastal Waterway and 165 mi. of canals & waterways. Major highways include U.S. 1, I-95 and Florida Turnpike. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line; Amtrak. **Motor Freight Carriers**-15. **Freight Steamship Lines**-36. **Intercity Bus Lines**-Greyhound; Trailways; Grayline; A-1 Bus Lines; Turfway Lines. **Airlines**-Aero Coach; Air Sunshine; American; American International; Atlantic Gulf; Bahamasair; Caribbean Express; Chalk's International; Continental; Delta; Eastern; Florida Express; Gulf Air; Northeastern International; Northwest; Ozark; PBA; Pompano Airways; Proair; Republic; Southern Express; Trans Air; Trans World; United; USAir; Walker's International; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 153,256; Loc. Est. 175,122
CZ-ABC: (80) 754,778; (84) 920,400
Bal. in PMA-ABC: (80) 110,370; (84) 130,600
Total PMA-ABC: (80) 865,148; (84) 1,051,000
County/PMSA 80 Cen. 1,014,043; Loc. Est. 1,124,407
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 63,338; Loc. Est. 63,300
County/PMSA 80 Cen. 420,767; Loc. Est. 446,431
CZ-ABC: (80) 308,729; (84) 377,900
Bal. in PMA-ABC: (80) 46,960; (84) 56,300
Total PMA-ABC: (80) 355,689; (84) 434,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	9	$8,565,845,000
Commercial	35	$3,817,436,000

6 - PASSENGER AUTOS: County 736,674

7 - ELECTRIC METERS: County (Res.) 504,000

8 - GAS METERS: County 44,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 14,900; Apparel & Accessory Stores 6,000; Furniture & Home Furnishing 4,200; Printing & Publishing 5,000; Contract Construction 25,900; Transp., Comm., Util. 18,100; Retail Trade 88,900; Fin., Ins., Real Estate 33,200; Services 94,200; Govt. 49,300.
Principal Industrial Pay Days-Building Trades, Fri.; Other Industries, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp-Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-21; over 25 additional major shopping centers plus dozens of neighborhood shopping strips. **Neighborhood Shopping Centers**-Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Jefferson's Ctr.; Lauderdale; Lauderdale Beach; Lauderdale-By-The-Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; Riverland; Sea Ranch Village; Searstown; 17th St.; S. Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(6)	1	Sears
Gateway(59)	2	Pantry Pride
New Galleria(100)	2	Jordan Marsh, Burdines, Saks Frfth Ave., Brooks Bros., Nieman-Marcus, Lord & Taylor
Zayre West Broward(9)	7	Zayre, Eckerd's
Jefferson Ctr.	3	Jefferson-Ward
Wilton Manors(16)	3	Piggly Wiggly
Crossroads	3	Crossroads Mkt.
Central Shpg. Plaza(14)	3	Publix
Riverland(24)	3	Kwik Chek
Southport Ctr.	3	Publix, Eckerd's
Southland(25)	3	Byrons, Kwik Chek
Coral Ridge(41)	4	JCPenney, Publix, J. Byron, T.J. Maxx
Harbor Beach(36) Plaza(36)	4	Harbor Beach Mkt.
Zayre-North Andrews(13)	4	Zayre, Grand Union
Times Sq.(10)	4	Coral Ridge Mkt.
Galt Ocean Plz.(2)	4	Broward Drugs
W. Broward Granuway(22)	4	J. Byron
No. Andrews Gardens	4	Pantry Pride
Plaza Center(23)	4	Kwik Chek, Eagle Family Discount
Westgate(23)	4	Pantry Pride
Plantation Village(20)	5	Kwik Chek
Lauderhill Mall(63)	5	Zayre, Walgreen's, Pantry Pride
Sea Ranch Vlg.(36)	6	Publix, Walgreen's, Richway
North Ridge(21)	6	
Lakes Mall(78)	6	Jefferson's
Broward Mall(134)	7	Jordan Marsh, Sears, Burdines, JCPenney
Venetian Isles Center(48)	33	Eckerd's, Publix, Zayre
Shoppers Haven(36)	NA	J. Byron, Walgreen's, Kwik Chek
Pompano Fashion Square(115)	NA	JCPenney, Burdines, Jordan Marsh
Sunshine Plz.(32)	NA	Publix Super Mkt., J. Byron
Town Center-Boca Raton(115)	17	Burdines, Sears, Jordan Marsh
Coral Square	13	Burdines, JCPenney, Jordan Marsh, Sears, Lord & Taylor
Delray Sq.(22)	NA	Publix, Radio Shack
Hollywood Fashion Square	9	Burdine, JCPenney, Jordan Marsh, Zayre
Diplomat Mall(65)	10	Jefferson's, Pantry Pride
Royal Palm Plaza(37)	15	
Palm Aire Deerfield(22)	14	Gray, Publix
Hollywood Mall(68)	8	Sears, Gray Drugs, Woolworth
Loehmann's Plz.(60)	8	Loehmann, Drug Mart, Kwik Chek
Pandamus(23)	8	Best Products
Promenade at Bay Colony(18)	6	Winn-Dixie

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat. **Stores Open Evenings**-Food and Retail Mon. thru Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney 5; Jordan Marsh 6; Saks Fifth Avenue; Burdines 6; J. Byron 10; Sears 5; Neiman Marcus; Lord & Taylor 2. **Discount Stores**-Eagle Family Discount 23; K mart 12; Zayre 7; Jefferson-Ward 5; Richway 4; Service Merchandise 3; Marshall's 4. **Variety Stores**-Woolworth 5; McCrory's 7. **Chain Drug Stores**-Cunningham 4; Eckerd's 40; Gray 11; Liggett-Rexall 7; SupeRx 21; Walgreen 11. **Chain Supermarkets**-Albertson's 8; Cumberland Farms 54; Family Mart; Farm Stores 60; Lil General 27; Majik Market 27; Pantry Pride 20; Pic-N-Pay 8; Publix 49; 7-Eleven 100; U-Tote 15; Winn-Dixie 55. **Other Chain Stores**-Baer's Furniture 4; Best 2; Carl's Furniture 3; Castro Convertibles 3; Causeway Lumber 2; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Firestone 11; Goodyear 6; Habers 6; Levitz 2; Lindsley 13; Mayhues Liquors 9; Miami Rug 6; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld 3; Schagrins Liquors 5; Sleep-O-Rama 6; Sultan & Sons 5.

14 - NEWSPAPERS: NEWS (e-mon to fri) 88,602; SUN-SENTINEL (m-mon to fri) 114,868; NEWS & SUN-SENTINEL (m-sat) 212,437; (S) 259,937; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Cohen, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 101 N. New River Dr. E., PO Box 14430, Ft. Lauderdale, FL 33302; Tel. (305) 761-4000.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

FORT MYERS

1 - LOCATION: Lee County (In Fort Myers-Cape Coral MSA). E&P Map D-3, County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail, Florida 80; I-75.

2 - TRANSPORTATION: Railroads-Seaboard Coastline. **Motor Freight Carriers**-6. **Intercity Bus Lines**-Fort Myers Transit; Tamiami Trailways; Greyhound. **Airlines**-Eastern; Delta; United; Northwest; TWA; Ozark; PBA; Slocum; North American.

3 - POPULATION:
Corp. City 80 Cen. 36,638; Loc. Est. 46,071
PMA-ABC: (80) 205,266; (84) 256,100
County/MSA 80 Cen. 205,266; Loc. Est. 235,325
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,413; Loc. Est. 15,769
County/MSA 80 Cen. 82,509; Loc. Est. 96,879
PMA-ABC: (80) 82,509; (84) 104,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	18	$1,335,371,000
Savings & Loan	13	$848,666,000

6 - PASSENGER AUTOS: County 155,549

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Construction; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Processing; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-91; Fall 71-84; Winter 63-83.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Edison Mall and downtown 6 blocks on First St.; 5 on Hendry St., 3 on Jackson; 1 on Broadway; Rafters Mall, College Parkway at Winkler Rd.; Bell Tower, U.S. Hwy. 41 & Daniels Rd.

Neighborhood Shopping Centers-5 in downtown area; 11 in South Fort Myers; 14 in North Fort Myers; 7 in East Fort Myers: 3 at Fort Myers Beach and Sanibel; 4 in Lehigh Acres; 1 in Bonita Springs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weaver's Corner(22)	4	Winn-Dixie
Santini Plaza	15	Winn-Dixie
East Gate(7)	4	Eckerd's
Edison Mall(117)	2	Maas, Sears, JCPenney, Burdine's
Miners Plaza	9	Winn-Dixie
Gulfpointe Square	9	Publix
Southpointe Square	7	J. Byrons, U-Save
Rafters(55)	7	
Bridge Plaza(22)	8	Kash 'N Karry
College Pkwy.(14)	8	Winn-Dixie
Coralwood Mall(44)	10	Beall's, Winn-Dixie
Coral Gate(18)	4	Winn-Dixie
Worth Shore	3	U-Save
McGregor Pointe	9	K mart
Royal Palm Sq.	3	Publix
Coral Pointe	11	Publix
Bell Tower(64)	9	Jacobsen's

Principal Shopping Days-Thur., Fri., Sat. and Mon.

13 - RETAIL OUTLETS: Department Stores-Burdine's; Jefferson's; J. Byron's; Sears; JCPenney; K mart 2; Lerner's; Luria's; Maas Bros.; Marshalls.

Variety Stores-Zayre; McCrory's; Woolworth; Eagle Army-Navy.

Chain Drug Stores-Eckerd 8; Walgreens 7; Liggett Rexall; Royal Palm; Gray 3; Cost Less Drugs; Treasury Drugs 2.

Discount Stores-American Dept. Stores; TG&Y 3.

Chain Supermarkets-Albertson's; Kash 'N Karry; Publix 14; U-Save 4; Winn-Dixie 18; Affiliated 4; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John.

Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Self Service Shoe; Shoe Fair; Zale's; Kinney; Thom McAn; National Shirt; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Leeds Shoes; Ace Hardware; Handy City; Kane's Furniture; Giant Warehouse; Rhodes Furn.; Radio Shack; Girads Jewelers; Lerners; Florsheim Shoes; Gordons Jewelers; Buster Brown; Naturalizer.

14 - NEWSPAPERS: NEWS-PRESS (m) 80,943; (S) 93,705; Mar. 25, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Bob Brown, Adv. Mgr., NEWS-PRESS, PO Box 10, Ft. Myers, FL 33902; Tel. (813) 335-0200.

National Representative: Gannett Newspaper Advertising Sales; Publishers' Representatives of Florica.

FORT PIERCE-PORT ST. LUCIE

1 - LOCATION: St. Lucie County, (In Fort Pierce MSA). E&P Map D-3. Fort Pierce is County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach; 126 mi. N of Miami; 234 mi. S of Jacksonville; 150 mi. E of Tampa.

2 - TRANSPORTATION: Railroads-Florida East Coast.

Motor Freight Carriers-Southern; Central; Ryder; Greyhound; UPS; Trailways.

Intercity Bus Lines-Florida Greyhound; Trailways Bus System.

3 - POPULATION:
Corp. Cities 80 Cen. 48,492; Loc. Est. 57,988
Fort Pierce 80 Cen. 33,802; Loc. Est. 40,959
Port St. Lucie 80 Cen. 14,690; Loc. Est. 17,029
PMA-ABC: (80) 87,182; (84) 104,800
County 80 Cen. 87,182; Loc. Est. 109,000
MSA 80 Cen. 151,196; Loc. Est. 189,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,610; Loc. Est. 21,033
Fort Pierce 80 Cen. 15,163; Loc. Est. 14,977
Port St. Lucie 80 Cen. 6,447; Loc. Est. 6,056
County 80 Cen. 32,506; Loc. Est. 38,642
MSA 80 Cen. 58,369; Loc. Est. 69,383
PMA-ABC: (80) 32,506; (84) 39,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	9	$506,503,000
Commercial	5	$326,124,214

6 - PASSENGER AUTOS: County 58,732

7 - ELECTRIC METERS: Residence 39,478

8 - GAS METERS: 4,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 4,000; Mfg.; Food 4,000; Transp.; Comm. 389; Land Dvlpmt. 600; Fertilizer Mfg. 500; Poly, Paper Bags; Tourism 1,750; Comm. Fishing 450; PVC Pipe 150; Boat Mfg. 90.
Principal Industrial Pay Days-Sat. and Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1; Okeechobee at Hartman Road.

Neighborhood Shopping Centers-Orange Ave. bet. Fourth and Ninth Sts.; Fourth St. south of Boston Ave. to Virginia Ave.; Fourth St. at Chipola Rd.; Orange Ave. and 13th St.; Orange Ave. bet. 27th and 33rd Sts.; Ave. D bet. Seventh and 13th Sts.; Searstown on U.S. 1 & Virginia Ave.; Grand Econo U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Edwards Rd, Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Pierce	2	Walgreens
Sunrise Blvd.(15)	1	A&P
Searstown(43)	2	Woolworth, Publix, J. Byrons, Gray Drugs
K mart Plz.(19)	2	K mart, L. Luria, Winn-Dixie
Orange Blossom Mall(100)	3	Belk Lindsey, Sears
Jefferson Plz.(23)	3	Eckerd's, Jefferson, Zayre
Village Green(20)	10	Beall's, K mart, Winn-Dixie, Eckerd
Rivergate Plaza(17)	12	Walgreens, Publix

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Dept-Mon. & Fri.; Foodevery night ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Rubin Bros.; JCPenney; Rosslow's; Sears; Jefferson; Beall's; Belk-Lindsey; K mart; Zayre.
Discount Stores-ADC; K mart.
Variety Stores-McCrory; Woolworth 2.
Chain Drug Stores-Walgreens 2; Silver Palace Rexall; Gray Drug 2; SupeRx; Eckerd 3.
Chain Supermarkets-A&P; Winn-Dixie 4; Publix 2; Great Valu; Associated Grocers 4; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Western Auto; Mather Furn.; Haverty's (furniture); Gordon's (jewelry); Gas-Oil Products; Three Sisters; Lory's; Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack 2; Zale's (jewelry); L. Luria & Sons (luggage & jewelry).

14 - NEWSPAPERS: NEWS-TRIBUNE (m) 18,582; (S) 20,970; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Dwight A. DeBolt, Dir. of Mktg & Sales, NEWS-TRIBUNE, PO Box 69, Fort Pierce, FL 33454; Tel. (305) 461-2050.

National Representative: Story & Kelly-Smith.

FORT WALTON BEACH

1 - LOCATION: Okaloosa County (MSA), E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College Bay Area Vo-Tech.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Lines-8.
Airlines-Fepublic.

3 - POPULATION:
Corp. City 80 Cen. 20,829; Loc. Est. 23,062
CZ-ABC: (80) 89,122; (84) 94,000
RTZ-ABC: (80) 20,798; (84) 22,500
County/MSA 80 Cen. 109,920; Loc. Est. 119,911
City & RTZ-ABC: (80) 109,920; (84) 116,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,140; Loc. Est. 7,451
County/MSA 80 Cen. 37,538; Loc. Est. 41,747
CZ-ABC: (80) 30,352; (84) 32,400
RTZ-ABC: (80) 7,186; (84) 7,800
City & RTZ-ABC: (80) 37,538; (84) 40,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$211,741,857
Savings & Loan	2	$129,000,000

6 - PASSENGER AUTOS: County 66,910

7 - ELECTRIC METERS: Residence 37,658

8 - GAS METERS: Residence 16,692

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Elgin AFB 11,800, Military ($250) & 7,000 civilian ($250); Motels 850 ($150); Military Contractors 1,822 ($250); Electronics 1,100 ($200); Moving & Storage ($150); Lumber & Wood Pdts. 160 ($175); Sport & Commercial Fishing 650 ($225); Concrete & Brick 120 ($140); Boat Mfg. 200 (N.A.).
Principal Industrial & Military Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11 - TAP WATER: Limestone, soft.

12 - RETAILING: Principal Shopping Centers (No. of stores)-Parkway Plaza 12; Bay Plaza 6; K mart; TG&Y Family Center; Gaylords 5.
Neighborhood Centers (No. of stores)-Moreno Plaza 7; Belair 8; Chelsea Plaza 5; Wright 7.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Air(12)	1	Jiffy Mart
Beltway(12)	2	Eckerd, Delchamps
Brooks Plaza(10)	2	Florida Pottery
Ft. Walton Square(31)	2	Zayre, Winn-Dixie, Famebrands
Sun Plaza(15)	NA	TG&Y, Wilbro, Lowe's Lumber
Santa Rosa Mall(56)	NA	Sears, JCPenney, Gayfer's
Town Crest Annex(5)	2	Piggly Wiggly
Town Crest(8)	NA	Piggly Wiggly, Robert's Drug

Principal Shopping Days-Thur., Fri., & Sat.
Stores Open Evenings-Howard's Discount; all chain groceries; all major shopping center stores; SupeRx Drug; Robert's Drug; TG&Y; Eckerd Drug; K mart; Gaylord.
Stores Open Sundays-All chain groceries; SupeRx Drug; TG&Y Variety; Eckerd Drug; Howard's Discount Center; Gaylord; all bars and package goods stores. (One Jitney Jungle Super Market open 24 hours per day).

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfer's.
Discount Stores-Howard's; Gaylord; 5 PX Exchanges Elgin AFB; K mart; Zayre.
Variety Stores-SupeRx; TG&Y.
Chain Supermarkets-A&P; Kwik Check 2; Jitney Jungle; Delchamps 2; Piggly Wiggly 2; Riteway 4; Pantry Pride; Jiffy Mart 6, Winn-Dixie 2; Southern Convenience 7; IGA 2.
Chain Drug Stores-Destin Drug 2; SupeRx; Eckerd; Robert's; Revco.
Other Chain Stores-Goodyear; Firestone; Leo's Clothing; Leon's Fashions; Singer Co.; Jewel Box Stores; Auto Sav Tires; Radio Shack; Grice Electronics; Art's TV; T&T TV; Wilbro; All American Furniture; Rhodes Furn.; Chan's; Danley Furn.; Scotty's; Lowe's Lumber; Pic 'N Pay Shoes; Ordons (men's); Color Tile; Fan Fair; Warren Hardware. About 750 other retail outlets.

14 - NEWSPAPERS: PLAYGROUND DAILY NEWS (m) 27,675; (S) 30,687; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Dir., PLAYGROUND NEWS, PO Box 2949, Ft. Walton Beach, FL 32549; Tel. (904) 863-1111.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GAINESVILLE

1 - LOCATION: Alachua County, E&P Map C-1 (In Gainesville MSA). Located 70 mi. SW of Jacksonville.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-18 (7 with terminals).
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern.

3 - POPULATION:
Corp. City 80 Cen. 81,371; Loc. Est. 90,010
CZ-ABC: (80) 79,143; (84) 84,300
RTZ-ABC: (80) 130,218; (84) 153,700
County/MSA 80 Cen. 171,371; Loc. Est. 184,700
City & RTZ-ABC: (80) 209,361; (84) 238,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,307; Loc. Est. 31,334
County/MSA 80 Cen. 60,904; Loc. Est. 69,075
CZ-ABC: (80) 27,509; (84) 29,700
RTZ-ABC: (80) 47,152; (84) 55,900
City & RTZ-ABC: (80) 74,661; (84) 85,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$342,479,610
Commercial	10	$487,720,633

6 - PASSENGER AUTOS: County 88,730

7 - ELECTRIC METERS: Residence 47,846

8 - GAS METERS: Residence 16,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Contract Constr. 3,603; Mfg. 4,814; Transpt., Comm. & Public Utilities 1,722; Trade 14,100; Finance, Ins. & Real Est. 2,858; Services, Misc. 6,200; University Education 14,780; Hospital 1,026; Government 17,840.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-88; Summer 71-91; Fall 61-88; Winter 46-71.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Newberry Rd. Regional Center, 3 mi. from downtown.

Neighborhood Shopping Centers-NW 13th St. (4 blocks); W University Ave. (4 blocks); N Main St. (4 blocks); Pic 'N Save Plaza 2 stores; K mart Center, N Main & 23rd Ave; Eastgate Center, 8 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Archer Sq.(18)	NA	Winn-Dixie, Eckerd's
Butler Plz.(27)	NA	Publix, Radio Shack
Gainesville Mall(39)	NA	SupeRx, Maas Brothers
Millhopper(14)	NA	Publix, Eckerd's
Oaks Mall(116)	NA	Belk-Lindsay, JCPenney, Sears
Royal Park Plz.(10)	NA	Warehouse Groceries
Wal-Mart Shopping Center(14)	NA	Radio Shack, Wal-Mart, Luria's
Westgate(10)	NA	Eckerd's, Publix
Gainesville Shopping Center(13)	NA	Belk-Lindsay, Publix, Eckerd's

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey 2; Wilson; JCPenney; Maas Brothers; Burdines.
Discount Stores-Pic 'N Save 4; Albertson; K mart; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin 2.
Chain Drug Stores-Eckerd's 6; Gresham 4; Wise's 3; Albertson; Pic 'N Save 3; Treasury; Revco 2; SupeRx 2.
Chain Supermarkets-Winn-Dixie 6; Thriftway; Publix 5; Albertson; Pantry Pride; Pic 'N Save 4; Food 4 Less; Kash 'N Karry 2.

14 - NEWSPAPERS: SUN (m) 48,877; (S) 50,256; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising

The News Tribune
Keeping pace with the second fastest growing county in the United States!
NO. 1 Morning Circulation Paper In St. Lucie Co. 7 Days A Week
-Serving-
Fort Pierce - 81 Years
Port St. Lucie - 22 Years
St. Lucie County, Florida
Florida's fastest growing market!

Data: Gary Miller, Ret. Adv. Mgr., SUN, 2700 S.W 13th St., Gainesville, FL 32608; Tel. (904) 374-5058.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

HOLLYWOOD

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. On the Atlantic Seaboard; 17 mi. N of Miami; 7 mi. S of Ft. Lauderdale; in the heart of Florida's Gold Coast.

2 - TRANSPORTATION: Railroads-Florida East Coast (freight); Amtrak; Seaboard Coast Line.
Motor Freight Carriers-16.
Freight & Passenger Steamship Lines-Port Everglades Terminal-Processed 1981-1,853 Cruise Cargo Vessels.
Laudania Ocean Terminal, Freight Lines-5.
Foreign Trade Zone (Port Everglades).
Intercity Bus Lines-Greyhound; Trailways; Broward Transit.
Airlines-Air Florida; American; Bahamas Air; Continental; Delta; Eastern; Northwest; Ozark; United; Western; Pan Am; TWA; Federal Express; Republic; Texas Int'l.; Northeastern.

3 - POPULATION:
Corp. City 80 Cen. 117,188; Loc. Est. 133,852
CZ-ABC: (80) 174,496; (84) 188,800
RTZ-ABC: (80) 156,266; (84) 183,500
County/PMSA 80 Cen. 1,014,043; Loc. Est. 1,124,407
City & RTZ-ABC: (80) 330,762; (84) 372,700

4 - HOUSEHOLDS:
City 80 Cen. 48,595; Loc. Est. 54,455
County/PMSA 80 Cen. 415,339; Loc. Est. 471,644
CZ-ABC: (80) 70,758; (84) 70,758
RTZ-ABC: (80) 63,172; (84) 74,500
City & RTZ-ABC: (80) 133,930; (84) 151,200

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	N.A.	$6,200,000,000
Commercial	N.A.	$4,380,803,000

6 - PASSENGER AUTOS: County 697,860

7 - ELECTRIC METERS: Residence 140,311

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Av. Temp.-Summer 80; Winter 70.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Young Circle, U.S. 1, plus 3 blocks on Hollywood Blvd., 47 stores.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Davie Shop(20)	NA	Publix, Eckerd's
Carriage Hills(15)	NA	Winn-Dixie, Eagle Family Discount
Davie Plaza(12)	NA	
Emerald Woods(8)	NA	Eckerd's, Winn-Dixie
Country Rds.(10)	NA	
Sage Plaza(30)	NA	
Sheridan Oaks(15)	NA	Wendy's, Seymour's
Sterling(22)	NA	
R.W. Chambers(42)	NA	
Zayre Plaza(10)	NA	Zayre, SupeRx
Pines Lake(14)	NA	
Village(18)	NA	Eckerd's, Publix
Dania(4)	NA	Pier I Imports
Dania(11)	NA	Pic 'N Pay
Diplomat(35)	NA	Pantry Pride, Jefferson
Zayre(8)	NA	Zayre
Mayo(10)	NA	Breedings Drug
Hollywood Mall(68)	NA	Sears, Publix
Hollywood Fashion(70)	NA	Burdines, Jordan Marsh, JCPenney, Zayre
West Hollywood(15)	NA	Cloth World, Eagle Family Discount
K mart(8)	NA	K mart
Taft St.(12)	NA	Zayre, Goodyear, Radio Shack, Eckerd's
Post Haste(12)	NA	7-Eleven, Shell Liquors
Park Sheridan West(31)	NA	Radio Shack
Tart-Hollywood(20)	NA	Publix, Winn-Dixie, J. Bryon
Miramar(10)	NA	Winn-Dixie, Neisner's
Pembroke Plaza(10)	NA	5& 10¢ Bank of Hallandale
Publix(12)	NA	Lindsley, Publix
Knoll Plaza(7)	NA	Grand Union
Griffin Rd. Plaza(10)	NA	Eagle, Eckerd's, Winn-Dixie
University(15)	NA	Publix, Eckerd's, Sam Solomon
Pines Plaza(25)	NA	Winn-Dixie, SupeRx
Pasadena(11)	NA	Grand Union, Eckerd's
Cooper City(30)	NA	SupeRx, Winn-Dixie
Miramar Pkwy.	NA	Basics
Lake Forest(2)	NA	

Principal Shopping Days-Fri., Sat. & Sun.; Food: Thur., Fri. & Sat.
Stores Open Evenings-Dept., apparel & food-nightly; Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-Burdines; Jordan Marsh; JCPenney; Sears; J. Byron.
Discount Stores-K mart; Zayre; Eagle Family Discount; Medco; Jefferson's.
Variety Stores-Woolworth; Neisner's; Surf 5¢ & 10¢; Big K; Sun Shops.
Chain Drug Stores-Eckerd's; SupeRx; Gray; Rexall; Walgreen; U.S. Drug; Drug World; Albertson's.
Chain Supermarkets-Cumberland Farms 14; Farm Stores 22; Foodspot 3; Great Valu 3; Grand Union; Jackson's Minit Markets; Lil General 7; Pic 'N Pay 2; Publix 8; 7-Eleven Stores 14; Top Banana 4; UtoteM 10; Winn-Dixie/Kwik Check 7; Pantry Pride 5; Basic Foods; **Majik Markets** 7.
Other Chain Stores-Goodyear; Firestone; Lindsley Lbr.; Marshall's; Home Depot; Bunning Florist; Naturalizer Shoes; Buster Brown Shoes; Nationwide Auto Parts; Radio Shack; Olson Electronics; Tell's Originals; Lane Bryant; Lani Kays; Lerner Shops; Young Sophisticates; Three Sisters; Baron's; Irving Berlin Men's Shops; Oxford Shops; Aamco; Norton; Fanny Farmer; Florsheim; Hanover Shoes; Kinney Shoes; A.S. Beck Shoes; Lansons; Lillie Rubin; Lory Fashions; National Shirt Shops; Parklane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer Company; Gordon Jewelers; Seiberling; Pan American; Norton; Sherwin-Williams; Mary Carter; Mayor Jewelers; State Liquor; Shell Liquors; Baker Shoes; Thayer McNeil; Thom McAn; Rose Auto; Baer Furniture; Lawton Jewelers; Foremost Liquors.

14 - NEWSPAPERS: SUN-TATTLER (e) 35,277; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Martin Hughes, Adv. Dir., SUN-TATTLER, 2600 N. 29th Ave., Hollywood, FL 33020; Tel. (305) 929-8100.
National Representative: Story & Kelly-Smith.

HOMESTEAD

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4, on U.S. Hwy. 1, State Hwy. 27.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,668; Loc. Est. 25,460
CZ-ABC: (80) 73,993; (84) 80,500
Bal. in PMA-ABC: (80) 106,214; (84) 113,000
Total PMA-ABC: (80) 180,147; (84) 193,500
County/PMSA 80 Cen. 1,625,979; Loc. Est. 1,802,022

4 - HOUSEHOLDS:
City 80 Cen. 7,635; Loc. Est. 10,171
County/PMSA 80 Cen. 609,883; Loc. Est. 692,109
CZ-ABC: (80) 24,558; (84) 27,100
Bal. in PMA-ABC: (80) 33,321; (84) 35,700
Total PMA-ABC: (80) 57,879; (84) 62,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$175,000,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 1,132,284

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Homestead Air Force Base; Agriculture; Aircraft Maintenance & Supply; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Homestead Plaza, NE 8th St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fountain Plaza(10)	NA	Fayva, Radio Shack
Homestead Plaza(34)	NA	Winn-Dixie, J. Byron, SupeRx
Palm Drive(3)	NA	
Zayre(11)	NA	Zayre, Eckerd's, Publix

13 - RETAIL OUTLETS: Department Stores-Sears 2; Burdines; Jordan Marsh; Lord & Taylor; Jackson's; Byrons 3.
Discount Stores-Zayre; K mart; Jeffersons.
Variety Stores-Neisner's 2; Woolworth 2; McCrory's.
Chain Supermarkets-Publix 4; Food Fair 3; Great Valu 2; Winn-Dixie.
Chain Drug Stores-Eckerd's 2; SupeRx 2; Medicine Shoppe; Gray Drugs.
Other Chain Stores-Goodyear; Firestone 2; Norton Tire 2; Pan American Tire; Singer Sewing; Western Auto 2.

14 - NEWSPAPERS: SOUTH DADE NEWS LEADER (e-mon to fri) 11,828; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard Shapiro, Mktg. Dir., SOUTH DADE NEWS LEADER, 15-17 NE 1st Rd., Homestead, FL 33030; Tel. (305) 245-2311.
National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Duval County (In Jacksonville MSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution center, important medical, insurance, financial, manufacturing and naval community.

2 - TRANSPORTATION: Railroads-Seaboard System; Florida East Coast; Southern; Amtrak.
Freight Steamship Lines-60.
Motor Freight Carriers-64.
Intercity Bus Lines-Greyhound; Trailways; Grayline Tours.
Airlines-Delta; Eastern; Republic; Piedmont; People Express; American; PBA; TWA; Dolphin; Dovoe.

3 - POPULATION:
Corp. City 80 Cen. 540,898; Loc. Est. 581,246
CZ-ABC: (80) 620,288; (84) 620,900
RTZ-ABC: (80) 157,990; (84) 186,000
County 80 Cen. 571,898; Loc. Est. 581,246
MSA 80 Cen. 722,230; Loc. Est. 781,389
City & RTZ-ABC: (80) 778,278; (84) 806,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 194,252; Loc. Est. 89,797
County 80 Cen. 208,351; Loc. Est. 215,616
MSA 80 Cen. 259,596; Loc. Est. 287,272
CZ-ABC: (80) 223,911; (84) 225,700
RTZ-ABC: (80) 52,839; (84) 62,900
City & RTZ-ABC: (80) 276,750; (84) 288,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$2,792,192,000
Savings & Loan	9	$1,746,354,000

6 - PASSENGER AUTOS: County 379,730

7 - ELECTRIC METERS: Residence County 212,765

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Estimated Percentage of 306,800 Labor Force in each)-Manufacturing (10.8); Contract Construction (6.0); Transportation, Communication, Utilities (8.1); Wholesale Trade (7.8); Retail Trade (18.4); Finance, Insurance, Real Estate (9.2); Service (22.7); Government (17.7); 1982 unemployment rate (7.0).

10 - CLIMATE: Short, mild winters; warm summers; average 67.8 degrees; average seasonal range is from 54.7 degrees in December to 80.2 degrees in July. Rainfall amounts to 51.3 inches in a normal year.

11 - TAP WATER: Alkaline, very hard; natural fluoride.

12 - RETAILING: Principal Stores-Furchgotts, Ivey's, May Cohens, JCPenney, Sears, Jefferson Ward, Pic'N Save, K mart.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anchor Plaza(25)	9	Wilson, Eckerd's
Arlington Plaza(30)	6	Fasking Furniture
Beach Blvd. Center(9)	5	Handy City, Pantry Pride
Beach Plaza(15)	16	Pantry Pride, Woolworth
Brierwood Village(20)	9	Pic'N Save, Winn-Dixie
Cedar Hills(34)	7	JCPenney, Winn-Dixie
Deerwood Village(38)	9	Eckerd Drugs, Publix
Expwy. Mall(32)	7	Publix, Cloth World
Gateway Mall(122)	4	JCPenney, May Cohens
The Gazebo(27)	6	Revco Drugs, Publix
Grande Blvd.(71)	9	Jacobson's, John Baldwin
Highland Sq.(37)	10	Moore Handley Homecrafters, Publix
K mart Plaza(15)	14	K mart, A&P
Neptune Beach(12)		
K mart Plaza-Northside(3)	7	K mart
K mart Plaza-Southside(20)	4	K mart, Radio Shack
Kingsley Sq.(32)	14	Eckerd Drugs, Publix
Lakewood(59)	6	Cloth World, Winn-Dixie
Mandarin Landing(52)	12	Eckerd, Publix
Normandy Mall(75)	5	Jefferson Ward, Pantry Pride
Normandy-Lane(23)	6	Zayre, Winn Dixie
Norwood Plaza(22)	4	Eckerd, Shoe City
Orange Pk.(135)	12	Sears, May Cohens
Outlets Ltd. Mall(20)	6	Handy City
Paxon(28)	6	Western Auto, A&P, Pantry Pride
Philips Mall(20)	4	Pantry Pride
Promenade(23)	5	National Health Spa, Albertson's
Regency Sq.(172)	10	JCPenney, Sears, May Cohens
Regency Court(24)	10	Pantry Pride, Marshall's
Roosevelt Mall(58)	10	May Cohens, Furchgotts
Southgate Plz.(23)	2	Morrison's, Winn-Dixie
Standard Plz.(27)	5	Wilson, Aaron Furn.
Town 'N' Country(40)	4	Pic'N Save, Pantry Pride
University Blvd. Santa Monica(24)	5	Pic'N Save, Winn-Dixie
University Mall(10)	6	Eckerd, Publix
Regency Plaza(19)	10	Jefferson Ward, Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-May Cohens 5; Furchgotts 4; Sears 6; JCPenney 5; Ivey's 4; Jefferson Ward 3; Marshalls.
Discount Stores-K mart 10; Zayre 2; Eagle Family Discount 8; Wilson 3; Jewelcor 2; Finkelstein; Pic'N Save 18.
Variety Stores-Woolworth; G.C. Murphy; TG&Y; McCrory's; World Bazaar; Pier 1.
Chain Supermarkets-A&P; Banner; Publix; Pantry Pride; Winn-Dixie; Zippy Mart; 7-Eleven; Majik Markets; Albertsons; Jewel T; Lil' Champ; Day-N-Nite; Convenient Food Mart; Jiffy Food.
Chain Drug Stores-Walgreens; Pic'N Save; Eckerd; Atkinson's; Attwood & Rogers; Preston; O'Steens; Scottie; Revco; Albertson; K mart.
Other Chain Stores-Goodrich; Firestone; General Tire; Western Auto; Goodyear; Haverty Furniture; Rhodes Furniture; Matador; Diana Shops; Lerner Shops; Levy Wolf; Nancy Scott; Vogue Shops; Singer; Sherwin-Williams; PPG Ind.; Tower's Hardware; Wickes; West Building Materials; Scotty's Building Supply; Cloth World; McDuff; Handy City; Baker Shoes; Ace Hardware; Florsheim; National Shirt; Kinney Shoes; Schwobilt; Hickory Farms; Zale's Jewelers; Pix Shoes; Rosenblum's; Thom McAn Shoes; Halpern's; Radio Shack; Ethan Allen; Jacobson's; Levitz Furniture; Stein Mart.

14 - NEWSPAPERS: FLORIDA TIMES-UNION (m) 162,831; (sat) 179,785; (S) 246,373; JOURNAL (e) 42,876; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bryce Cockerham, Adv. Dir., FLORIDA TIMES-UNION & JOURNAL, One Riverside Ave., Jacksonville, FL 32202; Tel. (904) 359-4111.
National Representative: Branham/Newspaper Sales.

KEY WEST

1 - LOCATION: Monroe County, E&P Map D-4, County Seat. On Key West Island in the Gulf of Mexico. 55 mi. SW of Cape Sable, Fla.; 90 mi. from Havana, Cuba; 154 mi. S of Miami, Fla. On U.S. Hwy. No. 1.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Southern Express; PBA.

3 - POPULATION:
Corp. City 80 Cen. 24,292; Loc. Est. 24,285
CZ-ABC: (80) 24,382; (84) 20,900
RTZ-ABC: (80) 38,806; (84) 44,900
County 80 Cen. 63,098; Loc. Est. 67,753
City & RTZ-ABC: (80) 63,188; (84) 65,800

4 - HOUSEHOLDS:
City 80 Cen. 9,833; Loc. Est. 8,077
CZ-ABC: (80) 9,833; (84) 8,500
RTZ-ABC: (80) 16,507; (84) 19,200
County 80 Cen. 26,340; Loc. Est. 28,908
City & RTZ-ABC: (80) 26,340; (84) 27,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	3	$30,000,000

6 - PASSENGER AUTOS: County 34,771

7 - ELECTRIC METERS: Residence 15,012

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Cigar Mfg.; Canning; Sponging; Shrimping; Fishing; Shipping; Tourist Trade & Navy.

10 - CLIMATE: Min.& Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated; Desalination Plant.

12 - RETAILING: Downtown Shopping Center-4 blocks on Duval St.
Neighborhood Shopping Centers (No. of Stores)-Flagler Village (3); Kennedy Drive (11); Poinciana (6); Mallory Square (13); Greene St. (9).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(30)	4	Sears, Winn-Dixie, Woolworth
Key Plaza(24)	4	Jackson/Byron's, Pantry Pride

Stores Open Evenings-Searstown Shopping Center and Key Plaza, every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Rubin Appel; Herman's; Discount PX Military Store; Jackson/Bryon's.
Discount Stores-Eagle Army-Navy; Radio Shack.
Variety Stores-Woolworth.
Chain Drug Stores-Cobo Rexall; Gray's; Eckerd's; Medical Aids.
Chain Supermarkets-Gulfstream; Winn-Dixie 2; Carlos; Pantry Pride; Fausto.
Other Chain Stores-Shoes: Thom McCan, Butler's; Tires and Appliances: Firestone, Goodyear; Paint: Harris, Marv Carter, Sherwin-Williams; Clothing: Diana, Three Sisters, National Shirt; Singer Co., Eagle Army Navy; Zale's Jewelers.

14 - NEWSPAPERS: CITIZEN (e) 7,082; (S) 8,371; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ronald E. Harrison, Rtl. Adv. Mgr., CITIZEN, 515 Green St., Key West, FL 33040; Tel. (305) 294-6641
National Representative: Thomson Newspapers.

LAKE CITY

1 - LOCATION: Columbia County, E&P Map C-1, County Seat. 60 mi. W of Jacksonville on U.S. 90, 41 & 441; State 47 & 100; I-10 & I-75.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Local Charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; Loc. Est. 9,431
CZ-ABC: (80) 9,257; (84) 9,200
RTZ-ABC: (80) 26,142; (84) 30,400
County 80 Cen. 35,399; Loc. Est. 37,899
City & RTZ-ABC: (80) 35,399; (84) 39,800

4 - HOUSEHOLDS:
City 80 Cen. 3,401; Loc. Est. 3,521
County 80 Cen. 12,183; Loc. Est. 13,369
CZ-ABC: (80) 3,401; (84) 3,400
RTZ-ABC: (80) 8,782; (84) 10,400
City & RTZ-ABC: (80) 12,183; (84) 13,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$593,386,439
Commercial	3	$101,691,333

6 - PASSENGER AUTOS: County 17,853

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Aircraft Modification 785; Mobile Home Mfg. 363; Mining 2,100; Wood Prod. 117; Metal Fabr. 120; Sportswear 115; Chicken Farming; Forestry.

10 - CLIMATE: Av. Temp.-Spring N.A.; Summer 88; Fall N.A.; Winter 51. Av. Ann. Rainfall 52 in.; Av. Humidity 75%.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-5 blocks on No. Marion St.; Lake City Plaza, 13 stores; K mart Plaza 8; Winn-Dixie Plaza 8; Gleason's Corner Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gleason's Corner(35)	NA	Publix, SupeRx, Belk-Hudson, JCPenney
K mart Plaza(8)	2	K mart, Eckerd's
Lake City Plz.(13)	1	Foodway, Radio Shack
Southtown Sq.(8)	2	Winn-Dixie, TG&Y

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Food: Fri.; Eckerd's, K mart, Foodway, Winn-Dixie, TG&Y.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson; Sears (catalog); K mart.
Discount Stores-TG&Y; Eagle Army-Navy.
Variety Stores-McCrory's; Van H. Priest.
Chain Drug Stores: Eckerd's; Revco; SupeRx.
Chain Supermarkets-Winn-Dixie; Pantry Pride; G&H; S&S 5; Foodway; Publix.
Other Chain Stores-Goodyear; Scotty Home Builders; Western Auto; Wickes; 84 Lumber.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 8,569; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Stanley Stewart, Adv. Dir., REPORTER, 126 E. Duval St.; PO Box 1709, Lake City, FL 32055; Tel. (904) 752-1293.
National Representatives: Branham/Newspaper Sales; Publisher Representatives of Florida.

LAKE WALES

1 - LOCATION: Polk County, E&P Map D-3 (In Lakeland-Winter Haven MSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Bus Lines-Greyhound.
Motor Freight Carriers-5.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,466; Loc. Est. 9,532
County/MSA 80 Cen. 321,652; Loc. Est. 358,661

4 - HOUSEHOLDS:
City 80 Cen. 3,237; Loc. Est. 3,660
County/MSA 80 Cen. 114,394; Loc. Est. 130,862

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$112,000,000
Commercial	4	$168,000,000

6 - PASSENGER AUTOS: County 201,200

7 - ELECTRIC METERS: Residence 14,752

8 - GAS METERS: Residence 975

9 - PRINCIPAL INDUSTRIES: Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Machy.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Pdts. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminum Storage-Building Mfg.
Principal Pay Days-Fri. & Sat., 1st & 15th.

10 - CLIMATE: Av. temp. 73 degrees.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-Two blocks on Park and Stuart; three shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(13)	NA	Publix, Belk's, Eckerd, McCrory's
Marketplace(60)	NA	Friedlander's, Wales Furniture
Lake Wales(22)	NA	TG&Y, Winn-Dixie, Drug Mart
K mart Plaza	NA	K mart
Orange Grove	NA	Beall's, Walgreens, Kash 'N Karry, DeSears

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Friedlanders; Belk-Lindsey; TG&Y; Beall's.
Variety Stores-Edwin's; Eagle Family Discount Store; McCrory's; K mart.
Drug Stores-Eckerd's; Drug Mart; Apothecary Shop (Liggett's); Walgreens.
Chain Supermarkets-Publix; Winn-Dixie; McCallister's; Thriftway; Bert's Market; Kash 'N Karry.

14 - NEWSPAPERS: HIGHLANDER (e-mon to fri) 5,289; (S) 5,289; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: John Comparato, Adv. Dir., HIGHLANDER, 33 W. Orange Ave.; PO Box 872, Lake Wales, FL 33853; Tel. (813) 676-2571.
National Representative: None.

LAKELAND

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map C-2. 38 mi. from Tampa. On State Hwys. 33, 35, 37, 600; U. S. Hwys. 92, 98, 1-4.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-14.
Intercity Bus Lines-Florida Greyhound; Tamiami Trailways.

3 - POPULATION:
City 80 Cen. 47,406; Loc. Est. 55,295
CZ-ABC: (80) 116,834; (84) 124,200
RTZ-ABC: (80) 204,818; (84) 235,900
County/MSA 80 Cen. 321,652; Loc. Est. 358,661
City & RTZ-ABC: (80) 321,652; (84) 360,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,240; Loc. Est. 22,141
County/MSA 80 Cen. 114,394; Loc. Est. 130,862
CZ-ABC: (80) 43,058; (84) 45,900
RTZ-ABC: (80) 71,336; (84) 83,400
City & RTZ-ABC: (80) 114,394; (84) 129,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$842,224,000
Commercial	7	$1,237,744,000

6 - PASSENGER AUTOS: County 201,200

7 - ELECTRIC METERS: Residence 18,970

8 - GAS METERS: Residence 6,795

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage): All Mfg. Av. Wage ($255); Food Pdts. ($205); Chemicals ($331); Non-Metallic Minerals ex Fuels ($291).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-90; Fall 65-82; Winter 52-72. First killing frost, Nov. 16. Last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard; not fluoridated outside of cities.

12 - RETAILING: Principal Shopping Center-4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(26)	NA	Publix, JCPenney
Southgate	2	Maas Bros., Walgreens, Belk-Lindsey
Grove Park(27)	3	Luria's, Publix, Eckerd
Searstown(34)	3	Sears, Belk-Lindsey, Publix
Wabash(16)	1	Publix, Eckerd
Lakeland Mall(50)	2	Montgomery Ward
Edgewood(20)	20	Jewel T, Eckerd
Imperial Mall(14)	3	Zayre, SupeRx, Eagle Army & Navy, Food Fair
Lake Miriam Square(32)	14	Food World, Wilkor, Eckerd
Lakeland South(33)	30	Independent Shoppes
Ingraham(22)	NA	Sawmill
Market Square(10)	4	TG&Y, Winn-Dixie, Eckerd

Stores Open Evenings-Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., JCPenney

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Maas Bros.; Belk-Lindsey; Sears; Radio Shack; Badcock.
Discount Stores-K mart; Zayre; TG&Y Family Center; Albertson's; Wal-Mart.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Walgreens; Eckerd; Donatelli's; SupeRx.
Chain Supermarkets-Albertson's; Publix 4; Winn-Dixie; Foodtown; Food Fair 2; Shopping Basket 2; Kash & Karry; Albertson's; Food World.
Other Chain Stores-Thom McCan; Fremacs; Sherwin-Williams; Porter Paint; Singer Co.; Goodrich; Goodyear; Firestone; S&H Green Stamps; Sears; Zale's; George Stuart; Color Tile; Western Auto.

14 - NEWSPAPERS: LEDGER (e) 68,256; (S) 81,524; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Whitworth, Adv. Dir., LEDGER, PO Box 408, Lakeland, FL 33802; Tel (813) 687-7000.
National Representatives: Story & Kelly-Smith; Publishers' Representatives of Florida.

LEESBURG

1 - LOCATION: Lake County, E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Florida Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 13,191; Loc. Est. 15,418
CZ-ABC: (80) 13,191; (84) 13,000
RTZ-ABC: (80) 115,951; (84) 136,500
County 80 Cen. 104,870; Loc. Est. 118,126
City & RTZ-ABC: (80) 129,142; (84) 149,500

4 - HOUSEHOLDS:
City 80 Cen. 5,349; Loc. Est. 5,982
County 80 Cen. 41,650; Loc. Est. 48,023
CZ-ABC: (80) 5,349; (84) 5,300
RTZ-ABC: (80) 44,883; (84) 53,400
City & RTZ-ABC: (80) 50,232; (84) 58,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$361,622,000
Commercial	9	$508,536,000

6 - PASSENGER AUTOS: County 73,417

7 - ELECTRIC METERS: 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Citrus Packing ($140); Manufacturing ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

11 - TAP WATER: Neutral.

12 - RETAILING: Principal Shopping Centers-Palm Plaza, Zayre Plaza, K mart Plaza; Lake Square Mall; Southside.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Zayre Plz.(13)	NA	Pantry Pride, Zayre
Lake Sq. Mall(50)	NA	Belk's, Sears, JCPenney
Southside(17)	NA	Winn-Dixie, SupeRx
Palm Plaza	NA	Publix, Belk's, Walgreens
K mart	NA	K mart, Food World

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Belk-Lindsey; Masters Mart; Zayre; K mart.
Chain Drug Stores-B&W (Rexall); Eckerd's 4; SupeRx 3; Walgreens; Revco.
Chain Supermarkets-Pantry Pride; Publix; Food World; Winn-Dixie 6.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Mary Carter Paints; S&H Green Stamps; ABC Liquors; Scotty's; 84 Lumber; Country Furniture USA; Noll's Furniture; Connie Shoes; Friedman Jewelers; Zales Jewelers; Kay Jewelers; General Nutrition Center; Radio Shack; Kinney Shoes; Playland Toys; Lerner; Stuarts; McCrory's; Sterchis; Ben Franklin.

14 - NEWSPAPERS: COMMERCIAL (e-mon to fri) 17,860; (S) 19,559; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J.R. Carlton, Adv. Dir., COMMERCIAL, 212 East Main St., Leesburg, FL 32749; Tel. (904) 787-4515.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

MARIANNA

1 - LOCATION: Jackson County, E&P Map B-1, on Chipola River, 51 mi. NE of Panama City.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; L&N.
Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,074; Loc. Est. 7,615
CZ-ABC: (80) 7,006; (84) 6,600
RTZ-ABC (80) 32,148; (84) 33,000
County 80 Cen. 39,154; Loc. Est. 41,401
City & RTZ-ABC: (80) 39,154; (84) 39,600

4 - HOUSEHOLDS:
City 80 Cen. 2,605; Loc. Est. 2,762
CZ-ABC: (80) 2,579; (84) 2,400
RTZ-ABC: (80) 10,753; (84) 11,200
County 80 Cen. 13,332; Loc. Est. 14,371
City & RTZ-ABC: (80) 13,332; (84) 13,600

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$58,000,000
Commercial	5	$147,100,000

6 - PASSENGER AUTOS: County 17,777

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,700

9 - PRINCIPAL INDUSTRIES: Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carol Plaza(19)	NA	Rudd Furniture, Waco Drugs
Lafayette Plaza(2)	NA	TG&Y, Piggly Wiggly
Rivergate Plaza	NA	Woolworth, Radio Shack, Winn-Dixie

13 - RETAIL OUTLETS: Department Stores-Sears; Thrift; Daffin's; Montgomery Ward; Sherwin-Williams; Firestone; Goodyear.
Variety Stores-Family Dollar; Bill's Dollar; TG&Y; Woolworth.
Chain Drug Stores-Watson-Rexall; Parramore's; Waco; Kelson Drugs; Eckerd's.
Chain Supermarkets-IGA Foodliner; Piggly Wiggly; Winn-Dixie.

Other Chain Stores-Clothing: The Parisian, Cato's, The Kenwin Shop, Schreiber's (men), Johnston's Fashions.

14 - NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-tues to fri) 4,567; (S) 5,055; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Rankin, Adv. Mgr., JACKSON COUNTY FLORIDAN, 104 E. Lafayette St.; PO Box 520, Marianna, FL 32446; Tel. (904) 526-3614.
National Representative: Thomson Newspapers.

MIAMI

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4, County Seat. 260 mi. SE of Tampa; 350 mi. S of Jacksonville.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line.
Waterways-Atlantic Intracoastal Waterway with barge service.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-57.
Steamship-29 passenger; 65 freight.
Airlines-85 scheduled airlines; 25 non-scheduled.

3 - POPULATION:
Corp. City 80 Cen. 346,931; Loc. Est. 388,832
CZ-ABC: (80) 1,625,781; (84) 1,747,300
RTZ-ABC: (80) 1,081,388; (84) 1,272,700
County/PMSA 80 Cen. 1,625,979; Loc. Est. 1,802,022
City & RTZ-ABC: (80) 2,707,169; (84) 3,020,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. City 134,067; Loc. Est. 152,200
County/PMSA 80 Cen. 609,883; Loc. Est. 692,109
CZ-ABC: (80) 609,830; (84) 661,800
RTZ-ABC: (80) 443,857; (84) 527,500
City & RTZ-ABC: (80) 1,053,687; (84) 1,189,300

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	29	$11,272,335,000
Commercial	64	$13,429,861,000

6 - PASSENGER AUTOS: County 1,453,991

7 - ELECTRIC METERS: Residence 603,745

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 95,300; Construction 35,000; Transp. 69,900; Fin., Ins. & Real Est. 58,900; Ret. Trade 134,400; Service 186,200; Gov. 95,500; (Av. Wkly. Wage): Food ($268); Apparel ($185); Furn. & Fixt. ($223); Machy. ($271); Transp. Equip. ($287).

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Areas (With Principal Store and/or Supermarket):
Central Business Districts
Downtown Miami-Burdines, J. Byrons, Jefferson's
Lincoln Rd. Mall-Florsheim Shoes, I Miller, Adrian Thai Furs, Burdines, Lane Bryant, Peak Imports
Miracle Mile-Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post, J. Byrons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
163rd St.(130)	8	Burdines, Jordan Marsh, Service Mdse.
Lincoln Road(180)	4	Burdines, Pantry Pride
Miracle Mile(160)	8	Pantry Pride, Sears, J. Byrons
Key Biscayne(17)	6	Winn-Dixie, Pantry Pride
Dadeland(135)	13	Burdines, JCPenney, Pantry Pride, Jordan Marsh
Carol City(27)	10	JCPenney
Palm Springs Mile(139)	NA	Zayre, Publix, Jefferson, Winn-Dixie, J. Byrons
Northside(73)	8	J. Byrons
Biscayne(35)	6	JCPenney, Walgreens
Central(26)	5	Zayre
Westchester(45)	6	Pantry Pride, Zayre, K mart, J. Byrons
Red Bird(13)	8	Belk, Walgreens
Cutler Ridge(250)	17	Pantry Pride, Sears, Burdines, JCPenney, Lord & Taylor, Jordan Marsh
Miami Gardens(30)	13	Publix
127th Street	10	Woolworth, Publix
Concord(46)	20	Grand Union, Tamiami Range & Gun Shop, GLA
University(12)	15	Woolworth, Pantry Pride
Sunland(52)	20	Publix, J. Byrons
Perrine(39)	35	Woolworth, Winn-Dixie
Bal Harbour(42)	12	Abercrombie & Fitch, Neiman Marcus, Saks, Bonwit Teller
Midway(110)	11	Winn-Dixie, Jefferson
Westland(90)	13	Sears, Burdines, JCPenney
Omni(165)	1	JCPenney, Jordan Marsh
Skylake(70)	10	J. Byrons
Aventura Mall(200)	10	Lord & Taylor, JCPenney, Sears, Macy's
International Mall(153)	12	Burdines, Jordan Marsh, Sears
The Falls(65)	15	Bloomingdale's

Other Shopping Centers (Regional)-Kendall Mall; Homestead Plaza; The Falls; Loehmann's Plaza; Mayfair; Kendale Lakes Mall, California Club Mall.
Stores Open Evenings-Downtown-Mon. through Fri.; Food & suburban-every night.

13 - RETAIL OUTLETS: Department Stores-Burdines 7; Sears 5; J. Byrons 12; JCPenney 7; Jordan Marsh 5; Jeffersons 6; Saks 5th Ave.; Neiman Marcus; Lord & Taylor 3; Bonwit Teller; Bloomingdale's.
Discount Stores-Zayre 11; K mart 9; Eagle Army/Navy 31.
Variety Stores-Kress; Woolworth; McCrory; Kresge; Neisner's.
Chain Drug Stores-Eckerd's 34; Florida 2; Lee's 5; Sheldon's 2; Kasken 2; Walgreens 17; SupeRx 11; Liggett-Rexall 3; Gray 15.
Chain Supermarkets-Publix 31; Pantry Pride 19; Winn-Dixie 56; 7-Eleven 73; Convenient 3; U-Tot-M 66; Food Spot 30; Lil General Stores 18; Associated 195; Great Valu 5; Thrifty; Sadano's.
Other Chain Stores-Lerner's; Becks; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond; L. Luria; Best; Service Mdse.

14 - NEWSPAPERS: HERALD (m) 451,206; NEWS (e) 63,496; Comb. (m&e) 514,702; HERALD (S) 545,356; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Kosanke, Vice Pres. Mktg., HERALD-NEWS, 1 Herald Plaza, Miami, FL 33101; Tel. (305) 350-2576.
National Representative: Knight-Ridder Newspaper Sales.
DIARIO LAS AMERICAS (m-tues to sat) 63,539; (S) 66,147; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Enrique J. Perez, Adv. Dir., DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel. (305) 633-3341.
National Representative: Contact Direct.

NAPLES

1 - LOCATION: Collier County. E&P Map D-4, County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. NW of Miami, on Tamiami Trail U.S. 41, 163 mi. S of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 islands.

2 - TRANSPORTATION: Airlines-Provincetown-Boston Airlines; Marco Island Airways.
Intercity Bus Lines-Tamiami Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 17,581; Loc. Est. 22,393
CZ-ABC: (80) 47,633; (84) 58,700
RTZ-ABC: (80) 43,773; (84) 59,300
County 80 Cen. 85,791; Loc. Est. 98,519
City & RTZ-ABC: (80) 91,406; (84) 118,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,075; Loc. Est. 10,576
County 80 Cen. 36,231; Loc. Est. 39,838
CZ-ABC: (80) 19,987; (84) 24,900
RTZ-ABC: (80) 16,244; (84) 22,400
City & RTZ-ABC: (80) 36,231; (84) 47,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	15	$949,605,000
Commercial	23	(incl. above)

6 - PASSENGER AUTOS: County 73,365

7 - ELECTRIC METERS: 63,063

8 - GAS METERS: Bottle gas only.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Resorts; Agriculture; Fishing; Const.; Land Develop.; Manufacturing 980 ($200); Constr. 3,400 ($450 skilled); ($200 unskilled); Wholesale/Retail 8,700; Transp. & Public Utilities 1,170; Fin., Ins. & Real Estate 2,620 Govt.; 3,840; Agriculture 2,029; Service, Mining & misc. 6,700; Ptg. and Pub. 269; Year round Tourism; Marine Research & Testing; Concrete & Ornamental Iron Products.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp. Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on 5th Avenue, 6 on Tamiami Trail; 3 on 3rd Street South (exclusive shops).
Neighborhood Shopping Centers-4 blocks on North Tamiami Trail; 3 on East Tamiami Trail; Central Shpg. Mall; Gulf Shore Square Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbourtown(10)	1	Mr. K's Shoes, Beall's
Grand Central Station(40)	1	Winn-Dixie, Eckerd's
Park Shore(25)	4	K mart, Eckerd's, J. Byron
Naples(35)	2	Publix, Zayre, Marshall's
Gulf Gate(18)	2	Cray Drug, Publix, TG&Y
Coastland(86)	1	Maas Bros., Sears, Treasury Drug
Naples South(9)	2	Winn-Dixie, Eckerd's, Tempo Fashions
Springs Plaza(45)	13	Kash 'N Karry, Sunshine Hardware, Treasury Drug
Marco Island(12)	14	Winn-Dixie, Eckerd's

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Publix; Winn-Dixie; K mart; TG&Y; Beall's; Maas; Sears; Eckerd Drug; J. Byron; SupeRx; Luria's-6 nights.

13 - RETAIL OUTLETS: Department Stores-J. Byron; Beall's; Sears; Maas Brothers; Masters; JCPenney; Robinsons.
Discount Stores-K mart; Zayre; Marshalls.
Variety Stores-TG&Y; Eagle Army/Navy.
Chain Drug Stores-Eckerd's; Treasury Drug; Gray Discount Drugs; Walgreens; SupeRx.
Chain Supermarkets-Grand Union; Sunshine Foodway; Sunshine SupeRx; Winn-Dixie; Publix; Kash 'N Karry.
Other Chain Stores-Western Auto; Robb-Stuckey; Naples Furniture; Mark Fore & Strike; Gattles; Baxter Shoes; Babcock Furniture; Standard Brands Appliance; Lerners; Bakers; Kay Jewelers; Sherwin-Williams; Radio Shack; Playland Toy Stores; General Nutrition; Hanover Shoes; Thom McAn; Colony Shops; Zale's Jewelers; Casual Corner; The Gap Wrangler Ranch; Helyn Brown; David Fredericks; Baskin-Robbins; Naturalizer Shoes; Girard Jewelers; Bill Smith Appliances; Kinney Shoes; Harmon Photo; Robby's Sports; Kepps Men's Wear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 29,507; (S) 36,995; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J. Patrick Berling, Adv. Dir., NEWS, 1075 Central Ave., Naples, FL 33940; Tel. (813) 262-3161.
National Representative: Direct Contact: Eric Larson (813) 263-4746. Nat'l. Adv. Mgr.; Publishers' Representatives of Florida.

OCALA

1 - LOCATION: Marion County (MSA). E&P Map C-2, County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville and 80 mi. NW of Orlando.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 37,170; Loc. Est. 43,150
CZ-ABC: (80) 37,170; (84) 39,000
RTZ-ABC: (80) 85,318; (84) 109,800
County/MSA 80 Cen. 122,488; Loc. Est. 142,195
City & RTZ-ABC: (80) 122,488; (84) 148,800

4 - HOUSEHOLDS:
City 80 Cen. 13,492; Loc. Est. 14,322
County/MSA 80 Cen. 45,458; Loc. Est. 54,016
CZ-ABC: (80) 13,492; (84) 14,300
RTZ-ABC: (80) 31,966; (84) 41,500
City & RTZ-ABC: (80) 45,458; (84) 55,800

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$745,722,000
Commercial	7	$402,567,000

6 - PASSENGER AUTOS: County 83,655

7 - ELECTRIC METERS: 25,445

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Government 9,152 ($147); Retail Trade 7,549 ($141); Manufacturing 5,758 ($207); Services 4,420 ($177); Agriculture 2,911 ($89); Construction 2,478 ($192); Wholesale Trade 2,449 ($211); Finance, Insurance, Real Estate 1,699 ($196); Transportation & Utilities 1,038 ($274); Mining 127 ($201).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks around Downtown Square; Pine Street Shopping Center & West on Pine St., Ocala Shopping Center; Searstown Shopping Center; 40 East Shopping Center; The Cascades Mall; K mart Plaza; and Family Mart on Silver Springs Blvd.; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plaza on Mari Camp Road; Shady Oaks Mall, SR 200; Oakbrook Shopping Center on NE 14th.
Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Shopping centers every night.
13 - RETAIL OUTLETS: Department Stores-Rheinauers; Belk-Lindsey; Sears; JCPenney; Maas Brothers.
Variety Stores-Woolworth's; Eagle; Neisner Brothers; TG&Y.
Discount Stores-K mart; Zayre; Pic'N Sav; TG&Y Family Center.
Chain Drug Stores-Walgreen 3; Bitting's (Rexall) 2; SupeRx; West Brothers Phcy.; Eckerd's; Family Mart.
Chain Supermarkets-Winn-Dixie 5; Publix 2; Pantry Pride; Kash 'N Karry; Family Mart; Hudson's.
Other Chain Stores-Lerner's (women's wear); Diana Shop (women's wear); Denim Den; Zale's Jewelry; Goodrich; Firestone; Vogue Shop; Sherwin-Williams; Western Auto; Gordon's Jewelers; Pittsburgh Plate Glass; S&H Green Stamps; Cloth World; Fabric King; Masters Merchandise; Pinch-a-Penney; Bell Shoes; Service Merchandise.
14 - NEWSPAPERS: STAR-BANNER (e) 39,194; (S) 43,256; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dick Mitchell, Adv. Dir., STAR-BANNER, 819 S.E. 1st Terrace, Ocala, FL 32670; Tel. (904) 629-0011.
National Representatives: Branham/Newspaper Sales; Publishers Representatives of Florida.

ORANGE PARK

1 - LOCATION: Clay County. E&P Map D-1 (In Jacksonville MSA). Residential area in NE portion of state adjacent to Jacksonville south boundary, on U.S. Hwys. 17, I-95, State Hwys. 220 & 224.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Delta; Eastern; National; Southern; Air Florida (at Jacksonville); Republic.

3 - POPULATION:
Corp. City 80 Cen. 8,766; Loc. Est. 10,558
County 80 Cen. 67,052; Loc. Est. 76,972
MSA 80 Cen. 722,230; Loc. Est. 781,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,917; Loc. Est. 3,432
County 80 Cen. 21,646; Loc. Est. 25,415
MSA 80 Cen. 259,596; Loc. Est. 287,272

5 - BANKS	NUMBER	DEPOSITS
All banks	4	$63,976,408

6 - PASSENGER AUTOS: County 43,565

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15. Last killing frost, Feb. 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellair(10)	1	TG&Y

Kingsley Sq.(32)	1	Publix, Eckerd
Orange Pk. So.(144)	2	Ivey's, Sears, May Cohen, JCPenney
Pinetree Plaza(14)	1	Winn-Dixie, State Farm Ins.
Live Oak Plaza(8)	1	Winn-Dixie, Eckerd

13 - RETAIL OUTLETS: Department Stores-May-Cohen; Sears; Ivey's.
Chain Drug Stores-Atkinson's; Townsend's; Bel Air; Pic-N-Save; Eckerd.
Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride; A&P.

14 - NEWSPAPERS: CLAY TODAY (e-mon to fri) 4,887; sworn Sept.30, 1983.
Local Contact for Advertising and Merchandising Data: Don Watson, Adv. Mgr., CLAY TODAY, 1564 Kingsley Ave.;PO Box 1290, Orange Park, FL 32073; Tel. (904) 264-3200.
National Representative: Thomson Newspapers.

ORLANDO

1 - LOCATION: Orange County (In Orlando MSA). E&P Map D-2. County Seat. Florida's largest inland city; 134 mi. S of Jacksonville; 50 mi. W of Cape Canaveral; 232 mi. N of Miami. Major tourist & convention city. Regional transportation, communications, distribution, retail, financial, education, & agriculture center for central Florida. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Hwys. 17, 27, 92, 192 & 441. I-4, Florida Turnpike, Beeline Expressway, East-West Expressway. Florida Hwys. 46, 50, 436, 438 & 520.

2 - TRANSPORTATION: Railroads-Seaboard System Railroad; Amtrak.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways; OSO Transportation Authority; Central Florida Bus; Grayline; Orlando Tour Lines.
Airlines- Midway Express; American; American International; Continental; Delta; Eastern; Florida Express; New York Air; Northeastern; Northwest Orient; Ozark; Pan Am; PBA; Piedmont; Republic; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 128,394; Loc. Est. 137,300
CZ-ABC: (80) 557,157; (84) 638,700
Bal. in PMA-ABC: (80) 298,974; (84) 353,700
County 80 Cen. 471,660; Loc. Est. 523,100
MSA 80 Cen. 700,699; Loc. Est. 780,350
Total PMA-ABC: (80) 856,131; (84) 992,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,671; Loc. Est. 52,400
County 80 Cen. 170,754; Loc. Est. 196,800
MSA 80 Cen. 252,616; Loc. Est. 300,700
CZ-ABC: (80) 201,337; (84) 233,000
Bal. in PMA-ABC: (80) 113,319; (84) 135,100
Total PMA-ABC: (80) 314,656; (84) 368,100

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	19	$2,634,034,000
Commercial	21	$3,645,415,000

6 - PASSENGER AUTOS: County 379,248; MSA 571,385

7 - ELECTRIC METERS: City Res. 53,771; Co. 197,052; MSA 304,296

8 - GAS METERS: City Res. 4,030; MSA 19,826

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 40,600 (Av. Wk. Wage $332); Construction 23,100; Trans., Com., Util. 16,500; Trade 93,600; Finance 22,100; Services 98,800; Government 44,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

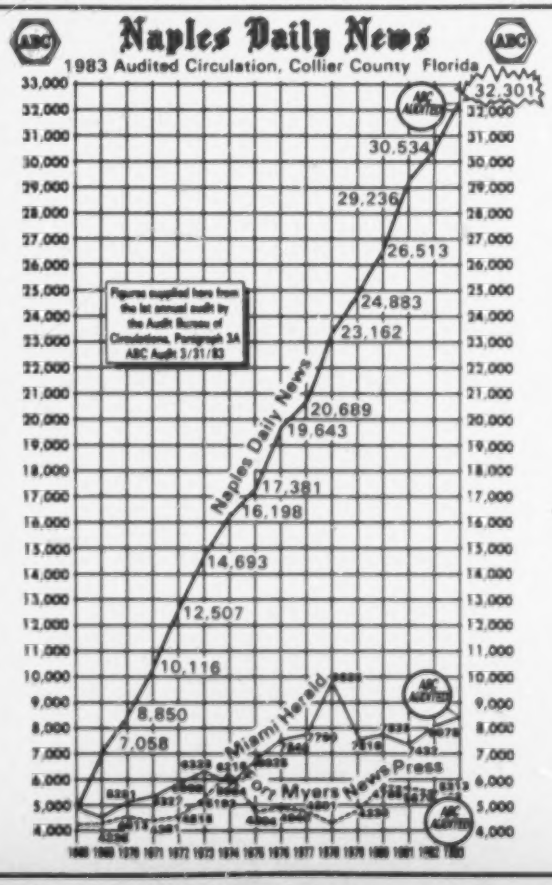
11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Major Retail Areas-Downtown Orlando-10 blocks on Orange and Magnolia Avenues bounded by Colonial Dr., South St., Garland Ave. and Rosalind.
East Orlando-24 blocks on East Colonial; Colonial Plaza; Orlando Fashion Square.
North Orlando-Downtown Winter Park 100 shops and boutiques. Winter Park Mall; Altamonte Mall; Seminole Plaza; Interstate Mall.
West Orlando-20 blocks on West Colonial. Wards Plaza; Parkwood Plaza; Pine Hills Center; Tri-City Center.
South Orlando-Orange Blossom Trail; Orange Ave.; Southside Center; Conway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orange County		
Aloma(30)	6	Food World
Century Plaza(20)	5	Pantry Pride, Handy City
Colonial Plaza(111)	2	Jordan Marsh, Ivey's, Belk-Lindsey, O.G. Wilson
Eastland(15)	4	Food World
Edgewater Plaza(17)	5	Food World
Factory Outlet Mall(65)	7	
Herndon Plaza(15)	3	K mart, Pantry Pride, Eckerd
K mart Plaza-Winter Pk.(11)	5	K mart, Pantry Pride
K mart Plaza-Sky Lake	7	K mart, Publix
Lancaster Square(25)	6	Winn-Dixie, Eckerd
Lee Center(16)	5	A&P, Eckerd
Marketplace(50)	9	Goodings, Loomis
Orange Blossom Ctr.(35)	4	Pantry Pride, Walgreens, McCrory
Orlando Fashion Sq.(95)	3	Burdines, Sears, Robinson's
Parkwood Plaza(30)	3	Pantry Pride
Pine Hills(43)	5	Belk-Lindsey, Walgreens, Publix
Silver Hills Ctr.(10)	6	TG&Y, SupeRx, Winn-Dixie
Silver Pines Vlg. Sq.(24)	5	Fairway, Lurias
Union Park Center(7)	9	Winn-Dixie, TG&Y, Eckerd
Walt Disney World Vlg.(33)	12	
Westgate Square(32)	8	Winn-Dixie, Sears, SupeRx
Winter Park Mall(69)	5	Ivey's, JCPenney
Zayre Plaza-Semoran(11)	4	Zayre, Winn-Dixie
Zayre Plaza-W. Colonial(9)	6	Zayre, Winn-Dixie
Zayre Plaza-S Orange(4)	2	Zayre, Pantry Pride, SupeRx
Seminole County		
Altamonte Mall(168)	9	Sears, Robinson's, Jordan Marsh, Burdines
Brantley Square(17)	9	Lurias, Winn-Dixie
Butler Plaza(34)	9	Publix, Eckerd
Goodings Plz-Casselbry(22)	10	Goodings
Hunt Club Corners(22)	10	Publix, Walgreens
Interstate Mall(35)	9	Jefferson Ward
K mart Plaza-Fern Pk.(8)	9	K mart
Loehmanns Plaza(65)	10	Loehmanns
Longwood Lake(48)	12	Albertson's, Handy City
Longwood Village(24)	11	Publix, Jacobson's
Market Square(20)	9	Lurias, Pantry Pride, Walgreens
Palm Springs Ctr.(20)	9	Albertson's
Sanford Plaza(27)	18	JCPenney, Publix, Sears
Seminole Plaza(35)	9	Food World, Wilsons, Eckerd
Springs Plaza(48)	12	Albertson's
TG&Y Plaza(8)	12	TG&Y, Eckerd, Winn-Dixie
Wekiva Square(15)	9	K mart, Cloth World
Zayre Plaza-Sanford(13)	18	Zayre, Walgreens, Pantry Pride
Zayre Plaza-Fern Pk.(23)	9	Zayre, Pantry Pride
Osceola County		
Hill Creek Mall(35)	18	Publix, Eckerd, Beall's
Town Corral(20)	18	Zayre, Eckerd, TG&Y

Principal Shopping Days-All week.
Stores Open Evenings-Shopping Ctrs., Mon. through Sat.
13 - RETAIL OUTLETS: Department Stores-Ivey's 2; Belk-Lindsey 2; Sears 5; JCPenney 3; Jefferson Ward 2; Jordan Marsh 2; Burdines 2; Robinson's 2; Jacobson's 2; Catalog Sales; Wilson's 4; O.G. Wilson; Lurias 3.
Discount Stores-Zayre 6; K mart 10.
Variety Stores-Woolworth 4; McCrory 7; Eagle Family Discount 11; TG&Y 15; G.C. Murphy.
Chain Drug Stores-Walgreens 7; Liggett Rexall 10; Eckerd 28; SupeRx 8.
Chain Supermarkets-Winn-Dixie 36; Publix 16; Food World 8; Pantry Pride 10; Fairway 3; Albertson's 7; Gooding's 4; Piggly Wiggly 6; Jewel T 6.
Convenience Chain Stores-Cumberland Farms 63; Lil Champ 6; Lil Chief 2; Lil General 9; 7-



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Naples Daily News

1075 Central Ave. Naples, Fl 33940

Eleven 80; Shop & Go 35; Tenneco 19; Wareco Mini-Mart 2.
Other Chain Stores-Automotive Supply: Allied Discount Tire, Western Auto, B.F.Goodrich, Goodyear, Pan American, Big Orange Tire & Wheel, Big 10 Tire, Discount Auto Parts, Firestone, General, Automotive 1 Parts, Big A Auto Parts, Parts City, Uniroyal, Midas, AAMCO, Tuffy; Building Materials: Moore-Handley, Panel World, Ace Hardware, Home Depot, Scotty's, Evans, Thomas, Lowes, 84 Lumber, Rinker Materials, True Value Hardware, Sentry Hardware, Handy City; Apparel-Men: Barons, his Stores, Surrey's, The Ranch, Rutland's, Schwobilt, Richmond Brothers, The Gap, Levitation, Richard Bennett, Custom Tailoring, Brothers 3, Denim World, Fancy Pants, Sadlers, Tall & Big, Chess King; Apparel-Women: Colony Shops, Gibbs-Louis, Sportswear USA, Brenners, Harper's, Kara-Lyn, Lane Bryant, Lerner, Maternalane, Rheinauers, 5-7-9, Stuff To Wear, The Gap, Body Shop, The Limited, Brooks, Casual Corner, Foxmoor Casuals, Home Appliances: Radio, TV: Associated, AIA Discounts, Luskins, Stereo Etc., Audio Garage, Curtis Mathes, Audio Spectrum, Absolute Sound, TV & Stereo Town, Famous Brand Appliances, Ernie Kelly Britts, Kelly Britts, Bellows TV Town, Radio Shack, Jewelers: Gordon's, Lawtons, Mayors, Zale's, John Glenn, Swalstead, Jacobs; Furniture: Badcock, Castro Convertibles, Ethan Allen, Furniture Plaza, Hallmark, Kane, Levitz, Noll's, Sterchi; Fireplace & Veranda, Aaron, Sean Design, Robb & Stucky; Fabrics: Mae's, JoAnn Fabrics, Stretch & Sew, Cloth World, Remnant Shops, Singer; Shoes: Banister, Fayva, Payless Shoe, Fry 3oot Outlet, Connie Shoes, Baker's, Behr's, Flagg Brothers, Hanover, Holiday, Steffi, Stride Rite, Warren Stanley, Bari, His & Hers, Shoe Corral, Shoe Fair, Thayer McNeil, Thom McAn, Kinney, Pix, Jarman, Florsheim.

14 - NEWSPAPERS: THE ORLANDO SENTINEL (all day) 233,124; (m-sat) 224,011; (S) 287,137; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ray Dallman, Adv. Dir., THE ORLANDO SENTINEL, 633 N Orange Ave.; PO Box 2833, Orlando, FL 32801; Tel. (305) 420-5000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALATKA

1 - LOCATION: Putnam County, E&P Map D-1, County Seat. On St. Johns River, 55 mi. S. of Jacksonville. On U.S. Hwy. 17.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Fla. East Coast at East Palatka.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,175; Loc. Est. 11,577
CZ-ABC: (80) 10,175; (84) 10,000
RTZ-ABC: (80) 40,374; (84) 46,300
County 80 Cen. 50,549; Loc. Est. 56,030
City & RTZ-ABC: (80) 50,549; (84) 56,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,659; Loc. Est. 3,564
County 80 Cen. 18,397; Loc. Est. 20,868
CZ-ABC: (80) 3,659; (84) 3,600
RTZ-ABC: (80) 14,738; (84) 17,100
City & RTZ-ABC: (80) 18,397; (84) 20,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$119,104,717
Commercial	3	$143,480,605

6 - PASSENGER AUTOS: County 25,204

7 - ELECTRIC METERS: Residence County 25,480

8 - GAS METERS: Residence City 4,347

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mills 1,700 ($400); Boxes and Crates 150 ($200); Glass Sand 100 ($200); Elec. Plants 200 ($400); Furn. Ind. 225 ($225); Specialty Bag Plant 330 ($250); Steel Fabrication 100 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16. Last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on St. John's Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(10)	2	K mart, Publix
Azalea Plaza(16)	2	Pantry Pride, Eckerd
Westgate(10)	NA	Miller's
Palatka Mall(40)	2	Belk, JCPenney

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Hudson; Alterman's.
Variety Stores-McCrory's; Eagle; K mart; Pic 'N Save.
Chain Drug Stores-Walgreen; Rexall 2; Eckerd 2; Pic 'N Save; Revco.
Chain Supermarkets-Winn-Dixie; Stop & Shop; Pantry Pride; Publix.
Other Chain Stores-Diana; Sears (catalog); Vogue; Goodyear; Badcock; Scotty's; Radio Shack; Wal-Mart.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,098; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Beacham, Adv. Dir., NEWS, PO Box 777, Palatka, FL 32077; Tel. (904) 328-2721.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 441 & 98; State 710; I-95; FL Turnpike.

2 - TRANSPORTATION: Railroads-Florida East Coast; Seaboard Coast Line.
Airlines-Pan Am; Eastern; Delta; American; TWA; United; Republic; USAir; People Express; Dolphin.

3 - POPULATION:
Corp. City 80 Cen. 9,729; Loc. Est. 11,626
County/MSA 80 Cen. 573,125; Loc. Est. 668,198
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,141; Loc. Est. 8,345
County/MSA 80 Cen. 232,937; Loc. Est. 278,034

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 443,089

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Avg. An. Temp.-74.6; Summer 80.4; Winter 71.6; Rainfall 51-54 in. per yr.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Esplanade Worth Avenue(45)	NA	Saks, B. Dalton, Charles Jourdan
Gardens East(9)	NA	SupeRx
Gardens Park(15)	NA	Eckerd, Winn-Dixie
Oakbrook Sq.(49)	NA	Jacobson's, Publix
P.B. Mall	NA	Lord & Taylor; J. Marsh; Sears
P.G.A. Blvd.(20)	NA	Winn-Dixie
Royal Poinciana(28)	NA	Gucci, Sara, Fredericks, Valentino

13 - RETAIL OUTLETS: Chain Drug Store-SupeRx.
Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride.
Other Chain Stores-Saks; B. Dalton; Eckerd; FAO Schwartz.

14 - NEWSPAPERS: NEWS (mS) 6,510; sworn Apr. 3, 1984.
Local Contact for Advertising and Merchandising Data: Lou Calderoni, Adv. Dir., NEWS, 265 Royal Poinciana Way, Palm Beach, FL 33480; Tel. (305) 837-4770.
National Representative: Sawyer-Ferguson-Walker.
PALM BEACHER (mS) 3,566; sworn Jan. 17, 1984.
Local Contact for Advertising and Merchandising Data: Sally Higgins, Adv. Dir., PALM BEACHER, 329 Royal Poinciana Plaza, Palm Beach, FL 33480; Tel. (305) 655-3880.
National Representative: None.

PANAMA CITY

1 - LOCATION: Bay County (MSA), E&P Map B-1, County Seat. 96 mi. SE of Pensacola.

2 - TRANSPORTATION: Railroads-Atlanta & St. Andrews Bay (Freight Only).
Motor Freight Carriers-23, including 8 with terminal facilities.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; Air New Orleans; Atlantic SE; Eastern Metro.

3 - POPULATION:
Corp. City 80 Cen. 33,346; Loc. Est. 36,912
CZ-ABC: (80) 74,154; (84) 78,800
RTZ-ABC: (80) 76,792; (84) 82,500
County/MSA 80 Cen. 97,740; Loc. Est. 106,717
City & RTZ-ABC: (80) 150,946; (84) 161,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,877; Loc. Est. 12,999
County/MSA 80 Cen. 34,754; Loc. Est. 38,869
CZ-ABC: (80) 26,441; (84) 28,300
RTZ-ABC: (80) 27,376; (84) 29,800
City & RTZ-ABC: (80) 53,817; (84) 58,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$316,100,000
Commercial	7	$332,817,000

6 - PASSENGER AUTOS: County 65,000

7 - ELECTRIC METERS: Residence 45,120

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Products; Asphalt; Concrete Slabs; Steel; Forgings; Paper Prod.; Tourism; Plastics; Ladies Wear; Airplane Engines; Chemicals; Tyndall Air Force Base; Nuclear Power Products; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber; Steel Hull Vessels; Bridge Cranes; Line Pipe
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max Temp.-Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30. Last killing frost, Mar. 3. Average rainfall 58 in. per year. Avg. temp. 69.

11 - TAP WATER: Alkaline, normal soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Harrison Ave. and cross sts.
Neighborhood Shopping Centers- (No. of Stores)
Panama City Mall (120) 5 blocks on Beck Ave.; on East Hwy. 98, Springfield Plaza (5); Cove Center (13); Holiday Plaza (7); Parkway Plaza (2); Parker Shopping Center (7); Callaway Plaza (8); Gaylord's Center (9); Panama Plaza (9), 11th Street Shopping Center (13); Lynn Haven; Southwood; 22 miles motels and small shopping centers on Beaches.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Panama City(120)	5	Sears, Gayfers, JCPenney
Springfield(5)	5	Jr. Food Store
Holiday Plaza(7)	7	Piggly Wiggly
Callaway Plaza(32)	5	K mart
Gaylord's	2	Gaylord's, Eckerd's
Parkers(7)	5	TG&Y, Winn-Dixie
Cove(13)	1	Sunshine Foods
11th St.(13)	1	Piggly Wiggly, Howards
Lynn Haven	7	Piggly Wiggly, Sunshine Foods
K mart	3	K mart, Pantry Pride
Panama City Beach(7)	22	TG&Y, Revco, Winn-Dixie
Panama Plz.(9)	3	Winn-Dixie, Zayre, SupeRx
Southwood(8)	7	West Bldg. Mkt.
Wayside(10)	25	Christo's Wayside Mkt.
Baldwin Plz.(20)	7	Revco, Winn-Dixie

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-Shopping Ctrs. and Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gaylord's; Sears; Belk-Hudson; Gayfers.
Variety Stores-Woolworth; TG&Y.
Discount Stores-Gaylord's Surplus Sales; Howard's; K mart; Zayre; Aim.
Chain Drug Stores-SupeRx; Eckerd's; City Drug 3; Cooper's 3; Revco 4.
Chain Supermarkets-Sunshine 8; Piggly Wiggly 5; IGA 1; Six-Ten Jiffy Stores 4; Quickway Stores 4; Majik Mkt.6; Eagle Stores 2; Pantry Pride; Winn-Dixie 5; Food World.
Other Chain Stores-Lerner's; Diana; Mangel's Dress Shop; Natl. Shirt Shop; Thom McAn; Butler; S&H Green Stamps; Morre-Handley; Dollar General; Top Dollar; Leons; Radio Shack; Grice Electronics; West Building Materials; Gilbergs; Western Auto; Firestone; Goodyear; Goodrich; Auto Sav; Big Ten Tires; Jewel Box; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrisons; Kinney Shoes; Casual Corner; Carlyle & Co.; Athletic Attic; Camelot Music; County Seat; Father & Son; Foxmore; General Nutrition; Hallmark; Jeans West; Joyces; Ranch; United Jewelers; Vogue; World Bazaar; Zale's; Frayne.

14 - NEWSPAPERS: NEWS-HERALD (m) 32,218; (S) 36,657; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kaye Nichols, Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32401; Tel. (904) 763-7621.
National Representative: Cresmer, Woodward, O'mara & Ormsbee.

PENSACOLA

1 - LOCATION: Escambia County (In Pensacola MSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

2 - TRANSPORTATION: Railroads-Burlington Northan; Seaboard Coast Line.
Motor Freight Carriers-15.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-Eastern; Dolphin; Continental; Provincetown Boston.
Steamship Lines-3.

3 - POPULATION:
Corp. City 80 Cen. 57,619; Loc. Est. 61,597
CZ-ABC: (80) 199,087; (84) 200,500
RTZ-ABC: (80) 301,964; (84) 323,700
County 80 Cen. 223,794; Loc. Est. 252,967
MSA 80 Cen. 289,782; Loc. Est. 314,809
City & RTZ-ABC: (80) 501,051; (84) 524,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,641; Loc. Est. 23,333
County 80 Cen. 81,067; Loc. Est. 89,797
MSA 80 Census 99,662; Loc. Est. 110,859
CZ-ABC: (80) 69,918; (84) 71,100
RTZ-ABC: (80) 102,720; (84) 111,300
City & RTZ-ABC: (80) 172,638; (84) 182,400

5 - BANKS	NUMBER	EST. DEP.
Savings	19	$1,200,000,000
Savings & Loan	5	(incl. above)

6 - PASSENGER AUTOS: County 150,208

7 - ELECTRIC METERS: Residence 101,283

8 - GAS METERS: Residence 43,668

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chemicals 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 5,200; Paper 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9. Last killing frost, Feb. 20.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Downtown Shopping Centers-8 blocks on Palafox St.; 8 on Garden St.
Neighborhood Shopping Centers and Regional Malls-W. Cervantes at Brownsville; Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at I-10; Palafox at 9 mile road; Olive Rd. at Davis Hwy; East 9 Mile Road Mobile Hwy. at Saufley Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warrington	6	Delchamps, Kwik-Chek
Town & Country(57)	3	Gayfers, Delchamps, Eckerd
Gulf Breeze(21)	4	Delchamps, Barnes, Piggly Wiggly, TG&Y
Westwood Mall(36)	4	Rhodes, Pantry Pride
Warrington Vlg.(16)	5	Zayre, Pantry Pride
Belvidere Park(8)	7	Eckerd, Delchamps
Brentwood(8)	4	TG&Y, Sak-N-Sav
Delmar(8)	9	Eckerd, Delchamps
Ensley	8	Barnes, Ben Franklin
Fairfield Plz.(20)	4	A&P, SupeRx
McDonalds(21)	3	Family Dollar, Goodyear
Palafox(3)	1	Kwik-Chek
Saufley Square	7	Winn-Dixie, TG&Y
K mart Center	4	K mart, Gillette Drugs
University Mall(77)	7	Sears, McRaes, JCPenney
Northview	9	Delchamps, Kwik-Chek, K mart
Cordova(75)	5	Gayfers, Mont. Ward
Southgate Plaza	5	Winn-Dixie, TG&Y

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open-Evenings.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Gayfers 2; Montgomery Ward; McRae.
Discount Stores-K mart 3; Zayre 2.
Variety Stores-Newberry; TG&Y; Great Day; Family Dollar.
Chain Drug Stores-SupeRx 3; Scotty's; Big B; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 7.
Chain Supermarkets-Delchamps 6; A&P 3; Piggly Wiggly 4; IGA 2; Pantry Pride 3; Barnes 10; Albertson's 2; Red & White 2; Sak-N-Sav; Winn-Dixie 6.

Other Chain Stores-Thom McAn; Butler's; Western Auto; Richmond Bros.; Wilson's Jewelers; Ben Franklin; Jewlcor.

14 - NEWSPAPERS: JOURNAL (m) 54,440; NEWS (e-mon to fri) 10,917; NEWS-JOURNAL (S) 70,592; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Miller, Gen. Adv. Mgr., NEWS and JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 433-0041.
National Representative: Gannett Newspaper Advertising Sales.

PORT ST. LUCIE

See FORT PIERCE

PUNTA GORDA

1 - LOCATION: Charlotte County, E&P Map C-3, County Seat. West Coast, 24 mi. N of Fort Myers on US Hwy. 41; 3 mi. S of Port Charlotte, residential and retirement community.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-PBA Airlines.

3 - POPULATION:
Corp. City 80 Cen. 6,797; Loc. Est. 8,942
CZ-ABC: (80) 37,694; (84) 47,700
RTZ-ABC: (80) 34,032; (84) 43,800
County 80 Cen. 59,115; Loc. Est. 72,000
City & RTZ-ABC: (80) 71,726; (84) 91,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,190; Loc. Est. 4,290
County 80 Cen. 26,207; Loc. Est. 31,166
CZ-ABC: (80) 16,669; (84) 21,400
RTZ-ABC: (80) 15,222; (84) 19,700
City & RTZ-ABC: (80) 31,891; (84) 41,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	11	$65,000,000
Commercial	7	$224,000,000

6 - PASSENGER AUTOS: County 48,242

7 - ELECTRIC METERS: Residence County 35,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Construction, Real Estate, Services, Commercial Fishing, Tourism, Farming, Hospitals.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 72-89; Fall 66-82; Winter 70-72.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Charlotte Shopping Center, E. Olympia, Punta Gorda; Punta Gorda Mall, Rte. 41; Town & Country, Rte. 41; Promenades, Rte. 41; Harbor Square, Rte. 41; Aqui Esta, S. Rt. 41; South Trail, Rte. 41 South. Charlotte Square, Rte. 41.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Trail(9)	3	Winn-Dixie, Gray Drug
Aqui Esta(7)	5	
Town & Country(14)	4	K mart, Walgreens, Food World
Harbour Square(12)	4	Kash 'N Karry, Treasury Drug
Promenades(52)	6	Beall's, J. Byron, Eckerd's
Charlotte(11)	NA	U-Save
Punta Gorda Mall(20)	NA	Publix, Beall's
Charlotte Sq.(7)	NA	Publix, Shoppers Drugs
Fisherman's Village(44)	NA	GLA

13 - RETAIL OUTLETS: Department Stores-Beall's; J. Byron.
Discount Stores-Eagle Family Discount.
Variety Stores-K mart; McCrory's.
Chain Drug Stores-Eckerd; Walgreens; Treasury; Gray; SuperRx.
Chain Supermarkets-Winn-Dixie 2; U-Save; Publix; Kash N' Karry; Food World.
Other Chain Stores-Western Auto 2; Firestone; Goodyear; Sears (catalog); Badcock Furniture; Bill Smith Appliances; Radio Shack 2.

14 - NEWSPAPERS: HERALD-NEWS (e) 8,126; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert N. Bracey, Adv. Mgr., HERALD-NEWS, 114 W. Olympia Ave., PO Box 1808, Punta Gorda, FL 33950; Tel. (813) 639-2151.
National Representative: Thomson Newspapers.

ST. AUGUSTINE

1 - LOCATION: St. Johns County (In Jacksonville MSA). E&P Map D-1. County Seat. On Mantanzas Bay near Atlantic Ocean. 38 mi. S of Jacksonville.

2 - TRANSPORTATION: Fla. East Coast RR; Greyhound & Tamiami Brs; Aero Sport Charter Flight Service. Major Airlines at Jacksonville, 40 mi.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,985; Loc. Est. 13,563
PMA-ABC: (80) 51,303; (84) 60,900
MSA 80 Cen. 722,230; Loc. Est. 781,389
County 80 Cen. 51,303; Loc. Est. 58,718

4 - HOUSEHOLDS:
City 80 Cen. 4,547; Loc. Est. 4,795
County 80 Cen. 18,623; Loc. Est. 21,881
MSA 80 Cen. 259,596; Loc. Est. 287,272
PMA-ABC: (80) 18,623; (84) 22,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$39,759,030
Commercial	4	$78,504,573

6 - PASSENGER AUTOS: County 28,828

7 - ELECTRIC METERS: Residence 14,700

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroads 250; Diesel Engine Sales; Boatbuilding 250; Potato Chips 175; Mobile Homes 100; Garment Mfg. 125; Shrimp Fishing 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-92; Summer 70-90; Fall 44-94; Winter 40-82.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Plaza Area; St. George, Cathedral & King Sts.; K mart Shopping Center, U.S. 1 South; Ponce DeLeon Mall; Anastasia Square; St. John's Plaza.
Neighborhood Shopping Centers-San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Close-5:00 pm, some 9:00 pm.
Open Evenings-Dept-Sat. Food-Fri.

13 - RETAIL OUTLETS:
Department Stores-JCPenney; Belk-Hudson.
Variety Stores-McCrory's; Woolworth.
Chain Drug Stores-Walgreens; Rexall; Eckerd's 2; Revco.
Chain Supermarkets)-A&P; Winn-Dixie 2; Pantry Pride; Publix.
Discount Stores-White's; Bargain House; Broudy's Liquor; Jax Liquors; Eagle Discount; K mart.
Other Chain Stores-Firestone; Savette; Marine Supply & Oil; Goodyear; Goodrich; Diana Shop; Butler's Shoes; 7-11 Foods 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Jiffy Foods; Scotty's; Pic and Save; Wal-Mart.

14 - NEWSPAPERS: RECORD (e) 11,498; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ginny Goodrich, Ret. Adv. Mgr., RECORD, 158 Cordova St., Box 1630, St. Augustine, FL 32084; Tel. (904) 829-6562.
National Representative: Branham/Newspaper Sales.

ST. PETERSBURG

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-3, on Florida's West Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-City 15; County 49.
Intercity Bus Lines-Greyhound; National Trailways (Tamiami Trailways); Gulf Coast Motor Lines; Gray Lines; Lindo Tours.
Airlines-Air Canada; American; Ozark; Piedmont; Republic; Delta; Eastern; Northeastern; Northwest; Trans-World; United; Continental; USAir; Pan American; Wardair; Arrow Air; Condor; LTU; Air New Orleans; Bahamasair; People Express; National Florida; PBA; Atlantic Gulf; FLorida Express; Sunworld Express.
Cruise Lines-Holland America; Bahama; Commodore.

3 - POPULATION:
Corp. City 80 Cen. 238,647; Loc. Est. 236,893
CZ-ABC: (80) 437,346; (84) 466,800

The New York Times Regional Newspaper Group

Alabama

Times Daily
Florence

Florida

The Islander
Anna Maria

Avon Park Sun
Avon Park

News-Leader
Fernandina Beach

Gainesville Sun
Gainesville

Lake City Reporter
Lake City

The Ledger
Lakeland

Leesburg/Commercial
Leesburg

Marco Island Eagle
Marco Island

Golden Gate Eagle
Naples

Ocala Star-Banner
Ocala

Palatka Daily News
Palatka

Sarasota Herald-Tribune
Sarasota

The Sebring News
Sebring

Kentucky

The Harlan Daily Enterprise
Harlan

Messenger
Madisonville

Middlesboro Daily News
Middlesboro

Louisiana

Houma Daily Courier
Houma

The Daily World
Opelousas

The Daily Comet
Thibodaux

Maine

York County Coast Star
Kennebunk

Mississippi

The Daily Corinthian
Corinth

Banner Independent
Bonneville

North Carolina

Times-News
Hendersonville

Lenoir News-Topic
Lenoir

The Dispatch
Lexington

Morning Star
Wilmington

Tennessee

State Gazette
Dyersburg

Claiborne Progress
New Tazewell

RTZ-ABC: (80) 42,204; (84) 523,300
MSA 80 Cen. 1,613,961; Loc. Est. 1,798,416
County 80 Cen. 728,409; Loc. Est. 801,890
City & RTZ-ABC: (80) 862,550; (84) 990,100
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 104,094; Loc. Est. 117,081
County 80 Cen. 319,527; Loc. Est. 360,074
MSA 80 Cen. 656,551; Loc. Est. 749,244
CZ-ABC: (80) 192,157; (84) 207,100
RTZ-ABC: (80) 186,573; (84) 232,000
City & RTZ-ABC: (80) 378,730; (84) 439,100

5 - BANKS

	NUMBER	EST. DEP.
County:		
Comm. & Savings	35	$4,157,487,000
Savings & Loan	20	$5,361,521,000

6 - PASSENGER AUTOS: County 524,355

7 - ELECTRIC METERS: City 142,613; County 407,132

8 - GAS METERS: City 20,186; County 32,139

9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design & Research; Construction; Health Care; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. Frost rare in the area. Average temp. 73.9 degrees.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center is entire Pinellas County.
Shopping Centers-Central Plaza (Central Ave. & 34th St.); Fourth Street Center (3131-4th St. N); Tyrone Gardens (Tyrone Blvd. & 9th Ave. N); Crossroads (Tyrone Blvd. & 66th St. N); Tyrone Square Mall (66th St. and Tyrone Blvd.); Florida Federal (49th St. & 9th Ave. N); Woodlawn Park Plaza (16th St. & 18th Ave. N); Allendale (9th St. & 34th Ave. N); Southside (6th St. & 45th Ave. S); Disston (49th St. & 38th Ave. N); Madeira Beach (150th Ave.); Pasadena (Gulfport Blvd.); Midway (Missouri Ave. & Largo); 34th St. Plaza (2900-34th St. N); Isla del Sol (5901 Sun Blvd.); Lakeview (34th St. & 22d Ave. S); Bay Village (62nd Ave. & 22nd St. S); Harbor Bluffs (Indian Rocks Rd. & W Bay Dr.); Snell Isle Plaza (Snell Isle Blvd.); Northeast (2nd St. & 37th Ave. N); West Central (Central Ave. & 66th St. N); Maintands Village (US 19 & Mainlands Blvd.); Skyway (9th St. & 62nd Ave. S); Maximo Plaza (4200-34th St. S); Gateway Mall (77th Ave. & 9th St. N); Town Plaza (18th St. & 62nd Ave. N); Dolphin Village (4800 Gulf Blvd., St. Petersburg Beach); Seminole Mall (11200-78 Ave. N); Park Plaza (49th St. & 74th Ave. N); Gulfport Plaza (2190-49 St. S); Colony (58th St. & 38th Ave. N); Crosswinds (66th St. & 19th Ave. N); Zayre (61st & 9th Ave. N); Lindsley Home Care Shopping Center (34th St. & 22 Ave. N); Harbor Crest (11963-12125 Indian Rocks Rd.); Indian Rocks (12022 Indian Rocks Rd.); Plaza Beach Drive (111 2nd Ave. NE); Belleair Bazaar (2989-2961 West Bay Drive); Winn-Dixie (201-38th Ave. N); Zayre (4100 Park Blvd.); Bardmoor Village (10801 Starkey Rd.); Bay Mariner (19711 Gulf Blvd.); Pinellas (857 West Bay Drive); Tri-City Plaza (U.S. 19 & East Bay Drive); Belleair Bluffs (100 Indian Rocks Rd.); Zayre (1711 N Missouri Ave.); Central Park (1300 Missouri Ave.); Missouri Mart (1600 N Missouri Ave.); Carter Plaza (Municipal Drive); Imperial Square (1490 Belcher Rd.); K mart (7191 Seminole Blvd.); SearsTown (1201 S Missouri Ave.); Sunshine Mall (Missouri Ave. & Druid Rd.); Gulf-to-Bay Plaza (East Bay Dr. & Belcher Rd.); Cleveland Plaza (1200 Cleveland St.); Clearwater Mall (U.S. 19 & Gulf-to-Bay Blvd.); La Concha Plaza (20001 Gulf Blvd.); Harbor Square (S.R.588 & U.S. 19 N); Dunedin (975 Broadway); Douglas (211 Douglas Ave.); Dunedin Plaza (Patricia Ave. & Main St.); Largo Village (US Alt. 19 & Walsingham Rd.); Causeway Plaza (2600 Bayshore Blvd.); Palm Garden (11700 Oakhurst Rd.); Park-Starkey Plaza (7600 Starkey Rd.); Tarpon Mall (U.S. 19 & Tarpon Ave.); Lake Tarpon (U.S. 19 & Colonial Blvd.); Keene Plaza (East Bay Dr. & Keene Rd.); Starlight Park (Park Blvd. & Starkey Rd.); Winnco (2250 East Bay Dr.); Park 66 (66th St. & Park Blvd.); Oakhurst Plaza (94th Ave. & Oakhurst Rd.); Caladesi (902 Curlew Rd.); Countryside Mall (2601 US 19 N); Pinellas Square (U.S. 19 & Park Blvd.); Clearwater East (2779 Gulf-to-Bay Blvd.); Coastal Plaza (2200 Main St.); Countryside Plaza (US 19 & S.R. 580); Country Villa Plaza (3118 US 19 N); Drew 19 (185 US 19 N); East Lake Woodlands (Cty. Rd. 77 & 584); Feather Sound Square (2325 Ulmerton Rd.); Highland Lakes (1140 US 19 N); Gardens of Forest Lakes (S.R. 584 & Forest Lakes Blvd.); Highland Square (1825 N Highland Ave.); Independence Square (1298 Cty. Rd. 1); Levitz (1541 US 19 S); Island Estates (100 Island Way); K mart (2130 Gulf-to-Bay Blvd.); Master Key Center (1351 Main St.); McMullen Booth (2809 S.R. 580); Northwood (2500 McMullenBooth Rd.); Orange Grove (2498 E Bay Dr.); Palm Lakes (415 US 19); Pix Plaza (2440 S.R. 580); Sunset Point 19 (1856 US 19 N); Sunset Square (1891 N Highland Ave.); The Boatyard (16100 Fairchild Dr.); Village at Countryside (2466 US 19 N); K mart (851 E Tarpon Ave.); Sunrise Cove (1000 US 19 S); Tarpon Plaza (930 S Pinellas); Bay Ridge (8710 Seminole Blvd.); Belcher Square (1479 S Belcher); Countryside Village Square (U.S. 19 & Countryside Blvd.); East Bay Plaza (3600 East Bay Dr.); Loehmann's Plaza at Coach Ridge (1730 U.S. 19 N); Market Place (6900 22nd Ave. N); Master Key of Countryside (2340 SR 580); Pinellas Place (66th St. & 102nd Ave. N); Pioneer Village (12580 Seminole); Serendipity Plaza (3135 U.S. 19 N); Sponge Exchange (Dodecanese Blvd. & U.S. 19).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyrone Square(128)	5	Sears, Maas Bros., JCPenney, Robinson's
Gateway(54)	5	Publix, J. Byron
Tyrone(42)	5	G.C. Murphy, Winn-Dixie
St. Pete Plz.(14)	3	
Crossroads(11)	5	Burdines, Radio Shack
Pasadena(42)	6	Publix, K mart
Westshore (Tampa) Plaza(76)	18	Maas, JCPenney, Publix
Northeast(33)	2	Publix, Eckerd's
Southside(23)	3	Publix
Skyway(18)	4	True Value
Lakeview(17)	3	Eckerd's, Eagle
Central Pl.(25)	3	Walgreens, McCrory, Belk's
Florida Federal(9)	4	Publix, Florida Federal
Seminole(70)	12	J. Byron
Sunshine(86)	20	JCPenney, J. Byron
Clearwater Mall(126)	18	Burdines, Gayfers, Ivey's, Mont. Ward
De Soto Mall(105)	24	JCPenney, Maas Bros., Sears
Countryside(150)	22	Maas Bros., Sears, Robinson's, J. Byron, JCPenney
Pinellas Sq.(93)	6	Ivey's, JCPenney, Mont. Ward
Sunset 19 Shpg. Ctr.(22)	NA	Beall's, Publix
The Fountains(69)	NA	
Tarpon Mall(21)	NA	Eckerd's, Goodyear, Gordon's TV Store
Tarpon Plaza(4)	NA	Carvel
Tarpon Square(20)	NA	J. Byrons, K mart
Rutland Plaza(20)	NA	Eckerd's, Luna & Son
Seminole Mall(62)	NA	Ace Hardware, T.J. Maxx, Zayre
Ulmerton Pointe Plaza(6)	NA	K mart, Kash 'N Karry, Walgreens
Bay Area Outlet Mall(70)	NA	T.J. Maxx, Hit or Miss
Cypress Point Shpg. Ctr.(35)	NA	Home Depot, Marshalls
Dunedin Plaza(13)	NA	Firestone, Publix
Dunedin Shpg. Ctr.(6)	NA	Ben Franklin
Gulf-to-Bay Shpg. Ctr.(10)	NA	Eckerd's, Publix
Levitz Plaza(17)	NA	Nipper Appliance, Levitz

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon. through Sat.; Food & drug Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 4; Montgomery Ward 3; Sears 3; Belk's 4; JCPenney 4; J. Byron 4; Robinson's 2; Ivey's 2; Gayfers; Beall's 2; Burdines 2.
Discount Stores-Eagle Family Discount 11; Zayre 3; K mart 10.
Variety Stores-McCrory 11; Woolworth 3; Ben Franklin 2; G.C. Murphy; TG&Y 5.
Chain Drug Stores-Walgreens 13; Eckerd's 38; SupeRx 11; Kash 'N Karry 5; Family Mart 4; Galen 3; Michels 4; Shoppers Drug Mart 3.
Chain Supermarkets-Publix 29; Winn-Dixie 28; Kash N' Karry 20; Albertson's Southco 9; Family Mart 4; Jewel Tea 9.
Other Chain Stores-S&H Green Stamps; Thom McAn's; Ace Hardware; Bond Jewelers; Gordon Jewelers; Radio Shack; Wilson's & Leed's Jewelers-Distributors; National Shirt; Wolf Bros.; Shoe Villa; Baker Shoes; John Baldwin; Colony Shop; The Empire; Lillie Rubin; Masters Catalog Showroom; Luna's; Home Depot; Scotty's; True Value; Lindsley; Home Improvement Warehouse.

14 - NEWSPAPERS: TIMES (m) 282,653; INDEPENDENT (e) 37,660; Comb. (m&e) 320,313; TIMES (S) 357,089; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Walter R. Stecher, Gen'l Adv. Mgr., TIMES and INDEPENDENT, PO Box 1121, St. Petersburg, FL 33731; Tel. (813) 893-8111.
National Representative: Story & Kelly-Smith.

SANFORD

1 - LOCATION: Seminole County (In Orlando MSA). E&P Map D-2. County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck center. 19 mi. N of Orlando on 17 & 92 and I-4; U.S. Hwys. 17 & 92, State Hwys. 46 & 415, I-4.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-8.
Barges-From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines-City, Greyhound, Tamiami Trail Tours.

3 - POPULATION:
Corp. City 80 Cen. 23,176; Loc. Est. 28,854
MSA 80 Cen. 700,699; Loc. Est. 780,350
County 80 Cen. 179,752; Loc. Est. 203,596
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,355; Loc. Est. 10,642
County 80 Cen. 63,247; Loc. Est. 73,321
MSA 80 Cen. 252,847; Loc. Est. 288,459

5 - BANKS

	NUMBER	DEPOSITS
Commercial	7	$194,066,390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 139,632

7 - ELECTRIC METERS: County 76,323

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Products; Mobile Homes. (120 industries).

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23. Last killing frost, Jan 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-6 blocks 1st street, including 4 unit Winn-Dixie shopping center. Sanford Plaza 3 mi. S. 26 units, including JCPenney, Publix, McCrory, Eckerd, Bank, Winn-Dixie & SupeRx, 2 mi. S. Pinecrest Center, 3 units, 2 1/2 mi. S. Fairway Center, 4 units, 2 1/2 mi. S. Zayre Plaza, 3 mi. S., K mart 3 mi. S., 20 units. Revco Drug, Winn-Dixie, 6 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deltona(18)	9	Winn-Dixie
Longwood(10)	9	Winn-Dixie
Jesse James(13)	9	Frierson's App.
Seminole(28)	11	Publix, Nat'l Fab.
Zayre(12)	11	Zayre, Pantry Pride
K mart(10)	11	K mart
Winter Pk.(66)	18	JCPenney, Ivey's
Interstate(35)	13	Mont Ward
Altamone Mall(165)	13	Burdines, Jordan Marsh, Sears, Robinson's
Zayre(14)	3	Zayre, Pantry Pride, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores open evenings and Sunday-JCPenney, Zayre, K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Garett's; Jacobson's.
Discount Stores-Zayre; Eagle Family Discount; K mart.
Variety Stores-McCrory's 2; Family Dollar; Super Dollar.
Chain Drug Stores-Eckerd; SupeRx; Medco; Revco; Rexall; Walgreens.
Chain Supermarkets-Winn-Dixie 3; Food Barn 2; Fairway; Pantry Pride; Publix.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,009; (S) 8,009; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv Dir., HERALD, 300 N French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
National Representative: Landon Associates.

SARASOTA

1 - LOCATION: Sarasota County (MSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41, 301 & I-75.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound; Coastal Coaches.
Airlines-National; Eastern; Florida; United; Pan Am; Delta; Republic.

3 - POPULATION:
Corp. City 80 Cen. 48,860; Loc. Est. 59,856
PMA-ABC: (80) 202,251; (84) 241,500
County/MSA 80 Cen. 202,251; Loc. Est. 232,517
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,548; Loc. Est. 24,908
PMA-ABC: (80) 88,739; (84) 107,000
County/MSA 80 Cen. 88,739; Loc. Est. 104,377

5 - BANKS

	NUMBER	EST. DEP.
Savings & Loan	25	$2,316,840,000
Commercial	40	$1,857,881,000

6 - PASSENGER AUTOS: County 171,775

7 - ELECTRIC METERS: County 128,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism; Construction; Electronics Research; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 76-98; Fall 66-82; Winter 42-70.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Main St.; DeSoto Square Mall (84); Sarasota Square Mall (75).
Neighborhood Shopping Centers (Number of Stores)Kwik Chek 3; Colonial Village 9; Sears 6; Unus Plaza 8; Bee Ridge Plaza 9; Siesta Key Village 9; Pantry Pride Plaza 6; Oakes Plaza 10; Crescent Beach 6; Cortez Plaza 36; Bayshore Gardens 21; Midway Shopping Center 7; St. Armands Circle 91.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(38)	NA	Great Scot, Eckerd's
Gulf Gate Mall(50)	NA	Belk-Lindsey, Publix
K mart(4)	NA	K mart, Grand Union
Merchants Pointe	NA	Eckerd's, Winn-Dixie
Northeast Plz.(19)	NA	Eckerd's, Winn-Dixie
Palm Plz.(6)	NA	Eagle, Food Fair
Ringling(13)	NA	Belk-Lindsey, Woolworth
Sarasota Sq.(73)	NA	JCPenney, Maas Bros., Sears
South Gate Plz.(45)	NA	Burdines, Publix, Robinson's
Southbay Fashion(24)	NA	Eckerd's, Jacobsen's, Winn-Dixie
Southeast(23)	NA	Eckerd's, Winn-Dixie
Town & Country Plaza(8)	NA	K mart
Trail Plz.(12)	NA	Eckerd's, Publix
Village Plz.(12)	NA	Walgreens
Zayre(12)	NA	SupeRx, Zayre

Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney 3; Belk-Lindsey 3; Maas Bros. (Allied Stores) 3; Sears 2; Holiday; Burdines (Federated Stores); Robinson's; J. Byron 3.
Variety Stores-Kress; McCrory; Holiday; Woolworth; Zayre.
Discount Stores-K mart 8; Zayre 2; Eagle Family Discount 9.
Chain Drug Stores-Eckerd's 15; Walgreens 10; SupeRx 5.
Chain Supermarkets-Winn-Dixie 10; Publix 8; Great Scott; Pantry Pride 5; Kash N' Karry 2; Grand Union 10; Albertson's 2; SupeRx Food 2.
Other Chain Stores-Firestone; Goodyear; Leed's Shoes; Lerner's; Woodrow; Haverty's; Scottys 4; Wickes Lumber; Miami Rug.

14 - NEWSPAPERS: HERALD-TRIBUNE (m) 113,332; (S) 130,087; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Andy Mick, Adv. Dir., Sandy Blowers, Ret. Adv. Mgr., or Dick West, Class. Adv. Mgr., HERALD-TRIBUNE, 801 S Tamiami Trail, PO Box 1719, Sarasota, FL 33578; Tel. (813) 953-7755.
National Representatives: Story & Kelly-Smith, Publishers' Representatives of Florida.

STUART

1 - LOCATION: Martin County. (In Fort Pierce MSA). E&P Map D-3. County Seat. Manufacturing, agriculture, commerical fishing and resort area. On St. Lucie River, 38 mi. N of West Palm Beach. On U.S. Hwy. 1; State Hwy. 76; I-95.

2 - TRANSPORTATION: Railroads-Florida East Coast.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,467; Loc. Est. 12,579
PMA-ABC: (80) 64,014; (84) 83,000
County 80 Cen. 64,014; Loc. Est. 74,180
MSA 80 Cen. 151,196; Loc. Est. 175,410

4 - HOUSEHOLDS:
City 80 Cen. 4,193; Loc. Est. 5,505
County 80 Cen. 25,863; Loc. Est. 30,741

PMA-ABC: (80) 25,863; (84) 33,900
MSA 80 Cen. 58,369; Loc. Est. 69,383

5 - BANKS

	NUMBER	DEPOSITS
Commercial	7	$312,371,159

6 - PASSENGER AUTOS: County 57,574

7 - ELECTRIC METERS: County 44,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Commercial Fishing; Agriculture (Citrus Fruit); Mfg. Small Electronic Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11 - TAP WATER: Alkaline; hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Plaza	NA	Publix, K mart, Walgreen's
East Ocean(34)	NA	TG&Y, Walgreen's
Martin Sq.(50)	NA	J. Byron, Beall's, JCPenney
K mart(13)	NA	K mart, Eckerd's
Maytair Plaza(7)	NA	
Monterey(40)	NA	
Stuart(20)	NA	Publix, Zayre, Albertson's
Harbour Plaza(34)	NA	
Smithfield(45)	NA	Winn-Dixie
Stuart Ctr.	NA	Zayre, Luria

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Variety Stores-TG&Y; K mart; Zayre; Beall's; J. Byron's; JCPenney.
Chain Supermarkets-Publix; Winn-Dixie; Albertson's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 20,057; (S) 23,021; Mar. 31, 1984 ABC.
NOTE: The NEWS began morning publication seven days a week in June 1984.
Local Contact for Advertising and Merchandising Data: Donald W. Berwald, Adv. Dir., NEWS, 111 E. Ocean Blvd.; PO Box 2870, Stuart, FL 33495; Tel. (305) 287-1550.
National Representative: Story & Kelly-Smith.

TALLAHASSEE

1 - LOCATION: Leon and Wakulla Counties (In Tallahassee MSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for N Florida; 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N of Gulf of Mexico. On U.S. Hwys. 90, 27, 319; I-10; State Hwys. 20, 61, 63, 363, 369.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-16 (Truck rental-4).
Intercity Bus Lines-Greyhound; Trailways; Tallran.
Airlines-Republic; Eastern; Florida Commuter; Delta.

3 - POPULATION:
Corp. City 80 Cen. 81,548; Loc. Est. 92,740
PMA-ABC: (80) 148,655; (84) 168,100
Bal. in RTZ-ABC: (80) 98,073; (84) 100,200
Counties 80 Cen. 159,542; Loc. Est. 174,777
Leon 80 Cen. 148,655; Loc. Est. 162,784
Wakulla 80 Cen. 10,887; Loc. Est. 11,993
Total PMA & RTZ-ABC: (80) 246,728; (84) 268,300
MSA 80 Cen. 190,220; Loc. Est. 206,619
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,822; Loc. Est. 35,663
Counties 80 Cen. 57,833; Loc. Est. 64,975
Leon 80 Cen. 54,103; Loc. Est. 60,744
Wakulla 80 Cen. 3,730; Loc. Est. 4,231
PMA-ABC: (80) 54,103; (84) 61,800
Bal. in RTZ-ABC: (80) 31,357; (84) 32,500
Total PMA & RTZ-ABC: (80) 85,460; (84) 94,300
MSA 80 Cen. 66,195; Luc. Est. 73,777

5 - BANKS

	NUMBER	DEPOSITS
Savings & Loan	5	$549,114,496
Commercial	13	$559,333,563

6 - PASSENGER AUTOS: Counties: Leon 90,430; Wakulla 4,067.

7 - ELECTRIC METERS: Residence 61,163

8 - GAS METERS: Residence 7,495

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,422; Construction 3,936; Transp., Communications & Utilities 2,476; Wholesale & Retail 18,473; Financ, Insurance & Real Estate 3,969; Services 14,836; Government 34,052; Agriculture, Forestry, Fishery 350.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9. Last killing frost, Feb. 25.

11 - TAP WATER: Alkaline; soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blairstone Plaza(11)	NA	National Sewing, Suwanee
Capital Plz.(14)	NA	Warehouse Foods, Sherwin-Williams, Shoppers Drug
Carriage Gate(24)	NA	Kress Jewelers, Eckerd's, Winn-Dixie
College Sq.(16)	NA	Pantry Pride, Radio Shack, Revco
Governors Square(120)	NA	Maas Bros., Sears, JCPenney, Lerner's, Waldenbooks, Zale's
Gulf Wind(6)	NA	Handy City
Jackson Bluff(6)	NA	Revco, Winn-Dixie
K mart Plz. No.(6)	NA	K mart, Pantry Pride
K mart Plz. So.(11)	NA	Eckerd's, K mart, Radio Shack, Big Daddy's
Killearn(22)	NA	Publix, Shoppers Drug, Hallmark Cards
Killearn Vlg.(11)	NA	Brown's Drug
Miracle Plz.(11)	NA	Burdine Drugs, TG&Y
Northside Plz.(9)	NA	Citicorp, State Farm
Northwood Mall(70)	NA	I. Byron, Eckerd's, Publix, Beall's
Plaza Ten(8)	NA	Unfinished Furniture, Superior Cleaners
K mart Plaza(3)	NA	K mart, Pantry Pride
Southside(17)	NA	Eckerd's, Radio Shack
Tallahassee Mall(90)	NA	Gayfers, Mont. Ward, McCrory's, Zale's
Timberlane Shops On The Square(60)	NA	Sullivan Drugs
Towne So.(18)	NA	TG&Y, Radio Shack, Revco Drugs, TG&Y
University Plaza(12)	NA	University Rexall, Winn-Dixie
Varsity(5)	NA	Warehouse Furn.
Victory Garden(8)	NA	Old Tyme Fans, Schrader Stores
Westwood(16)	NA	Eckerd's, Publix

Neighborhood Shopping Centers-2 on N Monroe; 1 on S Monroe; 1 on W Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on E Lafayette; 1 on Jackson Bluff Rd.
Principal Shopping Days-Fri., Sat., Mon., Thur. Some open Mon., Thur., Fri. Eve. & Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Lerner's; JCPenney; J. Byron; Gayfer's; Montgomery Ward; Maas Bros.; Beall's.
Discount Stores-Army-Navy Surplus; K mart; Wilson's; Wilbro.
Variety Stores-McCrory's; TG&Y.
Chain Drug Stores-Walgreens; Eckerd's; Revco; Shopper's Drug Mart.
Chain Supermarkets-Winn-Dixie 7; OD (Pantry Pride) 3; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 5; Albertson's 2.
Other Chain Stores-Danley Furniture; Singer Co.; Firestone; National Shirts; Keenan Auto Parts; Tallahassee Furniture; Thom McAn; Sherwin-Williams; Pittsburgh Paints; Rhodes Furniture; Homecrafters; Lowes; Scotty's Lumber; Jax Liquors; 84 Lumber.

14 - NEWSPAPERS: DEMOCRAT (m) 53,684; (S) 63,005; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Rick Beckman, Adv. Dir., DEMOCRAT, 277 N. Magnolia Dr.; PO Box 990, Tallahassee, FL 32302; Tel. (904) 599-2296.
National Representatives: Knight-Ridder Newspaper Sales; Publishers Representatives of Florida.

TAMPA

1 - LOCATION: Hillsborough County. (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. On Hillsboro Bay, 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping, manufacturing, wholesale, retail & college center; MacDill Air Force Base.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-46.
Intercity Bus Lines-Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline.
Steamship Lines-Commercial-140; Passenger-2.
Airlines-Eastern; Midway Express; Air Canada; United; Delta; Northwest; TWA; Pan Am; American; Piedmont; Republic; Ozark; USAir; Wardair; Northeast; Olympic; PSA; People Express; Continental; Bahamas Air.

3 - POPULATION:
Corp. City 80 Cen. 271,523; Loc. Est. 297,625
CZ-ABC: (80) 428,124 (84) 441,700
RTZ-ABC: (80) 1,756,070; (84) 2,093,200
County 80 Cen. 646,960; Loc. Est. 715,225
MSA 80 Cen. 1,613,961; Loc. Est. 1,798,416
City & RTZ-ABC: (80) 2,184,194; (84) 2,534,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 105,603; Loc. Est. 115,723
County 80 Cen. 237,943; Loc. Est. 269,389
MSA 80 Cen. 656,551; Loc. Est. 749,244
CZ-ABC: (80) 162,451; (84) 169,200
RTZ-ABC: (80) 707,961; (84) 854,500
City & RTZ-ABC: (80) 870,412; (84) 1,023,700

5 - BANKS

	NUMBER	EST. DEP.
Savings & Loan	4	$1,493,440,376
Commercial	25	$3,297,420,000

6 - PASSENGER AUTOS: County 459,343

7 - ELECTRIC METERS: Residence 280,512

8 - GAS METERS: Residence 15,888

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Plts. 11,100 ($269); Tobacco 1,200 ($182); Printing & Publishing 9,300 ($295); Chemicals 3,800 ($459); Stone, Clay & Glass Plts. 3,800 (N.A.); Transportation, Communication, Electric, Gas & Sanitary Services 33,600 (N.A.); Wholesale Trade 38,500; Retail Trade 120,700.
Principal Industrial Pay Days-Thur. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 63-80; Summer 76-90; Fall 65-83; Winter 45-68.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Temple Terrace(21)	7	Winn-Dixie
East Lake Square Mall(131)	10	Mont. Ward, JCPenney, Belk-Lindsey
Northgate(40)	7	Food World, Maas Bros.
Hillsboro Plz.(25)	6	Publix, Woolworth
East Gate(21)	6	Publix, Woolworth, Walgreens
Britton Plz.(50)	7	Food World, Belk-Lindsey, Walgreens
Dale Mabry(23)	5	Publix
Armenia(12)	5	U-Save, Eckerd's
Buccaneer Sq.(21)	10	Belk-Lindsey
Henderson Blvd.(5)	5	U-Save, Eckerd's
West Gate(19)	10	U-Save, Shoppers Drug Mart
Bearss(15)	15	U-Save, Eagle's
West Shore Plz.(93)	5	Maas Bros., JCPenney, Robinson's, Walgreens
Brandon Mall(12)	11	Zayre, Kash'n Karry, SupeRx
Tampa Bay(152)	5	Sears, Burdines, Mont. Ward
Maas-Gandy	8	Maas Bros., Mont. Ward
Floriland Mall(45)	7	Mont. Ward, Zayre, Walgreens
Town'n Country(11)	10	Winn-Dixie, Zayre, Eckerd's
Fiesta Plaza(11)	4	Kash'n Karry
Terrace Plaza(19)	7	Publix, Eckerd's
University Plz.(9)	7	U-Save, Eckerd's
University Square(125)	10	Maas Bros., JCPenney, Robinson's, Sears, Burdines
Fletcher Plaza(14)	11	Winn-Dixie, Walgreens
Columbus(8)	6	Kash'n Karry, Eckerd's
Horizon Park(23)	7	Winn-Dixie
Twin Bays(12)	5	Winn-Dixie
Zayre-Gandy	8	Zayre, Kash'n Karry
Busch Plaza(22)	11	SupeRx
Clayton Plz.(18)	11	Publix, Eckerd's, J. Byron
Hillsborough Sq.(10)	25	K mart, Kash'n Karry, SupeRx
Mission Bell(35)	10	K mart, United Artists
Village Ctr.(42)	10	Publix, Walgreens
West Hills(22)	10	Publix, Walgreens

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 5; JCPenney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Robinson's 2; Burdines 2; J. Byron 3.
Discount Stores-Zayre 6; K mart 8; Cook's; Wilson's 3; Luria's.
Chain Drug Stores-Walgreens 11; Eckerd's 21; Albertson's 4; SupeRx 8; Shopper's Drug Mart 6; Kare 5; Cost Plus 2; Family Mart 4; Eagle 2.
Chain Supermarkets-Affiliated of Florida 43; Publix 10; Winn-Dixie 17; Kash'n Karry 21; U-Save 10; Food World 4; Albertson's 4; Family Mart 4; Jewel T 5.
Convenience Chain Grocers-7-Eleven 51; Lil General 40; Majik Markets 36; Shop & Go 73; Sparky's 15; Handy 20; Presto 20; Chess King 4; Surrey's 2.
Other Chain Stores-Men's Clothing: H.I.S. 2, National Shirt 4, Kirby's 4, Wolf Bros. 4, Richman Bros., Phil Fairchild 2, Baron's, George Ltd. 2; Women's Clothing: Brooks 3; Lerners 4, Mangal's 2, John Baldwin, Size 5-7-9 2, Casual Corner 3, Colony Shops 6, Wolf Bros. 4, Habers 2, David's New York Dress Shop, Lillie Rubin, Two Sisters, Lane Bryant, Stuart's 6, Foxmoor 4, Excess Baggage 2, Fredricks 2, Fashion Shoppe 2, Josue 3, Sherry's; Shoes: Shoe Ville 2, A.S. Beck, Shoes-Butlers 4, Self Service 6, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp, Naturalizer 5, Florsheim 3, Shoe House 5, Hanover 3, Kinneys 5; Furniture: Alpert's; Carriage House 2, Lester's, Levitz, Kane 2, Robb & Stucky, Haverty 2; Others: Western Auto 9, Singer 2, Ace Auto 4, Discount Auto 9, Genuine Auto Parts 10, Rose Auto Parts 4.

14 - NEWSPAPERS: TRIBUNE (all day) 216,864; (S) 282,331; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joe Gess, Nat. Adv. Mgr., TRIBUNE, 202 S. Parker, Tampa, FL 33606; Tel. (813) 272-7445.
National Representative: Sawyer-Ferguson-Walker.

VERO BEACH

1 - LOCATION: Indian River County. E&P Map D-3. County Seat. Winter resort. Fisheries, fruit, truck farms. 72 mi. N of West Palm Beach. On U.S. Fed. Hwy. 1.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,176; Loc. Est. 20,803
PMA-ABC: (80) 59,896; (84) 71,300
County 80 Cen. 59,896; Loc. Est. 70,257

4 - HOUSEHOLDS:
City 80 Cen. 7,281; Loc. Est. 9,359
PMA-ABC: (80) 23,331; (84) 28,100
County 80 Cen. 23,331; Loc. Est. 28,083

5 - BANKS

	NUMBER	DEPOSITS
Savings & Loan	7	$7,305,439,567
Commercial	9	$364,428,817

6 - PASSENGER AUTOS: County 49,018

7 - ELECTRIC METERS: Residence 20,256

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,000; Citrus.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8th Ave. & 12 St. (33 stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 stores); State Rd. No. 60 & 6th Ave. (16 stores); 43rd Ave. & Rte. 60; Osceola Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Mall	7	K mart, Publix
Vero Mall(33)	8	JCPenney, J. Byron
Treasure Coast Plaza(16)	NA	Woolworth, SupeRx, Pantry Pride
Miracle Mile(17)	NA	Publix, Winn-Dixie, Sears
Oslo Square(40)	NA	Winn-Dixie, Eckerd

Principal Shopping Days-Daily & Sun., 9 am to 9 pm.
Stores Open Evenings-Shopping Centers every night to 9.

13 - RETAIL OUTLETS: Department Stores-Woolkies; JCPenney; J. Byron.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Berggren's; Woolworth.
Chain Drug Stores-Eckerd; Gray's; SupeRx.
Chain Supermarkets-Piggly Wiggly; Publix; Pantry Pride; Winn-Dixie; Superb Foods.
Other Chain Stores-Carvel; Baskin Robbins; Food Fair; Kinney.

14 - NEWSPAPERS: PRESS-JOURNAL (m) 20,718; (S) 21,606; Mar. 31, 1984 ABC.

Local Contact for Advertising & Merchandising Data: Mark Schumann, Asst. Pub., PRESS-JOURNAL, PO Box 1258, 1801 U.S. 1, Vero Beach, FL 32960. Tel. (305) 562-2315.
National Representative: Story & Kelly-Smith.

WEST PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3, County Seat. 2 mi. from the Gulf Stream. 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Seaboard Coast Line; Florida East Coast (freight).
Shipping-Port of Palm Beach.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; Mackeys; Midway Express; United; TWA; Dolphin; Pan Am; People Express; USAir; Northwest; Northeastern; American; Chalks.

3 - POPULATION:
Corp. City 80 Cen. 62,530; Loc. Est. 75,167
CZ-ABC. (80) 360,957; (84) 416,100
RTZ-ABC. (80) 279,920; (84) 352,200
County/MSA 80 Cen. 573,125; Loc Est. 668,198
City & RTZ-ABC. (80) 640,877; (84) 768,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,165; Loc. Est. 28,558
CZ-ABC. (80) 151,542; (84) 176,500
RTZ-ABC. (80) 108,660; (84) 138,500
County/MSA 80 Cen. 232,937; Loc. Est. 278,034
City & RTZ-ABC. (80) 260,202; (84) 315,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	26	$3,524,015,000
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: County 425,012

7 - ELECTRIC METERS: County 200,024

8 - GAS METERS: County 34,715

9 - PRINCIPAL INDUSTRIES: Data Processing Systems; Aircraft Engines & Parts; Electronic Components; Semi-conductors; Transistors; Capacitors; Research & Development; Oceanographic Sciences & Engineering; Miniature Submarines, Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dyes; Paints & Varnishes; Furniture Mattresses; Aluminum Doors, Windows, Shutters, Awnings; House & Camping Trailers; Precast Concrete Products; Publishing & Printing; Dairies; Fishing Tackle.

10 - CLIMATE: Avg. annual temp. 72; Summer 80; Winter 68; Rainfall 77 in. per year.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets; Palm Beach Mall.
Neighborhood Shopping Centers-Southdale; Palm Coast Plaza; Westward; Farmer's Mkt.; Royal Poinciana Plaza; Polo Grounds Center; Zayre; Belmart; Century Corners; Cross County Mall; Drexel Plaza; Esplanade; Gun Club; K mart Plaza; Luna Plaza; Pine Trail; Village Market; Wellington Country Plaza; Worth Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delray	20	J. Byron
Boca(60)	25	Jefferson Ward
Oakbrook Sq.(49)	6	Jacobson's, Publix
Cross County(60)	4	Jefferson Ward, Winn-Dixie
Glades Plaza	28	(specialty)
Palm Coast(52)	7	Publix, J. Byron
Westward	6	K mart, Pantry Pride
Palm Beach(97)	3	Jordan Marsh, Burdines Lord & Taylor, Sears, JCPenney
Farmer's Mkt.	3	(variety)
Royal Poinciana Plaza(28)	6	Schrafts, R.P. Playhouse
Garden Square	14	Shoppers Drug Mart, Publix
Town Center	25	Jordon Marsh, Sears, Burdines
Twin City	8	Sears, Pantry Pride, Jefferson Ward
K mart	6	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.-Fri. until 9:30.

13 - RETAIL OUTLETS: Department Stores-**In West Palm Beach**-Anthony's; Burdines; JCPenney; Sears; J. Byron; Jordan Marsh; Fountain's; Pioneer; Lord & Taylor; Lillie Rubin. **In Palm Beach**-Saks Fifth Avenue; Bonwit Teller; Razooks; Gucci.
Variety Stores-McCrory; Woolworth 4; Eagle.
Discount Stores-Jefferson Ward; Zayre; Farmers Market; K mart; Ben Franklin; Richway.
Chain Drug Stores-Walgreens; Superrx; Gray Bell Buy; Discount Drugs; Eckerd's; Shoppers Drug Mart; Tru-Vals; Rexall; Pharmor.
Chain Supermarkets-Pantry Pride 7; Winn-Dixie 36; Miller's 2; Publix 24; Albertson's 2; Sun 3.
Other Chain Stores-A.S. Beck; Butler's; Sherwin-Williams; Lerners; Singer Co.; Goodyear; Baker's; Western Auto; Zale's; Badcock Furn.; Firestone; Best; Gordon's Jewelers; Jacob Jewelers; Caters Furn.; Marshalls; Castro; Stagg, Ltd.; Cartiers; Peck & Peck; The Gap; County Seat; Casual Corner; Wicks & Sticks; Foxmoor; B.Dalton Bookseller; Joan Barr; Florsheim; In **Palm Beach**-Brooks Brothers; Polo; FAO Schwarz.

14 - NEWSPAPERS: POST (m-mon to fri) 108,922; TIMES (e-mon to fri) 27,665; POST-TIMES (m-sat) 128,804; (S) 174,760. Mar. 24, 1984 ABC.
Local Contact for Advertising & Merchandising Data: John Drotar, Gen. Adv. Mgr., POST-TIMES, 2751 S. Dixie Hwy., PO Drawer T, West Palm Beach, FL 33405. Tel. (305) 837-4277.
National Representative-Sawyer-Ferguson-Walker.

WINTER HAVEN

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map D-2. 50 mi. SW of Orlando; 50 mi. E of Tampa.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 21,119; Loc. Est. 23,542
PMA-ABC. (80) 71,471; (84) 79,000
County/MSA 80 Cen. 321,652; Loc. Est. 358,661

4 - HOUSEHOLDS:
City 80 Cen. 8,812; Loc. Est. 9,934
County/MSA 80 Cen. 114,394; Loc. Est. 130,862
PMA-ABC. (80) 26,133; (84) 29,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$256,314,107
Savings & Loan	7	$281,096,490

6 - PASSENGER AUTOS: County 201,280

7 - ELECTRIC METERS: Residence 41,544

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Fruit and Food Packing and Processing; Light Manufacturing; Tourism.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20. Last killing frost, Feb. 15.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on West Central & Third Sts., NW & SW., Field Plz. 2 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Plaza	4	TG&Y, Winn-Dixie
Havendale	4	Food World, Eckerd
Northgate(13)	NA	Publix, Belk-Lindsey
Southeast Plz(18)	NA	Eckerd, Beall's
Village Sq.(12)	NA	Eagle, Winn-Dixie
Winter Haven Mall(60)	NA	Maas Bros., Sears
Zayre(10)	NA	Zayre, Kash 'N Karry

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shop. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey; Rheinauers; Maas Bros.; Eagle Family Discount; Beall's; TG&Y.
Discount Stores-Zayre; K mart; Goodie Barn.
Chain Drug Stores-Anderson Rexall; Eckerd's 4; Walgreens 2.
Chain Supermarkets-Publix 3; Winn-Dixie 3; Mint Shop 10; Kash 'N Karry; Pantry Pride; Food World; Jewel T.
Other Chain Stores-Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Woolworth; Mac's Fabrics; ABC Liquors 5; S&H Green Stamps; Badcock Furn. 3; True Value Hdwe; Zale's; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrory's; Radio Shack 2; Desears Appl.

14 - NEWSPAPERS: NEWS-CHIEF (e-mon to fri) 15,502; (S) 15,977; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: E.W. Clifton, Pub., NEWS-CHIEF, PO Box 1440, Winter Haven, FL 33882. Tel. (813) 294-7731.
National Representative: Landon Associates.

GEORGIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Dougherty and Lee Counties.
Athens-Clarke, Jackson, Madison and Oconee Counties.
Atlanta-Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties.
Augusta, Ga.-S.C.-Columbia, McDuffie and Richmond Counties, Ga.; Aiken County, S.C.
Chattanooga, Tenn.-Ga.-Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Columbus, Ga.-Ala.-Chattahoochee and Muscogee Counties, Ga.; Russell County, Ala.
Macon-Warner Robins-Bibb, Houston, Jones and Peach Counties.
Savannah-Chatham and Effingham Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	422	415	433
5-14 Years	953	917	957
15-24 Years	961	1,047	1,092
25-44 Years	1,121	1,578	1,648
45-64 Years	868	990	1,035
65 and Over	365	517	540
TOTAL	4,590	5,464	5,705

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdw.	550	859	1,761
General Mdse.	1,421	2,132	4,598
Food	2,861	3,455	6,816
Automotives	2,318	3,481	7,286
Gasoline Stations	896	1,351	2,945
Apparel	369	740	1,435
Furniture	548	675	1,381
Eat-Drink Places	648	1,251	2,819
Drugs	340	510	1,060
TOTAL SALES	10,411	15,986	32,996

ALBANY

1 - LOCATION: Dougherty County (MSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 69 mi. SE of Columbus.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline; Georgia Northern.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 74,550; Loc. Est. 77,620
CZ-ABC. (80) 90,517; (84) 94,500
RTZ-ABC. (80) 205,353; (84) 214,100
County 80 Cen. 120,978; Loc. Est. 105,136
MSA 80 Cen. 112,662; Loc. Est. 117,472
City & RTZ-ABC. (80) 295,870; (84) 308,600

4 - HOUSEHOLDS:
City 80 Cen. 24,831; Loc. Est. 26,591
County 80 Cen. 33,138; Loc. Est. 33,348
MSA 80 Cen. 36,780; Loc. Est. 39,248
CZ-ABC. (80) 29,937; (84) 31,600
RTZ-ABC. (80) 66,293; (84) 70,000
City & RTZ-ABC. (80) 96,230; (84) 101,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$336,880,540
Savings & Loan	2	$226,916,428

6 - PASSENGER AUTOS: County 48,194

7 - ELECTRIC METERS: Residence 28,987

8 - GAS METERS: Residence 18,035

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Textile 2,416 ($240); Paper Mfg. 2,650 ($575); Tire & Rubber 2,100 ($440); Food 1,863 ($289); Brewery 1,200 ($550); Candy Mfg. 835 ($324); Farm Imp. 726 ($265); Non Elec. Machinery 500 ($362); Auto Parts Mfg. 600 ($450); Medicinal Chemical 375 ($500); Golf Club Mfg. 360 ($260); Trans. Equip. 292 ($300); Agri. Chemical 270 ($355); Military Supply Center 1,200 Marines, 2,575 Civilians (payroll $70,000,000 annually).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline; soft.

12 - RETAILING: Principal Shopping Center-1 block on Pine St.; 3 on Washington; 2 on Broad; 3 on Jackson; Slappey Drive at W. Broad; 22 Stores of all types; Slappey Drive between Broad and Pine; Slappey Drive and 3rd Ave. and East Albany.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany Mall(84)	NA	Sears, Belk's, Gayfer's
Cross Station(25)	NA	Wal-Mart, Winn-Dixie
Midtown(47)	NA	Winn-Dixie, JCPenney, Cloth World
The Junction(10)	NA	Kroger, Superrx
Ogletheorpe(16)	NA	Rose's, Big Star, Eckerd
Southgate(6)	NA	Piggly Wiggly, Eckerd

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gayfer's; Rosenberg's; Sears; Belks; JCPenney; Rose's.
Variety Stores-Woolworth.
Discount Stores-Lowe's; Revs; Segall & Sons; Mixon-Handley; K mart; Lee's; Family Dollar; Revco Drugs.
Chain Supermarkets-Winn-Dixie 2; Harvey's 5; Piggly Wiggly 5; Kroger 2; Family Mart; IGA; Food 4 Less.
Other Chain Stores-Singer Co.; Goodrich; Goodyear; Western Auto; Butler (shoes); Diana Shop; S&H Green Stamps; Firestone; 84 Lumber; Friedman Jewelers; General Nutrition; Musicland; Pic'N' Pay Shoes; The Ranch; Rhodes Furniture; Superrx Drugs; Swiss Colony; West Building Materials; Wicken Lumber; Zale's Jewelers; Havertly's Furniture.

14 - NEWSPAPERS: HERALD (e) 37,031; (S) 41,357. Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Geoffrey L. Gray, Adv. Dir., HERALD, PO Box 48, Albany, GA 31703. Tel. (912) 888-9300.
National Representative: Branham/Newspaper Sales.

AMERICUS

1 - LOCATION: Sumter County. E&P Map B-4. County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280. State Hwys. 3, 49, 27, 30.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,120; Loc. Est. 17,294
CZ-ABC. (80) 16,120; (84) 16,000
RTZ-ABC. (80) 16,673; (84) 17,600
County 80 Cen. 29,360; Loc. Est. 31,461
City & RTZ-ABC. (80) 32,793; (84) 33,600

4 - HOUSEHOLDS:
City 80 Cen. 5,332; Loc. Est. 5,700
CZ-ABC. (80) 5,332; (84) 5,300
RTZ-ABC. (80) 5,258; (84) 5,700
County 80 Cen. 9,465; Loc. Est. 10,385
City & RTZ-ABC. (80) 10,590; (84) 11,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$90,400,000
Savings & Loan	2	$34,000,000

6 - PASSENGER AUTOS: County 14,186

7 - ELECTRIC METERS: Residence 10,620

8 - GAS METERS: Residence 2,905

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prod. 750; Rubber 500; Furniture 200.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair Plaza(7)	NA	Colonial
Perlis Plaza(11)	NA	Piggly Wiggly, Superrx, Gibson's
Americus Vlg.(7)	NA	Pic'N' Pay
Eastgate(4)	NA	Family Dollar, Eckerd, Winn-Dixie
Wheatley Plaza(4)	NA	Lee Drugs, Sears

13 - RETAIL OUTLETS: Department Stores-Belk's; Union; Fair; Famous; TG&Y.
Chain Drug Stores-Walgreens 2; Lee's; Superrx; Eckerd's.
Chain Supermarkets-Piggly Wiggly 2; Big Star; Winn-Dixie.

14 - NEWSPAPERS: TIMES-RECORDER (e) 6,316; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: A.J. Bell, Adv. Mgr., TIMES-RECORDER.

Vienna Rd., Americus, GA 31709; Tel. (912) 924-2751.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Clarke County (MSA). E&P Map C-2. County Seat. Educational and industrial center. Located in NE Georgia, 67 mi. E of Atlanta; 98 mi. NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

2 - TRANSPORTATION: **Railroads**-Seaboard System; Georgia; Central of Georgia; Gainesville Midland.
Motor Freight Carriers-16 with Terminals.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-ASA.

3 - POPULATION:
Corp. City 80 Cen. 42,459; Loc. Est. 44,531
CZ-ABC: (80) 42,549; (84) 41,200
RTZ-ABC: (80) 96,395; (84) 107,500
County 80 Cen. 74,498; Loc. Est. 79,197
MSA 80 Cen. 130,015; Loc. Est. 138,553
City & RTZ-ABC: (80) 138,944 (84) 148,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,855; Loc. Est. 16,039
County 80 Cen. 26,587; Loc. Est. 28,974
MSA 80 Cen. 45,568; Loc. Est. 49,749
CZ-ABC: (80) 15,055; (84) 14,700
RTZ-ABC: (80) 33,460; (84) 37,700
City & RTZ-ABC: (80) 48,515; (84) 52,400

5 - BANKS:

	NUMBER	DEPOSITS
Commercial	4	$240,659,000
Savings & Loan	3	$333,764,178

6 - PRESCRIBED AUTOS: County 36,399

7 - ELECTRIC METERS: Residence 32,662

8 - GAS METERS: Residence 24,645

9 - PRINCIPAL INDUSTRIES: Clocks, Electrical Transformers, Milk Cartons, Fertilizer, Tire Fabric, Overalls, Shirts, Fiberglass Moulatron, Cottonseed Products, Furniture Braided Cord, Tapestry, Beverages, Garments, Veneer, Coperage, Canned Meats, Canned Vegetables, Dairy Products, Candy, Foundry and Machine Works, Corn and Flour Milling, Mattresses, Poultry, Textiles, Electric Motors and Non-Woven Products.
Principal Pay Days-Friday, 1st & 15th.

10 - CLIMATE: First killing frost, Nov. 5. Last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

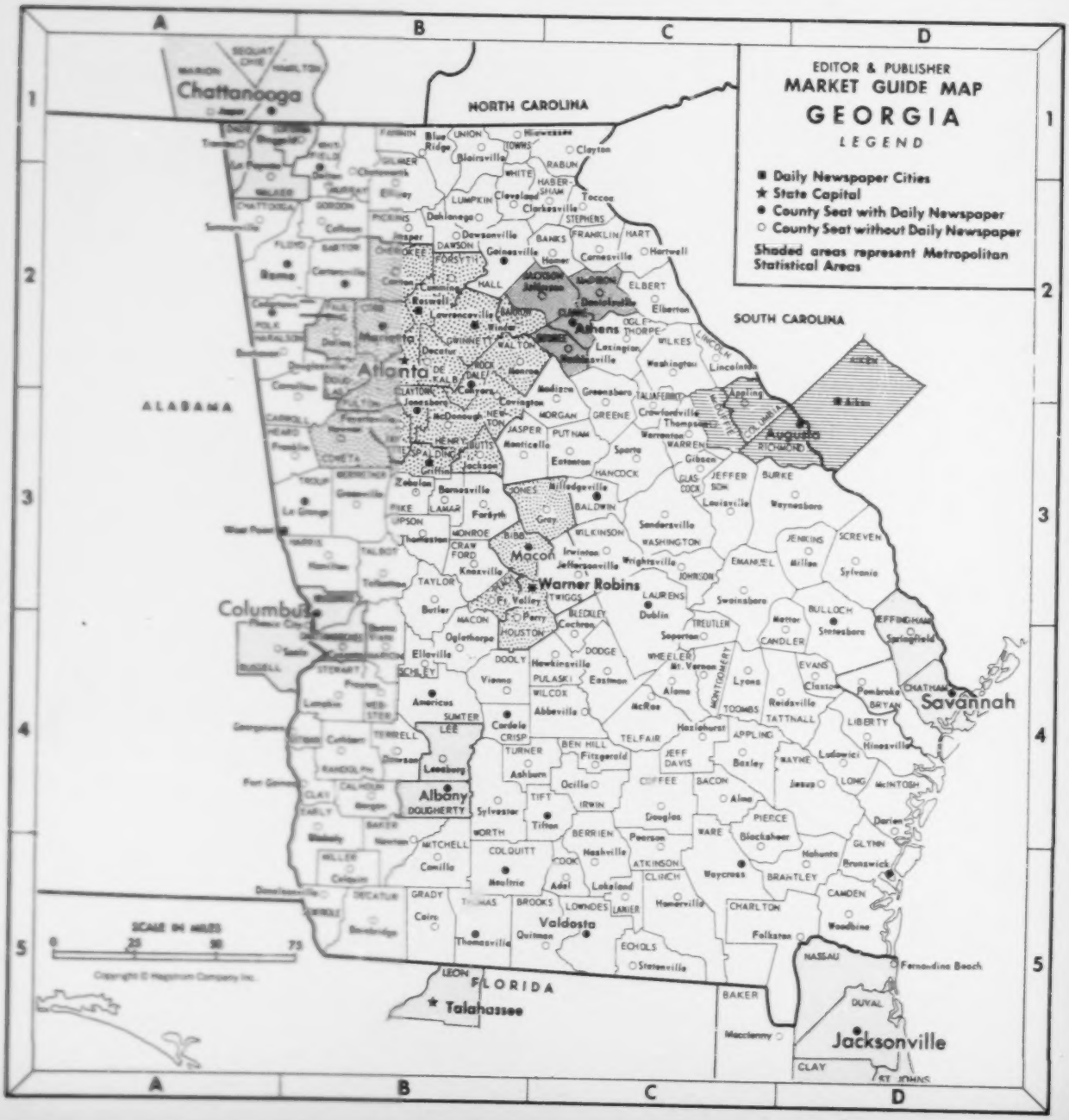
12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	3	K mart
Beechwood(40)	2	Key, Woolworth, Winn-Dixie
Homewood(12)	3	Zayre, Winn-Dixie
Willowood(17)	5	Rose's, Winn-Dixie
Alps(29)	2	Gibsons, Big Star
Sky City(7)	2	Sky City, Otasco, Bilo
East Plaza(10)	5	Bells Food
Georgetown(15)	4	Food Giant,
Georgia Sq.(100)	5	Belk, JCPenney, Sears, Davison
Clarke Crsg.(10)	4	Richway, Piggly Wiggly
Athena Square	5	Food Giant
East Athens(8)	3	Bilo

Principal Shopping Days-Sat., Mon., Sun., Fri.

13 - RETAIL OUTLETS: Department Stores-Davison's; Belk's; JCPenney; Sears.
Discount Stores-Gibson's; Sky City; Zayre; Family Dollar; Rose's; K mart; Richway.
Variety Stores-Woolworth; McLellan's; McCrory.
Chain Drug Stores-Eckerd 5; Village Drug 2; Revco 5; Shoppers Drug Mart.
Chain Supermarkets-Kroger; Big Star; Winn-Dixie 3; Super Kroger; Foodland; Bestmart; Bells 5; Bi-Lo 2; Food Giant 2; Piggly Wiggly 2.
Other Chain Stores-Diana Shop; Sterchis; Goodyear; Otasco; Sherwin-Williams; Pearle Optical; Lowes; Wickes; Kay's; Parts City; Key Wholesale; Friedman's 2; Radio Shack 3; General Nutrition; Camelot Music; Zachry's; Merle Norman; Zale's; Gordon Jewelry; Citizens Jewelry; American Vision; Kinney Shoes; Butler Shoes; Thom McAn; Southern Linen Outlet; Payless Shoes.

14 - NEWSPAPERS: NEWS (m-mon to fri) 10,228; BANNER-HERALD (e-mon to fri) 12,871; (sat) 19,847; (S) 26,767; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: A. Mark Smith, Adv. Dir., BANNER-HERALD NEWS, One Press Pl., Athens, GA 30613; Tel. (404) 549-0123.
National Representative: Branham/Newspaper Sales.



ATLANTA

1 - LOCATION: Fulton and De Kalb Counties (Atlanta MSA) (18 counties total). E&P Map B-2. State Capital, Fulton County Seat. Industrial, transportation, distribution, merchandising, financial, manufacturing, communications and education center of SE U.S.

2 - TRANSPORTATION: Railroads-Atlanta & West Point; Central of GA; GA Railroad; Louisville & Nashville; Seaboard Coast Line; Southern Railway; Western Railway of Alabama.
Motor Freight Carriers-73.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-American; Bahamas Air; British Caledonian; Continental; Delta; Eastern; Frontier; KLM Royal Dutch; Lufthansa; Northwest; Ozark; Piedmont; Republic; Sabena.
Mass Transit-MARTA Rapid Rail System.

3 - POPULATION:
Corp. City 80 Cen. 425,022; Loc. Est. 417,584
CZ-ABC: (80) 1,521,003; (84) 1,600,000
RTZ-ABC: (80) 1,515,970; (84) 1,690,700
Counties 80 Cen. 1,072,828; Loc. Est. 1,120,082
Fulton 80 Cen. 589,904; Loc. Est. 617,655
De Kalb 80 Cen. 483,024; Loc. Est. 502,427
MSA 80 Cen. 2,138,078; Loc. Est. 2,288,436
City & RTZ-ABC: (80) 3,036,973; (84) 3,291,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 162,553; Loc. Est. 164,809
Counties 80 Cen. 398,230; Loc. Est. 425,372
Fulton 80 Cen. 225,308; Loc. Est. 241,479
De Kalb 80 Cen. 172,922; Loc. Est. 183,893
MSA 80 Cen. 756,597; Loc. Est. 827,674
CZ-ABC: (80) 555,274; (84) 588,500
RTZ-ABC: (80) 511,077; (84) 574,400
City & RTZ-ABC: (80) 1,066,351; (84) 1,162,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	74	$9,263,077,000
Savings & Loans	20	$4,918,000,000

6 - PASSENGER AUTOS: Fulton County 321,130
De Kalb County 303,380

7 - ELECTRIC METERS: Residence 519,725

8 - GAS METERS: 475,114 (commercial & residential)

9 - PRINCIPAL INDUSTRIES: Manufacturing-aircraft; automobiles; chemicals; communications equipment; furniture; iron & steel prods; soft drinks; textiles; food; printing and pubi.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-91; Summer 55-105; Fall 28-96; Winter 14-79. First killing frost, Nov. 12. Last killing frost, March 26.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: (18-county MSA) 400 shopping centers, including 14 regional malls. Regional Malls: Belvedere Plaza; Cobb Center; Columbia Mall; Cumberland Mall; Greenbriar Mall; Lenox Square; North De Kalb Mall; Northlake Mall; Perimeter Mall; Phipps Plaza; Shannon Mall; South De Kalb Mall; Southlake Mall; West End Mall.
Principal Shopping Days-Fri., Sat., Mon., Tues., Wed.
Stores Open Evenings-Regional shopping centers open to 9:30 six nights a week; open Sundays 12:30 to 5:30. Many supermarkets now open till midnight or open 24 hours. Most other retail stores open Mon., Thur., Fri. evenings.

13 - RETAIL OUTLETS: Department and Apparel Stores-Davison's; JCPenney; Rich's; Sears.
Specialty Department Stores-Saks Fifth Avenue; Lord & Taylor; Neiman-Marcus.
Discount Stores-K mart; Richway; Treasure Island; Zayre.
Variety Stores-Woolworth's; S.S. Kresge; Ben Franklin; Elmore; S.H. Kress; McCrory's; TG&Y.
Chain Drug Stores-Dunaway Drugs; Eckerd's; K mart Pharmacy; Kroger Drugs; Reed's; Revco; SupeRx; Treasury; Wender & Roberts.
Chain Supermarkets-A&P; Big Star/Colonial (div. Grand Union); Big Apple Warehouse/Food Giant (Alterman Foods); Kroger; Thriftown/Big Buy (Associated Grocers); Winn-Dixie; Ogletree's.
Convenience Food Stores-Tenneco; Food Mart, 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop 'N Go; Starvin' Marvin.
Other Chain Stores-(selected) Belk; Family Dollar; Kessler's; Sunshine; Top Dollar; Marshall's; Burlington Coats; American Home Video; Handy City; Home Depot; Nationwise Auto Parts; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; County Seat; Britches of Georgetowne; Thom McAn; Kinney; Thompson Bolano & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.; Zale's; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Ellman's.

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 226,232; JOURNAL (e-mon to fri) 185,278; JOURNAL & CONSTITUTION (m-sat) 446,440; (S) 567,993; Mar. 31, 1984 ABC.
Local Contact for Advertising & Merchandising Data: Caroline John, Sales & Mktg. Dir., JOURNAL-CONSTITUTION, 72 Marietta St.,N.W., Atlanta, GA 30302; Tel. (404) 526-5283.
National Representatives: Leonard Co.
DAILY WORLD (m-tues, thur, fri; S) 20,000; Publishers statement Feb. 1983.
Local Contact for Marketing and Advertising Data: C.A. Scott, Pub., DAILY WORLD, 145 Auburn Ave., Atlanta, GA 30335; Tel. (404) 659-1110.
National Representative: Amalgamated Publishers.

AUGUSTA

1 - LOCATION: Richmond County. (In Augusta, GA-SC MSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston, and 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2 - TRANSPORTATION: Railroads-Southern; Georgia and Florida; ACL; Central of Georgia; Georgia RR.
Motor Freight Carriers-16.
Intercity Passenger Bus Lines-Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.
Airlines Serving City-Delta.

3 - POPULATION:
Corp. City 80 Cen. 47,532; Loc. Est. 46,694
CZ-ABC: (80) 209,658; (84) 218,900
RTZ-ABC: (80) 333,880; (84) 350,500
County 80 Cen. 181,629; Loc. Est. 194,392
MSA 80 Cen. 345,918; Loc. Est. 370,315
City & RTZ-ABC: (80) 543,538; (84) 569,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,108; Loc. Est. 19,346
County 80 Cen. 59,501; Loc. Est. 65,197
MSA 80 Cen. 115,061; Loc. Est. 125,972
CZ-ABC: (80) 72,957; (84) 76,900
RTZ-ABC: (80) 106,403; (84) 112,800
City & RTZ-ABC: (80) 179,360; (84) 189,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,899,153,677
Commercial	10	$5,701,610,290

6 - PASSENGER AUTOS: County 97,634

7 - ELECTRIC METERS: Residence 69,229

8 - GAS METERS: Residence 50,629

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Total mfg. 14,674 ($257) AEC Operations 6,500 ($355); Military 37,884 ($220,781,897) annual; U.S. Govt. 6,212 ($355) Textiles 16,508 ($207); Brick & Clay 2,730 ($247); Pulp & Paper Board 2,063 ($390)
Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15. Last killing frost, Mar. 14.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.; 3 on 8th and on 9th Sts.
Neighborhood Shopping Centers-Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Road; Fleming; North Augusta Plaza; Holly Hill Plaza; Town & Country; Sky City; Bilo Center; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart; Washington Square; Columbia Square; West Town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Mall(100)	NA	Davison's, Rich's Dept. Store
Daniel Vlg.(44)	NA	Winn-Dixie, Woolworth
National Hills(26)	NA	White's Dept.
Peach Orchard(21)	NA	A&P
Regency Mall(95)	NA	Mont. Ward, White's, Belk's
Richmond Plz.	NA	Krogers
Southgate(43)	NA	Key Wholesalers
Windsor Sq.(16)	NA	Treasury, Piggly Wiggly

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. through Sat.; Grocery-everyday.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Davison's; Dale's; JCPenney; Rich's; Belk's 2; Gallant-Belk; Meyers-Arnold 2; Reuben's 2; J.B. White 4.
Discount Stores-K mart 4; Sky City 2; Wal-Mart; Kaplan's; Key Wholesalers 3; Sam Solomon, Inc.
Variety Stores-Woolworth 3; Green; Rose's 5; Family Dollar 2; Dollar General 2.
Chain Drug Stores-Lane-Liggett 3; Eckerd 6; Liggett 2; Hill's; Murphy's 2; Mill Discount; Treasury 2; SupeRx 2.
Chain Supermarkets-Winn-Dixie 13; Kroger's 6; Bilo 4; Piggly Wiggly 8; Hill's 2; Korner Curb 2; Variety Curb 3; Food Lion 3; Gurleys 19.
Other Chain Stores-Lumber/Hdwe: Handy City, Lowe's, Wicke's, Builderama; Shoes: Hardy's, Butler's, Bell Bros., Marilyn Slipper Shop, Thom McAn, Kinney, Hanover, Endicott Johnson; Women's Apparel: Lerner's 2, Diane Shops, Daniel's Den, Eleanor Shop, Mangel's, Lynda Shop, My Shop, Casual Corner, Singer Co; Tires: Firestone, Uni-Royal, Goodyear 4, Goodrich, White's 2, Kelly Springfield 4; Jewelers: Friedman's 6, Busch's, Zale's, Kay, Gordon, Jewel Box, Bejeweled, Tammy Jewels, Citizens; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Maxwell Bros. 2, Haverty, Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

14 - NEWSPAPERS: CHRONICLE (m) 60,677; HERALD (e) 18,365; CHRONICLE-HERALD (S) 83,431; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Tennant, Adv. Dir., CHRONICLE & HERALD, 725 Broad St., Augusta, GA 30913; Tel. (404) 724-0851.
National Representative: Branham/Newspaper Sales.

BRUNSWICK

1 - LOCATION: Glynn County. E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. I-95, 17, 84, 341; State Hwys. 25, 27, 32, 50.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lines East.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 17,605; Loc. Est. 18,572
County 80 Cen. 54,981; Loc. Est. 60,359

4 - HOUSEHOLDS:
City 80 Cen. 6,385; Loc. Est. 6,622
County 80 Cen. 19,826; Loc. Est. 22,283

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$262,000,000
Savings & Loan	3	$196,800,000

6 - PASSENGER AUTOS: County 31,554

7 - ELECTRIC METERS: Residence Co. 21,800

8 - GAS METERS: Residence City 10,614

9 - PRINCIPAL INDUSTRIES: Naval Stores and Chemicals; Pulp: Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Products; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-69; Summer 81-96; Fall 65-81; Winter 42-64.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.
Neighborhood Shopping Centers-Norwich St., St. Simons Island; Jekyll Island; Altama Ave.; Redfern Village; St. Simons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altama Village	9	Piggly Wiggly
Brunswick Mall(20)	3	Pantry Pride, K mart, Belk-Hudson, Revco
Brunswick West(11)	8	Revco, Winn-Dixie, Eagle
Lanier Plaza(25)	1	Sears, Woolworth
Retreat Vlg. (St. Simons)(23)	9	Revco, Winn-Dixie, Ben Franklin, Eagle
Longview (St. Simons Isl.)	10	IGA Foodliner, Ace Hdwe.
Glynn Plaza(10)	3	Wal-Mart, Eckerds

Other Shopping Centers-Fredonica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Gibson's; Belk-Hudson; K mart.
Variety Stores-Kress; Woolworth; Maxwell's; Ben Franklin; Eagle.
Discount Stores-Wal-Mart; K mart; Gibson's.
Chain Drug Stores-Eckerd's; Revco.
Chain Supermarkets-Winn-Dixie 4; Pantry Pride; Piggly Wiggly; IGA 2; Kroger; Harvey's.
Other Chain Stores-Rhodes Furniture; Firestone; Vogue Shop; Eleanor Shop; Western Auto; S&H Green Stamps; Top Value Stamps; Pic 'N Pay Shoe Store; Pay Less Shoe Store; Radio Shack; Gilberg's Fabrics; Strawberry Fields; CATO; Friedmans Jewelers.

14 - NEWSPAPERS: NEWS (e) 15,611; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Ron Maulden, Adv. Dir. & Gen. Mgr., NEWS, 3011 Altama Ave.; PO Box 1557, Brunswick, GA 31521; Tel. (912) 265-8320.
National Representative: None.

CARTERSVILLE

1 - LOCATION: Bartow County. (In Atlanta MSA). E&P Map B-2. County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. industrial center.

2 - TRANSPORTATION: Railroads-L&N; Seaboard.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,247; Loc. Est. 9,716
County 80 Cen. 40,760; Loc. Est. 43,962
MSA 80 Cen. 2,138,078; Loc. Est. 2,288,436

4 - HOUSEHOLDS:
City 80 Cen. 3,559; Loc. Est. 3,720
County 80 Cen. 13,804; Loc. Est. 15,232
MSA 80 Cen. 756,597; Loc. Est. 827,674

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$74,000,000
Commercial	4	$129,000,000

6 - PASSENGER AUTOS: County 23,557

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 5,118

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 8,155 ($200); Retail trade 2,155 ($160); Professional and related services 1,865 ($245). Also limestone, barium and ochre mines; pine timber, farming (soybeans, corn, wheat).

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30. Last killing frost, Apr. 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-8 blocks on 6 sts., some outlying areas.
Shopping Centers-Four new centers 3 blocks from downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cartersville Plz.(26)	1	Woolworth, Saul's, Belk
Market Sq.(21)	1	Winn-Dixie, Eckerd, K mart
Nea Mar(6)	1	Sears, Food Giant, Revco
North Corners(5)	2	Food Giant, Revco
Felton Crossing	NA	Wal-Mart, Ingles, Eckerd

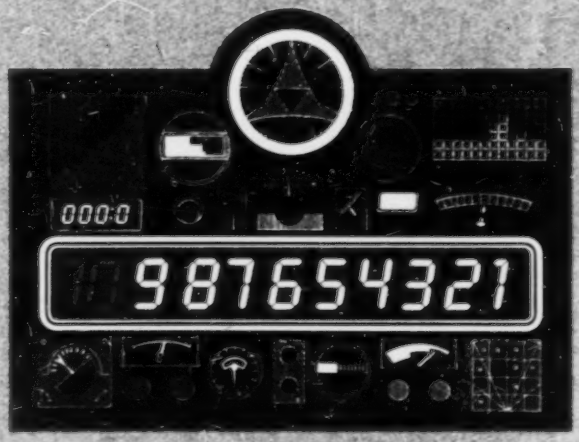
Principal Shopping Days-Mon., Fri., Sat.; Centers open evenings; Market Square, Plaza, Mon. & Fri. to 9.
Stores Close-Wed. afternoon downtown.

13 - RETAIL OUTLETS: Department Stores-Belk.
Variety Stores-Woolworth; Lay's.
Discount Stores-Discount City; Super D; K mart; Wal-Mart Family Dollar Store; Pick'N Pay Shoes; Dollar General;
Chain Drug Stores-Champion 2; Kroger; Dunaway's; Eckerd 2; Ben's Drugs 2; Revco.
Chain Supermarkets-Kroger; Food Giant 2; Battle's; Winn-Dixie; Ingles.
Other Chain Stores-Saul's; Diana Shop; Men's Den; Curtis Mathes; Gondyear; Radio Shack.

14 - NEWSPAPERS: TRIBUNE-NEWS (e-mon to fri) 7,353; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Stephen Crass, Adv. Mgr., TRIBUNE-NEWS, 251 Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545.
National Representative: None.

COLUMBUS

1 - LOCATION: Muscogee County (In Columbus GA-AL MSA). E&P Map B-3. County Seat. On Chattahoochee River at head of navigation, 104 mi. SW of Atlanta on U.S. Hwys. I-185, 27, 80, 431,



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Atlanta Journal-Constitution Circulation			
	Combined Daily	Saturday	Sunday
Total Paid Circulation 3/31/84*	411,510	446,440	567,993
Change 3/31/84 vs. 3/31/33	+13,892	+22,119	+31,713

*Six-month average. As filed with the Audit Bureau of Circulations, subject to audit. Sources: Audit Bureau of Circulations Publisher's Statements for six-month periods ending March 31, 1983 and March 31, 1984. Sales and Marketing Management Survey of Buying Power, 1983. Scarborough Atlanta Market Study, 1981 and 1983.

The Atlanta Journal
THE ATLANTA CONSTITUTION
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280; GA Hwy. 103, 85, 22, 1. Home of Fort Benning (Army-World's Largest Infantry School).

2 - TRANSPORTATION: Railroads-Central of Georgia; Seaboard; Southern.
Motor Freight Carriers-25.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Atlantic Southeast Airlines.
Waterways-River Transit Co.

3 - POPULATION:
Corp. City 80 Cen. 169,441; Loc. Est. 176,869
County 80 Cen. 170,108; Loc. Est. 177,565
CZ-ABC: (80) 211,565; (84) 208,100
RTZ-ABC: (80) 288,556; (84) 296,200
MSA 80 Cen. 239,196; Loc. Est. 264,447
City & RTZ-ABC: (80) 500,121; (84) 504,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,869; Loc. Est. 62,889
County 80 Cen. 59,112; Loc. Est. 63,139
CZ-ABC: (80) 70,897; (84) 70,700
RTZ-ABC: (80) 96,728; (84) 100 500
MSA 80 Cen. 78,133; Loc. Est. 82,825
City & RTZ-ABC: (80) 167,625 (84) 171,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,179,550,000
Savings & Loan	5	$589,000,000

6 - PASSENGER AUTOS: County 94,218

7 - ELECTRIC METERS: Residence 67,464

8 - GAS METERS: Residence 52,183

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 21,200 ($191); Lumber & Wood 400 ($175); Chemical, Stone, Clay-Glass 500 ($216); Metal, Machinery 3,600 ($215); Food 3,900 ($195); Textiles 8,800 ($200); Apparel, Textiles 900 (N.A.); Print., Pub. 1,300 ($195); Transp., Comm., Utilities 3,000 ($200); Wholesale, Retail 17,500 (N.A.); Finance, Ins., Real Estate 5,500 ($175); Construction 4,900 ($190); Misc. Services 11,800 (N.A.); Gov't. 19,400.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores), Peachtree Mall; Phenix City; Broadway Area.
Neighborhood Shopping Centers-Wynnton; Rose Hill; E Highland; N Highlands; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds; Allendale; Holly Hills; Hamilton Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbus Sq.(78)	3	JCPenney, Woolworth, Sears, Kirven's
Peachtree(65)	4	Gayfer's, Montgomery Ward
Cross-Country Plaza(69)	3	Frank's IGA, Segal & Sons, Service Merchandise
Traffic Circle(18)	4	Woolworth, Piggly Wiggly, Howard Bros., Western Auto
Hamilton Rd.(6)	10	Howard Bros., Winn-Dixie
Phenix Plaza(22)		Woolworth, Winn-Dixie, Economy Auto
Phenix By-Pass	3	South Star, K mart
Phenix Square	6	Food Giant, Revco Family Dollar
Eastgate(12)	4	Food Giant, Spiegel
Village Green	3	Piggly Wiggly, Shoe City, Howard Bros.
Fort Benning	7	Post Exchange
Airport Thru Way	4	Family Mart, K mart
Midtown(23)	3	K mart, United Super
Oakland Park(23)	4	Piggly Wiggly
St. Mary's(6)	4	Thriftown
13th St.	NA	A&P, Eckerd Drugs
Windsor Vlg.(12)	4	Piggly Wiggly
Vista Plaza	4	Howard Bros., Winn-Dixie

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Peachtree Mall; Cross Country Plaza; Traffic Circle Shopping Centers; Gaylord's; JCPenney; Sears; K mart; Howard Bros., open 6 nights and Sunday.

13 - RETAIL OUTLETS: Department Stores-Kirven's; JCPenney; Sears; Green's; Montgomery Ward; Gayfer's.
Discount Stores-Gaylord's 2; Hill Bros.; Payless; K mart; Howard Bros.; Segall & Sons; Service Merchandise; Family Dollar.
Variety Stores-Woolworth; H.L. Green; Chapman's; Oakland Park; St. Mary's; Starmount; Windsor Village; TG&Y.
Chain Drug Stores-Lee 8; Walgreens; Eckerd's 5; Page Drugs 2; Revco.
Chain Supermarkets-Kwik-Chek 3; A&P 3; South Star 5; Piggly Wiggly 13; Food Giant 6; Green Associated Grocers 18; Big Buy 4; Super Foods 3; Birdsey; Kwik-Shop 2; Jones 3; IGA Foodliner 5; Sav-U 4; U Bag It 2; United Super 6.
Other Chain Stores-Burroughs; I.B.M.; Monroe; Friden; Marchant; National Cash Register; Register; Remington Rand; Firestone; Goodrich; Economy Auto; Pure Oil; Western Auto 2; Schwobilt Clothes; Day's Clothing; Maxwell Bros. (furniture); Zale's Jewelry; Busch Jewelry; Butlers; Thom McAn; Cannon Marilyn Slipper Shop (shoes); Lorner Shops; Sherwin-Williams 3; Casual Corners 2; Miller Taylor Shoes; Bell Bros. Shoes; Goodyear 2; Diana Stores 2; Lowe's; Walden Books; Cole Books; Shirt Shack; Hancock Fabric; Goodyear; Otasco; Kiralfy's; Gingess Formal Wear; Matthews; Radio Shack; Feet First; The Gap; Kinney Shoes; Mary Carter Paints; The Toy House; Color Tile; Aamco; Maaco Auto Painting; Singer Sewing; G & G (clothing); The Body Shop; Command Performance; Advanced Appearance; Tabers; Heizberg's Jewelers; Fan Fair; Camelot Records; Turtle's Records; Sterchi Furniture; Pearle Optical.

14 - NEWSPAPERS: ENQUIRER (m-mon to fri) 33,975; LEDGER (e-mon to fri) 26,193; ENQUIRER-LEDGER (m-sat) 55,839; LEDGER-ENQUIRER (S) 68,173; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Davidson, Adv. Dir., LEDGER and ENQUIRER, PO Box 711; 17 W. 12th St., Columbus, GA 31901; Tel. (404) 324-5526.
National Representative-Knight-Ridder.

CONYERS

1 - LOCATION: Rockdale County. E&P Map B-2. (In Atlanta MSA). County Seat. Manufacturing & agricultural area. 20 mi. SE of Atlanta. On I-20. State Hwy. 20.

2 - TRANSPORTATION: Railroads-Georgia; Family Line.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,567; Loc. Est. 7,922
County 80 Cen. 36,747; Loc. Est. 40,507
MSA 80 Cen. 2,138,078; Loc. Est. 2,288,436

4 - HOUSEHOLDS:
City 80 Cen. 2,349; Loc. Est. 2,887
County 80 Cen. 11,592; Loc. Est. 13,111
MSA 80 Cen. 756,597; Loc. Est. 827,674

5 - BANKS	NUMBER	EST DEP.
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 25,576

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food products; fabricated steel; aluminum screens; awnings; clothing; plastics); Meat packing; Pine timber; Agriculture; Audio tapes.

10 - CLIMATE: Mean Temp.-Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov. Last killing frost, March.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 Shopping Centers on Highways 20 and 138, I-20E, West Ave. and Salem Road; GA 20 and Sigman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conyers Crossing(14)	NA	Big Star Foods, Eckerd's, K mart
Conyers Vlg.(19)	NA	Kroger, Revco Drugs
Fieldstone(22)	NA	Food Giant, Buy Wise
North Rockdale	NA	Reed Drugs, Winn-Dixie
Rockdale Plz.(25)	NA	Sears, Western Auto, Big Star, Kerwin
Salem Gate(27)	NA	A&P, Treasury Drug, TG&Y

Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Gailey Dry Goods Co.; Richway.
Discount Stores-K mart; Liquidation Mart.
Chain Drug Stores-Eckerd's; Treasury; Buy-Wise; Revco; Reed.
Chain Supermarkets-A&P; Big Star; Kroger's; Food Giant; Winn-Dixie.
Other Chain Stores-Singer Sewing Ctr.; Hallmark Card Shop.

14 - NEWSPAPERS: ROCKDALE CITIZEN (e-mon to fri) 7,395; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr., ROCKDALE CITIZEN, 969 S. Main St.; PO Box 136, Conyers, GA 30207; Tel. (404) 483-7108.
National Representative: None.

CORDELE

1 - LOCATION: Crisp County. E&P Map B-4. County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 130 SE by S of Atlanta; Flint River 8 mi. W; on U.S. Hwys. 280 & 41; I-75 into Florida.

2 - TRANSPORTATION: Railroads-Southern; SCL/L&N Family Lines, piggyback ramp at Cordele serves entire South Georgia area.
Motor Freight Carriers-13 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.
Intercity Bus Lines-Southern; Greyhound; Continental Trailways; Tamiami Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,914; Loc. Est. 11,924
County 80 Cen. 19,489; Loc. Est. 20,481

4 - HOUSEHOLDS:
City 80 Cen. 3,656; Loc. Est. 3,722
County 80 Cen. 6,559; Loc. Est. 7,078

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$72,036,000
Savings & Loan	1	$49,567,807

6 - PASSENGER AUTOS: County 8,804

7 - ELECTRIC METERS: Residence 7,561

8 - GAS METERS: Residence 2,676; Overall 3,616

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 5,478 ($114); Lumber 1,255 ($174); Textiles 1,128 ($169); Elec. Machy. 890 ($257); Food 831 ($155); Non Elec. Machy. 811 ($223); Trans. Eqpt. 431 ($211); Rubber Plastics 324 ($178); Chemicals 282 ($182); Furniture 242 ($143); Stone, Clay, Glass 149 ($145); Primary Metal 122 ($178); Printing 105 ($149); Fabricated Metals 98 ($185); Petroleum Refining 53; Paper 24; Miscellaneous 45 ($124).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-87; Summer 71-90; Fall 64-85; Winter 41-63.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears; Roobin's; The Fair Store; Belk's; Fergusons; Star Store; Badcock's; JCPenney.
Variety Stores-Family Dollar; Allied.
Discount Stores-Gibson's; Pic & Pay Shoes; Payless Shoes; TG&Y.
Chain Supermarkets-Piggly Wiggly; Harvey's; Winn-Dixie; Rachels.
Chain Drug Stores-Gibson's; Revco.
Other Chain Stores-Western Auto; Diana Shop; Friedman Jewelers; B.C. Moore & Sons; Firestone; Goodyear; Badcock Furniture; Wheeler's; Cato's; Kenwin; Behr's; Turton Casuals; Hartin's Fashion Wise Clothing; Curtis Mathes; Radio Shack; Sherwin-Williams.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 5,271; sworn Oct. 3, 1983.
Local Contact for Advertising and Merchandising Data: Jack C. Mathews, Pub./Gen. Mar., DISPATCH, 306 13th Ave. W., PO Box 1058, Cordele, GA 31015; Tel. (912) 273-2277.
National Representative: Thomson Newspapers.

DALTON

1 - LOCATION: Whitfield County. E&P Map B-2. County Seat.

2 - TRANSPORTATION: Railroads-L & N; Southern.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,743; Loc. Est. 22,362
CZ-ABC: (80) 20,939; (84) 21,600
RTZ-ABC: (80) 62,251; (84) 68,700
County 80 Cen. 65,780; Loc. Est. 68,614
City & RTZ-ABC: (80) 83,190; (84) 90,300

4 - HOUSEHOLDS:
City 80 Cen. 7,712; Loc. Est. 8,437
County 80 Cen. 22,463; Loc. Est. 23,980
CZ-ABC: (80) 7,778; (84) 8,100
RTZ-ABC: (80) 20,470; (84) 22,800
City & RTZ-ABC: (80) 28,248; (84) 30,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$134,960,000
Savings & Loan	3	$96,585,287

6 - PASSENGER AUTOS: County 37,300

7 - ELECTRIC METERS: City 9,142

8 - GAS METERS: City 6,355

9 - PRINCIPAL INDUSTRIES: Bedspreads; Lumber Mills; Carpeting; Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 75-95; Winter 30-52.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Area-10 blocks on Hamilton King, Gordon, Cuyler and Crawford Sts.; Whitefield Square; Cleveland Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bry-Man(30)	NA	Winn-Dixie, McCrory, JCPenney
Dalton(20)	NA	Sky-City, Eckerd, Kroger
Glenwood(5)	NA	Giggs Mkt., White Auto
Walnut Square(74)	NA	Belk's, Sears

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk; Cannon's; Sky-City; Loveman's; Sears.
Variety Stores-McCrory-McClellan; Lay's.
Discount Stores-Dalton; Discount Outlet; Gibson's; Family Dollar; Big 5; Dollar General; K mart 2.
Chain Drug Stores-Rexall's; Dunaway's; Eckerd; Revco.
Chain Food Stores-Winn-Dixie; Kroger; Green Spot 3; Stafford's 2.
Other Chain Stores-Bon-Ton Dresses; Linda Fay Kiddie; Sears (order); Int'l. Shoes; Sherwin-Williams; Butler Shoes; Eleanor Glamor Shop; Pic 'N Pay Shoes.

14 - NEWSPAPERS: CITIZEN-NEWS (e-mon to fri; m-sat) 12,114; (S) 11,393; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Boss, Adv. Mgr., CITIZEN-NEWS, 308 S. Thornton Ave.; PO Box 1167, Dalton, GA 30720; Tel. (404) 278-1011.
National Representative: Thomson Newspapers.

DUBLIN

1 - LOCATION: Laurens County. E&P Map C-3. County Seat and residential center. 55 mi. SE of Macon; 150 mi. SE of Atlanta; 135 mi. NW of Savannah; on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.
2 - TRANSPORTATION: Railroads-Seaboard; Southern.
Intercity Bus Lines-Greyhound; Service Coach; Trailways; Queen City Coach.

3 - POPULATION:
Corp. City 80 Cen. 16,083; Loc. Est. 17,555
County 80 Cen. 36,990; Loc. Est. 39,522
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,454; Loc. Est. 6,026
County 80 Cen. 12,447; Loc. Est. 13,570

5 - BANKS	NUMBER	DEPOSITS
Savings	8	$138,000,000
Savings & Loan	1	$57,000,000
Commercial	8	$57,000,000

6 - PASSENGER AUTOS: County 18,905

7 - ELECTRIC METERS: Residence 10,590

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Plywood; Bats; Handles; Sash & Doors; Meat Pkg.; Cotton Seeds & Peanut Crushing; Woolens; Furniture; Toys; Concrete Blocks; Kitchen Cabinets; Shirts; Wall Coverings; Pants; Carpets; Tennis Shoes; Newsprint; Aluminum Gates; Computer Components.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(80)	NA	Piggly Wiggly, Family Dollar, Diana Shop
Dublin Mall(31)	NA	Wal-Mart, Belk, JCPenney
Westgate Center(22)	NA	K mart, Sears, Revco Drugs
Williamsburg Village(8)	NA	Walgreen Drugs

Northside Ctr.(10) NA Hanks IGA
Bellevue Ctr.(6) NA Mercers Supermarket
Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; K mart; JCPenney; Sears; Wal-Mart; Allied Department Store.
Discount Stores-Family Dollar; Top Dollar; Oxford Shop; Stevens Outlet; Tog Shop.
Variety Stores-McLellan's; Lovett & Tharpe; Carter's.
Chain Drug Stores-SupeRx; Revco; Walgreen.
Chain Supermarkets-Piggly Wiggly 3; Bi-Lo; Harvey's; IGA Foodliner.
Other Chain Stores-Firestone; Goodyear; Badcock Furniture; Farmers Furniture; Maxwell Furniture; Wise Fashions; Women's Vogue; Frieman's Jewelers; Playland; Curtis Mathes; Radio Shack; Pic 'N Pay Shoes; Payless Shoesource; Friedlanders; Choo-Choo Supply; W-Supply; Behrs; Sherris Homeway Rentals; Kenwin Shop; Lovett & Thorpe Hdwe.; Towns Auto; Wheelers; Otasco.

14 - NEWSPAPERS: COURIER HERALD (e-mon to fri; m-sat) 10,368; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Georgia Snipes, Adv. Dir., COURIER HERALD, 115 S. Jefferson St., Dublin, GA 31040; Tel. (912) 272-5522.
National Representative: Landon Associates.

GAINESVILLE

1 - LOCATION: Hall County. E&P Map B-2. County Seat. Commercial, industrial and recreational center of the Lake Sidney Lanier and Georgia mountain area. Poultry products, other agriculture, textiles, manufacturing. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta; on U.S. Hwys. 23, 129 and 365 Interstate Connector, 136, 249, 53, 141, 215, 365.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Greyhound; American Trailway.
Motor Freight Carriers-24.

3 - POPULATION:
Corp. City 80 Cen. 15,280; Loc. Est. 16,101
PMA-ABC: (80) 75,649; (84) 82,700
RTZ-ABC: (80) 85,577; (84) 95,100
County 80 Cen. 75,649; Loc. Est. 80,079
Total PMA & RTZ-ABC: (80) 161,226; (84) 177,800

4 - HOUSEHOLDS:
City 80 Cen. 5,638; Loc. Est. 6,018
PMA-ABC: (80) 26,071; (84) 28,800
RTZ-ABC: (80) 28,681; (84) 32,200
County 80 Cen. 27,956; Loc. Est. 28,240
Total PMA & RTZ-ABC: (80) 54,752; (84) 61,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$263,269,850
Commercial	3	$5,296,957,970

6 - PASSENGER AUTOS: County 45,295

7 - ELECTRIC METERS: City & County 30,990

8 - GAS METERS: City & County 83,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 751; Textile 2,277; Apparel 1,078; Lumber Furniture & Fixtures 629; Printing & Publishing 393; Stone 154; Metal & Machinery 1,564; Leather 303; Animal Feeds 222; Poultry 6,026; Other Mfg. 2,916.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-69; Summer 57-96; Fall 46-91; Winter -3-67. First killing frost, Nov. Last killing frost, March.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Downtown Shopping Centers-3 blocks on City Square; 5 on Bradford St.; 4 on Main St.; 5 on Washington St.; 4 on Spring; 2 on Broad; 1 on Green.
Neighborhood Shopping Centers-Triangle 3 units; Lakewood 4 units; Westside 6 units; Lakeshore Village 10 units; College Sq. 15 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St.(17)		J&J Foods, Otasco
Blueridge		Hancock Fabrics, Kroger
Sherwood Plaza(14)		Belk's, Sears, A&P, Rose's, Eckerd
Westside Plaza	1	Family Dollar, Bells
Gibson's(2)	1	Gibson's, Big Star
Lakeshore Mall(48)		Belk's, JCPenney, Cato, Revco, Roses
K mart	1	K mart
Lanier Plaza	1	Bi-Lo Foods
Wal-Mart	1	Ingle's, Revco, Wal-Mart
Washington Square		Winn-Dixie, Reed Drugs
Big G Plz.(19)	1	Gibsons, Big Star,

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk; Estes; Millner's; Sears; Burton's.
Discount Stores-Liquidation Mart; Gibson's; Family Dollar; Rose's; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Revco; Eckerd; Dunaway; Reed.
Chain Supermarkets-A&P; Kroger; Winn-Dixie; Big Star 4; Bells; Bi-Lo; Ingle's.
Other Chain Stores-Goodyear; Singer; Pic 'N Pay; Parks Lumber; Lowe's; Hancock Fabrics; Pearl Vision Center; Bell Bros. Shoes; Rose's; Moore-Handley; Radio Shack; Bottom Half; Sound Shop; West Bldg. Supply; B. Dalton Books.

14 - NEWSPAPERS: TIMES (e-mon to fri) 22,314; (S) 22,431; sworn Mar. 25, 1984.
Local Contact for Advertising and Merchandising Data: George Gutierrez, TIMES, 345 Green St.; PO Box 838, 30503; Tel. (404) 532-1234.
National Representative: Gannett Newspaper Advertising Sales.

GRIFFIN

1 - LOCATION: Spalding County. (In Atlanta MSA). E&P Map B-3. County Seat. 40 mi. S of Atlanta; 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

2 - TRANSPORTATION: Railroads-Southern; Central of Georgia.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,728; Loc. Est. 21,329
CZ-ABC: (80) 20,728; (84) 19,300
County 80 Cen. 47,889; Loc. Est. 51,045
RTZ-ABC: (80) 27,171; (84) 32,100
CZ & RTZ-ABC: (80) 47,899; (84) 51,400
MSA 80 Cen. 2,138,078; Loc. Est. 2,288,436

4 - HOUSEHOLDS:
City 80 Cen. 7,512; Loc. Est. 7,941
CZ-ABC: (80) 7,512; (84) 7,100
County 80 Cen. 16,177; Loc. Est. 17,677
RTZ-ABC: (80) 8,665; (84) 10,400
CZ & RTZ-ABC: (80) 16,177; (84) 17,500
MSA 80 Cen. 756,597; Loc. Est. 827,674

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$45,000,000
Commercial	3	$135,000,000

6 - PASSENGER AUTOS: County 26,676

7 - ELECTRIC METERS: Residence 9,336

8 - GAS METERS: Residence 11,960

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 4,507; Brassieres 433; Hosiery 500; Metal Works 221; Canning 400.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Solomon	NA	Music Store
College Hill	NA	Big Star, Book Store, Hardware, Ben Franklin
U.S. Hwy. 415	NA	Cooks
Experiment(5)	NA	Golden's Food
Market Sq.(11)	NA	Winn-Dixie
K mart Ctr.(1)	NA	K mart
Northgate(13)	NA	Food Giant, Eckerd, Bakery, Champions 7
N Griffin Sq.	NA	Belk, Sears, Farmer Johns

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Food, Drug, Cook's Discount, K mart, Roses, Belk.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Crouch; Smith-Roberts; Belk; Sears Surplus Store.
Variety Stores-McLellan; Rose's; Ben Franklin.
Discount Stores-Cooks; K mart; Signal Mills; Dollar General; Carter's Outlet.
Chain Drug Stores-Reeds; Eckerd; K mart; Hospital Discount.
Chain Supermarkets-Piggly-Wiggly; Kroger; Big Star; Food Giant; Winn-Dixie.
Other Chain Stores-Goodrich; Firestone; Goodyear; Economy Auto; Diana Shops; Family Dollar; Singer Co.; Western Auto; Friedman Jewelers; Maxwell Bros. Furn.

14 - NEWSPAPERS: NEWS (e) 12,296; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Otis Raybon, Jr., Adv. Sales Mgr., NEWS, 323 E Solomon; PO Drawer M, Griffin, GA 30224; Tel. (404) 277-3276.
National Representative: Thomson Newspapers.

JONESBORO

1 - LOCATION: Clayton County. E&P Map B-3 (In Atlanta MSA). County Seat. Manufacturing and agricultural; 15 mi. S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 54, 95, 138.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville.
Motor Freight Carriers-8.
Airlines-All major carriers, Atlanta airport.

3 - POPULATION:
Corp. City 80 Cen. 4,132; Loc. Est. 4,392
County 80 Cen. 150,357; Loc. Est. 159,461
MSA 80 Cen. 2,138,078; Loc. Est. 2,288,436

4 - HOUSEHOLDS:
City 80 Cen. 1,392; Loc. Est. 1,486
County 80 Cen. 50,449; Loc. Est. 54,741
MSA 80 Cen. 756,597; Loc. Est. 827,674

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: County 101,693

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. of Machinery, Hardware, Dies, Sheet Metal, Furniture, Wood Products; Dairying; Cotton growing; Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3. Last killing frost, Mar.20.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southlake(110)	NA	Sears, JCPenney
Arrowhead(25)	8	Food Giant, Reed Drugs
Southwest	9	Ben Franklin
Tara(8)	8	Big Apple
Village Square	NA	A&P

Other Nearby Shopping Centers-Forest Park 10 mi. north of Jonesboro has five major shopping centers plus downtown shopping district. Others in Morrow (5 mi.) and Riverdale (5 mi.).

13 - RETAIL OUTLETS: Department Stores-Belk; Zayre; JCPenney.
Chain Supermarkets-Food Giant; A&P; Big Star; Winn-Dixie.
Chain Drug Stores-Eckerd; SupeRx; Sunshines.

14 - NEWSPAPERS: NEWS/DAILY (e-mon to fri) 6,123; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: John Hewitt, Adv. Dir., NEWS/DAILY, PO Box 368, Jonesboro, GA 30286; Tel. (404) 478-5753.
National Representative: American Newspaper Representatives.

LA GRANGE

1 - LOCATION: Troup County. E&P Map B-7. County Seat. 70 mi. SW of Atlanta; 105 mi. NE of Montgomery, AL; on U.S. Hwys. I-85, I-185; Georgia Hwys. 14, 19, 109, 219, 244.

2 - TRANSPORTATION: Railroads-A&WP; ACL.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,204; Loc. Est. 24,746
County 80 Cen. 50,003; Loc. Est. 52,472

4 - HOUSEHOLDS:
City 80 Cen. 8,689; Loc. Est. 9,339
County 80 Cen. 17,445; Loc. Est. 18,769

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$107,137,000
Savings & Loan	3	$17,004,000

6 - PASSENGER AUTOS: County 26,609

7 - ELECTRIC METERS: Residence, City 7,697

8 - GAS METERS: Residence, City 5,835

9 - PRINCIPAL INDUSTRIES: Textile Mills; Bottling Plants; Roller Covering; Lumber & Boxes; Iron Foundries; Undergarments; Boats; Business Forms Printing; Polyethylene Film and Thread; Plastics; Hospital Care Apparel; Automobile Chrome; Gaskets; Carpet.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Grange Plz.(14)	NA	Rose's, Winn-Dixie
Commerce Vlg.(12)	NA	Kroger
K mart	2	K mart, Big Star
Lee's Crossing	NA	Winn-Dixie, Revco
Commons	NA	JCPenney, Belk's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Mansour's; Soloman's; Rose's.
Discount Stores-Top Dollar Store; K mart.
Chain Drug Stores-Buy Wise; Eckerd; Revco; Treasury.
Chain Supermarkets-A&P; Kroger; Food Giant; Winn-Dixie.
Other Chain Stores-Charm Shop; Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; S&H Green Stamps; Kenwin; Learner; Casual Corner.

14 - NEWSPAPERS: NEWS (e) 14,819; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Sue Long, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.
National Representative: General Advertising Service.

LAWRENCEVILLE

1 - LOCATION: Gwinnett County (In Atlanta MSA). E&P Map B-2. County Seat. In NE Georgia; 30 mi. NE of Atlanta Lake Lanier on northern border of county; Stone Mountain Park on southern boundry.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Norfolk-Southern.
Motor Freight Carriers-54.
Intercity Bus Lines-American; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,928; Loc. Est. 11,433
PMA-ABC: (80) 144,613; (84) 183,900
RTZ-ABC: (80) 22,109; (84) 28,100
MSA 80 Cen. 2,138,078; Loc. Est. 2,288,436
County 80 Cen. 166,903; Loc. Est. 188,870
PMA & RTZ-ABC: (80) 166,722; (84) 212,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,131; Loc. Est. 4,074
PMA-ABC: (80) 46,791; (84) 60,000
RTZ-ABC: (80) 8,388; (84) 10,800
MSA 80 Cen. 756,597; Loc. Est. 827,674
County 80 Cen. 55,227; Loc. Est. 64,000
PMA & RTZ-ABC: (80) 55,179; (84) 70,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$419,009,000
Savings & Loan	7	$296,249,000

6 - PASSENGER AUTOS: County 142,476

7 - ELECTRIC METERS: Residence 86,009

8 - GAS METERS: Residence 69,847

9 - PRINCIPAL INDUSTRIES: Office Parks and Warehousing; Concrete Culverts; Steel Fabrication & Distribution; Textiles; Casket Handles; Table Pads; Leather Goods; Transportation Equipment; Egg and other Foam Cartons; Electric Cable; Avionics; High-Tech (120 companies).
Principal Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-91; Summer 49-92; Winter 17-85; Fall 19-82. Growing season 233 days; Avg. rainfall 47 in. per annum. First killing frost, Nov. 13. Last killing frost, March 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: 40 shopping centers in main communities of the county.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Ruin(22)	NA	K mart, Kroger
Buford Mall(28)	NA	Prudential, Marci Imports
Carter Crossing(9)	NA	Big Star, Reed Drugs
Cedar Village(31)	NA	Hancock Fabrics, Drug Emporium
Crossroads(14)	NA	Winn-Dixie, Eckerd
Five Forks(6)	NA	Food Giant, Revco
Fountain Sq.(31)	NA	Richway, Sears Surplus
Green's Corner(41)	NA	K mart, Radio Shack
Gwinnett Crossing(10)	NA	Richway, Kroger, Eckerd
Gwinnett Place(103)	NA	Davison's, Rich's, Sears
Gwinnett Station(30)	NA	Kroger
Gwinnett Village(60)	NA	Outletters, J. Branam
Harmony Grove Center(6)	NA	Food Giant, Revco
Heritage Village(16)	NA	Carter Shoes
Hilltop Village(13)	NA	TG&Y, Food Giant, Revco
Indian Trail Center(12)	NA	Cloth World
Killian Hill Crossing(15)	NA	Winn-Dixie, Eckerd

Lawrenceville Corners(12)	NA	K mart
Lawrenceville Square(25)	NA	Belk, Revco, Radio Shack
Lawrenceville West(15)	NA	Winn-Dixie, Revco, Roses
Lilburn Crossing(15)	NA	Big Star, Treasury Drugs
Lilburn Square(33)	NA	Williams Bros., Marci Imports
Market Place(16)	NA	Kroger, Treasury Drugs
The Meadows(10)	NA	Kroger, Eckerd
Mountain East(16)	NA	Radio Shack, Kroger
Mountain Park(67)	NA	Big Star, Eckerd
New London Plaza(23)	NA	K mart, Winn-Dixie, Eckerd
Norcross-Tucker(9)	NA	Big Star
North Rockbridge(24)	NA	Sheraton Furniture
Oakland Village(20)	NA	Kroger
Proctor Square(11)	NA	Winn-Dixie, Reed Drugs
River Oak Plaza(8)	NA	Winn-Dixie, Reed Drugs
Rivercliff Village(15)	NA	Alfonzo's, McKenzie Drugs
Scenic Plaza(13)	NA	Quality Foods, Treasury Drugs
Scenic Square(8)	NA	Bi-Lo, Revco
Shannon Oaks(14)	NA	Winn-Dixie, Eckerd
Snellville Plaza(31)	NA	Big Apple Whse., Reed Drugs
Stonebridge Crossing(12)	NA	Food Giant, Treasury Drugs
Sugar Hill Center(6)	NA	Complete Auto, Wenjam Mfg
Sunset Square(7)	NA	Bi-Lo, Revco

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; Parsons; Pool's; K mart 4; Roses; TG&Y; Richway 2; Wal-Mart; Sears; Rich's; Davison's.
Variety Stores-Super D; Family Dollar.
Chain Supermarkets-Winn-Dixie 7; Big Star 4; Kroger 7; Food Giant 4; Kram-Way; Bi-Lo 2; Big Apple Warehouse.
Chain Drug Stores-Revco 7; Treasury Drugs 4; Reed's 4; Eckerd 7.
Other Chain Stores-Goodyear 3; Sherwin-Williams; Cato; Western Auto 3; Otasco 2; Sears 4; Firestone 3; Lowes'; Wickes; Radio Shack 5; Unity Buying; Makro.

14 - NEWSPAPERS: GWINNETT DAILY NEWS (e) 23,995; (S) 25,993; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Lawson, Adv. Dir., GWINNETT DAILY NEWS, Box 1000, Lawrenceville, GA 30246; Tel. (404) 963-0311.
National Representative: None.

MACON

1 - LOCATION: Bibb County (In Macon-Warner Robins MSA). E&P Map B-3, County Seat. College and manufacturing center. 92 mi. SE of Atlanta; 130 mi. SW of Augusta; 100 mi. NE of Columbus.

2 - TRANSPORTATION: Railroads-Central of Georgia; Southern; Georgia; Seaboard; West Point; L&N; Western.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 116,896; Loc. Est. 118,854
CZ-ABC: (80) 133,672; (84) 132,400
RTZ-ABC: (80) 428,133; (84) 449,000
MSA 80 Cen. 264,420; Loc. Est. 276,595
County 80 Cen. 151,085; Loc. Est. 156,419
City & RTZ-ABC: (80) 561,805; (84) 581,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,036; Loc. Est. 44,020
County 80 Cen. 52,856; Loc. Est. 56,005
MSA 80 Cen. 89,539; Loc. Est. 96,159
CZ-ABC: (80) 47,264; (84) 47,300
RTZ-ABC: (80) 140,045; (84) 148,500
City & RTZ-ABC: (80) 187,309; (84) 195,800

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 81,435

7 - ELECTRIC METERS: Residence 56,053

8 - GAS METERS: Residence 42,306

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Food mfr. 2,500 ($410); Textile 1,500 ($353); Apparel 1,800 ($215); Lumber, Wood Products (except furniture) 500 ($239); Paper and allied Products 2,300 ($435); Printing 700 ($255); Chemicals 300 ($357); Stone, Clay, Glass, Concrete 1,300 ($373); Transportation Equipment 600 ($385).
Principal Pay Days-1st and 15th; Thur., Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 16. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Districts-Downtown 3 blocks on Cherry St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baconsfield	2	Chi-chester's, Piggly Wiggly
Bloomfield Vlg.(77)	7	Aim, Piggly Wiggly, Treasury Drug
Forest Hill Vlg.(10)	10	Piggly Wiggly, Revco
Ingleside Vlg.(23)	3	Chi-chester's
K mart Pio Nono(5)	5	K mart, Kroger
K mart Riverside(15)	4	K mart, Eckerd
Macon Mall(114)	7	Sears, JCPenney, Davison's, Belk-Matthews
Market Sq.(10)	4	Aim, Revco
Northeast Plaza(33)	3	Piggly Wiggly, Rose's
Northgate Vlg.(19)	9	Kroger, Treasury Drug
Napier Square(16)	5	Piggly Wiggly, Family Dollar
Pio Nono Plaza	6	Piggly Wiggly
Riverside Plaza(6)	6	Powell's Pharmacy
Rivoli Crossing(7)	7	Big Apple
Shurlington Plaza(16)	4	Piggly Wiggly, Family Dollar
South Plaza(15)	6	Big Star, Rose's
Summit Center(15)	7	Hancock Fabrics, Big Star
Vine-Ingle	4	Piggly Wiggly, Chi-chester's
Westgate Outlet(53)	5	Key Catalog Showroom, Piggly Wiggly
Zayre Plaza(8)	5	Zayre

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun. Food Stores-Mon. through Sat.
Stores Open Evenings-Discount; Dept. Stores; Food.

13 - RETAIL OUTLETS: Department Stores-Davison's; Belk-Matthews; JCPenney; Sears; Jos. N. Neel.
Discount Stores-Aim 2; K mart 2; Zayre 2; Rose's 2.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Chi-Chester's 6; Eckerd 6; Revco 3; Treasury Drug 2.
Chain Supermarkets-Big Star; Big Apple 2; Piggly Wiggly 11; Kroger 3.
Other Chain Stores-Rhode's; Friedman's; Lowe's; Moore-Handley; Sterchi's (furn.); Thom McAn; Singer Center; Baker's; Hardy's; Bailey, Banks & Biddle; Zale's; Swiss Colony; Radio Shack; Florsheim; Kinney; Butler's; Cloth World; McCrory's; Western Auto; Casual Corner; The Ranch; West Lumber.

14 - NEWSPAPERS: TELEGRAPH & NEWS (m) 68,710; (S) 89,840; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Burley, Adv. Dir., TELEGRAPH & NEWS, 120 Broadway, Macon, GA 31213; Tel. (912) 744-4217.
National Representative: Knight-Ridder Newspaper Sales.

MARIETTA

1 - LOCATION: Cobb County (In Atlanta MSA). E&P Map B-2, County Seat. 20 mi. NW of Atlanta on U.S. Hwy. 41 and State Hwys. 120, 5; I-75, I-285.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-37.
Intercity Bus Lines-Southern Greyhound; Tennessee Coach; Smoky Mountain Trailways; Service Stages Trailways.
Airlines-Eastern; Delta; United; Southern; TWA; Northwest; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 30,805; Loc. Est. 35,406
PMA-ABC: (80) 297,718 (84) 344,100
MSA 80 Cen. 2,138,078; Loc. Est. 2,288,436
County 80 Cen. 297,694; Loc. Est. 327,867
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,801; Loc. Est. 15,193
County 80 Cen. 105,586; Loc. Est. 120,127
MSA 80 Cen. 756,597; Loc. Est. 827,674
PMA-ABC: (80) 106,595; (84) 124,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$153,988,646
Commercial	9	$321,385,225

6 - PASSENGER AUTOS: County 234,614

7 - ELECTRIC METERS: Residence 55,368

8 - GAS METERS: Residence 22,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 8,000; Textile 2,400.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland(5)	NA	Davison's, Rich's, JCPenney, Sears
Canton Rd.(30)	NA	Big Apple Mkt.
East Gate	NA	Colonial Stores
East Marietta(25)	NA	Big Apple Mkt.
Kennestone Plaza	NA	
Marietta Pkwy(7)	NA	Rexall, Colonial
Market Sq.(20)	NA	Big Star, Winn-Dixie
New London(25)	NA	Food Giant
No. Gate(32)	NA	
Roswell St.(13)	NA	Furniture City USA
Town & Country(35)	NA	Winn-Dixie, JCPenney, Kroger
Belmont Hills	NA	Kroger
Westside(21)	NA	Big Apple
Cobb Ctr.(49)	NA	Rich's, Colonial

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Leiter; JCPenney; Rich's; Davison's.
Discount Stores-K mart; Zayre; Gibson; Treasure Island.
Variety Stores-McLellan's; Woolworth.
Chain Drug Stores -Dunaway Rexall 6; Atherton Walgreens 3; SupeRx; Lassiter 2.
Chain Supermarkets-A&P 7; Big Apple 9; Colonial Stores 4; Kroger 5; Winn-Dixie.
Other Chain Stores-Western Auto; Friedman's Jewelry; S&H Green Stamps; Lionel Playworld.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 23,748; (S) 26,187; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Terry Smith, Agency Coord., JOURNAL, 580 Fairground St., Marietta, GA 30060; Tel. (404) 428-9411.
National Representatives: U.S. Suburban Press, Inc.

MILLEDGEVILLE

1 - LOCATION: Baldwin County, E&P Map C-3. County Seat. Central portion of state.

2 - TRANSPORTATION: Railroads-Central of Ga. (subsidiary of Southern); Georgia Railroad (component of Atlantic Coast Line & Louisville & Nashville).
Motor Freight Carriers-6.
Intercity Bus Lines-Southeastern Stages; Continental Trailways.
Airlines-Nearby airport in Macon.

3 - POPULATION:
Corp. City 80 Cen. 12,126; Loc. Est. 13,178
County 80 Cen. 34,686; Loc. Est. 37,541

4 - HOUSEHOLDS:
City 80 Cen. 4,415; Loc. Est. 4,089
County 80 Cen. 12,235; Loc. Est. 11,328

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$103,431,000
Savings & Loan	1	$41,658,556

6 - PASSENGER AUTOS: County 16,543

7 - ELECTRIC METERS: Residential 10,184

8 - GAS METERS: Residential 7,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Government 4,500; Textile Mfg. 1,350; Non-electric Machinery 710; Transportation Equipment 545; Health & Education 1,105; Chemical 730; Apparel 120.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Avg. Mean & Max. Temp.-Jan. 38 to 60; July 70 to 92.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-6 blocks downtown; Hatcher Square Mall (30 stores).
Neighborhood Shopping Center-Town & Country (10 stores).
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Macon Mall(100)	40	Sears, JCPenney, Belk

Stores Open Evenings-Mall Mon. through Sat. until 9; Sun. 1-6 (majors).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk Matthews.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Piggly Wiggly 3; BiLo.
Other Chain Stores-Goodyear; Firestone; Eleanor Shop; Diana Shop; Sears (catalog); Friedman's Jewelers; Kinney Shoes; Pic-n-Pay Shoes; Vicki-V.

14 - NEWSPAPERS: UNION-RECORDER (m-tue to sat) 6,297; sworn Oct. 3, 1983.
Local Contact for Advertising & Merchandising Data: Catherine Meyer, Adv. Dir., UNION-RECORDER, Union Recorder Plaza, Milledgeville, GA 31061; Tel. (912) 452-0567.
National Representative: Knight-Ridder Newspaper Sales.

MOULTRIE

1 - LOCATION: Colquitt County, E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2 - TRANSPORTATION: Railroads-Southern; SCL; Georgia Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways.
Airlines-Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 15,708; Loc. Est. 17,235
County 80 Cen. 35,376; Loc. Est. 37,663
PMA-ABC: (80) 35,376; (84) 36,400

4 - HOUSEHOLDS:
City 80 Cen. 5,584; Loc. Est. 6,266
County 80 Cen. 12,152; Loc. Est. 13,255
PMA-ABC: (80) 12,152; (84) 12,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$111,000,000
Savings & Loan	3	$58,943,000

6 - PASSENGER AUTOS: County 17,013

7 - ELECTRIC METERS: Res. County 12,920

8 - GAS METERS: Res. City 3,606

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Garments 1,733 (N.A.); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199), Can Co. 200 ($350).
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; natural fluoridation.

12 - RETAILING: Principal Shopping Centers-20 blocks on Main St.; 1st St.; Central Ave. and 1st Ave.
Principal Shopping Days-Thur., Fri., Sat.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plaza(20)	2	Piggly Wiggly, Belk Hudson, Eckerds
Moultrie Plaza	1	Harvey's, Rose's
Market Place Center(15)	1	K mart, Winn-Dixie, Revco Drugs

13 - RETAIL OUTLETS: Department Stores-Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; JCPenney; Allied; K mart.
Chain Drug Stores-Revco; SupeRx; Eckerds.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly; Cagle's; IGA.
Other Chain Stores-Lowes; Stone; Firestone; Playland; Sears; Dick Causey Shoes; Fayva Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Badcock Furn.; Shoe Flair; Fashion Scene; White Auto; Western Auto.

14 - NEWSPAPERS: OBSERVER (e) 8,020; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Plant, Adv. Mgr., OBSERVER, 25 N. Main St.; 89, Moultrie, GA 31768; Tel. (912) 985-4545.
National Representative: Branham/Newspaper Sales.

ROME

1 - LOCATION: Floyd County, E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2 - TRANSPORTATION: Railroads-Southern R.R.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,654; Loc. Est. 30,655
County 80 Cen. 79,800; Loc. Est. 83,634

4 - HOUSEHOLDS:
City 80 Cen. 11,680; Loc. Est. 11,930
County 80 Cen. 28,477; Loc. Est. 30,560

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$317,713,115
Savings & Loan	3	$211,575,633

6 - PASSENGER AUTOS: County 45,332

7 - ELECTRIC METERS: County 35,849

8 - GAS METERS: County 21,315

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,093; Electrical 1,700; Metal 731; Food 917; Paper and allied products 1,139.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-78; Summer 78-89; Fall 32-70; Winter 32-42. First killing frost, Nov. 15. Last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alto(5)	NA	Super Discount
Central Plaza(16)	NA	Mack's Dept., Big Star, Enloe Drugs
Gala(23)	NA	Wal-Mart, Revco
K mart Plaza(5)	NA	K mart, Kroger, Radio Shack
Mapleton(4)	NA	Piggy Wiggly, Thomas 5 & 10
North Broad(3)	NA	Lowe's Mkt., Redfoid 5 & 10
Riverbend(50)	NA	Millers, Belk-Rhodes
West End(12)	NA	Enloe Drugs, Champion, Dollar General
W.Side Vlg.(12)	NA	Winn-Dixie, Eckerd

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Miller Bros.; JCPenney; Belk-Rhodes; Esserman; H. Kessler.
Variety Stores-Redford's; Lay's; Thomas 5&10.
Discount Stores-K mart 2; Super Discount 3; Family Dollar; Wal-Mart; Champion; Dollar General.
Chain Drug Stores-Eckerd; Enloe Drugs 3; Revco 3.
Chain Supermarkets-Big Star; Piggly Wiggly 3; Walker-Mays; Warehouse Groceries; Winn-Dixie; Food Giant; Kroger 2.
Other Chain Stores-American Radio; Athletic Attic; Behrs; Brooks Fashions; Circus World; Diana Shops; Firestone; General Nutrition; General Tire; Gilman; Glidden; Goodyear; Hickory Farms; Junction; Kinney Shoes; Lowe's Bldg.; Maxwell Home Furnishings 2; Otasco 2; Parts City; Payless Shoes 2; Pic 'N Pay Shoes 2; Radio Shack 2; Shoe City; Sherwin-Williams; Sterchi's Furniture; Stewarts; Tog Shop; Warners; Zale's.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 22,804; (S) 25,701; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE 305 E. 6th Ave., Rome, GA 30161; Tel. (404 291-6397.
National Representative: None.

SAVANNAH

1 - LOCATION: Chatham County (MSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. I-95, I-16, 17, 17-A, 80. State 26 & 21.

2 - TRANSPORTATION: Railroads-Central of Georgia; Seaboard Coast Line; Southern.
Motor Freight Carriers-70.
Freight Steamship Lines-97.
Intercity Bus Lines-Greyhound; Trailways; National Bus Services.
Airlines-Eastern; Delta; American; Piedmont; NYAir.

3 - POPULATION:
Corp. City 80 Cen. 141,634; Loc. Est. 147,411
CZ-ABC: (80) 182,653; (84) 184,400
RTZ-ABC: (80) 522,258; (84) 561,400
County 80 Cen. 202,226; Loc. Est. 210,475
MSA 80 Cen. 220,553; Loc. Est. 229,622
City & RTZ-ABC: (80) 704,911; (84) 745,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,751; Loc. Est. 53,258
County 80 Cen. 71,323; Loc. Est. 75,921
MSA 80 Cen. 77,110; Loc. Est. 82,072
CZ-ABC: (80) 64,783; (84) 66,100
RTZ-ABC: (80) 169,110; (84) 182,700
City & RTZ-ABC: (80) 233,893; (84) 248,800

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$427,000,000
Commercial	7	$721,000,000

6 - PASSENGER AUTOS: County 112,232

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 50,552

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods: Lumber 1,200 ($255); Mill Work 500 ($199); Trans. Equip. 3,200 ($371); Others 3,100; Non-Durable Goods: Food 1,800; Chemical 2,100 ($331); Petroleum 700; Paper 4,700 ($411).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-68; Summer 73-89; Fall 59-76; Winter 43-60. First killing frost, Nov. 26. Last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broughton St., 2 W on Broad St.; 2 E on Broad St.; Abercorn & White Bluff Rd.
Neighborhood Shopping Centers-Bull and Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chatham Plz.(26)	NA	Wal-Mart, Firestone
Crossroads(13)	NA	Woolworth, Belk's
De Renne Globe(18)	NA	United Furniture
Forest City(7)	NA	United Furniture
Habersham(16)	NA	Winn-Dixie, Eckerd's
K mart	NA	K mart
Kensington(12)	NA	Eric's Restaurant
Largo Plz.(7)	NA	Piggly Wiggly, Wal-Mart
Mall Vlg.(8)	NA	La-z-boy, Showcase Shop
McAlpin Sq.(15)	NA	Wal-Mart, Kroger
Medical Arts(16)	NA	Revco, Byrd Bros. Mkt.
Montgomery Crossroads(7)	NA	Andy's Mkt.
Oakhurst(20)	NA	Parker's Mkt.
Oglethorpe Mall(80)	NA	Sears, Belk's, Adler's, JCPenney, Levy's
Picadilly Sq.(14)	NA	Carriage House, Spa
Traffic Circ.(6)	NA	H & L Green
Tri-Roads-K mart(7)	NA	K mart
Varsity Park & Shop Center(16)	NA	7-Eleven
Victory Dr.(15)	NA	Builderama
Victory Mall(25)	NA	K mart
West Side(22)	NA	Revco, Woolworth

Principal Shopping Days-Dept. Mon., Fri., Sat.; Food Wed., Thur., Fri., Sat.
Stores Open Evenings-Department, downtown, Fri. Shopping Centers-Nightly.

13 - RETAIL OUTLETS: Department Stores-Levy's 2; JCPenney; Sears; Belk's 2; Adler's.
Discount Stores-K mart (Kresge) 2; Wal-Mart 2; Sam Solomon; Kroger Sav-On 2.
Variety Stores-S.H. Kress; McCrory's 2; H.L. Green; Woolworth 3.
Chain Drug Stores-Revco 11; Eckerd's 3.
Chain Supermarkets-Kroger Sav-On 2; Piggly Wiggly 8; Foodtown 3; M & M 6; Red & White 5.
Other Chain Stores-Schwobilt Store; Butler 3; Thom McAn; Hardy Shoes; Women's: Fine's, Asher's, Town & Country, Lady Jane, Eleanor Shop, Lerner Shops, Smart & Thrifty, Diana 2; Furniture: Haverty, Chatham, Maxwell Bros, Stephens Carriage House, United Furniture Sales, Self Service; Auto Supplies: Western Auto 4, Firestone 2, Goodyear 3; S&H Green Stamps.

14 - NEWSPAPERS: MORNING NEWS (m) 57,189; (S) 75,027; EVENING PRESS (e) 20,316; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gene Stewart, Adv. Dir., NEWS-PRESS, 105-111 W. Bay St.; PO Box 1088, Savannah, GA 31401; Tel. (912) 236-9511.
National Representative: Branham/Newspaper Sales.

STATESBORO

1 - LOCATION: Bulloch County. E&P Map D-3, D-4. County Southeast section, 53 mi. NW of Savannah; on U.S. Hwy. 80, 301 and 25; State Hwy. 67, 73, 26 and 24.

2 - TRANSPORTATION: Railroads-Norfolk-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,866; Loc. Est. 16,211
County 80 Cen. 35,785; Loc. Est. 38,773
PMA-ABC: (80) 35,785; (84) 37,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,051; Loc. Est. 5,077
County 80 Cen. 12,533; Loc. Est. 12,565
PMA-ABC: (80) 11,339; (84) 11,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$156,193,021
Savings & Loan	2	$2,137,417,558

6 - PASSENGER AUTOS: County 17,388

7 - ELECTRIC METERS: Residence 12,982

8 - GAS METERS: Residence 3,042

9 - PRINCIPAL INDUSTRIES: Meters; Malleable Iron Castings; Wool Yarn; Garments; Lumber; Food Processing; Meat Processing; Plastic Extrusions.
Principal Industrial Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Jan. 20-75; July 55-95. First killing frost, Nov. 20. Last killing frost, Feb. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-10 blocks downtown; College Plaza, 13 units; Statesboro Mall, 32 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plz.	1	SupeRx, Piggly Wiggly, Rose's
Simmons Statesboro(29)	2	Sears, IGA Belk, Revco, Big Star, JCPenney, Wal-Mart
University Plz.	2	
Gentilly	2	Winn-Dixie
Bi-Lo Plaza	1	Revco, Bi-Lo, Family Dollar

13 - RETAIL OUTLETS: Department Stores-Belk; Minkovitz; JCPenney.
Variety Stores-Rose's; Wheelers; K mart; Wal-Mart.
Chain Drug Stores-SupeRx; Revco.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Big Star; Bi-Lo.
Other Chain Stores-Goodyear; Firestone; Maxwell Furniture; Diana Shops; Radio Shack; Ace Hardware; Wheelers; Kenwin Shops; Friedman Jewelers.

14 - NEWSPAPERS: HERALD (m-mon to sat) 5,791; (S) 5,640; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Guin, Sales Dir., HERALD, 1 Herald Sq., Statesboro, GA 30458; Tel. (912) 764-9031.
National Representatives: Landon Associates; Morris Newspaper Corp.

THOMASVILLE

1 - LOCATION: Thomas County. E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. W of Jacksonville; 35 mi. N of Tallahassee.

2 - TRANSPORTATION: Railroads-SCL.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airports-Thomasville Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,463; Loc. Est. 19,187
CZ-ABC. (80) 18,463; (84) 18,400
RTZ-ABC. (80) 39,480; (84) 41,400
County 80 Cen. 38,098; Loc. Est. 39,346
City & RTZ-ABC. (80) 57,943; (84) 59,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,433; Loc. Est. 6,794
County 80 Cen. 12,789; Loc. Est. 13,510
CZ-ABC. (80) 6,433; (84) 6,500
RTZ-ABC. (80) 12,976; (84) 13,700
City & RTZ-ABC. (80) 19,409; (84) 20,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$148,438,000
Savings & Loan	2	$78,214,682

6 - PASSENGER AUTOS: County 19,279

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 4,949

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.) -Thread 250; Women's Garments 386; Bread and Cakes 615; Meat and Poultry Packing 1,200; Lumber and Woodworking 1,000; Motor and Mobile Homes 251; Women's Sleepwear 200; Crate and Basket 278; Mining 320; Natural Gas Dist. 10; Plastics 247; Home Furnishings 148; Distribution 550.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Dec. 1. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-20 blocks on five streets; one large regional shopping center. 5 small strip centers.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Neel's; JCPenney.
Variety Stores-McCrory-McLellan; Sears (catalog).
Discount Stores-TG&Y; Rose's; K mart; Woolworth.
Chain Drug Stores-Herndon's 2; Thomas 2; Revco; Trumarx.
Chain Supermarkets-A&P; Colonial (Big Star); Winn-Dixie; Harvey's; Piggly Wiggly.
Independent Supermarkets-McLendon's; Arnold's.
Other Chain Stores-Goodyear; Diana Shop; Singer Co.; Friedlander's Fashion Shoppe; Mangel's; General Dollar; Eleanor Shops; Playland Toy Stores; Logue's Fashion Villa; Pick N Pay; Sherwin-Williams; Badcock Furn.; Stone's; Jaco Fabrics; Pearl Optical; Dunn Furn; American Handicrafts; Shoe Box; Shoe Flair; Al Dixon; Kres Jewelers; Skinner Furniture; Bumper-to-Bumper; Lowe; Wight's; Kenwin Shop.

14 - NEWSPAPERS: TIMES-ENTERPRISE (e-mon to fri) 10,898; (m-sat) 10,781; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dale L. Gjedde, Adv. Dir., TIMES-ENTERPRISE, PO Box 650, Thomasville, GA 31792; Tel. (912) 226-2400.
National Representative: Thomson Newspapers.

TIFTON

1 - LOCATION: Tift County. E&P Map C-4. County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

2 - TRANSPORTATION: Railroads-Family Lines System; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; North and South; Tamiami Trailways; East and West.

3 - POPULATION:
Corp. City 80 Cen. 13,749; Loc. Est. 14,953
County 80 Cen. 32,862; Loc. Est. 34,306
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,573; Loc. Est. 5,085
County 80 Cen. 10,737; Loc. Est. 11,478

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$117,223,000
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 15,685

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Pdts. 165 ($175); Seed Shellers 130 ($140); Metal Pdts. 450 ($225); Feed, Flour 120 ($150); Clothing 700 (NA); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Products 200 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15. Last killing frost, Mar. 21.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-K mart, Big Star, 2nd St. & I-75; Seventh St., Main St.; 12th St. Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brinntown(6)	NA	Tifton Laundry, Underwood Carpet
Tift Town(9)		Big Star, Sears, Family Dollar, Behrs, Revco
Titus(7)	NA	E-Z Food
Town & Country(25)		Rose's, Winn-Dixie, Eckerd, Belk-Hudson

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Big Store; Moores; Behrs.
Discount Stores-Rose's; Pic 'N Save; K mart; Family Dollar; Jewel T.
Chain Drug Stores-Walgreen; Rexall; Eckerd; Revco; Pic 'N Save; Cox's.
Chain Supermarkets-Harvey's; Big Star; Winn-Dixie; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e) 9,372; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Lee Browne, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave., Tifton, GA 31794; Tel. (912) 382-4321.
National Representative: Thomson Newspapers.

VALDOSTA

1 - LOCATION: Lowndes County. E&P Map C-5. County Seat.

2 - TRANSPORTATION: Railroads-S.C.L.; Southern; Valdosta Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Republic; ASA.

3 - POPULATION:
Corp. City 80 Cen. 37,596; Loc. Est. 41,012
CZ-ABC: (80) 37,596; (84) 39,600
RTZ-ABC: (80) 97,944; (84) 103,200
County 80 Cen. 67,972; Loc. Est. 70,727
City & RTZ-ABC: (80) 135,540; (84) 142,800

4 - HOUSEHOLDS:
City 80 Cen. 12,800; Loc. Est. 14,161
County 80 Cen. 22,609; Loc. Est. 24,075
CZ-ABC: (80) 12,800; (84) 13,600
RTZ-ABC: (80) 32,218; (84) 34,300
City & RTZ-ABC: (80) 45,018; (84) 47,900

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$112,300,000
Commercial	4	$198,942,039

6 - PASSENGER AUTOS: County 35,424

7 - ELECTRIC METERS: Residence 18,533

8 - GAS METERS: Residence County 10,506

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Construction 1,772.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on N & S Patterson & Ashley; E & W Hill Ave.; E & W Central St.; North Ashley & Park; Brookwood & N Patterson, Five Points.
Principal Shopping Days-Mon., Fri., Sat.
Neighborhood Shopping Centers-Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd.; E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Tree(8)	NA	Walt's IGA
Brookwood(14)	NA	Pantry Pride, Woolworth
Castle Park(63)	NA	Wilbro, Harvey's Mkt., Pic 'N Pay
Five Points(20)	NA	K mart, Winn-Dixie, JCPenney
Valdosta Mall(40)	NA	Sears, Eckerd, Belk-Hudson

13 - RETAIL OUTLETS: Department Stores-Belk-Hudson; Varnedoe; JCPenney; Sears; Schwartz; Neel's; Famous Store; AIM For The Best.
Variety Stores-McCrory's; Woolworth.
Discount Stores-Robert Reddick; Family Dollar; Thrifty; K mart; Pic 'N Pay.
Chain Drug Stores-Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd; Pic 'N Save 2; Barnes 3; Economy Drugs.
Chain Supermarkets-Harvey's 2; Big Star 2; Winn-Dixie 3; Pantry Pride; Piggly Wiggly 2.
Other Chain Stores-Diana (women's wear); Goodyear; Zale's; Badcock Furn.; Butler's; Mather; Rhodes; Western Auto; Payless Shoes.

14 - NEWSPAPERS: TIMES (e) 17,597; (S) 17,462; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Miller, Pub. & Gen. Mgr., TIMES, 201 N Troupe St.; PO Box 968, Valdosta, GA 31061; Tel. (912) 244-1880.
National Representative: Thomson Newspapers.

WARNER ROBINS

1 - LOCATION: Houston County. (In Macon-Warner Robins MSA) E&P Map B-3. 20 mi. S of Macon.

2 - TRANSPORTATION: Railroads-SOU.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.
Airlines-Delta.

3 - POPULATION:
Corp. City 80 Cen. 39,893; Loc. Est. 44,674
MSA 80 Cen. 264,420; Loc. Est. 276,595
PMA-ABC: (80) 62,152; (84) 66,900
County 80 Cen. 77,605; Loc. Est. 82,341
RTZ-ABC: (80) 12,226; (84) 13,400
PMA & RTZ-ABC: (80) 74,378; (84) 80,300
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,739; Loc. Est. 15,728
County 80 Cen. 25,509; Loc. Est. 27,732
MSA 80 Cen. 89,539; Loc. Est. 96,159
PMA-ABC: (80) 20,551; (84) 22,300
RTZ-ABC: (80) 3,966; (84) 4,400
PMA & RTZ-ABC: (80) 24,517; (84) 26,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 46,688

7 - ELECTRIC METERS: Residence 22,517

8 - GAS METERS: Residence 16,631

9 - PRINCIPAL INDUSTRIES: Mfg. of Aircraft Parts; Glass Bottles; Cans; Machine Shop Work; Beer; Electronics; Agriculture Area: Peaches, Cotton, Watermelon, Peanuts. Home of Robins Air Force Base-19,000 personnel, mostly civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-68; Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10. Last killing frost, Mar. 19.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Houston Mall(40)	NA	Belk's, Sears, Singer, Winn-Dixie
Williams Plz.(23)	NA	Dollar General, Maxwell
Zayre Plaza(10)	NA	Zayre, Piggly Wiggly, Revco
Northgate(10)	NA	Food Giant
K mart(2)	NA	K mart
Parkway Station (3)	NA	Kroger

13 - RETAIL OUTLETS: Department Stores-Belk's; Sears.
Auto Stores-Goodyear; Firestone; K mart; Sears; Wall Tire; Kelly Tires; Wholesale Tire.
Discount Stores-K mart; Zayre; Family Mart; Dollar General; Family Dollar.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-Winn-Dixie; Family Mart, Inc.; Piggly Wiggly 3; Food Giant; Kroger.
Other Chain Stores-Hancock Fabrics; Key Catalog Showroom; Maxwell Furniture; Pic 'N Pay Shoes; Butler's Shoes; Friedmans Jewelers; Pay-Less Shoes; Bell Bros. Shoes; Kinney Shoes.

14 - NEWSPAPERS: SUN (e-mon to fri) 9,940; (S) 10,953; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Billy R. Tucker, Adv. Mgr., SUN, 1553 Watson Blvd.; PO Box 2768, Warner Robins, GA 31099; Tel. (912) 923-6432.
National Representative: Landon Associates.

WAYCROSS

1 - LOCATION: Ware County. E&P Map C-5. County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4 & 19; U.S. Hwys. 1, 23, 82, 84.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 19,371; Loc. Est. 19,987
County 80 Cen. 37,180; Loc. Est. 38,081
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,085; Loc. Est. 7,477
County 80 Cen. 12,788; Loc. Est. 13,392

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,900,000,000
Commercial	3	$144,700,000

6 - PASSENGER AUTOS: County 17,292

7 - ELECTRIC METERS: Residence 13,097

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 2,000; Lumber & Plywood 530; Mobile Homes 500; Naval Stores 200; Cigar Mfg. 275; Dryer Felts for Paper Industry 210; Shoe Mfg. 392; Apparel 420; Rubber Products 65.
Principal Pay Days-Fri.; 12, 14, 26, 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-93; Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18. Last killing frost, Mar. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendelton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Flanders(12)	NA	Top Value Stamps, Shemiah Florist
Hatchers Point(29)	NA	Wal-Mart, Piggly Wiggly
Satilla Square(14)	NA	Radio Shack, Food Fair

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Richard's; JCPenney; Sears.
Variety Stores-McCrory's; Wal-Mart; K mart.
Discount Stores-Pic 'N Save.
Chain Drug Stores-Scottie's 2; Eckerd's; Rexall.
Chain Supermarkets-Winn-Dixie; Pic 'N Save; Pantry Pride; IGA; Piggly Wiggly; Harvey's.
Other Chain Stores-Kenwin's Dresses; Diana Shops; Barfield Shoes; Singer; Goodyear; Western Auto; Firestone; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic'n Pay; Radio Shack; Jaco's; Jacobson's World Electronics; Wise Fashion; Jack's Minute Markets; Shawnee Swifty; Check Mate; M & M.

14 - NEWSPAPERS: JOURNAL-HERALD (e) 12,248; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: B. Morris Johnson, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St.; PO Box 219, Waycross, GA 31501; Tel. (912) 283-2244.
National Representative: None.

WEST POINT, GA
See LANETT, AL

HAWAII SURVEYS

METROPOLITAN STATISTICAL AREA

Honolulu-Honolulu County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	71	78	86
5-14 Years	160	148	156
15-24 Years	154	192	202
25-44 Years	203	291	306
45-64 Years	138	180	189
65 and Over	44	76	80
TOTAL	770	965	1,015

Based on U.S. Census

RETAIL SALES ESTIMATES
(Billions)

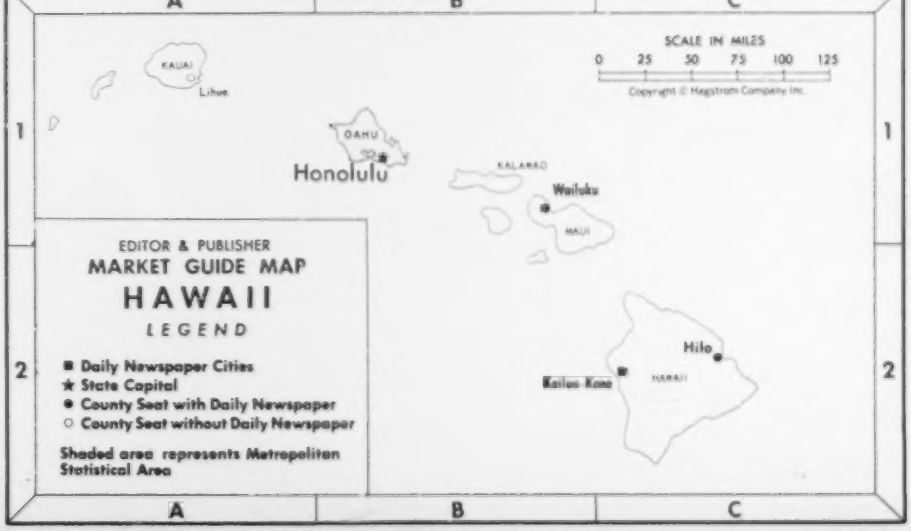
Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdw.	34	74	147
General Mdse.	334	632	1,166
Food	414	651	1,235
Automobiles	269	457	921
Gasoline Stations	106	176	369
Apparel	107	204	376
Furniture	83	102	201
Eat-Drink Places	261	484	1,049
Drugs	90	174	345
TOTAL SALES	1,864	3,294	6,553

HILO

1 - LOCATION: Hawaii Island & County. E&P Map C-2. County Seat. 215 mi SE of Honolulu; 2,090 mi W of San Francisco.

2 - TRANSPORTATION: Motor Freight Carriers-7.
Freight Steamship Lines-6.
Intercity Bus Lines-To all points on island.
Inter-Island Airlines-Daily freight and passenger between all islands (Hawaiian Airlines, Aloha Airlines, Mid-Pacific Airlines).
Inter-Island Water Transportation-Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service between all islands.
Trans-Pacific Air Service-Direct flights to West Coast by United.

3 - POPULATION:
Corp. City 80 Cen. 35,269; Loc. Est. 41,501
PMA-ABC: (80) 64,535; (84) 73,500
County 80 Cen. 92,053; Loc. Est. 100,568
Demographic Information available from Newspaper. See paragraph 14.



4 - HOUSEHOLDS:
City 80 Cen. 12,765; Loc. Est. 11,979
PMA-ABC: (80) 20,277; (84) 23,400
County 80 Cen. 29,237; Loc. Est. 32,680

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: City 65,122

7 - ELECTRIC METERS: Residence 37,670

8 - GAS METERS: Residence 2,142; Rural Tank 10,343

9 - PRINCIPAL INDUSTRIES: (RTZ) Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction 1,700 ($385); Sugar & Agriculture 5,200 ($260); Hotels 4,800 ($240).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11 - TAP WATER: Neutral, soft, not fluoridated

12 - RETAILING: Principal Shopping Centers-14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shopping Center, Kilauea St.; Hilo Mall.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Department Stores-Fri., Drugs-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Western; Sears; JCPenney; Payless; McInerys.
Variety Stores-Ben Franklin; Woolwurth; Long's; Pay'N Save.
Chain Drug Stores-Long's.
Chain Supermarkets-Food Fair 2; Pick & Pay 2; Sure Save 3; K. Taniguchi 2; Safeway; Foodland 2.
Other Chain Stores-Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

14 - NEWSPAPERS: HAWAII TRIBUNE-HERALD (e-mon to fri) 19,779; (S) 22,459; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., HAWAII TRIBUNE-HERALD, PO Box 767, Hilo, HI 96720; Tel. (808) 935-6621.
National Representatives: Papert Companies; U.S. Suburban Press.

HONOLULU

1 - LOCATION: Honolulu County (MSA). Island of Oahu. E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 miles W of San Francisco.

2 - TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island-(air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian and Mid-Pacific Airlines).
Inter-Island-(water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.
Trans-Pacific-(air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; Western; American; TWA; Canadian Pacific; Japan; Quantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans. International Airlines); World Airways; China Airlines; Korean Airlines.
Trans-Pacific-(water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros; and other lines.

3 - POPULATION:
Corp. City 80 Cen. 365,048; Loc. Est. 394,546
PMA-ABC: (80) 762,565; (84) 812,500
County/MSA 80 Cen. 762,874; Loc. Est. 795,228
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 142,280; Loc. Est. 143,045
County/MSA 80 Cen. 230,213; Loc. Est. 245,538
PMA-ABC: (80) 230,214; (84) 247,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	9	$3,098,800,000
Commercial	9	$5,433,300,000
Trust Companies	4	$79,900,000

6 - PASSENGER AUTOS: Oahu Island 394,604

7 - ELECTRIC METERS: Residence 305,927

8 - GAS METERS: Residence 32,421

9 - PRINCIPAL INDUSTRIES: Honolulu County-Industry, No. of Wage Earners, Agriculture 11,450; Manufacturing 23,150; Trans./Com./Util 31,350; Whol./Ret 105,550; Services & Misc. 101,100; Govt. 89,000; Contr. Constr. 22,300; Fin./Ins./Real Est 32,150; Self Emp./Dom. 28,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-9 blocks on Fort Street Mall and connecting streets.
Regional Shopping Centers-Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse; Windward Mall.
Neighborhood Shopping Centers-Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aiea	8	Times, Value Drug
Aina Haina	7	Foodland
Aikahi	12	Safeway
Ala Moana	1	Sears, JCPenney, Long's, Woolworth
Ewa Beach	20	Foodland, Woolworth
Hawaii Kai	11	Foodland, Ben Franklin
Kahala Mall	5	Liberty House, Star, Long's, Woolworth, McInerny, JCPenney
Kailua	12	Liberty House, Times
Kamehameha	2	Star, Thrifty Drug
Kaneohe	12	Times
Moanalua	6	Foodland, Longs
Niu Valley	9	Times
Pearl City	9	Foodland, Holiday Mart
Pearlridge	8	Liberty House, JCPenney, Sears, Star
Waipahu	11	Arakawa's, Big Way, Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings-Major stores every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Liberty House 7; McInerny 3; JCPenney 4; Arakawa's; The Ritz 4.
Discount Stores-Gem 3; Gibson; Holiday Mart/Dai'ei 4; Military PX 5.
Variety Stores-Woolworth 5; Cornet 4; Ben Franklin 2.
Chain Drug Stores-Long's 12; Value 2; Thrifty 2; Waldrich 3; Royal; Sav Mor 2; Pay n'Save 11.
Chain Supermarkets-Foodland 28; Times 13; Safeway 10; Holiday Superfoods 3; Gem/Bigway 6; Star Markets 6; Gibson's/Shopping Basket 3; P&P 2; 7-Eleven 21.
Independent Food Store Groups-Food Giant 11; IGA 5.
Other Chain Stores-Watumull's 27; Singer Co.; Hartfield's 4; Standard Shoe; Gallenkamp 3; Thom McAn 7; Carol & Mary 5; Ethel's 3; Villa Roma 3.

14 - NEWSPAPERS: STAR BULLETIN & ADVERTISER (m) 87,799; (e) 113,608; (S) 200,462; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Fountain, Adv. Mgr., Hawaii Newspaper Agency, PO Box 3080, Honolulu, HI 96802; Tel. (808) 525-8000.
National Representatives: Gannett Newspaer Advertising Sales.

KAILUA-KONA

1 - LOCATION: Hawaii Island & County. E&P Map C-2. In western part of the island. Kona is comprised of a North and South Division. Kailua is located in Kona's North Division.

2 - TRANSPORTATION: Water Transportation-7 steamship vessels.
Intercity Bus Lines-1 to all points on the island.
Airlines-Hawaiian; Aloha.

3 - POPULATION:
Corp. City 80 Cen. 19,662; Loc. Est. 24,371
County 80 Cen. 92,053; Loc. Est. 100,568
PMA-ABC: (80) 27,518; (84) 31,400

4 - HOUSEHOLDS:
City 80 Cen. 10,970; Loc. Est. 9,733
County 80 Cen. 29,237; Loc. Est. 32,680
PMA-ABC: (80) 8,960; (84) 10,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 65,122

7 - ELECTRIC METERS: Residential County 37,670

8 - GAS METERS: Residential County 10,343

9 - PRINCIPAL INDUSTRIES: Tourism; Construction; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Kona Coast Shopping Center.
Neighborhood Shopping Centers-N Kona Shopping Center; Kealakekua Ranch Center; Parker Ranch Center; World Square; Kona Inn Shopping Village.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Liberty House; Sears.
Variety Stores-Ben Franklin; Pay 'N Save.
Chain Drug Stores-Pay 'N Save; BJ Furniture.
Chain Supermarkets-K. Taniguchi; Foodland; Sure Save.
Other Chain Stores-Andrades; McInerny.

14 - NEWSPAPERS: WEST HAWAII TODAY (m-mon to fri) 6,876; Mar. 31, 1984 ABC.
Local Contact for Advertising & Merchandising Data: Ernie Uzzardo, Adv. Mgr., WEST HAWAII TODAY, Box 789, Kailua-Kona, HI 96740; Tel. (808) 329-9311.
National Representative Papert Companies; U.S. Suburban Press.

LIHUE

1 - LOCATION: Kauai Island & County. E&P Map A-1, County Seat.

2 - TRANSPORTATION: Inter-Island Airlines-Service between all islands-Hawaiian Airlines; Aloha; Mid-Pacific.
Inter-Island Water Transport-Tug, barge freight service three times weekly between Hawaii, Molokai, Kauai, Maui, Oahu. Oil barge service between all islands.

3 - POPULATION:
City 80 Cen. 4,000; Loc. Est. 4,600
County 80 Cen. 39,082; Loc. Est. 41,534
PMA-ABC: (80) 39,082; (84) 43,000

4 - HOUSEHOLDS:
City 80 Cen. 1,389; Loc. Est. 1,521
County 80 Cen. 12,020; Loc. Est. 13,047
PMA-ABC: (80) 12,020; (84) 13,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 24,443

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A. No frost.

11 - TAP WATER: N.A.

Bringing you Hawaii...

Hawaii ranks 4th nationwide in per household retail sales, and 4th in median household effective buying income (EBI).*

The Honolulu Advertiser and the Honolulu Star-Bulletin cover the entire state with a single discounted unit rate. On Oahu, the major market area, these newspapers reach more than seven out of ten households. There is only one way to reach the booming Honolulu market and its 4 million annual tourists.

* 1983 S&MM Survey of Buying Power

The Honolulu Advertiser
Independent, editorially competitive newspapers serving all Hawaii
Honolulu Star-Bulletin

605 Kapiolani Blvd., Honolulu, Hawaii 96813 (808) 525-8000

Represented nationally by Gannett Newspaper Advertising Sales New York, Atlanta, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Philadelphia.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lihue(24)	NA	Sears, Woolworth
Menehune Vlg.(30)	NA	
Rice(15)	NA	
Eleele(21)	NA	Ben Franklin
Princeville(7)	NA	Food Pantry
Kapaa(15)	NA	Ben Franklin
Market Place Coconut Plantation (72)	NA	Boutiques and shops

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE GARDEN ISLAND (e-mon, tue, wed, fri) 9,753; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Noda, Adv. Dir., THE GARDEN ISLAND, PO Box 231, Lihue, HI 96766; tel. (808) 245-3681.
National Representative: U.S. Suburban Press; Scripps League Newspapers.

WAILUKU

1 - LOCATION: Maui Island & County. E&P Map B-1, County Seat. Tourism & Agricultural. Second largest Island in Hawaii Chain, 90 sea mi. S of Honolulu, Oahu.

2 - TRANSPORTATION: Sea Transportation-Matson.
Airlines-Hawaiian; Aloha; Mid-Pacific.

3 - POPULATION:
City 80 Cen. 10,674; Loc. Est. 12,201
County 80 Cen. 70,847; Loc. Est. 76,736
CZ-ABC: (80) 23,238; (84) 27,000
RTZ-ABC: (80) 47,609; (84) 55,300
City & RTZ-ABC: (80) 70,847; (84) 82,300

4 - HOUSEHOLDS:
City 80 Cen. 3,392; Loc. Est. 3,002
County 80 Cen. 22,510; Loc. Est. 24,926
CZ-ABC: (80) 7,251; (84) 8,500
RTZ-ABC: (80) 15,259; (84) 17,900
City & RTZ-ABC: (80) 22,510; (84) 26,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$281,469,000
Savings & Loan	6	$200,141,000

6 - PASSENGER AUTOS: County 55,645

7 - ELECTRIC METERS: Residence 27,007

8 - GAS METERS: Residence 338

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar & Pineapple 4,167 ($285); Hotels 3,998 ($183).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp. 65-95.

11 - TAP WATER: Mountain rain water, soft.

12 - RETAILING: Principal Shopping Center-Kaahumanu Center & Maui Mall, Wailuku/Kahului Area.
Neighborhood Shopping Centers-Lahaina Shopping Center, Lahaina; Azeka Shopping Center, Kihei; Pukalani Shopping Center, Pukalani.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lahaina(30)	30	Ben Franklin, Foodland
Azeka(20)	15	Ben Franklin, Star Mkt.
Pukalani(15)	15	Ben Franklin, Foodland
Kaahumanu(50)	NA	Foodland, Sears
Maui Mall(40)	NA	Woolworth, Longs

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Liberty House (Amfac); Sears; Shirokuya.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Longs; Pay 'N Save.
Chain Supermarkets-Foodland; Star; Safeway.
Other Chain Stores-A&B Commercial Hardware.

14 - NEWSPAPERS: MAUI NEWS (e-mon to fri) 16,093; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Jones, Adv. Mgr., MAUI NEWS, PO Box 550, Wailuku, Maui, HI 96793; Tel. (808) 244-3981.
National Representatives: U.S. Suburban Press; Papert Companies.

Editor & Publisher the story behind hot news stories.

IDAHO SURVEYS

METROPOLITAN STATISTICAL AREA

Boise-Ada County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	64	94	100
5-14 Years	153	162	172
15-24 Years	128	174	184
25-44 Years	158	259	274
45-64 Years	143	161	170
65 and Over	67	94	100
TOTAL	713	944	1,000

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	135	286	525
General Mdse	154	280	480
Food	346	659	1,162
Automobiles	395	700	1,311
Gasoline Stations	139	223	435
Apparel	59	121	208
Furniture	76	150	274
Eat-Drink Places	131	260	524
Drugs	82	106	195
TOTAL SALES	1,660	3,016	5,590

BLACKFOOT

1 - LOCATION: Bingham County, E&P Map C-5, County Seat. 27 mi. N of Pocatello on Yellowstone and Roosevelt Hwys. Agricultural center.

2 - TRANSPORTATION: Railroads-C.P.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Aberdeen Stages; Salmon River Stages.
Air Service-Local Charter available.

3 - POPULATION:
Corp. City 80 Cen. 10,065; Loc. Est. 10,854
County 80 Cen. 36,489; Loc. Est. 37,489

4 - HOUSEHOLDS:
City 80 Cen. 3,266; Loc. Est. 3,648
County 80 Cen. 10,772; Loc. Est. 11,352

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	2	$42,000,000

6 - PASSENGER AUTOS: County 24,417

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: County 2,451

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Potato Shipping, Packing & Proc. 1,200; Grain Elevators 36.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60, Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17. Last killing frost, May 22.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Center-Riverside Plaza Shopping Center.
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Hirsch; The Merc; Block's.
Variety Stores-Estenson's; M.H. King.
Discount Stores-Sprouse Reitz.
Drug Stores-Ancho; Arnell's 2; Jay's; Thriftway.
Chain Supermarkets-Safeway; Albertson's; Kesler's IGA; L&W IGA; Circle K; Mighty Dan's; Carl & Don's Market.
Other Chain Stores-Goodrich; OK Tire.

14 - NEWSPAPERS: NEWS (m) 7,297; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Kaye Dayton, Adv. Mgr., NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.
National Representative: None.

BOISE

1 - LOCATION: Ada County (MSA). E&P Map A-4, County Seat. State Capitol. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state. 380 mi. NW of Salt Lake City and 470 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-80N.

2 - TRANSPORTATION: Railroads-Union Pacific (frgt); Amtrak.
Airlines-United; Cascade; Frontier; Continental; Wein Air Alaska; Pacific Express.
Motor Freight Carriers-39.
Intercity Bus Lines-Greyhound; Trailways; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

3 - POPULATION:
Corp. City, 80 Cen. 102,160; Loc. Est. 108,787
CZ-ABC: (80) 154,735; (84) 170,000
RTZ-ABC: (80) 207,237; (84) 222,400
County/MSA: 80 Cen. 173,036; Loc. Est. 184,261
City & RTZ-ABC: (80) 361,972; (84) 392,400
Demographic information available from Newspaper. See paragraph 13.

4 - HOUSEHOLDS:
City 80 Cen. 40,269; Loc. Est. 43,913
County/MSA 80 Cen. 63,139; Loc. Est. 68,749
CZ-ABC: (80) 57,323; (84) 63,500
RTZ-ABC: (80) 70,372; (84) 76,500
City & RTZ-ABC: (80) 127,695; (84) 140,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 57,731

7 - ELECTRIC METERS: Residence 77,100

8 - GAS METERS: Residence 40,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Contract Construction 5,500 ($345); Lumber & Wood Products 2,477 ($170); Food 1,200 ($152); Trucking 1,000 ($206); Printing & Pub. 620 ($162).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62, Summer 59-90; Fall 40-62; Winter 20-36; First killing frost, Oct. 15. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 9 on Idaho St.; 9 on Bannack St.; 3 on Jefferson St.
Neighborhood Shopping Centers-1 block on 16th and State; 5 on North Orchard; 5 on Broadway; 2 on North 13th St.; 6 on Vista; Overland Vista 2; Overland 3; Fairview & Five Mile; Mountain View Ctr. 8 units; Fairview Mini Mall 31 units.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	3	Albertson's Foods
Cole Village(29)	6	Waremart, C.R. Anthony
Collister Ctr.	6	M&W Food
Franklin(14)	3	Merc Dept., Albertson's
Hillcrest Plaza(28)	4	Buttrey's, Thrifty Drug, Grand Central
Karcher Mall(63)	20	JCPenney, Bon Marche
Overland Plaza(30)	5	Smith's Food, C.R. Stores, C.R. Anthony
Plantation Shopping Ctr.	NA	Payless Drugs, Ernst Home Ctrs.
Vista Village(27)	3	C.R. Anthony, Albertson's
Westgate Ctr.(30)	4	Skaggs, Albertson's
Westgate Mall	4	The Bazaar Dept.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Grocery; chain drugs; discount stores.

13 - RETAIL OUTLETS: Department Stores-Bon Masche; Bazaar; Falk's; The Mode; JCPenney; Mercantile Stores; Sears; C. R. Anthony.
Variety Stores-King; Sprouse Reitz.
Discount Stores-K Mart; Grand Central.
Chain Drug Stores-Skaggs; Thrifty Drugs; Payless 4.
Chain Supermarkets-Albertson's 5; M&W 5; Buttrey's 4; Circle K 13; 7-Eleven 6; Thriftway 7; Smith's Food King 5.
Other Chain Stores-Muntgomery Ward (catalog); Pay 'n Pac; Sunset Sports; Eagle Electric; Ernst Hardware.

14 - NEWSPAPERS: IDAHO STATESMAN (m) 56,940; (S) 71,016; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joan Mather, Ret. Sales Mgr., or Bob Carlson, Adv. Dir., IDAHO STATESMAN, 1200 N Curtis Rd.; PO Box 40, Boise, ID 83707; Tel. (208) 377-6200
National Representative: Gannett Newspaper Advertising Sales.

BURLEY

1 - LOCATION: Cassia & Minidoka Counties, E&P Map C-6; on U.S. Hwys. 30, I-15, I-80; State Hwy. 27, 25.

2 - TRANSPORTATION: Railroads-Cutoffline, U.P.R.R.
Interstate Bus Lines-Trailways; Greyhound.
Airlines-Air Idaho; Sun Valley Key.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,761; Loc. Est. 9,156
Counties 80 Cen. 39,145; Loc. Est. 40,360
Minidoka 80 Cen. 19,718; Loc. Est. 20,450
Cassia 80 Cen. 19,427; Loc. Est. 19,910
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,030; Loc. Est. 3,122
Counties 80 Cen. 18,609; Loc. Est. 12,998
Cassia 80 Cen. 6,119; Loc. Est. 6,443
Minidoka 80 Cen. 12,490; Loc. Est. 6,555

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	6	$90,393,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: Counties: Cassia 18,859; Minidoka 13,215

7 - ELECTRIC METERS: Residence: Cassia 5,846; Minidoka 4,686

8 - GAS METERS: Cassia 2,718; Minidoka 2,245

9 - PRINCIPAL INDUSTRIES: Food Processing; Elevators; Recreation-Motel Convention; Agriculture 6,850 employed; Avg. Weekly Salary $150; Farm Income $14,600.

10 - CLIMATE: Min. & Max. Temp.-Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-7 blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall.
Nearby Shopping Centers-Twin Falls (45 mi.); Rupert (7 mi.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hirsch Stores (Int'l. Shoe); Hudson; Sears; M. H. King; Roper's; Van Engelen; Sprouse Reitz.; Block's.
Discount Stores-Cal-Ranch Farm; Hall Farm; K mart.
Chain Drug Stores-Skaggs; Hamilton.
Chain Supermarkets-Albertson's; Safeway; Smith Food King; Johns; Swensens.
Other Chain Stores-Firestone; Coast-to-Coast; Big O Tires; Mode O'Day; Style Shop; Mayfair; Hudson Shoe; Jensen Jwlry.; Tires West; Triangle Tires; Zale's; Commercial Tires; Western Auto.

14 - NEWSPAPERS: SOUTH IDAHO PRESS (e-mon to fri) 7,098; (S) 7,098; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Dean Wilson, Adv. Dir., SOUTH IDAHO PRESS, 230 E. Main St., Burley, ID 83318; Tel. (208) 678-2201.
National Representative: None.

CALDWELL

See KAMPA

COEUR D'ALENE

1 - LOCATION: Kootenai County. E&P Map A-2, County Seat. On Lake Coeur d'Alene.

2 - TRANSPORTATION: Railroads-NP, CM, St. Paul; Spokane-International & G.N.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 20,054; Loc. Est. 23,153
County 80 Cen. 59,770; Loc. Est. 64,523
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,857; Loc. Est. 8,235
County 80 Cen. 21,404; Loc. Est. 23,676

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$124,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 23,248

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: N.A.

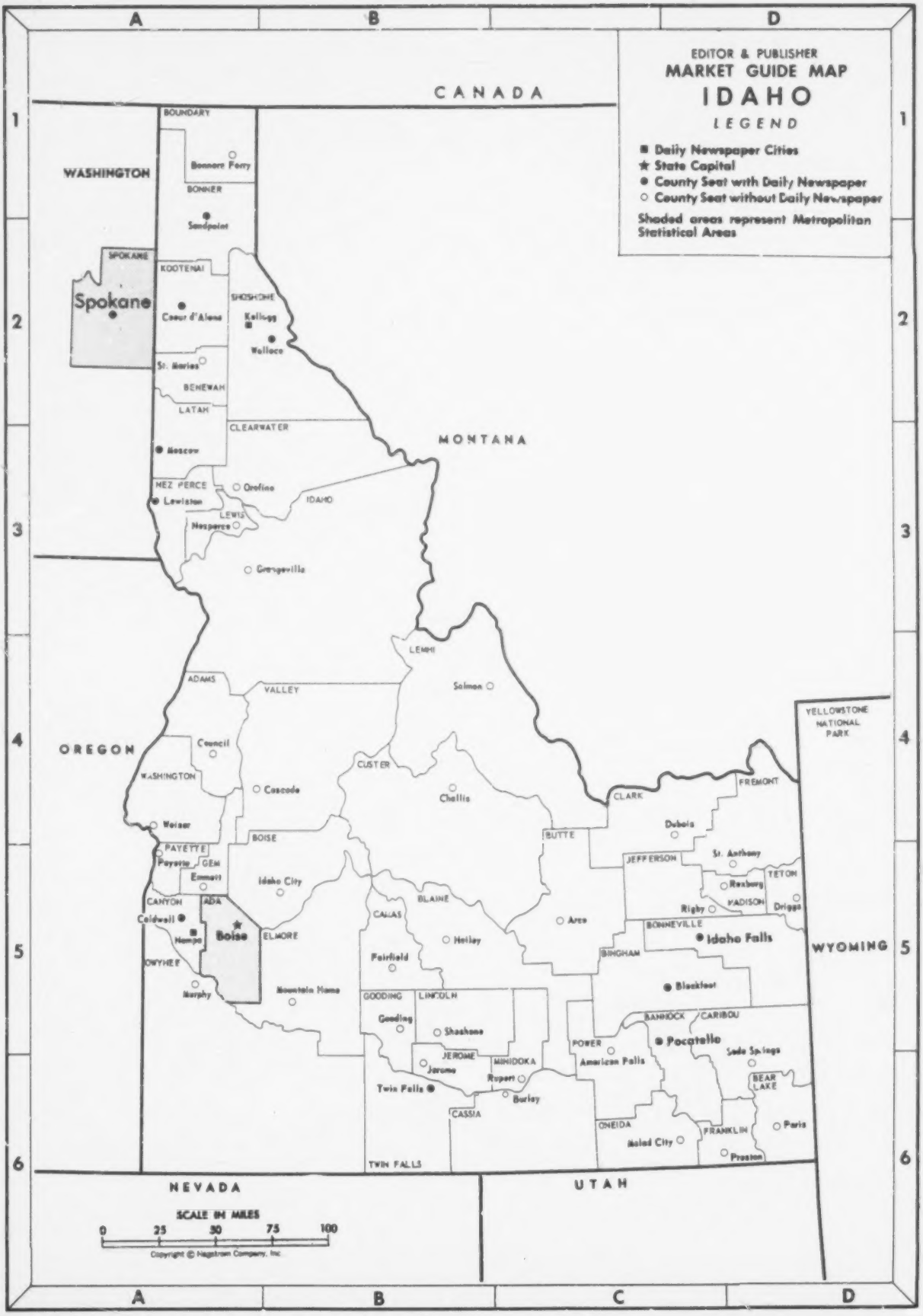
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 (N.A.); State employees 376 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown	1	Moon Hdwe., Safeway, Pay 'N Save


EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
CANADA
WASHINGTON
MONTANA
OREGON
NEVADA
UTAH
WYOMING
YELLOWSTONE NATIONAL PARK
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
SPOKANE
Spokane
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
CLEARWATER
Moscow
NEZ PERCE
Lewiston
Orofino
IDAHO
LEWIS
Nezperce
Grangeville
LEMHI
Salmon
ADAMS
VALLEY
Council
WASHINGTON
Cascade
CUSTER
Challis
Weiser
PAYETTE
Payette
GEM
Emmett
BOISE
Idaho City
CANYON
ADA
Caldwell
Nampa
Boise
ELMORE
OWYHEE
Murphy
Mountain Home
BLAINE
CAMAS
Hailey
Fairfield
Ketchum
GOODING
LINCOLN
Gooding
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Twin Falls
Burley
CASSIA
TWIN FALLS
CLARK
FREMONT
Dubois
BUTTE
JEFFERSON
St. Anthony
TETON
Rexburg
MADISON
Rigby
Driggs
Arco
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
BANNOCK
CARIBOU
Pocatello
Soda Springs
POWER
American Falls
BEAR LAKE
ONEIDA
Malad City
FRANKLIN
Preston
Paris
SCALE IN MILES
0 25 50 75 100
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East Sherman	12	Sears, Riba's, IGA, Runge Furn.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	
Northview Plaza	1	Albertson's, Rosauer's, Modern Drug
Coeur d'Alene Mall	NA	Mont.Ward, Kinney, Buttreys, Firestone, Radio Shack Sprouse-Reitz

Principal Shopping Days-Mon., Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Dingle's; Pay 'N Save; Sears; Harvey's; Low Cost Drug; Yellow Front; Mykinbust's.

Variety Stores-Sprouse-Reitz; Bonanza 88.

Chain Supermarkets-Albertson's; Riba's; IGA; Safeway; Ron's; Rosauer's; Buttrey's.

14 - NEWSPAPERS: PRESS (e) 14,040; sworn Mar. 31, 1983.

Local Contact for Advertising and Merchandising Data: Richard Budvarson, Adv. Dir., PRESS, 201 Second Ave., Coeur d'Alene, ID 83814; Tel. (208) 664-8176.

National Representative: None.

IDAHO FALLS

1 - LOCATION: Bonneville County, E&P Map C-5. County Seat. SE part of state. Shipping center for potatoes and livestock, sugar and grain. Headquarters for U.S. Department of Energy. 235 hwy. mi. N of Salt Lake City on U.S. Hwys. 20, 26, 91, 191, I-15.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Intermountain Teton Stages; Star Valley-Jackson; Salmon Short Line.
Airlines-Western; Cascade; Frontier; Horizon; Sky West; Continental Commuter.

3 - POPULATION:
Corp. City 80 Cen. 39,590; Loc. Est. 41,724
CZ-ABC: '80) 39,590; (84) 38,900
RTZ-ABC: (80) 84,857; (84) 91,800
County 80 Cen. 65,980; Loc. Est. 67,291
City & RTZ-ABC: (80) 124,447; (84) 130,700

4 - HOUSEHOLDS:
City 80 Cen. 13,916; Loc. Est. 14,631
County 80 Cen. 21,307; Loc. Est. 22,171
CZ-ABC. (80) 13,916; (84) 13,800
RTZ-ABC: (80) 23,847; (84) 26,200
City & RTZ-ABC: (80) 37,763; (84) 40,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$401,510,000
Savings & Loan	4	$85,892,000

6 - PASSENGER AUTOS: County 48,155

7 - ELECTRIC METERS: Residence 15,951

8 - GAS METERS: Residence 12,305

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture 3,025 ($175); Nuclear Plant 9,400 ($375); Construction 2,500 ($345); Food Processing 3,247 ($175); Transportation 1,567 ($172); Wholesale/Retail 9,100 ($170); Finance 1,976 ($165); Government 3,681 ($182); Education 3,214 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-67; Summer 46-82; Fall 21-42; Winter 9-29. First killing frost, Sept. 19. Last killing frost, May 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy and 3 West of River.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Teton Mall(55)	NA	ZCMI, The Bon, JCPenney
Country Club(31)	2	Sears, Lamont's
Hall Park(6)	3	Merc Dept., Safeway
First Street(11)	1	Idaho Dept. Store
Skyline(5)	?	Skyline Groc., Ben Franklin
First Woodruff(3)	2	Smith Food
Westfield Plz.(13)	2	Skaggs, Albertson's, Coast-to-Coast
Yellowstone(22)	NA	Grand Center, Albertson's

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Shopping centers Mon. through Fri. until 9; Sundays 12-7.

13 - RETAIL OUTLETS: Department Stores-ZCMI, The Bon; JCPenney; Sears; Idaho Dept.; Lamont's; Block's; Ferrell's; K-G Stores; Merc; Ernst; Hirsch Value Center.

Variety Stores-Ben Franklin; Sprouse Reitz; Bonanza; 88¢ Store; King's; Town Square.
Discount Stores-The Mart; Grand Central; K mart; Ernst; Coast-to-Coast.
Chain Drug Stores-Skaggs 2; Osco; Rexall 2; Smith's.
Chain Supermarkets-Safeway 2; Albertson's 3; IGA 3; Buttrey's; Warehouse Mkt.; Saving Center; Smith's Food King.
Other Chain Stores-Firestone; Singer Co.; Pay Less Shoes; Kinney Shoes; Jensen Jewelry; State Hardware; Mr. Mac's Men; ABC Kiddies Shop; House of Fabric; Green Stamps; Samon's; Color Tile; Radio Shack; Schaubach's; Zale's; Roth Shoes; Deseret Book; Brook's Fashion; Foxmoor; JoAnn Fabrics.

14 - NEWSPAPERS: POST-REGISTER (m-tues to sat) 3,254; (e-mon to fri) 21,928; Comb. (m&e) 25,182; (S) 25,785; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Couch, Adv. Mgr., POST-REGISTER, 333 Northgate Mile; PO Box 1800, Idaho Falls, ID 83401; Tel. (208) 522-1800.
National Representative: Landon Associates.

KELLOGG

1 - LOCATION: Shoshone County, E&P Map A-2. 75 mi. E of Spokane on U.S. Hwys. 10, 90.

2 - TRANSPORTATION: Railroads-Union Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,417; Loc. Est. 3,376
County 80 Cen. 19,226; Lo.. Est. 19,824

4 - HOUSEHOLDS:
City 80 Cen. 1,330; Loc. Est. 1,301
County 80 Cen. 6,870; Loc. Est. 7,266

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 12,291

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining and Smelting of Various Metals; Forest Prod.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Centers-N.A.

13 - RETAIL OUTLETS: Department Stores-Morrows; Patano's; JCPenney.
Chain Supermarkets Pik Kwik; IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's.

14 - NEWSPAPERS: EVENING NEWS (e-mon to fri) 6,076; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mike Barton, Adv. Dir., EVENING NEWS, 401 Main St., Kellogg, ID 83837; Tel. (208) 784-0201.
National Representative: None.

LEWISTON, ID-CLARKSTON, WA

1 - LOCATION: Lewiston in Nez Perce County, Idaho. County Seat. Clarkston in Asotin County, Wash. E&P Map A-3. Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River, terminus of barge lines on the lower Snake and Columbia rivers. On Wash. State Hwy. 9; U.S. Hwys. 26, 95; 195 and Lewis & Clark Hwy.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Camas Prairie.
Motor Freight Carriers-8.
Intercity Passenger Bus Lines-Greyhound; Northwestern Stages; Clearwater Stages.
Airlines Serving City-Cascade; Horizon.

3 - POPULATION:
Corp. Cities 80 Cen. 34,889; Loc. Est. 36,585
Lewiston 80 Cen. 27,986; Loc. Est. 29,328
Clarkston 80 Cen. 6,903; Loc. Est. 7,257
Counties 80 Cen. 50,043; Loc. Est. 51,299
Nez Perce, ID 80 Cen. 33,220; Loc. Est. 34,142
Asotin, WA 80 Cen. 16,823; Loc. Est. 17,157
Demographic information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 13,678; Loc. Est. 14,367
Lewiston 80 Cen. 10,769; Loc. Est. 11,333
Clarkston 80 Cen. 2,909; Loc. Est. 3,034
Counties 80 Cen. 18,960; Loc. Est. 19,839
Nez Perce, ID 80 Cen. 12,490; Loc. Est. 13,094
Asotin, WA 80 Cen. 6,470; Loc. Est. 6,745

5 - BANKS	NUMBER	EST. DEP.
Commercial	12	$270,240,000
Savings & Loan	4	$112,445,000

6 - PASSENGER AUTOS: Nez Perce Co. 12,702; Asotin Co. 8,245

7 - ELECTRIC METERS: Residence 18,546

8 - GAS METERS: Residence 7,388

9 - PRINCIPAL INDUSTRIES: Wood Prod.; Veneer; Pulp & Paper; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Ammunition; Lime Quarries; Elec. Pr. Plants; Beverage Bottlers; Hospitals; Boat Works; Marinas; Box Mfg.; College; Concrete Prod. Mfg.; Feed Grinding Plts.; Fertilizer Mfg.; Natural Gas; Bulk Petroleum Plts.; Livestock Sales. Plating Factory; Seed-cleaning Steel Prod.; Venetian Blinds Fabrication.

10 - CLIMATE: Min. & Max Temp.-Mar. 36-56; Sept. 49-78. Rainfall 14.47 inches.

11 - TAP WATER: Slightly alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lewiston(25)	2 1/2	Buttrey's, The Bon
Southgate(6)	4	Big V Dept.
Sunset(8)	2 1/2	Sears, Radio Shack
Town & Country(4)	NA	Food Mkt.
Clarkston Ctr.(5)	NA	Albertson's, Sears

Principal Shopping Days-7 days.
Stores Open Evenings-Most Food & Drug stores.

13 - RETAIL OUTLETS: Department Stores-The Bon; Idaho Dept.; JCPenney; Lee Morris; K mart; Big V.
Variety Stores-Bonanza 88; Bazar.
Discount Stores-Great Western; K mart.
Chain Drug Stores-Payless; The Owl 3; K mart; Wasem's Rexall; Marketime; Low Cost.
Chain Supermarkets-Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Buttrey's; Mard Mkts; Warehouse Foods; Barneys; Food City 3.
Other Chain Stores-Firestone; Evergreen; Goodyear; Les Schwab Tire; Sherwin-Williams Paint; Columbia Paint; Pay Less Shoes; Kinney Shoes; Singer Co.; Bruneel Tire; Lewiston Tire; Royal Optical- Deranleau's; Perfection; Letz Paint; Music City.

14 - NEWSPAPERS: TRIBUNE (m) 24,164; (S) 25,523; sworn Oct. 1,1983.
Local Contact for Advertising and Merchandising Data: Larry Brown, Adv. Dir., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.
National Representative: Branham/Newspaper Sales.

MOSCOW

1 - LOCATION: Latah County, E&P Map A-3, County Seat. Business & Agricultural center; Forestry & mining research; University of Idaho. 89 mi. SE Spokane, WA 320 mi. E of Seattle WA.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Roadrunner; Campus Link.
Airlines-Cascade; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 16,513; Loc. Est. 18,158
County 80 Cen. 28,749; Loc. Est. 30,164

4 - HOUSEHOLDS:
City 80 Cen. 5,686; Loc. Est. 6,249
County 80 Cen. 10,256; Loc. Est. 10,977

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$189,961,412
Savings & Loan	1	$19,686,572

6 - PASSENGER AUTOS: County 20,803

7 - ELECTRIC METERS: Residence 8,015

8 - GAS METERS: Residence 2,382

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) County total 8,751 ($205); Construction 354 ($200); Lumber 759 ($322); Other 110 ($194); Trans. Comm & Utilities 406 ($291); Wholesale & Retail 2,615 ($149); Finance 215 ($198); Service 1,516 ($161); Government 3,356 ($231).
Principal Industrial Pay Days-1st, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter 0-55. First killing frost, Sept. 26. Last killing frost, April 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse(54)	2	Bon Marche, JCPenney, Lamonts
Empire Mall	NA	K mart, Ernst, Pay 'N Save
Moscow Mall(27)	1	Safeway, Sears, Thrifty
Korns(4)	1	Rosauers, Drug Fair, Checker

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Bon Marche; JCPenney; K mart; Pay 'N Save; Lamonts; Ernst; Sears, Thrifty Drug; Drug Fair; Safeway; Rosauers; Tri-State.

13 - RETAIL OUTLETS: Department Stores-Creighton's; JCPenney; Sears; Bon Marche; Lamonts.
Discount Stores-Tri-State Distributors; K mart; Ernst Hardware.
Chain Drug Stores-Drug Fair; Pay 'N Save; Giant T.
Chain Supermarkets-Safeway 2; IGA 2; Rosauer's 3; Tidyman's Warehouse Foods 2.
Other Chain Stores-Schucks (auto); Checker Auto; Sunset Sports.

14 - NEWSPAPERS: IDAHONIAN (e-mon to fri; m-sat) 8,421; Mar. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: R.C. Frisch, Adv. Mgr., IDAHONIAN, 409 S. Jackson; PO Box 8187, Moscow, ID 83843; Tel. (208) 882-5561.
National Representative: Branham/Newspaper Sales.

NAMPA-CALDWELL

1 - LOCATION: Canyon County, E&P Map A-5. 20 mi. W of Boise; 422 mi. from Portland, Ore., on I-84. Caldwell; County Seat. 412 mi. from Portland and Salt Lake City.

2 - TRANSPORTATION: Railroads-UP; Amtrak.
Intercity Bus Lines-Greyhound; Pacific Trailways; Boise-Winnemucca.

3 - POPULATION:
Corp. Cities 80 Cen. 42,811; Loc. Est. 47,123
Nampa 80 Cen. 25,112; Loc. Est. 27,547
Caldwell 80 Cen. 17,699; Loc. Est. 19,576
County 80 Cen. 83,756; Loc. Est. 86,752
CZ-ABC. (80) 59,482; (84) 62,700
Bal.in PMA-ABC: (80) 30,384; (84) 33,900
Total PMA-ABC: (80) 89,866; (84) 96,600

4 - HOUSEHOLDS:
Cities 80 Cen. 15,407; Loc. Est. 17,290
Nampa 80 Cen. 8,987; Loc. Est. 10,145
Caldwell 80 Cen. 6,420; Loc. Est. 7,145
County 80 Cen. 28,458; Loc. Est. 30,101
CZ-ABC: (80) 20,733; (84) 22,100
Bal. in PMA-ABC: (80) 9,692; (84) 10,900
Total PMA: (80) 30,425; (84) 33,000

5 - BANKS	NUMBER	DEPOSITS
Nampa:		
Commercial	7	$93,560,000
Savings & Loan	3	$96,530,000
Caldwell:		
Commercial	4	$123,000,000
Savings & Loan	3	$58,000,000

6 - PASSENGER AUTOS: County 60,167

7 - ELECTRIC METERS: Nampa: 16,275; Caldwell: 14,304

8 - GAS METERS: Nampa: 7,579; Caldwell: 4,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Utilities 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furniture Mfg. 236; Lumber and Timber Prod. 225; Constr. 1,618; Agriculture 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Processing 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Construction 1,218; Agriculture 2,840.

10 - CLIMATE: Min. & Max. Temp.-Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26. Last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3. Last killing frost, Nov. 7.

11 - TAP WATER: Nampa: Alkaline, very soft; fluoridated. Caldwell: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holly(7)	NA	Merc Dept., M&W Mkt., Sears
Karcher(68)	?	Woolworth, Idaho Dept., JCPenney, Zale's, Bon Marche

Qwyhee(7) NA Safeway
South Vlg.(14) NA Smith's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers every night except Sunday.
Stores Open Sundays-Shopping centers; grocers & drugs

13 - RETAIL OUTLETS: Department Stores-Nampa: JCPenney; Idaho Dept.; Hirsch Value Center; Bon Marche (Allied); Ernst; K mart; Sears.
Discount Stores-Bonanza 2; Statewide Auto Stores 2; Rasco-Tempo.
Variety Stores-Sprouse Reitz; M.H. King; Bonanza III.
Chain Drug Stores-Penneywise 2; Skagg's; Super Thrift.
Chain Supermarkets-Albertson's 2; M&W 2; Buttrey's; Waremart Mkts.; Consumer Mkts. 2; Safeway 2.
Other Chain Stores-Firestone 2; Alexander's; Coast-to-Coast; Mode O'Day 2; Fuller Paint; Sherwin-Williams; Goodyear 2; Rasco-Tempo; Kinney Shoes; S&H Green Stamps; Mary Carter Paints; The Merc; Sears; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; OK Tire; Zale's; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's.

14 - NEWSPAPERS: PRESS-TRIBUNE (e) 17,675; (S) 18,410; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Rybarczky, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland, Nampa, ID 83651; Tel. (208) 467-9251.
National Representative: None.

POCATELLO

1 - LOCATION: Bannock County. E&P Map C-5. County Seat. Industrial Center. 1,072 mi. W of Omaha, 690 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte. MT I-15 and 80.

2 - TRANSPORTATION: Railroads-Division point for Union Pacific; Salt Lake-Butte and Omaha-Portland.
Motor Freight Carriers-14.
Intercity Passenger Bus Lines-Greyhound.
Airlines Serving City-Cascade Airways; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 46,340; Loc. Est. 47,484
CZ-ABC: (80) 53,392; (84) 54,500
RTZ-ABC: (80) 71,700; (84) 75,400
County 80 Cen. 65,421; Loc. Est. 67,035
City & RTZ-ABC: (80) 125,092; (84) 129,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,840; Loc. Est. 17,493
County 80 Cen. 22,489; Loc. Est. 23,516
CZ-ABC: (80) 18,937; (84) 19,400
RTZ-ABC: (80) 21,997; (84) 23,600
City & RTZ-ABC: (80) 40,934; (84) 43,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$245,000,000
Savings & Loan	5	$60,000,000

6 - PASSENGER AUTOS: County 18,878

7 - ELECTRIC METERS: 22,363

8 - GAS METERS: Residence 14,215

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-RR 2,300; Dairy Processing 204; Poultry Livestock 112; Process Foods 175; Food Mfg. 596; Constr. 1,100; Transp., Comm., Util. 3,485; Trade 5,219; Chem. Process 1,000; Chem. Mining 325; Electronics 1,276; Heavy Machinery 1,219.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone bet. Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alameda & Hilinerd; Pineridge Mall, 1 mi. at Yellowstone and Poleline Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Idaho Dept. Store; P.N. Hirsch; Sears; K mart; Lamont's; ZCMI; The Bon.
Discount Stores-Cal-Ranch & Farm; Parrish Discount Ctr.
Variety Stores-Bonanza; B. Dalton Bookseller.
Chain Drug Stores-Skaggs; Super-Save; Osco; Grand Central; Payless.
Chain Supermarkets-AG 4; Albertson's 2; Buttrey's; Safeway 2; Thriftway; Okay; Wyz-Way 2; Smith's Food King 3.
Other Chain Stores-Firestone; Block's; Mode O'Day; Nate Morgan Jewelers; S&H Zale's Jewelry; Sunset Sporting Goods; Idaho Furniture Showcase; Big O Tires; Ernst; Kinney; Lamonts; Thom McAn.

14 - NEWSPAPERS: IDAHO STATE JOURNAL (e-mon to fri) 20,114; (S) 21,362; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Bloxham, Adv. Dir., IDAHO STATE JOURNAL, 305 S Arthur, Pocatello, ID 83204; Tel. (208) 232-4161.
National Representative: None.

SANDPOINT

1 - LOCATION: Bonner County. E&P Map A-1. County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,460; Loc. Est. 4,987
County 80 Cen. 24,163; Loc. Est. 26,304

4 - HOUSEHOLDS:
City 80 Cen. 1,796; Loc. Est. 1,586
County 80 Cen. 8,814; Loc. Est. 9,788

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 10,643

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Shingle Mfg.; Silver & Lead Mines; Tourism (Lakes & Ski Resorts); Potato Growing; Cattle and Dairy.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BEE (e-mon to fri) 4,085; sworn Sept. 29, 1983.
Local Contact for Advertising and Merchandising Data: Pete Thompson, Pub., BEE, 310 Church St.; PO Box 159, Sandpoint, ID 83864; (208) 263-9534.
National Representative: None.

TWIN FALLS

1 - LOCATION: Twin Falls County. E&P Map B-6. County Seat. In SE part of state; 120 mi. WSW of Pocatello; 140 mi. from Boise; 240 mi. from Salt Lake City, Utah. On U.S. Hwy. 1-80 and 93.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Union Pacific; Trailways; Twin Falls-Wells; Sun Valley Stage Lines.
Airlines-Transwestern; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 26,909; Loc. Est. 29,246
CZ-ABC: (80) 31,184; (84) 32,000
RTZ-ABC: (80) 101,697; (84) 107,700
City & RTZ-ABC: (80) 132,881; (84) 139,700
County 80 Cen. 52,927; Loc. Est. 55,882

4 - HOUSEHOLDS:
City 80 Cen. 10,573; Loc. Est. 11,094
County 80 Cen. 20,528; Loc. Est. 20,428
CZ-ABC: (80) 11,386; (84) 11,800
RTZ-ABC: (80) 34,494; (84) 37,000
City & RTZ-ABC: (80) 45,880; (84) 48,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 41,480

7 - ELECTRIC METERS: Residence 24,973

8 - GAS METERS: Residence 10,383

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Processing 2,600 ($280); Box Factory 100 ($250); Plastic Household Utensils 800 ($240); Construction 1,200 ($280); Retail Trade 5,000 ($200); Government 3,300 ($280); Printers 1,500 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-62; Summer 52-89; Fall 33-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main with adjacent shops and services on 2nd Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blue Lakes(33)	3	Woolworth, Osco, Zale's, The Mode
Lynwood(50)	2	Alexanders, Payless Safeway, M.H. King

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.-City Wide; Sears, Osco, Penney-Wise, JCPenney, Bonanza 88, K mart, Ernst. Pay Less-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Bon Marche; Alexander's; Roper's; Idaho Dept. Store; Paris.
Variety Stores-M. H. King; Bonanza 88.
Discount Stores-K mart; Woolworth.
Chain Drug Stores-Osco; Penny-Wise; Pay Less; Smith Drug King.
Chain Supermarkets-Albertson's; Safeway 2; Smith's; Buttrey's; Waremart; Swenson's 4.
Other National Chain Stores-Firestone; Sweetbriar (women's wear); Bennett's (paint & glass); Alexander's (men's); Ernst.

14 - NEWSPAPERS: TIMES-NEWS (m) 21,363; (S) 22,224; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William Blake, Adv. Dir., TIMES-NEWS, 132 3rd St. W., Twin Falls, ID 83301; Tel. (208) 733-0931.
National Representative: Branham/Newspaper Sales.

WALLACE

1 - LOCATION: Shoshone County. E&P Map B-2. County Seat. Residential center. NE part of state on south fork of Coeur d'Alene River; 85 mi. E of Spokane, WA. On U.S. Hwy. 10.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (branch line).
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 1,736; Loc. Est. 1,602
County 80 Cen. 19,226; Loc. Est. 19,824

4 - HOUSEHOLDS:
City 80 Cen. 710; Loc. Est. 673
County 80 Cen. 6,870; Loc. Est. 7,266

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 5,252

7 - ELECTRIC METERS: Residence 1,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Morrow's; JCPenney.
Variety Stores-Fonk's.
Chain Supermarkets-IGA 2; Excell; Thrift Stores.
Other Chain Stores-Gamble's.

14 - NEWSPAPERS: NORTH IDAHO PRESS (e-mon to fri) 2,495; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mike Barton, Adv. Mgr., NORTH IDAHO PRESS, 506 6th Street, Wallace, ID 83873; Tel. (208) 556-1561.
National Representative: None.

ILLINOIS SURVEYS

METROPOLITAN STATISTICAL AREAS

Bloomington-Normal-McLean County.
Champaign-Urbana-Rantoul-Champaign County.
Davenport-Rock Island-Moline, Iowa-Ill.-Scott County, Iowa; Henry and Rock Island Counties, Ill.
Decatur-Macon County.
Kankakee-Kankakee County.
Peoria-Peoria, Tazewell and Woodford Counties.
Rockford-Boone and Winnebago Counties.
Springfield-Menard and Sangamon Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Alton-Granite City-Jersey and Madison Counties.
Aurora-Elgin-Kane and Kendall Counties.
Chicago-Cook, DuPage and McHenry Counties.
East St. Louis-Belleville-Clinton and St. Clair Counties.
Joliet-Grundy and Will Counties.
Lake County-Lake County.
St. Louis, Mo.-Ill.-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, Mo.; Monroe County, Ill.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, Ill.-Ind.-Wisc.-Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.
St. Louis-East St. Louis-Alton, Mo.-Ill.-Includes Alton-Granite City, Ill. PMSA; East St. Louis-Belleville, Ill. PMSA; and St. Louis, Mo.-Ill. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1985
Under 5 Years	937	842	861
5-14 Years	2,234	1,768	1,807
15-24 Years	1,855	2,138	2,185
25-44 Years	2,653	3,147	3,216
45-64 Years	2,345	2,262	2,312
65 and Over	1,089	1,261	1,289
TOTAL	11,113	11,418	11,670

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdw.	1,136	1,929	3,149
General Mdse.	3,680	5,129	7,832
Food	5,206	7,571	11,898
Automobiles	4,858	8,088	13,475
Gasoline Stations	1,795	3,041	5,277
Apparel	1,568	2,197	3,350
Furniture	1,271	1,818	2,961
Eat-Drink Places	2,254	3,665	6,577
Drugs	996	1,364	2,236
TOTAL SALES	25,922	39,215	64,788

ALTON-EAST ALTON-WOOD RIVER

1 - LOCATION: Madison County (In Alton-Granite City PMSA). E&P Map B-4. Near confluence of the Missouri & Mississippi rivers, 25 mi. NE of St. Louis, 84 mi. S of Springfield and 238 mi. SE of Chicago.

2 - TRANSPORTATION: Railroads-CB&Q; Illinois-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Bi-State Transit System.

3 - POPULATION:
Corp. Cities 80 Cen. 53,743; Loc. Est. 52,400
Alton 80 Cen. 34,171; Loc. Est. 32,872
East Alton 80 Cen. 7,123; Loc. Est. 7,161
Wood River 80 Cen. 12,446; Loc. Est. 12,367
CZ-ABC: (80) 93,762; (84) 90,800
RTZ-ABC: (80) 105,565; (84) 107,400
PMSA 80 Cen. 268,209; Loc. Est. 272,837
County 80 Cen. 247,671; Loc. Est. 251,811
City & RTZ-ABC: (80) 199,327; (84) 198,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 20,762; Loc. Est. 20,869
Alton 80 Cen. 12,993; Loc. Est. 12,965
East Alton 80 Cen. 2,953; Loc. Est. 3,020
Wood River 80 Cen. 4,816; Loc. Est. 4,884
County 80 Cen. 89,001; Loc. Est. 92,530
PMSA 80 Cen. 95,823; Loc. Est. 99,688
CZ-ABC: (80) 34,308; (84) 33,400
RTZ-ABC: (80) 39,985; (84) 38,100
City & RTZ-ABC: (80) 71,293; (84) 71,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$1,465,015,423
Commercial	9	$400,441,074

6 - PASSENGER AUTOS: County 138,437

7 - ELECTRIC METERS: Residence 36,823

8 - GAS METERS: Residence 30,697

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal Prod. 4,006 ($426); Petroleum Refining 2,475 ($620); Stone, Glass & Clay 798 ($419); 1,694 ($447); Paper Prod. 1,103 ($409); Mfg. 11,849.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Alton Square, regional center with Famous Barr, JCPenney, Target, and 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilshire	5	Dollar General, General Grocer

A
B
C
D
1
2
3
4
5
6
WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
Racine
Kenosha
Waukegan
No. Chicago
Chicago
Hammond
Gary
East Chicago
Joliet
Elgin
Aurora
Rock-ford
Freeport
Dubuque
Galena
Savanna
Mount Carroll
Oregon
Sycamore
De Kalb
Sterling
Dixon
Rock Falls
Morrison
Davenport
Rock Island
Moline
East Moline
Cambridge
Kewanee
Princeton
Hennepin
La Salle
Ottawa
Oglesby
Peru
Streator
Toulon
Lacon
Kankakee
Galesburg
Monmouth
Peoria
Pekin
Normal
Bloomington
Pontiac
Watseka
Macomb
Lewistown
Canton
Havana
Lincoln
Clinton
Champaign
Urbana
Danville
Quincy
Beardstown
Virginia
Rushville
Carthage
Jacksonville
Springfield
Decatur
Taylorville
Tuscola
Paris
Pittsfield
Winchester
Carrollton
Jerseyville
Alton
Edwardsville
Greenville
Hillsboro
Vandalia
Effingham
Robinson
Newton
Olney
Lawrenceville
Louisville
Flora
Centralia
Central City
Carlyle
Nashville
Fairfield
Albion
Mt. Carmel
St. Louis
Belleville
Clayton
Union
Chester
Du Quoin
Pinckneyville
Mt. Vernon
Carbondale
Harrisburg
Shawneetown
Henderson
Evansville
Terre Haute
Brazil
Clinton
Charleston
Mattoon
Sullivan
Shelbyville
Taylorville
Jacksonville
Winchester
Pittsfield
Carrollton
Hardin
Chester
Cairo
Jonesboro
Vienna
Metropolis
Golconda
Elizabethtown
Olney
Lawrenceville
Louisville
Flora
Centralia
Central City
Carlyle
Nashville
Fairfield
Albion
Mt. Carmel
Mt. Vernon
Harrisburg
Shawneetown
Henderson
Evansville
Terre Haute
Brazil
Clinton
Charleston
Mattoon
Sullivan
Shelbyville
Taylorville
Jacksonville
Winchester
Pittsfield
Carrollton
Hardin
Chester
Cairo
Jonesboro
Vienna
Metropolis
Golconda
Elizabethtown
EDITOR & PUBLISHER
MARKET GUIDE MAP
ILLINOIS
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 20 40 60
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Plaza Corners	2	Nat'l Food, Thrifty Drug, Dollar General
Central Park		Central Hdwe., Tipton, K mart, Kroger, Venture
Monticello Plaza	4	Kroger
Washington Sq.	1	A&P, Thrifty Drug, Superfix
Bethalto	8	A&P, Dollar General
Jamestown Mall	9	Stm, Baer Fuller, Sears

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-nightly; Food-Fri; Chain Food nightly.

13 - RETAIL OUTLETS: Department Stores-The Snyder Co.; Famous-Barr; JCPenney.
Variety Stores-Ben Franklin; McCrory.
Discount Stores-Jupiter; Target; Venture; K mart; Dollar General.
Chain Drug Stores-Thrifty 3; Superfix; Wedge 3.
Chain Supermarkets-Kroger 3; A&P 2; Nat'l. Food; Schnuck's 2; General Grocer 2.
Other Chain Stores-Auto Supply:B.F. Goodrich; Firestone; Goodyear. Western Auto; Hardware: Mill Paint; Central Hardware; Lumber: Great Central, Springman, J. & A. Springman; Fischer; Women's Apparel: Arthurs, Lerners, Women's World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, Leader's, Gliks, Rasmour, Motherhood Maternity, Jean Nicole; Men's Apparel: Barleff's, Hanton & Haegele, Richman Bros.; Furniture: Jacoby, Schwertz, Gilbert's Carriage House, Wood River Furniture Jewelers: Stone-Bros. Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's, Zale's.

14 - NEWSPAPERS: TELEGRAPH (e) 37,702; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Coursley, Adv. Dir., TELEGRAPH, 111 E. Broadway, Alton, IL 62002; Tel. (618) 463-2543.
National Representative: Branham/Newspaper Sales.

ARLINGTON HEIGHTS

See CHICAGO

AURORA

1 - LOCATION: Kane County (In Aurora-Elgin PMSA). E&P Map C-2. Industrial Center.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & North Western; Elgin, Joliet & Eastern.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; Aurora City Lines; RTA.

3 - POPULATION:
Corp. City 80 Cen. 81,293; Loc. Est. 83,422
CZ-ABC: (80) 102,829; (84) 107,100
RTZ-ABC: (80) 230,568; (84) 247,700
PMSA 80 Cen. 315,607; Loc. Est. 323,728
County 80 Cen. 278,405; Loc. Est. 285,764
City & RTZ-ABC: (80) 333,396; (84) 354,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,668; Loc. Est. 29,304
County 80 Cen. 93,729; Loc. Est. 98,274
PMSA 80 Cen. 105,771; Loc. Est. 110,842
CZ-ABC: (80) 35,173; (84) 37,000
RTZ-ABC: (80) 74,468; (84) 81,100
City & RTZ-ABC: (80) 109,641; (84) 118,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	7	$1,500,000,000
Commercial	3	$503,068,000

6 - PASSENGER AUTOS: County 164,653

7 - ELECTRIC METERS: Est. 49,954

8 - GAS METERS: Residence, Est. 25,000

9 - PRINCIPAL INDUSTRIES: Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fabr. Metal Prods., Ptg. & Publ.; Primary Metals; Food; Stone, Clay, Glass; Lumber & Wood Prods.; Chemical Prods.; Transp. Equip.; Electrical Machy.; Non-Electrical Mach. Mfg. Employment 35,223.

10 - CLIMATE: First killing frost, Sept. 28; Last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate Industrial East; Fox Valley Center; St. Charles Mall; Settler's Landing (Montgomery).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(53)	2	Bergner-Herse, Jewel
West Aurora Plaza(28)	2	K mart
Ashland Plz.(7)	2	Walts Super Mkt., Scott's
The Village Mart(16)	2	Ben Franklin, Eagle
Boulder Hill	5	Boulder Hill Food Mkt., Grimms
Fox Valley(190)	5	Lord & Taylor, Sears, JCPenney, Marshall Field
Settler's Landing	6	K mart, Pic-Way Shoes, Walgreens
St. Charles Mall(30)	11	Ins. Speiss & Co., K mart

Principal Shopping Days-Thur. thru Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Jos. Spiess & Co.; Lytton's; Bergner-Herse.
Discount Stores-Gayland's; K mart; Zayre; Venture.
Chain Drug Stores-Walgreens.
Variety Stores-Scott's; Hensley's; Ben Franklin; Ace Hardware; Disco Drug.
Chain Supermarkets-Jewel 3; Convenient; Eagle 3; Country Cupboard; Open Pantry; Buy Rite 3; Walt's 3; Safari Mkt.; Aldi's; 7-Eleven; White Hen Pantry; Dominick's 2; Frank's Finer Foods.
Other Chain Stores-Goodrich; Goodyear; Blue Star Auto; Frank's Nursery; Firestone; Toys 'R Us; Radio Shack; Schaak; Armanetti; Brown's Sports.

14 - NEWSPAPERS: BEACON-NEWS (e) 39,621; (S) 41,934; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald J. Birsa, Dir. of Adv., BEACON-NEWS, 101 South River St., Aurora, IL 60506; Tel. (312) 844-5860.
National Representative: Sawyer-Ferguson-Walker Co.

BEARDSTOWN

1 - LOCATION: Cass County. E&P Map B-3. Industrial and agricultural center; W. central Illinois. On east bank of Illinois River. 225 mi. SW of Chicago; 110 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Crown Transit.

3 - POPULATION:
Corp. City 80 Cen. 6,338; Loc. Est. 6,581
County 80 Cen. 15,084; Loc. Est. 15,549

4 - HOUSEHOLDS:
City 80 Cen. 2,389; Loc. Est. 2,489
County 80 Cen. 5,658; Loc. Est. 5,934

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$70,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 7,250

7 - ELECTRIC METERS: Residence 2,500

8 - GAS METERS: Residence 1,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Ann. Payroll) Railroad 150; Aluminum & Brass 241; Foods/Meat Products 1,000 ($25,000,000); Feed/Grains/Milling.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11 - TAP WATER: Treated.

12 - RETAILING: Shopping Center-Beardstown Plaza, at junction of Hwys. 100 & 67(Roe Foods, TG & Y).
Neighborhood Shopping Centers-E 4th St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Gamble's.
Variety Stores-TG&Y.
Chain Drug Stores-Rexall.
Chain Supermarkets-Roe Eisner; IGA.

14 - NEWSPAPERS: ILLINOIAN-STAR (e-mon to fri) 2,419; sworn Sept. 19, 1983.
Local Contact for Advertising and Merchandising Data: Dale L. Barber, Pub., ILLINOIAN-STAR, 1210 Wall St., Beardstown, IL 62618; Tel. (217) 323-1010.
National Representative: London Associates.

BELLEVILLE

1 - LOCATION: St. Clair County (In East St. Louis-Belleville PMSA). E&P Map D-5. County Seat. Agricultural, military, industrial, financial and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Intercity Bus Lines-Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3 - POPULATION:
Corp. City 80 Cen. 42,150; Loc. Est. 43,256
PMA-ABC: (80) 184,127; (84) 179,700
PMSA 80 Cen. 298,086; Loc. Est. 302,106
County 80 Cen. 255,469; Loc. Est. 272,681
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,512; Loc. Est. 16,846
County 80 Cen. 90,410; Loc. Est. 95,011
PMSA 80 Cen. 101,748; Loc. Est. 107,090
PMA-ABC: (80) 65,626; (84) 64,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	4	$543,733,525
Savings & Loan	3	$331,594,325

6 - PASSENGER AUTOS: County 137,454

7 - ELECTRIC METERS: Residence 31,880

8 - GAS METERS: Residence 25,865

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brewery 250; Shoe 400; Hospitals (2) 3,400; Stove 150; Box Mfg. 119; Stencil Mfg. 179; Appliance 250; Roesch 125.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 28-Nov. 27; Last killing frost, Mar. 8-May 10.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Twelve blocks on Main St.
Principal Shopping Days-Thur.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Park Plaza(22)	2	Nat'l Food
Carlyle Plz.(15)	4	Wal-Mart, Nat'l Food
Wade Sq.(10)	2	Tom Boy
St. Clair Square(120)	6	Sears, JCPenney, Famous-Bar, Stix, Baer & Fuller
Crossroads(16)	NA	K mart
Venture(6)	6	Venture Stores, Kroger, Dolgins, Schnucks,
Southview Plaza(15)	12	Tom-Boy, Hirsch, Western Auto
Co. Club Plz.(20)	3	Walgreens, Schnuck's
Arcade Ctr.(16)	6	Mont. Ward

Stores Open Evenings-Dept.-Mon. and Fri.; Food-nightly; St. Clair Square-nightly and Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Stix, Baer & Fuller; Famous-Barr; Dollar General; Glicks.
Discount Stores-K mart; Wal-Mart; Venture; Target; Dolgins.
Chain Drug Stores-Stiehl Walgreen; Gasen; S.S. Kresge; Medicare-Glaser.
Chain Supermarkets-Kroger 3;IGA 7; National 2; Tom Boy 2; Shopland 2; Shop 'N Save; Schnuck's 4; Super-Valu.
Other Chain Stores-Western Auto; Firestone; Goodyear; United Tire; Mode O'Day; Nustyle; Sherwin-Williams; Montgomery Ward (catalog); Singer; Ben Franklin; Dollar General; Uniroyal Tire; General Tire.

14 - NEWSPAPERS: NEWS-DEMOCRAT (m-mon to sat) 40,613; (S) 49,679; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Burgess, Adv. Dir., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62222; Tel. (618) 234-1000.
National Representative: Branham/Newspaper Sales.

BELVIDERE

1 - LOCATION: Boone County (In Rockford MSA). E&P Map C-1. 75 mi. W of Chicago; 14 mi. E of Rockford in the central part of northern Illinois, on Northern Tollroad.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-30.

3 - POPULATION:
City 80 Cen. 15,176; Loc. Est. 16,224
MSA 80 Cen. 279,514; Loc. Est. 286,060
County 80 Cen. 28,630; Loc. Est. 29,829
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,494; Loc. Est. 5,994
MSA 80 Cen. 99,122; Loc. Est. 103,754
County 80 Cen. 9,714; Loc. Est. 10,351

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$115,208,000
Savings & Loan	2	$48,609,000

6 - PASSENGER AUTOS: County 16,183

7 - ELECTRIC METERS: Residence County 12,902

8 - GAS METERS: Residence County 8,960

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery 666 ($218); Hardware 333 ($170); Engineering 120 ($195)-Automotive Assembly 4,587 ($175).
Principal Industrial Pay Days-10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-96; Summer 59-97; Fall 17-84; Winter 20-52. First killing frost, Oct. 16. Last killing frost, May 4.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr.; Pearl St. at Route 5; Belvidere Mall (Downtown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvidere Mall(5)	NA	Ben Franklin, Schultz's Sav-U
North State(6)	NA	IGA
South Towne(4)	NA	Pacemaker Food
Cherry Vale(94)	NA	Marshall Field, Sears, Pranges

Principal Shopping Days-Thur., Fri., Sat. & Mon.

13 - RETAIL OUTLETS: Variety Stores-Schultz Brothers; Ben Franklin.
Chain Supermarkets-Eagle; Schultz Sav-U; Pacemaker; Aldi.
Other Chain Stores-Ace Hdwe.; Western Auto; Radio Shack; K mart; True Value; Farm & Fleet.

14 - NEWSPAPERS: REPUBLICAN (e) 4,722; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Ellen L. Genrich, Adv. Dir., REPUBLICAN, 401 Whitney Blvd., Belvidere, IL 61008; Tel. (815) 544-9811.
National Representative: Landon Associates.

BENTON

1 - LOCATION: Franklin County. E&P Map C-5, County Seat. 302 mi. S of Chicago. On State Hwy. 14, 34, 37 & 57.

2 - TRANSPORTATION: Railroads-Illinois Central; Iron Mountain; Southern.
Intercity Bus Lines-Greyhound.
Airlines-Rend Lake Airways.

3 - POPULATION:
Corp. City 80 Cen. 7,778; Loc. Est. 8,330
County 80 Cen. 43,201; Loc. Est. 44,284

4 - HOUSEHOLDS:
City 80 Cen. 3,233; Loc. Est. 3,416
County 80 Cen. 16,978; Loc. Est. 17,790

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$170,000,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 22,161

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Farm Supplies; Oil; Coal Mines; Grain & Stock Farms; Modular Homes; Drainage Engineering; Mine Equipment; Meat Packing; Celebrity Boats; Air and Acotylene Gas.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Days-Fri., Sat., & Sun.
Stores Open Evenings-Supermarkets, Fri. Most stores are open until 8 p.m.

13 - RETAIL OUTLETS: Department Stores-Sherman's; P.N. Hirsch.
Discount Stores-Wal-Mart.
Variety Stores-Town & Company.
Chain Drug Stores-Benton; McCollum; Immel Chaplain Pharm.; Super X; Hooks.
Chain Supermarkets-Big John's; Kroger; IGA; Farm Fresh; Hucks.
Other Chain Stores-Western Auto; Ace Hardware; The Hub; Sue's II; Star Best; Pee Wee Shop; Barton & Collins; Campbell's; General Dollar Store; Knight's Furniture; Akin Jewelry; Wiggs Jewelry; Carol's Fine Jewelry; Nancy's Boutique; Beatty's Hammond Organs; H2O Water Bed Shop; Barton's TV & Video; Van Horn's Gifts; Wisely's Men's Wear; B & J Home Improvement.

14 - NEWSPAPERS: NEWS (e) 6,791; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Joe Browning, Adv. Mgr., NEWS, 111 E. Church St. Benton, IL 62812; Tel. (618) 438-5611.
National Representative: Landon Associates.

BLOOMINGTON-NORMAL

1 - LOCATION: McLean County (In Bloomington-

Normal MSA), E&P Map C-3, County Seat. 127 mi. SW of Chicago; 157 mi. NE of St. Louis. College and Insurance Center.

2 - TRANSPORTATION: Railroads-Illinois Central-Gulf (passenger & freight); Norfolk & Western; Con Rail; Santa Fe Railroad.
Intercity Bus Lines-Eastern Greyhound; Illinois Highway; Illini Coach; Peoria-Rockford.
Motor Freight Carriers-20 Interstate/29 Intrastate.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 79,861; Loc. Est. 84,925
Bloomington 80 Cen. 44,189; Loc. Est. 45,769
Normal 80 Cen. 35,672; Loc. Est. 39,156
CZ-ABC: (80) 85,291; (84) 90,600
RTZ-ABC: (80) 146,095; (84) 146,800
County/MSA 80 Cen. 119,149; Loc. Est. 120,466
City & RTZ-ABC: (80) 231,386; (84) 237,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 27,939; Loc. Est. 30,294
Bloomington 80 Cen. 18,204; Loc. Est. 19,569
Normal 80 Cen. 9,735; Loc. Est. 10,725
County/MSA 80 Cen. 41,702; Loc. Est. 43,077
CZ-ABC: (80) 29,913; (84) 31,900
RTZ-ABC: (80) 51,638; (84) 52,500
City & RTZ-ABC: (80) 81,551; (84) 84,400

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$842,965,000
Commercial	8	$451,862,000

6 - PASSENGER AUTOS: County 65,541

7 - ELECTRIC METERS: Residence 38,793

8 - GAS METERS: Residence 24,200

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Insurance, Finance, Real Estate 9,310; Electric Machinery & Controls 3,700; Food Processing 1,120; Utilities & Transportation 3,100; Printing & Publications 700; Construction 1,700; Wholesale and Retail Trade 12,000; Professional Services 5,300; Governmental 10,600; Agriculture 3,125; Illinois Agricultural Association 1,716; Firestone 416; Eureka Company 1,700; Manufacturing-Durable 4,900; Non-Durable 2,100. Hourly rates-Manufacturing $7.02; Durable Goods $7.03; Non-Durable Goods $6.97 hr.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-93 Summer 41-93; Fall 16-86; Winter -3-60; First killing frost, Oct. 14; Last killing frost, April 5.

11 - TAP WATER: Alkaline, soft; Bloomington: not fluoridated; Normal: fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.; 3 on Center St., 6 on Front St.; 6 on Washington; 2 on Jefferson.
Neighborhood Shopping Centers-2 on E. Oakland Ave.; 5 in Bloomington Towanda Plaza; (Empire & Towanda Ave.); Eastland Shopping Center (Rte. 9 at U.S. Rt. 66); K mart Plaza; Zayre Plaza; Colonial Plaza; Landmark Plaza; College Hill Mall; Four Seasons Square.
Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-All shopping areas open 7 days except downtown which is open Mon.
Stores Open Sundays-Grocery; Drug; Discount; Eastland Shopping Center; College Hills Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears;Montgomery Ward; Roland's; Bergner's; Carson Pirie Scott & Co.; Kohl's.
Discount Stores-K mart; Adolph's; Zayre; K's Merchandise; Target.
Variety Stores-Woolworth; Randall's.
Chain Drug Stores-Walgreen; Osco 3; Rexall 2; SupeRx 2; People's 5.
Chain Supermarkets-Eisner 3; Kroger 4; IGA; Cub Foods; Diana Foods; Eagle Foods; Super-Valu.
Other Chain Stores-Kinney Shoes; Kay Campbell; Kirlin's; Music Land; Shield Jewelry; MAB Paints; Glidden Paint; Leath Furniture; Sherwin-Williams; Payless 2; So-Fro; Singer; TSC Industries; Alexander Lumber; Pier I; Fannie Mae Candy 2; Regal Shoes; Radio Shack 3; Foxmoor Casuals; Seno Formalwear; Color Tile.

14 - NEWSPAPERS: PANTAGRAPH (m) 52,786; (S) 55,180; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Woodrow G. Shadid, Dir. of Adv., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9411.
National Representative: Sawyer-Ferguson-Walker Co.

CAIRO

1 - LOCATION: Alexander County, E&P Map C-6, County Seat. Industrial, Agricultural, Wholesale & Retail Center. Bridges to Kentucky and Missouri.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Conrail; Illinois Central; GM&O.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 5,931; Loc. Est. 5,967
County 80 Cen. 12,264; Loc. Est. 12,593

4 - HOUSEHOLDS:
City 80 Cen. 2,400; Loc. Est. 2,445
County 80 Cen. 4,754; Loc. Est. 5,309

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$50,520,000

6 - PASSENGER AUTOS: County 5,044

7 - ELECTRIC METERS: Residence 2,056

8 - GAS METERS: Residence 1,576

9 - PRINCIPAL INDUSTRIES: Oilfield Equip.; Soybean and Cotton Oil; Flexible Urethane Foam Padding; Reprocessed Oil Pipe; Grain Purchase, Storage, Sale & Shipping; Service Trades Uniform; Hardwood Flooring & Lumber; Inland Marine Service & River Business; Warehousing; Sand & Silica; Farming; Wholesale Drugs; Rainwear & Duffle Bags.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-68; Summer 70-88; Fall 52-70; Winter 31-46. First killing frost, Nov. 1. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 10th to 6th Sts.; 8th St.; Commercial Ave. to 6th.
Neighborhood Shopping Centers-20th and Washington; 34th to 40th on Sycamore.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fridays.
Stores Open Sundays-Drug; Grocery; Discount; Variety and Department.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Khourie Bros.
Variety Stores-Elias Family Center; McGinness Enterprise.
Chain Supermarkets-Wonder Market; Cairo Pic Pac; Butcher Block.
Other Chain Stores-Firestone.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 4,919; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bill Calvin, Adv. Dir., CITIZEN, 711 Washington Ave., Cairo, IL 62914; Tel. (618) 734-4244.
National Representative: None.

CANTON

1 - LOCATION: Fulton County, E&P Map B-3. 32 mi. SW of Peoria; On Routes 9, 78, 100.

2 - TRANSPORTATION: Railroads-CB&Q and Toledo; Peoria & Western.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 14,626; Loc. Est. 14,662
CZ-ABC: (80) 16,000; (84) 16,100
RTZ-ABC: (80) 31,964; (84) 32,200
County 80 Cen. 43,687; Loc. Est. 43,339
City & RTZ-ABC: (80) 47,964; (84) 48,300

4 - HOUSEHOLDS:
City 80 Cen. 5,745; Loc. Est. 5,814
County 80 Cen. 16,274; Loc. Est. 16,514
CZ-ABC: (80) 6,237; (84) 6,400
RTZ-ABC: (80) 11,756; (84) 11,900
City & RTZ-ABC: (80) 17,993; (84) 18,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$120,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 21,020

7 - ELECTRIC METERS: Residence 6,100

8 - GAS METERS: Residence 5,239

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing mfg. 104 ($200); Coal Mines 800 ($250).

10 - CLIMATE: Mean Temp. 51. Av. Rainfall 35; Av. Humidity 70.

11 - TAP WATER: Alkaline, soft; fluoridated & chlorinated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Main(5)	1	Tempo Dept. Store
Ludlum Centre	NA	Ludlum
Lake Drive	1	Kroger, K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's Mercantile.
Discount Stores-Farm King; K mart; Ben Franklin; Gambles.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Kroger; IGA.

14 - NEWSPAPERS: LEDGER (e) 8,527; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Pete Falcone, Adv. Mgr., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309) 647-5100.
National Representative: Illinois Press Association.

CARBONDALE-HERRIN-MURPHYSBORO

1 - LOCATION: Carbondale and Murphysboro in Jackson County, Herrin in Williamson County, E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; CB&Q; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Gulf Transports.
Airlines-Britt; Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 47,100; Loc. Est. 50,253
Carbondale 80 Cen. 26,414; Loc. Est. 28,707
Herrin 80 Cen. 10,708; Loc. Est. 11,400
Murphysboro 80 Cen. 9,866; Loc. Est. 10,146
PMA-ABC: (80) 235,609; (84) 245,600
Counties 80 Cen. 118,060; Loc. Est. 121,909
Jackson 80 Cen. 61,649; Loc. Est. 63,783
Williamson 80 Cen. 56,538; Loc. Est. 58,126

4 - HOUSEHOLDS:
Cities 80 Cen. 17,219; Loc. Est. 18,506
Carbondale 80 Cen. 9,206; Loc. Est. 10,151
Herrin 80 Cen. 4,135; Loc. Est. 4,340
Murphysboro 80 Cen. 3,878; Loc. Est. 4,015
Counties 80 Cen. 44,383; Loc. Est. 46,980
Jackson 80 Cen. 22,558; Loc. Est. 24,066
Williamson 80 Cen. 21,825; Loc. Est. 22,914
PMA-ABC: (80) 87,641; (84) 92,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$89,176,494
Savings & Loan	5	$24,647,299

6 - PASSENGER AUTOS: Jackson 27,737; Williamson 28,319.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gloves; Business Systems; Dresses; Machinery; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Supplies; Concrete Prod.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic Systems.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19. Last killing frost, Mar. 28.

11 - TAP WATER: Carbondale-Alkaline, soft; Herrin, soft; Murphysboro, hard.

12 - RETAILING: Principal Shopping Center-3 blocks on 12 streets.
Principal Shopping Days-Mon., Sun., Fri., Sat.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(15)	2	Jo-Ann Fabrics, Payless Shoes
Murdale(30)	NA	Woolworth
Southgate(7)	NA	
University Mall(34)	4	JCPenney, Sears, Meis, Walgreens
K mart(2)	4	K mart, Kroger's

Stores Open Evenings-Mon. in Carbondale and Herrin; Fri. in Murphysboro.

13 - RETAIL OUTLETS: Department Stores-Bleyer's; JCPenney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; Wal-Mart 6.
Chain Drug Stores-Walgreens; Rexall 5; Revco 2; SupeRx.
Chain Supermarkets-Kroger 5; IGA 5; AG; National Foods.

14 - NEWSPAPERS: SOUTHERN ILLINOISAN (e-mon to fri) 30,132; (S) 36,953; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Brenda A. Maurizo, Adv. Coordinator, SOUTHERN ILLINOISAN, 710 N. Illinois, Carbondale, IL 62901; Tel. (618) 529-5454.
National Representative: Branham/Newspaper Sales.

CARMI

1 - LOCATION: White County, E&P Map D-5, County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville; On State Hwy. 1; U.S. 460.

2 - TRANSPORTATION: Railroads: Conrail; Louisville & Nashville.
Intercity Bus Lines-Greyhound; Brooks; Peoria & Rockford.

3 - POPULATION:
Corp. City 80 Cen. 6,264; Loc. Est. 6,625
County 80 Cen. 17,864; Loc. Est. 18,624

4 - HOUSEHOLDS:
City 80 Cen. 2,626; Loc. Est. 2,740
County 80 Cen. 7,047; Loc. Est. 7,479

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$14,100,000
Commercial	3	$1,167,895,000

6 - PASSENGER AUTOS: County 9,529

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prod.; Feed Mills.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Harts.
Variety Stores-Harold's Dollar Store.
Discount Stores-K mart.
Chain Supermarkets: Big John.

14 - NEWSPAPERS: TIMES (e) 3,250 sworn Sept.30, 1983.
Local Contact for Advertising and Merchandising Data: Shirley Burns, Adv. Mgr., TIMES, 323-325 E. Main, Carmi, IL 62821; Tel. (618) 382-4176.
National Representative: None.

CASEY

1 - LOCATION: Clark County, E&P Map D-4, 35 mi. SW of Terre Haute, IN; On State Hwy. 49; U.S. Hwys. 40, 70.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,026; Loc. Est. 3,039
County 80 Cen. 16,913; Loc. Est. 16,922

4 - HOUSEHOLDS:
City 80 Cen. 1,264; Loc. Est. 1,281
County 80 Cen. 6,485; Loc. Est. 6,631

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$72,000,000
Savings & Loan	1	$14,000,000

6 - PASSENGER AUTOS: County 9,159

7 - ELECTRIC METERS: Residence 1,940

8 - GAS METERS: Residence 1,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Drilling & Pipe Line 300 ($520); Shoe Mfg. 320 ($200); Plastic Products 140 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 70-105; Fall 45-75; Winter 0-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur. & Fri.

13 - RETAIL OUTLETS: Variety Stores-Ardnt's.
Discount Stores-Fashion Lane; Pools Bargain Center.
Chain Drug Stores-Rexall.
Chain Supermarkets-IGA: Casey Red & White.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 2,753; sworn Sept. 16, 1983.
Local Contact for Advertising and Merchandising Data: James C. Rankin, Adv. Mgr., REPORTER, 216 S. Central, Casey, IL 62420; Tel. (217) 932-5511.
National Representative: None.

CENTRALIA-CENTRAL CITY-WAMAC

1 - LOCATION: Marion, Clinton and Washington Counties (In East St. Louis-Belleville PMSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E of

St. Louis; 6 mi. S of U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads-Illinois Central (pass. & freight; CB&Q (frieght); Southern; Missouri & Illinois.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound & Gulf.
Airlines-Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 18,168; Loc. Est. 18,965
Centralia 80 Cen. 15,126; Loc. Est. 15,580
Central City 80 Cen. 1,377; Loc. Est. 1,544
Wamac 80 Cen. 1,665; Loc. Est. 1,841
CZ-ABC: (80) 21,625; (84) 21,600
RTZ-ABC: (80) 90,659; (84) 95,100
Counties 80 Cen. 91,612; Loc. Est. 94,078
Marion 80 Cen. 43,523; Loc. Est. 44,941
Clinton 80 Cen. 32,617; Loc. Est. 33,182
Washington 80 Cen. 15,472; Loc. Est. 15,955
PMSA 80 Cen. 298,086; Loc. Est. 305,863
City & RTZ-ABC: (80) 112,284; (84) 116,700

4 - HOUSEHOLDS:
Cities 80 Cen. 7,246; Loc. Est. 7,506
Centralia 80 Cen. 5,974; Loc. Est. 6,224
Central City 80 Cen. 624; Loc. Est. 551
Wamac 80 Cen. 648; Loc. Est. 731
Counties 80 Cen. 32,811; Loc. Est. 34,571
Marion 80 Cen. 16,437; Loc. Est. 17,400
Clinton 80 Cen. 10,768; Loc. Est. 11,237
Washington 80 Cen. 5,606; Loc. Est. 5,934
PMSA 80 Cen. 101,748; Loc. Est. 106,248
CZ-ABC: (80) 8,466; (84) 8,600
RTZ-ABC: (80) 32,055; (84) 33,800
City & RTZ-ABC: (80) 40,521; (84) 42,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$300,000,000
Savings & Loan	2	$74,000,000

6 - PASSENGER AUTOS: Counties: Marion 24,132; Clinton 16,240; Washington 7,996

7 - ELECTRIC METERS: Residence 9,093

8 - GAS METERS: Residence 7,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Railroad 80; Apparel 300; Candy 375; Hospital 750; Fiberglass 960; Food 227; Plastic Containers 200; Fuses 350.

Principal Industrial Pay Days-13th & 28th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.
Neighborhood Shopping Centers-Central City; Wamac; Locust & Calumet Sts.; Lincoln & 2nd Sts.;

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Park Plaza(45)	NA	JCPenney, Nat'l Food, Woolworth
Centralia	1	Dollar General, Radio Shack, Goldes, Central Hardware

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Downtown-Fri.; Shopping centers-every night (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores-Sears; Golde's; Dollar General; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Dobbs; K mart.
Chain Supermarkets-Kroger; National; Altadonna's.
Other Chain Stores-Firestone; Western Auto; Singer; Natl. Cash Register; Stan-the-Tireman; Sherwin-Williams; Cook Paint; Blankenship Auto Parts; Radio Shack; Fredman; True Value Hardware; Kirlin's; Nobil Shoes; Payless Shoes; Kinney Shoes; Curtis-Mathus TV; Maurice's; The Fly.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 17,349; (S) 18,179; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James Fetgatter, Adv. Mgr. Class., SENTINEL 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.
National Representative: None.

CHAMPAIGN-URBANA

1 - LOCATION: Champaign County (In Champaign-Urbana-Rantoul MSA). E&P Map C-3. County Seat. University of Illinois. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail; Norfolk & Western; Amtrak.
Airlines-Ozark; Britt; Piedmont; Mississippi Valley.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Swallow; Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 94,111; Loc. Est. 98,161
Champaign 80 Cen. 58,133; Loc. Est. 60,116
Urbana 80 Cen. 35,978; Loc. Est. 38,045
PMA-ABC: (80) 99,115; (84) 99,100
Bal. in PMA-ABC: (80) 151,426; (84) 152,700
County/MSA 80 Cen. 168,392; Loc. Est. 172,791
Total PMA-ABC: (80) 250,541; (84) 251,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 33,393; Loc. Est. 35,096
Champaign 80 Cen. 21,238; Loc. Est. 22,231
Urbana 80 Cen. 12,155; Loc. Est. 12,865
PMA-ABC: (80) 35,445; (84) 35,900
Bal. in PMA-ABC: (80) 53,170; (84) 53,800
County/MSA 80 Cen. 58,405; Loc. Est. 61,256
Total PMA-ABC: (80) 88,615; (84) 89,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 81,637

7 - ELECTRIC METERS: Residence 56,883

8 - GAS METERS: Residence 43,477

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 7,000; Construction 1,700; Trade 19,600; Services 11,700; Federal Govt. 30,600; Agriculture 2,850; Education 16,500. Total 89,950.
Principal Industrial Pay Days-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, softened; chlorinated and fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Market Place Mall(97)	NA	JCPenney, Bergners, Sears, Kohl's
Lincoln Sq.(25)	NA	Carson Pirie Scott
Sunnycrest(20)	NA	Walgreens, IGA, Eisner, K mart, Krogers
Country Fair(36)	NA	Zayre, Target
K mart Plaza	NA	K mart

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Bergners; F.K. Robeson; Sears; JCPenney; Carson Pirie Scott.
Variety Stores-TG&Y; Huey's.
Discount Stores-Zayre; K mart.
Chain Drug Stores-Walgreens 2; Osco 4; Cavett; Revco 2.
Chain Supermarkets-Eisner 3; Kroger 2; IGA 6; Aldi; Eagles 3.
Other Chain Stores-Baskin-Robbins; Goodyear; Firestone; Goodrich; Carpetland; Clothworld.

14 - NEWSPAPERS: NEWS GAZETTE (all day-mon to fri) 48,938; (m-sat) 47,882; (S) 52,054; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary M. Holben, Adv. Dir., NEWS-GAZETTE, 48-52 Main St., Champaign, IL 61820; Tel. (217) 351-5252.
National Representative. Papert Companies.

CHARLESTON

1 - LOCATION: Coles County, E&P Map C-4, County Seat. Light manufacturing; railway division; college; agricultural area; Eastern Illinois University; Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Airlines-Britt.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 19,355; Loc. Est. 20,364
CZ-ABC: (80) 19,355; (84) 20,500
Bal. in PMA-ABC: (80) 23,604; (84) 23,600
County 80 Cen. 52,992; Loc. Est. 53,072
Total PMA-ABC: (80) 42,959; (84) 44,100

4 - HOUSEHOLDS:
City 80 Cen. 5,978; Loc. Est. 6,528
County 80 Cen. 18,919; Loc. Est. 19,274
CZ-ABC: (80) 5,978; (84) 6,400
Bal. in PMA-ABC: (80) 8,881; (84) 9,000
Total PMA-ABC: (80) 14,859; (84) 15,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$58,000,000
Savings & Loan	4	$22,000,000

6 - PASSENGER AUTOS: County 24,767

7 - ELECTRIC METERS: Residence 3,876

8 - GAS METERS: Residence 3,377

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Truck & Trailer Mfg. 370; Railroad 200; Shoes 435; Const. 162; Printing, Bus. Forms 208; Ceramic & Stone Pdts. 313; Hardware 75.
Principal Pay Days-Fri. & Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Square and 1 block each direction from its 4 corners, S on Rte. 130; 400-500 block W Lincoln.
Neighborhood Shopping Centers-4th to 7th Sts. on Lincoln St.; South on State Rd. 130; West on Rte. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston(5)	NA	Eisners
Lincoln Vlg.	NA	Stop 'N Go
University(8)	NA	
Wilb Walker's(4)	NA	Ben Franklin, Coast-to-Coast

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Variety Stores-Well-Worth; Ben Franklin; Pooles; Wal Mart.
Chain Drug Stores-Walgreens; Osco; Sav-Mor.
Chain Supermarkets-Eisner; IGA; Walker's.
Other Chain Stores-Firestone; Montgomery Ward; Coast-to-Coast.

14 - NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 7,080; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Yamamoto, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St., Box 250, Charleston, IL 61920; Tel. (217) 345-7085.
National Representative: Landon Associates.

CHICAGO

1 - LOCATION: Cook County (In Chicago PMSA). E&P Map D-1. Industrial, wholesale, retail, financial, educational, research, transportation, and agricultural sales center.

2 - TRANSPORTATION: Railroads-Amtrak headquarters. Burlington Northern; Chicago & Northwestern; Chicago South Shore & South Bend; Illinois Central Post; Milwaukee Road; Norfolk & Western.
Motor Freight Carriers-More than 750 intercity motor freight carriers.
Intercity Bus Lines-Continental Trailways; Greyhound; Indian Trail; Indiana Motor Bus; Peoria-Rockford Bus Co.
Airlines-Passenger: Aer Lingus; Air Canada; Midway Express; Air France; Air Illinois; Air Jamaica; Air Wisconsin; Alitalia; American; British Air; Britt Airways; Capitol; Continental; Decatur Aviation; Delta; Direct Air; Eastern; Evergreen; Icelandair; KLM; Lakeland; Lufthansa; Mexicana; Mid-Contental;Mid State; Mississippi Valley; Northwest; Ozark; Pan American; Phillips; Piedmont; Republic; SAS; Sabena; Swiss Air; TWA; Trans American; USAir; United; World; Cargo: Zantop; Emery; Federal Express; Flying Tigers; Interstate; Orion; SMB; Summit; Sundorph Aero; UPS; Viking; Tradewinds; Blackhawk.
Three Waterway Projects-St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

3 - POPULATION:
Corp. City 80 Cen. 3,005,072; Loc. Est. 2,919,716
County 80 Cen. 5,253,190; Loc. Est. 5,327,191
PMSA 80 Cen. 6,059,091; Loc. Est. 6,174,715
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 3,059,948; (84) 2,897,200
Bal. in PMA-ABC: (80)4,686,457; (84)4,846,300
Total PMA-ABC: (80) 7,746,405; (84) 7,743,500
DAILY HERALD:
PMA-ABC: (80) 538,861; (84) 577,900
DAILY CALUMET:
PMA-ABC: (80) 98,725; (84) 96,300

4 - HOUSEHOLDS:
City 80 Cen. 1,093,409; Loc. Est. 1,102,993
County 80 Cen. 1,878,977; Loc. Est. 1,949,397
PMSA 80 Cen. 2,150,209; Loc. Est. 2,240,867
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 1,115,918; (84) 1,066,900
Bal. in PMA-ABC: (80) 1,585,050; (84) 1,655,600
Total PMA-ABC: (80) 2,700,968; (84) 2,722,500
DAILY HERALD:
PMA-ABC: (80) 182,319; (84) 196,800
DAILY CALUMET:
PMA-ABC: (80) 31,683; (84) 31,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	184	$42,183,032,000
Commercial	412	$66,669,735,000

(Includes Individual Branches of Banks)

6 - PASSENGER AUTOS: City 1,023,428; County 1,456,755

7 - ELECTRIC METERS: Residence 2,748,289; Large Comm. & Industrial 865; Small Comm. & Industrial 239,409.

8 - GAS METERS: Residence 1,942,000; Commercial 139,000; Industrial 15,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage): Manufacturing 657,000 ($371); Wholesale Trade 235,100 ($366); Retail Trade 500,200 ($194); Electrical Machinery 101,300 ($313); Construction 89,800 ($644); Primary Metals 39,400 ($457); Printing & Publishing 68,400 ($424); Food Products 60,000 ($383); Chemical Products 47,300 ($415); Rubber and Plastic Products 29,300 ($287).

10 - CLIMATE: Av. Temp.-Jan. 29; Apr. 49; July 73; Oct. 53. Av. Precipitation-35 inches. Av. Snowfall-40 inches.

11 - TAP WATER: Alkaline (Lake Michigan); fluoridated.

12 - RETAILING: Principal Shopping Centers-The PMSA has 62 separate and distinct retail shopping areas (322 shopping centers). The most important of these are Michigan Ave. and Woodfield Mall in Schaumberg. The principal offices of Sears & Montgomery Ward are located here.
Principal Shopping Days-Loop and Outlying Stores-Mon., Thur., Sat. & Sun. Supermarkets Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon. & Thur.

13 - RETAIL OUTLETS: Carson Pirie Scott & Co.-14 stores: 1 in Chicago, 13 in suburbs; JCPenney-14 stores: 3 in Chicago, 11 in suburbs; Marshall Field & Co.-16 stores: 2 in Chicago, 14 in suburbs; Montgomery Ward & Co.-16 stores. 2 in Chicago, 14 in suburbs; Sears-21 full line stores: 4 in Chicago, 17 in suburbs; Wieboldt's,-13 stores: 4 in Chicago, 9 in suburbs.
Discount & Variety Stores-K mart; Venture; Zayre; Service Merchandise.
Chain Supermarkets-Cub; Butera; Dominick's; Eagle; Pic 'N Save; Treasure Island; Hillman's; Jewel; White Hen.
Cooperative Food Stores-Centrella; Certified; Progressive.
Chain Drug Stores-DeKoven; Family Drug Center; Perry; Rexall; Stineway; Sun Drugs; Super-X; Les-On; Osco; Walgreens.

14 - NEWSPAPERS: CALUMET (m)11,493; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William R. Stack, Adv. Dir., CALUMET, 9120-24 S Baltimore Ave., Chicago, IL 60617; Tel. (312) 375-2000.
National Representative: U.S. Suburban Press.
DEFENDER (m-mon to thur) 22,257; (m-sat) 28,519; swom Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Leonidas G. Nelson, Adv. Dir., DEFENDER, 2400 S Michigan, Chicago, IL 60616; Tel. (312) 225-2400.
National Representative: Amalgamated Publishers.
HERALD (m) 61,426; (S) 60,017; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Borgardt, Adv. Mgr., HERALD, 217 W Campbell St.; PO Box 280, Arlington Heights, IL 60006; Tel. (312) 870-3600.
National Representative: U.S. Suburban Press.
SOUTHTOWN ECONOMIST (e-mon to fri) 22,881; (S) 35,028; June 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Donald Gunn, V.P. Mktg., SOUTHTOWN ECONOMIST, 5959 S Harlem Ave., Chicago, IL 60638; Tel. (312) 586-8800.
National Representative: U.S. Suburban Press.
SUN-TIMES (m-mon to fri) 628,285; (m-sat) 454,606; (S) 687,386; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John O. Andersen, Nat. Adv. Mgr.,SUN-TIMES, 401 N Wabash, Suite 707, Chicago, IL 60611; Tel. (312) 321-3000.
National Representatives: Offices in New York, Detroit, Los Angeles, Atlanta, Miami Beach.
TRIBUNE (all day-mon to fri) 762,882; (sat) 615,194; (S) 1,145,387; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising

Data: Roger Holzkamp, Adv. Dir., TRIBUNE, 435 N Michigan Ave., Chicago, IL 60611; Tel. (312) 222-3232.
National Representatives: Offices in New York, Detroit, Miami, Dallas, Los Angeles.

CLINTON

1 - LOCATION: DeWitt County, E&P Map C-3, County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2 - TRANSPORTATION: Railroads-Illinois Central.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,014; Loc. Est. 8,342
County 80 Cen. 18,108; Loc. Est. 18,475

4 - HOUSEHOLDS:
City 80 Cen. 3,193; Loc. Est. 3,375
County 80 Cen. 6,841; Loc. Est. 7,153

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$57,927,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 9,620

7 - ELECTRIC METERS: Residence 4,110

8 - GAS METERS: Residence 3,094

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-China Mfg. 100; Copper Tubing 250; Houseware Mfg. 375; Ill. Central RR 150; Business Forms 150; Nuclear Power Station 3,000.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-85; Summer 55-110; Fall 20-80; Winter 10-45. First killing frost, Oct. 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, treated, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hickory Point Mall(85)	15	Carson Pirie Scott, JCPenney, Bergner's
Eastland Ctr.(54)	21	Sears, Bergner's, JCPenney

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; some Mon.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Carson Pirie Scott; JCPenney; Bergner's; Sears.
Variety Stores-Ben Franklin; Gamble's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,721; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: R. Michael Tompkins, Pub., JOURNAL, 117 W. Main St., PO Box 615, Clinton, IL 61727; Tel. (217) 935-3171.
National Representative: Landon Associates.

CRYSTAL LAKE

1 - LOCATION: McHenry County, (In Chicago PMSA). 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufactoring center of McHenry County.

2 - TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connect Crystal Lake with all of Chicago Metropolitan area. Small airport now belongs to Lake-In-The-Hills.

3 - POPULATION:
Corp. City 80 Cen. 18,590; Loc. Est. 20,571
PMA-CZ-ABC: (80) 18,590; (84) 20,100
Bal. in PMA-ABC: (80) 76,797; (84) 87,000
Total PMA-ABC: (80) 95,387; (84) 104,800
County 80 Cen. 147,724; Loc. Est. 151,210
PMSA 80 Cen. 6,059,091; Loc. Est. 6,174,715
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,191; Loc. Est. 6,866
County 80 Cen. 49,015; Loc. Est. 51,322
PMSA 80 Cen. 2,150,209; Loc. Est. 2,240,867
PMA-CZ-ABC: (80) 6,191; (84) 6,700
Bal. in PMA-ABC: (80) 25,568; (84) 28,600
Total PMA-ABC: (80) 31,759; (84) 35,300

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$101,213,874
Savings & Loan	3	$124,601,420

6 - PASSENGER AUTOS: County 90,635

7 - ELECTRIC METERS: Residence 6,840

8 - GAS METERS: Residence 6,330

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Retailing 1,228; Equipment Manufacturing 2,240 ; Printing 468; Farm Equip. & Landscaping 461; Utilities 583.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-3 blocks downtown and a major shopping center (30 stores) at southeast edge of city. Neighborhood shopping centers along Highway 14.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodfield Mall	25	Sears, Field, JCPenney,
Lakehurst Mall	20	Sears, Fields, JCPenney
Meadowdale(52)	10	A&P, Chicago Furniture Mart
Spring Hill Mall	10	Fields, Bergner's, Sears, JCPenney Joseph Spiess

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Joseph Spiess; Sears (catalog); JCPenney (catalog).
Discount Stores-K mart; Zayre.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; Walgreens.
Other Chain Stores-Minnesota Fabrics; Krusoe & Cummins; 84 Lumber; Edward Hines Lumber; Armanetti Liquors; Darken's for Sports; Kinney Shoes; Browse-A-Round Books; Stuart's; Jackie's.

14 - NEWSPAPERS: HERALD (m-mon to fri) 9,436; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Christopher Golbeck, Adv. Mgr. CRYSTAL LAKE HERALD, David Strahl, Ret. Adv. Dir., PO Box 250; 7803 Pyott Rd., Crystal Lake, IL 60014; Tel. (815) 459-4040.
National Representative: None.

DANVILLE

1 - LOCATION: Vermilion County, E&P Map D-3, County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, MO; 95 mi. W of Indianapolis, IN.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; Louisville & Nashville.
Motor Freight Carriers-34.
Intercity Bus Lines-Runaround: Illini Swallow; Greyhound.
Airlines-Britt Airline Commuter.

3 - POPULATION:
Corp. City 80 Cen. 38,985; Loc. Est. 37,801
CZ-ABC: (80) 59,931; (84) 58,200
RTZ-ABC: (80) 85,289; (84) 85,400
County 80 Cen. 95,222; Loc. Est. 95,462
City & RTZ-ABC: (80) 145,220; (84) 143,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,392; Loc. Est. 15,182
County 80 Cen. 35,371; Loc. Est. 36,320
CZ-ABC: (80) 22,886; (84) 22,500
RTZ-ABC: (80) 30,698; (84) 31,100
City & RTZ-ABC: (80) 53,584; (84) 53,600

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$331,054,057

6 - PASSENGER AUTOS: County 49,573

7 - ELECTRIC METERS: Res. & Comm. 32,792

8 - GAS METERS: Res. & Comm. 22,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 2,800; Ballasts 1,700; Railroad Eqpt. 450; Lift Trucks 600; Meat Casings 650; Hardware 300; Candy Mfg. N.A.; Clothing N.A.; Aerosol Prods. N.A.; Vitamin Mfg. N.A.; Hair Accessories (Ann. Payroll $193,000,000; Employing 11,355).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Average Temp.-Winter 28-30; Summer 76-78. First killing frost, Oct. 16. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Vermilion St.; 4 on Main St.; 2 on North St.
Neighborhood Shopping Centers-2 blocks on Vermilion & Fairchild Sts.; 2 blocks on Main St. at Bismark St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holiday Sq.(11)	4	Zayre
K mart(1)	3	K mart, Kar Kleen
Village Mall(28)	4	Target, Meis
Towne Center	9	Country Market, SupeRx

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergners; Sears; Meis.
Variety Stores-S.S. Kresge.
Discount Stores-K mart; Zayre; Target; K's Merchandise Mart.
Chain Drug Stores- Harding 3: Prescription Shop 3; Haag 2; SupeRx 2; Hook 3.
Chain Supermarkets-Eisner; Eagle 2; Country Market; Lowell's Discount.
Other Chain Stores-Turk's (furn.); Rhodes-Buford (furn.); Firestone; Pittsburgh Paints; Sherwin-Williams; Fannie May; True Value Hardware 3; Blacks Hardware; Ace Hardware.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 27,055; (S) 28,437; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Greg Walton, Adv. Dir., COMMERCIAL NEWS, 17 W North, Danville, IL 61832; Tel. (217) 446-1000.
National Representative: Gannett Newspaper

DECATUR

1 - LOCATION: Macon County (MSA). E&P Map C-3, County Seat. 174 mi. SW of Chicago; 123 mi. NE of St. Louis; 155 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk and Southern; B&O; Pennsylvania; Illinois Terminal System.
Motor Freight Carriers-41.
Intercity Bus Lines-Crown Transit, Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 94,081; Loc. Est. 94,655
County/MSA 80 Cen. 131,375; Loc. Est. 132,176
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,923; Loc. Est. 37,029
County/MSA 80 Cen. 48,294; Loc. Est. 49,693

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$600,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 71,997 (1981)

7 - ELECTRIC METERS: Residence 40,063

8 - GAS METERS: Residence 35,169

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Graders, Tractors 5,045; Corn-Soy Bean Processing 4,600; Air Conditioners-Carburetors 1,800; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires 2,250 Av. Wkly. Wage, all industry $280.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Water St., 8 on N Main St.; 2 on E Main, E Prairie, E William, E North Sts. Hickory Point Mall, Decatur/Forsyth, IL-105 Stores anchored by JCPenney, Bergner's and Carson Pirie Scott, Kohls.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brettwood Vlg(18)	2	Kroger
Colonial(19)	2	Family Drug, Tollys
Fairview(25)	2	Kresge's, Walgreens, Kruger
Northgate(12)	2	Venture, Eisner-Osco
Northland(3)	2	Family Drug
Pines(7)	1	Wrigley, Walgreens
South Shores(8)	1	Bergner's, Eagle

Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Mon., Fri. Food until 9 and Midnight.

13 - RETAIL OUTLETS: Department Stores-Bergner's 2; Carson Pirie Scott; JCPenney; Montgomery Ward; Sears; Kohls.
Variety Stores-Woolworth; Kresge, Ben Franklin 4.
Discount Stores-K mart 2; Venture; Dollar General 2.
Chain Drug Stores-Walgreens 2, Family Drug 2; SupeRx; Enloe's 2; Raycraft 2; Wrigley; Osco 2.
Chain Supermarkets-Eisner 3; Kroger 3; Tolly's; Eagle 3; Cloyd's 2.
Other Chain Stores-Leath Furn; Carson's; Zale's; Black (hardware); Thom McAn; Newman's (women's); Singer Co.; Firestone; Goodyear 2; Goodrich; Hooker Paint & Wallpaper; Sherwin-Williams; Pittsburgh Plate Glass; Fannie May; Dutch Mill (candies); Barker's; Kinney; Wilkerson's (shoes); Hill Bros. (shoes); General Tire Co.; American Self Service (shoes); Radio Shack; Team Electronics; Cloth World.

14 - NEWSPAPERS: HERALD & REVIEW (m) 50,517; (S) 57,782; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Fred W. Whebrey, Nat'l Adv. Mgr., HERALD & REVIEW, 601 E. William St.; PO Box 311, Decatur, IL 62525; Tel. (217) 429-5151.
National Representative: Branham/Newspaper Sales.

DE KALB

1 - LOCATION: De Kalb County, E&P Map C-1. Agricultural, industrial, and education center.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago Great Western; CMStP&P.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 33,099; Loc. Est. 34,029
CZ-ABC: (80) 42,318; (84) 42,700
RTZ-ABC: (80) 49,195; (84) 50,100
County 80 Cen. 74,624; Loc. Est. 76,600
City & RTZ-ABC: (80) 91,513; (84) 92,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,617; Loc. Est. 10,022
County 80 Cen. 24,353; Loc. Est. 25,568
CZ-ABC: (80) 13,134; (84) 13,500
RTZ-ABC: (80) 17,031; (84) 17,300
City & RTZ-ABC: (80) 30,165; (84) 30,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$224,173,000
Savings & Loan	2	$139,141,000

6 - PASSENGER AUTOS: County 36,086

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,688

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Hourly Wage) Heavy Equipment 396 ($9.50); Fabricating 390 ($8.50) Agronomy Research 400 ($7.50); University Teaching Faculty 1,025 ($572, 9 months); University Staff 1,275 ($5.00); University Students 22,506.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67; First killing frost, Oct. 11. Last killing frost, Apr. 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on two streets. 4 shopping centers.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
De Kalb(5)	NA	Jewel Food
De Val(6)	NA	Ace Hdwe.
Northland(8)	NA	
Junction(6)	NA	Bmuhaha, Illini Sporting Goods
Village Commons(4)	NA	VCB
Eagles(4)	NA	Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; M. F. Malone; Henderson's; ; Sears (catalog); Reliable.
Discount Stores-K mart.
Chain Drug Stores-Lehan 3; Perry Drugs.
Chain Supermarkets-Eagle; Jewel; Bag & Save; Aldi.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,235; (S) 11,522; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., DeKalb, IL 60115; Tel. (815) 756-4841.
National Representative: Landon Associates.

DIXON

1 - LOCATION: Lee County, E&P Map C-1. 98 mi. W of Chicago on U.S. 38 and State Highways 2, 26, 52 and Interstate 5.

2 - TRANSPORTATION: Railroads-Illinois Central (freight only).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,659; Loc. Est. 15,140
CZ-ABC: (80) 15,701; (84) 14,700
RTZ-ABC: (80) 55,372; (84) 56,200
County 80 Cen. 36,328; Loc. Est. 37,168
City & RTZ-ABC: (80) 71,073; (84) 70,900

4 - HOUSEHOLDS:
City 80 Cen. 5,642; Loc. Est. 5,527
County 80 Cen. 12,649; Loc. Est. 13,188
CZ-ABC: (80) 5,657; (84) 5,300
RTZ-ABC: (80) 19,569; (84) 20,100
City & RTZ-ABC: (80) 25,226; (84) 25,400

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$160,000,000
Savings & Loan	2	$107,000,000

6 - PASSENGER AUTOS: County 19,014

7 - ELECTRIC METERS: Residence 6,594

8 - GAS METERS: Residence 4,968

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Mfg. 200; Auto Parts 799; Printing 275; Valve Mfg. 150; Food Prod. 175; State Highway Dept. 575; Commercial Prod. 200; Electronics 750; Overhead Garage Doors 385; Public Utilities 559; Misc. 300. Wholesalers & Dist. 200.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9. Last killing frost, Apr. 12.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on First St.; 2 blocks on Galena Ave.
Neighborhood Shopping Centers-N Galena Ave.; Depot Ave.
Shopping Centers-Pamida Discount Center.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri. & Mon. (limited)

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Kline's.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Eagle; Red Carpet Mkt.; Red Fox; Jack & Jill.
Other Chain Stores-True Value; Ace Hardware; Klines; Spurgeons; Coast to Coast; Sherwin Williams; Pamida.

14 - NEWSPAPERS: TELEGRAPH (e) 11,084; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Nelson, Adv. Dir., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.
National Representative: None.

DU QUOIN

1 - LOCATION: Perry County. E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy. 51.

2 - TRANSPORTATION: Railroads-Illinois Central; Missouri Pacific; Pinckneyville.
Motor Freight Carriers-8.
Intercity Bus Lines-Gulf, Mobile & Ohio.
Airlines-Ozark; Air Illinois.

3 - POPULATION:
City 80 Cen. 6,594; Loc. Est. 6,612
County 80 Cen. 21,714; Loc. Est. 21,899

4 - HOUSEHOLDS:
City 80 Cen. 2,692; Loc. Est. 2,672
County 80 Cen. 8,137; Loc. Est. 8,369

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$66,000,000

6 - PASSENGER AUTOS: County 11,086

7 - ELECTRIC METERS: Residence 4,250

8 - GAS METERS: Du Quoin 2,417; Pinckneyville 1,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 950; Meat Pkg. 400; Apparel 325; Ry. 125; Timber 200; Const. 175; Metal Fabricating 500; Dairy Prod. 60; Phono Records 210; Aluminum 410.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shopping Center; Pinckneyville; 4 on Square; 3 on Walnut; 2 on Main; 3 on Water.
Neighborhood Shopping Centers-Washington Hickory St.; retail outlets on U.S. 51, Pinckneyville. E Water and S Main.
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings-Fri.
Stores Open Sundays-Food, Drug, Variety.

13 - RETAIL OUTLETS: Department Stores-P. N. Hirsch; Wal-Mart.
Discount Stores-Value; H.L.'s Discount.
Variety Stores-Economy; Index Notion.
Chain Drug Stores-Bianco Rexall; Rexall; Revco; Health Mart.
Chain Supermarkets-Kroger 2; Gann & Bender; IGA 2; Food Park.
Other Chain Stores-Western Auto; Du Quoin Auto Supply; Linkon Auto Supply; New Era; Chester City Dairy; Sawyer Paint & Wallpaper.

14 - NEWSPAPERS: CALL (e) 4,650; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Glynn Duncan, Adv. Mgr., CALL, 9 N Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.
National Representative: Landon Associates.

EAST ALTON

See ALTON

EAST DUBUQUE

See DUBUQUE, IA

EAST MOLINE

See ROCK ISLAND

EDWARDSVILLE

1 - LOCATION: Madison County (In Alton-Granite City PMSA). E&P Map B-4. County Seat. 18 mi. NE of E St. Louis. On U.S. Hwy 55; State Hwy 112, 159, 143.

2 - TRANSPORTATION: Railroads-Wabash Nickel Plate; C&NW (freight); Illinois Terminal.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 12,460; Loc. Est. 13,176
PMA-ABC: (80) 48,326; (84) 49,700
PMSA 80 Cen. 268,209; Loc. Est. 272,837
County 80 Cen. 247,671; Loc. Est. 251,811

4 - HOUSEHOLDS:
City 80 Cen. 4,992; Loc. Est. 5,133
County 80 Cen. 93,675; Loc. Est. 92,530
PMSA 80 Cen. 95,823; Loc. Est. 99,688
PMA-ABC: (80) 17,316; (84) 18,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$140,000,000
Savings & Loan	3	$100,000,000

6 - PASSENGER AUTOS: County 138,437

7 - ELECTRIC METERS: Residence 7,404

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Southern Illinois University.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Jan. 31.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on two streets; Montclaire; 500 block Troy Rd. (28 stores, 4 offices).
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-P. N. Hirsch; Gilk's; K mart; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Ballweg; Schwartz's Rexall.
Chain Supermarkets-Kroger; National; IGA; Foodliner; Shop & Save.

14 - NEWSPAPERS: INTELLIGENCER (e) 6,906; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Otto Wick, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.
National Representative: Hearst Advertising Service.

EFFINGHAM

1 - LOCATION: Effingham County. E&P Map G-4. County Seat. 200 mi. S of Chicago. 100 mi. NE of St. Louis. On U.S. Routes 40 & 45; Interstates 70 & 57.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Continental Trailways; C&H Coach and Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,270; Loc. Est. 12,301
CZ-ABC: (80) 13,600; (84) 14,200
RTZ-ABC: (80) 54,027; (84) 56,800
County 80 Cen. 30,944; Loc. Est. 31,926
City & RTZ-ABC: (80) 67,627; (84) 71,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,325; Loc. Est. 4,744
County 80 Cen. 10,637; Loc. Est. 11,259
CZ-ABC: (80) 5,001; (84) 5,200
RTZ-ABC: (80) 18,868; (84) 20,100
City & RTZ-ABC: (80) 23,869; (84) 25,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$98,993,996
Commercial	3	$175,594,000

6 - PASSENGER AUTOS: County 16,744

7 - ELECTRIC METERS: Residence 5,441

8 - GAS METERS: Residence 3,811

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Conditioners 700; Gloves 160; Coats & Aprons 125; Commercial Printing 2,500.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village Sq.(40)	3	JCPenney, Murphy's
Westgate(8)	1	TG&Y
K mart Plz.(3)	2	K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Spurgeon's; Jansen's; Ellman's; Dollar General; JCPenney.
Variety Stores-Scott's; K mart; Murphy Mart.
Chain Drug Stores-Rexall; SupeRx.
Discount Stores-Midstate; Sav-U.
Chain Supermarkets-Kroger; IGA; AG Stores 2; Eisner.

14 - NEWSPAPERS: NEWS (e) 13,276; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Banker, Effingham, IL 62401; Tel. (217) 347-7151.
National Representative: None.

ELDORADO

1 - LOCATION: Saline County. E&P Map C-5. 50 mi. WSW of Evansville, IN. 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

2 - TRANSPORTATION: Railroads-CCC&StL; L&N; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 5,198; Loc. Est. 6,193
County 80 Cen. 27,360; Loc. Est. 29,785

4 - HOUSEHOLDS:
City 80 Cen. 2,176; Loc. Est. 2,551
County 80 Cen. 10,815; Loc. Est. 12,056

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$12,387,000
Savings & Loans	NA	1,213,000

6 - PASSENGER AUTOS: County 13,979

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Coal Mining; Farming; Dairy Products; Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-80; Summer 55-100; Fall 40-95; Winter 18-48.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Eldorado; P. N. Hirsch & Co.
Variety Stores-Muckley; Ben Franklin; Cousin Fred's.

14 - NEWSPAPERS: JOURNAL (e) 2,643; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: George Q. Wilson, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.
National Representative: None.

ELGIN

1 - LOCATION: Cook and Kane Counties. E&P Map C-1 (In Chicago PMSA and Aurora-Elgin PMSA). Industrial and residential center. 38 mi. NW of Chicago and 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20). State 19, 25, 31, 58, the Northwest Tollway.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Union Pacific; Chicago & North Western; Elgin; Joliet & Eastern (Outer Belt Line).
Intercity Bus Lines-United Motor Coach; Northland Greyhound; Regional Trans. Authority.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City. 80 Cen. 63,981; Loc. Est. 65,656
CZ-ABC: (80) 85,772; (84) 89,200
RTZ-ABC: (80) 528,194; (84) 554,000
Chicago PMSA 80 Cen. 6,059,091; Loc. Est. 6,174,715
Aurora-Elgin PMSA 80 Cen. 315,607; Loc. Est. 323,728
Counties 80 Cen. 5,531,595; Loc. Est. 5,612,955
Cook 80 Cen. 5,253,190; Loc. Est. 5,327,191
Kane 80 Cen. 278,405; Loc. Est. 285,764
City & RTZ-ABC: (80) 613,966; (84) 643,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,463; Loc. Est. 24,805
Counties 80 Cen. 1,972,706; Loc. Est. 2,047,671
Cook 80 Cen. 1,878,977; Loc. Est. 1,949,397
Kane 80 Cen. 93,729; Loc. Est. 98,274
Chicago PMSA 80 Cen. 2,150,209; Loc. Est. 2,240,867
Aurora-Elgin PMSA 80 Cen. 105,771; Loc. Est. 110,842
CZ-ABC: (80) 31,239; (84) 32,800
RTZ-ABC: (80) 171,152; (84) 181,200
City & RTZ-ABC: (80) 202,391; (84) 214,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$282,760,120
Savings & Loan	3	$386,548,262

6 - PASSENGER AUTOS: Kane County 164,653; Cook County 1,456,755

7 - ELECTRIC METERS: Residence 23,994

8 - GAS METERS: Residence 15,264

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precision Lighting 29,742; Electric Prods; Belting; Tools; Automotive ($267).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Chicago and Division Sts. and E Highland Ave.; 6 on N and S Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N and S Spring Sts.; and 1 on W Chicago St. and N State St. (Downtown shopping).
Neighborhood Shopping Centers-South St. (Sunset Park); National St., State St. and Walnut Ave.; Dundee, Liberty and Congdon; McLean Blvd., (north and south); Bluff City Blvd. and St. Charles St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Oak(10)	1	H & R Block
Meadowdale(52)	5	A&P, Eagle
Springhill(120)	5	Sears, Marshall Field, Bergners, JCPenney, Joseph Speiss Co.
Town & Country(12)	1	Eagle
Wing Park Manor(10)	1	Ben Franklin, Gromers

Principal Shopping Days-Mon., Thur., Fri., Sat., & Sun.
Stores Closed-Mon. morning.
Stores Open Evenings-Dent. Mon., Thur. & Fri. Food nightly.

13 - RETAIL OUTLETS: Department Stores-Joseph Spiess; Ackemann's; JCPenney; Sears; Bergners.
Discount Stores-K mart; Zayre.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Osco 4; SupeRx; Sun.
Chain Supermarkets-Eagle Foods 4; Gromer's; Jewel 3; K mart; 7-Eleven 5.
Other Chain Stores-Leath. (furn.); Pittsburgh Plate Glass; Ace Hardware; National Cash Register; Fanny May; V&S Hdwr. 2; Wickes Lumber.

14 - NEWSPAPERS: COURIER-NEWS (e) 34,289; (S) 34,499; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dick Brunetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St., Elgin, IL 60120; Tel. (312) 888-7790.
National Representative: Sawyer-Ferguson-Walker Co.

FLORA

1 - LOCATION: Clay County. E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi, S of Decatur and Champaign. U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2 - TRANSPORTATION: Railroads-B&O.
Intercity Bus Lines-Greyhound; C&H Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,379; Loc. Est. 5,625
County 80 Cen. 15,283; Loc. Est. 15,870

4 - HOUSEHOLDS:
City 80 Cen. 2,141; Loc. Est. 2,225

County 80 Cen. 5,800; Loc. Est. 6,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$35,000,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 7,801

7 - ELECTRIC METERS: Residence 2,559

8 - GAS METERS: Residence 1,953

9 - PRINCIPAL INDUSTRIES: Industry. No. of Employees-Oil Industry 200; Garment Factory 100; Steel Fabricating 80; Automotive Parts 300; Electrnnic Parts 100; Oil Field Service 100; Aluminum Cable 65.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Food-weekdays.
Stores Open Sundays-2 food & 5 dept.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Country Squire; Gentleman Shoppe; Tot & Teen Shoppe; Cousin Fred's; True Valu Home Center; Furniture Stores: Richs; Vaughns.
Variety Stores-Jaco; Ben Franklin.
Chain Supermarkets-IGA Foodliner; Huck's; Big John's; Sav-A-Lot Grocery.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Western Auto; Davis Tire; Wal-Mart.

14 - NEWSPAPERS: CLAY COUNTY ADVOCATE-PRESS (e-mon to fri) 3,826; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Rose Gill, Co.-Pub., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave., Flora, IL 62839; Tel. (618) 662-2108.
National Representative: Landon Associates.

FREEPORT

1 - LOCATION: Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in Illinois. Misc. mfg. wholesale center for area. Insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; State Routes 75 and 26. 35 mi. from Mississippi River at Savanna, IL

2 - TRANSPORTATION: Railroads(freight)-Illinois Central Gulf, Chicago.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Charter-Harold Sager Tours; Wiersema Charter Service.
Airlines-Charter.

3 - POPULATION:
Corp. City 80 Cen. 26,266; Loc. Est. 26,373
CZ-ABC: (80) 26,266; (84) 25,500
RTZ-ABC: (80) 61,982; (84) 63,100
County 80 Cen. 49,536; Loc. Est. 50,791
City & RTZ-ABC: (80) 88,248; (84) 88,600

4 - HOUSEHOLDS:
City 80 Cen. 10,642; Loc. Est. 10,927
County 80 Cen. 18,439; Loc. Est. 19,328
CZ-ABC: (80) 10,642; (84) 10,400
RTZ-ABC: (80) 21,884; (84) 22,600
City & RTZ-ABC: (80) 33,526; (84) 33,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$243,020,000
Commercial	3	$206,626,000

6 - PASSENGER AUTOS: County 28,350

7 - ELECTRIC METERS: Residence 18,270

8 - GAS METERS: 11,324

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Manufacturing Total: 7,850. Elec. Machy. 4,675; Fabricated Metal 375; Misc. Durable Goods 925; Nondurables 1,975; Food 250; Printing 150; Retail Total 9,150; Retail Trade 2,175; Finance/Ins./Real Est. 2,375; Wholesale 400; Mine & Const. 600; Transp. 375; Comm. & Public Util. 225; Service & Misc. Ind. 2,225; Gov't. Total 2,450; Local 2,175; State 125; Federal 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25. Last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson St., includes a 12 yr. old 2-block Shopping Plaza; 4 on Main St., and cross streets betw. Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas-Spring St. from Walnut Ave. to State St.; S Galena Ave. from Spring St. to Float St.; S West Ave., between Empire Street and Yellow Creek; Lincoln Mall Shopping Center West on U.S. 20, South St., between S West Ave. and S Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
T.G.&Y(4)	2	TG&Y, Coast-to-Coast
Freeport Lincoln Mall(15)	2	Sears, JCPenney, Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Mon. morning (Downtown).
Stores Open Evenings-Mon. & Fri.; Shopping Center & Major Chain, Mon. thru Fri.
Stores Open Sundays-Drugs, discounts, most foods, chain stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Spurgeon's.
Discount Stores-Jupiter; Farm and Fleet; K mart.
Variety Stores-TG&Y.
Chain Drug Stores-Osco; Revco; Rexall.
Chain Supermarkets-Eagle Foods 2; Super Valu; Jewel.
Other Chain Stores-Fannie May Candy; Leath Furn.; Lane's Women's Wear; Brown Shoes; Nobil Shoes; Leslie Shoes; Frank's Jewelry; Coast-to-Coast Hdwe.; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Patterson Lumber; Lillians Women's Wear; Paneling Unlimited; Farm & Fleet; Jo Ann Fabric; Kelly Tire.

14 - NEWSPAPERS: JOURNAL-STANDARD (e) 18,424; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mark Walter, JOURNAL-STANDARD, 27 S. State Ave., Freeport, IL 61032; Tel. (815) 232-1171.
National Representative: Landon Associates.

GALESBURG

1 - LOCATION: Knox County, E&P Map B-2, County Seat. Railroad, manufacturing and agricultural center. 163 RR mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

2 - TRANSPORTATION: Railroads-Burlington Northern; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 35,305; Loc. Est. 35,060
County 80 Cen. 61,607; Loc. Est. 61,821
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,555; Loc. Est. 13,679
County 80 Cen. 22,837; Loc. Est. 23,464

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$428,000,000
Commercial	4	$266,000,000

6 - PASSENGER AUTOS: County 31,445

7 - ELECTRIC METERS: Residence 13,874

8 - GAS METERS: Residence 12,910

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Steel Fabr. 750 ($380); Power Mowers, Outboard Motor Parts & Acces. 600 ($440); Rubber Hose 550 ($400); Home Appliances 2,100 ($385).
Principal Industrial Pay Days-Fri., 13 & 28.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15. Last killing frost, Apr. 19.

11 - TAP WATER: Unlimited, from Mississippi River (aquifer).

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 3 on Seminary; 3 on Kellogg; Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.
Neighborhood Shopping Centers-N Henderson St.; Grand Avenue; N Seminary; Mommouth Blvd. and E Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Henderson	1	Hornsby's, Eagle, Jacks, Kroger, K mart, Mont. Ward
Sandburg Mall(69)	2	Sears, JCPenney, Bergners, Osco
North Seminary	1	Giant
E Main St.	NA	Giant, Eagle
W Main St.	NA	Aldi Foods
Fremont	NA	Eagle

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Fri.; Food-Mon. through Sat.
Stores Open Sundays-Discount, drug & supermarkets; Sandburg Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Sears; Bergner's; Hornsby's.
Variety Stores-Kresge's; Jacks.
Discount Stores-Montgomery Ward; Kroger Family Center; Jacks; K mart.
Chain Drug Stores-Walgreens; Osco 2.
Chain Supermarkets-Giant 2; Aldi; Kroger; Eagle 2; Hi-Lo 2; Rons Super Value; Super Valu.
Other Chain Stores-Leath's (furniture); R. Kinney; Montgomery Ward; Sherwin-Williams; Zale's; Gallenkamp Shoes; Brooks Fashions; Waldenbooks; Super-America; Farm King; Radio Shack; Trevor; Tru Value Hardware; Stiles Ace Hardware.

14 - NEWSPAPERS: REGISTER-MAIL (e-mon to fri; m-sat) 22,822; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.
National Representative: Landon Associates.

HARRISBURG

1 - LOCATION: Saline County, E&P Map C-5, 70 mi. WSW of Evansville, Ind.; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Lines-4.
Intercity Bus Lines-Southern Limited; Carbondale-Harrisburg; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 9,322; Loc. Est. 10,055
County 80 Cen. 27,360; Loc. Est. 29,785

4 - HOUSEHOLDS:
City 80 Cen. 3,848; Loc. Est. 4,019
County 80 Cen. 10,815; Loc. Est. 12,056

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$196,000,000

6 - PASSENGER AUTOS: County 13,979

7 - ELECTRIC METERS: Residence 5,479

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Concrete Prod.; Coal; Cap. Mfg.; Metal Fabricating.
Principal Pay Days-Fri., 10th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
Neighborhood Shopping Centers-N Main St. at R.R.; Granger & McKinley Ave.
Shopping Centers-Parker (16 Stores-Ben Franklin, IGA, Sears); Shawnee Sq.(10 Stores-K mart, Kroger).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Federated; Ben Franklin.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Foodland; IGA; Colonial Mkts.; Kroger.

14 - NEWSPAPERS: REGISTER (e) 7,037; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Joe M. Jackson, Adv. Dir., REGISTER, 35 S Vine; PO Box 248, Harrisburg, IL 62946; Tel. (618) 253-7146.
National Representative: None.

HERRIN

See CARBONDALE

JACKSONVILLE

1 - LOCATION: Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, IL; on U.S. Hwys. 36, 54 & 67; State Hwy. 104.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington Northern; Illinois Central Gulf.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 20,284; Loc. Est. 20,659
CZ-ABC: (80) 23,666; (84) 23,500
RTZ-ABC: (80) 64,584; (84) 65,100
County 80 Cen. 37,502; Loc. Est. 38,386
City & RTZ-ABC: (80) 88,250; (84) 88,600

4 - HOUSEHOLDS:
City 80 Cen. 7,349; Loc. Est. 7,667
County 80 Cen. 17,160; Loc. Est. 14,311
CZ-ABC: (80) 8,746; (84) 8,800
RTZ-ABC: (80) 24,171; (84) 24,600
City & RTZ-ABC: (80) 32,917; (84) 33,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,173,417,000
Savings & Loan	3	$149,315,779

6 - PASSENGER AUTOS: County 19,164

7 - ELECTRIC METERS: 8,528

8 - GAS METERS: 7,202

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Book Bindery 750; Food Proc. 650; Plastics 1,350; Records 500; 3 State Institutions 1,788; Furniture 150; Chemicals 120; Misc. 245.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost, Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks on Central Park Plaza, W State, E State, N Main and S Main Sts.
Shopping Centers-Lincoln Square, 22 Stores, JCPenney, Country Fair, Montgomery Ward, Klines, Spurgeon's, Radio Shack.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gillespie's; Klines; Danner's; S-Bar-H; Tess; Lukeman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Jack's; K mart.
Chain Drug Stores-Warga's Walgreens 2; Osco.
Chain Supermarkets-Country Fair; IGA; Bill's Star Mkt.; Aldi Foods; Jacksonville Foods; Earl's Super Value; Eagle.
Other Chain Stores-Kinney; Firestone; Goodrich; Sherwin-Williams; Singer Sewing; Spiegel (catalog); Montgomery Ward (catalog); Crown ShoeRack; Sears(catalog); Ace Hardware.

14 - NEWSPAPERS: JOURNAL-COURIER (m) 15,583; (S)16,306; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Power, Pub. and John Peterson, Gen.Adv. Mgr., JOURNAL-COURIER, 235 W State St., Jacksonville, IL 62651; Tel. (217) 245-6121.
National Representative: Thomson Newspapers.

JOLIET

1 - LOCATION: Will County (In Joliet PMSA) E&P Map D-2, County Seat. Industrial center.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Joliet Transit; Peoria-Rockford Lines.
Water Transportation-Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

3 - POPULATION:
Corp. City 80 Cen. 77,956; Loc. Est. 79,689
CZ-ABC: (80) 128,971; (84) 130,300
RTZ-ABC: (80) 246,407; (84) 276,800
PMSA 80 Cen. 355,042; Loc. Est. 361,678
County 80 Cen. 324,460; Loc. Est. 330,643
City & RTZ-ABC: (80) 375,378; (84) 407,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,272; Loc. Est. 29,304
County 80 Cen. 103,071; Loc. Est. 107,474
PMSA 80 Cen. 113,841; Loc. Est. 118,705
CZ-ABC: (80) 44,786; (84) 45,700
RTZ-ABC: (80) 75,590; (84) 86,100
City & RTZ-ABC: (80) 120,376; (84) 131,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$431,752,135
Commercial	25	$616,000,000

6 - PASSENGER AUTOS: County 172,608

7 - ELECTRIC METERS: Residence County 84,500

8 - GAS METERS: Residence County 71,347

9 - PRINCIPAL INDUSTRIES: Food; Apparel; Pulp & Paper; Printing & Publishing; Petroleum Prods.; Fabricated Metals; Elect. Machy.; Chemicals; Wire; Roofing & Road Machy.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts; W. Jefferson & Caterpillar Dr.; Routes 30 & I-55.
Neighborhood Shopping Centers-Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gordon(6)	3	Jewel Food, Osco

Hillcrest(25)	5	Walgreens, Service Mer., Venture
Honiotes Bros.(5)	2	Food Mart
Jackson Park(5)	NA	Certified Foods
Jefferson Plaza(7)	2	Tandy
Jefferson Square(68)	2	Wiebolts, Wards, Walgreens, Zale's
Marycrest(25)	2	Fayva, Dominicks
Westgate(8)	3	Westgate Drug
West Side(11)	2	B&B Foods
Louis Joliet Mall(98)	7	Sears, JCPenney, Marshall Field, Bergner-Weise
Twin Oaks(15)	NA	La-Z-Boy Recliners
Shorewood Plz.(30)	NA	Coast-to-Coast

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon through Fri.

13 - RETAIL OUTLETS: Department Stores-Wiebolt's; Montgomery Ward; Kline Bros.; Sears; JCPenney; Service Merchandise; Marshall Field; Bergner-Weise.
Discount Stores-Venture; K mart 4.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6.
Chain Supermarkets-Jewel 5; Eagle 4; Maichins 2; Dominicks; Aldi; EZPickins; Certified.
Other Chain Stores-Firestone; Goodrich; Lucky Auto Seat Covers; Thom McAn; Dr. Scholl; Kinney; Mailing (shoes); Fannie May; Kay Campbell; Gingiss Bros. 2; Richmond Bros.; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-way Liquors; Foremost Liquors; Bottom Half; Zale's Jewelers; General Nutrition; Lemer Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes.

14 - NEWSPAPERS: HERALD-NEWS (e) 47,237; (S) 48,338; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Azman, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.
National Representative: Sawyer-Ferguson-Walker Co.

KANKAKEE

1 - LOCATION: Kankakee County (MSA). E&P Map D-2. Industrial Center. In rich farmland of Northern Illinois; 54.5 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,141; Loc. Est. 30,070
CZ-ABC: (80) 57,476; (84) 60,200
RTZ-ABC: (80) 103,756; (84) 104,100
County/MSA 80 Cen. 102,926; Loc. Est. 103,709
City & RTZ-ABC. (80) 161,232; (84) 164,300

4 - HOUSEHOLDS:
City 80 Cen. 10,959; Loc. Est. 11,168
County/MSA 80 Cen. 34,930; Loc. Est. 36,027
CZ-ABC: (80) 19,857; (84) 20,900
RTZ-ABC: (80) 35,451; (84) 35,800
City & RTZ-ABC: (80) 55,308; (84) 56,700

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$387,185,000
Savings & Loan	3	$884,004,305

6 - PASSENGER AUTOS: County 53,179

7 - ELECTRIC METERS: Residence 35,000 (1980)

8 - GAS METERS: Residence 24,750 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Home Appliances 600; Furniture 750; Outdoor Prod. 200; Paints 330; Plastic Floor Prod. 350; Food Processing 1,510; Water Heaters 250; Containers 320; Pharmaceuticals 750; Chemicals 565; Industrial Batteries 425; Metal Fabrications 720; Edible Oils 225; Waxes 140; Plastic Home Prod. 250; Steel Pdcts. 250; Structural Steel Equip. 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.
Neighborhood Shopping Centers-Meadowview (50 shops-Woolworth, JCPenney, Sears, Walgreens); West Marycrest (2 stores); Town Mall; Marycrest (2 stores-Howard Johnson, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; 2 on E. Court St.; Stripmall; Corner Rte 50 North and North St.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Downtown Mon. & Fri. Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Carson Pirie Scott.
Discount Stores-K mart; Hornsby's; K's Merchandise Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 2; Osco 2; Jaffe's 4; Ryan's 3; Econo.
Chain Supermarkets-Kroger 2; Thriftimart 3; Jewel 2; Eagle 2.
Other Chain Stores-Fannie May Candies; Ted's; Father & Son; Maling; Singer Co.; Mae Paints; D&D Paints; Wilson Paints.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 31,616; (S) 33,475; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Murphy, Genl. Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel (815) 937-3355.
National Representative: Landon Associates.

KEWANEE

1 - LOCATION: Henry County (in Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. Industrial and agricultural center, large hog producing area; corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,508; Loc. Est. 14,362
CZ-ABC: (80) 14,508; (84) 13,800
RTZ-ABC: (80) 50,898; (84) 52,300
MSA 80 Cen. 383,958; Loc. Est. 390,820
County 80 Cen. 57,968; Loc. Est. 59,177
City & RTZ-ABC: (80) 65,406; (84) 66,100

4 - HOUSEHOLDS:
City 80 Cen. 5,637; Loc. Est. 5,731
County 80 Cen. 20,527; Loc. Est. 21,458
MSA 80 Cen. 138,256; Loc. Est. 143,949
CZ-ABC: (80) 5,637; (84) 5,400
RTZ-ABC: (80) 18,403; (84) 19,100
City & RTZ-ABC: (80) 24,040; (84) 24,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$67,700,000
Savings & Loan	2	$155,000,000

6 - PASSENGER AUTOS: County 30,812

7 - ELECTRIC METERS: Residence 5,731

8 - GAS METERS: Residence 5,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Boilers, Heat Exchangers 300; Farm implements 125; Leather Goods 112; Steel Door Frames Alum. Windows 100; Heavy Equip. Trailers 450; Semi-Trailers, 200.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 45-97; Fall 25-89; Winter 15-66. First killing frost, Sept. 28. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard.
12 - RETAILING: Principal Shopping Center-5 blocks on Main; 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midland Plaza Shopping Ctr.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Carson Pirie Scott; JCPenney; Martha Brown; Spurgeon's; Wal-Mart.
Variety Stores-Jupiter; Osco; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Eagle.
Other Chain Stores-Goodyear; Farm King; Tractor Service Co (TSC);Coast-to-Coast; Tru-Value; Radio Shack; Super America.

14 - NEWSPAPERS: STAR-COURIER (e) 9,140; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Scott Nichols, Adv. Dir., STAR-COURIER, 105 E Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181.
National Representative: Branham/Newspaper Sales.

LA SALLE-PERU-OGLESBY-SPRING VALLEY

1 - LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County. E&P Map C-2. 100 mi. SW of Chicago; 65 mi. NE of Peoria. 65 mi. W of Joliet. On Illinois deep waterway.

2 - TRANSPORTATION: Railroads-CB&Q; CMStP&P; IC; La Salle & Bureau County; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Peoria-Rockford.

3 - POPULATION:
Corp. Cities 80 Cen. 31,034; Loc. Est. 31,986
LaSalle 80 Cen. 10,347; Loc. Est. 10,757
Peru 80 Cen. 10,886; Loc. Est. 11,106
Oglesby Cen. 3,979; Loc. Est.4,104
Spring Valley 80 Cen. 5,822; Loc. Est. 6,019
CZ-ABC: (80) 32,530; (84) 32,300
RTZ-ABC. (80) 46,580; (84) 46,800
Counties 80 Cen. 148,253; Loc. Est. 154,536
La Salle 80 Cen. 109,139; Loc. Est. 114,645
Bureau 80 Cen. 39,114; Loc. Est. 39,891
City & RTZ-ABC: (80) 79,110; (84) 79,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,920; Loc. Est. 12,154
LaSalle 80 Cen. 4,173; Loc. Est. 4,296
Peru 80 Cen. 4,113; Loc. Est. 4,108
Oglesby 80 Cen. 1,487; Loc. Est. 1,505
Spring Valley 80 Cen. 2,147; Loc. Est. 2,245
Counties 80 Cen. 54,257; Loc. Est. 57,763
La Salle 80 Cen. 40,005; Loc. Est. 42,947
Bureau 80 Cen. 14,252; Loc. Est. 14,816
CZ-ABC: (80) 12,412; (84) 12,400
RTZ-ABC. (80) 16,814; (84) 17,100
City & RTZ-ABC: (80) 29,226; (84) 29,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$234,264,870
Savings & Loan	5	$438,592,775

6 - PASSENGER AUTOS: Counties-La Salle 60,350; Bureau 21,517

7 - ELECTRIC METERS: Residence 11,331

8 - GAS METERS: Residence 11,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av.-Wkly. Wage)-Cement 400 ($300); Electrical 650 ($225); Steel Workers 1,000 ($225); Plastics 500 ($275); Transmissions 800($300).
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-96; Summer 43-96; Fall 12-90; Winter 15-59. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: La Salle-Alkaline: hard (untreated); Peru-Alkaline, soft; Oglesby-Alkaline, hard (iron removed); not fluoridated.

12 - RETAILING: Principal Shopping Centers-La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shopping centers, with neighborhood shopping centers adjoining each city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 51(LaSalle)	NA	Eagle Foods
Marquette (Peru)(6)	NA	Wagner Home Ctr., Denier's Mkt.
Park Plz.(Peru)(5)	NA	Eagle Foods
Peru Mall(85)	NA	Mont. Ward, JCPenney, Bergners

Principal Shopping Days-Sat., Sun., Mon., Thur.
Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner; Montgomery Ward.
Discount Stores-Jupiter; K mart.
Variety Stores-Woolworth;
Chain Drug Stores-Walgreens.
Chain Supermarkets-Denier's; Ferretti's; Urbanowski's; Eagle; Gregorich's 4; Aldi.
Other Chain Stores-Kinney Shoe; Sears (catalog); Leslies Shoe; Maurices; Radio Shack; Zale's Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gordon Jewelers; JoAnn Fabrics; Kay Jewelers; Nobil Shoes; So-Fro Fabrics; Byerly; Chess King; Circle K Western; Claire's Boutique; Family Tree; Fashion Bug Plus; Jean Nicole; Lerner; Limited; Motherhood Maternity; Payless Shoesource; Browns Sporting Goods; Jat-Bee Toys; Kirlin's Hallmark; Naked Furniture; Stay 'N' Touch; Things Remembered; Waldenbooks; Waterbed Boutique; Wooden Nail.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 20,555; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: L.A. Lesniak, Adv. Dir., NEWS-TRIBUNE, 426 Second St., LaSalle, IL 61301; Tel. (815) 223-3200.
National Representative: None.

LAWRENCEVILLE

1 - LOCATION: Lawrence County, E&P Map D-4, County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, Indiana, on State Hwy. 1; U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads-St. Louis Div. of B&O; Cairo Div. of CCC&StL.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,652; Loc. Est. 5,651
County 80 Cen. 17,807; Loc. Est. 18,053

4 - HOUSEHOLDS:
City 80 Cen. 2,307; Loc. Est. 2,385
County 80 Cen. 6,754; Loc. Est. 7,045

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 9,664

7 - ELECTRIC METERS: Residence 3,033

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Oil Refining; Telephone Equip. Mfg.; Electric Refrigerator Components; Petroleum By-Products; Insurance.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, chemically softened; fluoridated.

12 - RETAILING: Shopping Center-J'S Plaza (5 stores-IGA Mkt.).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Western Auto; Montgomery Ward (catalog); Dick Fessel, Store for Men; Yosowitz; Black's Jewelry & Gift; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Abernathy Hardware; Tresslar's; Smith Sales; Coast-to-Coast Hdwr.; Hedde's Tots to Teens; The Gallery.
Chain Drug Stores-Sav-a-Lot; Hedde's Pharmacy, Studley's Rexall; Hook's Drugs; Wal-Mart.
Discount Stores-Dollar General Store.
Chain Supermarkets-Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,076; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Don L. Shreve, Adv. Mgr., RECORD, 1209 State St., PO Box 559, Lawrenceville, IL 62439; Tel. (618) 943-2331.
National Representative: None.

LINCOLN

1 - LOCATION: Logan County. E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On U.S. Hwy. 66; State 10 & 121.

2 - TRANSPORTATION: Railroads-G.M.&O.; Illinois Central.
Motor Freight Carriers-8.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,327; Loc. Est. 16,157
CZ-ABC: (80) 16,327; (84) 15,700
RTZ-ABC: (80) 15,475; (84) 15,200
County 80 Cen. 31,802; Loc. Est. 32,370
City & RTZ-ABC: (80) 31,802; (84) 30,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,041; Loc. Est. 6,109
County 80 Cen. 12,249; Loc. Est. 11,747
CZ-ABC: (80) 6,041; (84) 5,900
RTZ-ABC: (80) 5,249; (84) 5,200
City & RTZ-ABC: (80) 11,290; (84) 11,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$95,027,000
Savings & Loan	2	$1,713,175,586

6 - PASSENGER AUTOS: County 15,911

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Electric Controls 600 ($170); Store Fixtures 197 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16. Last killing frost, April 6.

11 - TAP WATER: Neutral, very hard; flouridated.

12 - RETAILING: Principal Shopping Center-23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago and Sangamon Sts.
Neighborhood Shopping Centers-Heritage Plaza (10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plaza.
Principal Shopping Days-Mon., Tues., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Montgomery Ward (catalog); Spurgeon's; JCPenney; Landauers.

Variety Stores-Woolworth.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-SupeRx; Haag Drug; Hook Drug.
Chain Supermarkets-Krogers; Alexander's; Eisner; Super Valu; Eagle.
Other Chain Stores-Goodyear.

14 - NEWSPAPERS: COURIER (e) 6,996; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: "Billie" Cheek, Nat'l. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-2101.
National Representative: None.

LITCHFIELD

1 - LOCATION: Montgomery County, E&P Map C-4. Misc. mfg., Agricultural and Coal mining ctr. South central part of State; 236 mi. from Chicago; 53 mi. N of St. Louis; 43 mi. S of Springfield, IL; Located at intersection of I-55 & IL Rt. 16.

2 - TRANSPORTATION: Railroads-Burlington Northern; Norfolk & Western.
Motor Freight Carriers-24 (3 Local Terminals).
Intercity Bus Lines-Continental Trailways; Deluxe Trailways; Eastern Greyhound.
Airlines-None. General Aviation Municipal Field.

3 - POPULATION:
Corp. City 80 Cen. 7,204; Loc. Est. 7,476
County 80 Cen. 31,686; Loc. Est. 32,855

4 - HOUSEHOLDS:
City 80 Cen. 2,792; Loc. Est. 2,931
County 80 Cen. 11,963; Loc. Est. 12,697

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$108,044,000
Savings & Loan	1	$12,351,000

6 - PASSENGER AUTOS: County 16,287

7 - ELECTRIC METERS: Residence 2,826; Comm. & Ind. 457

8 - GAS METERS: Residence 2,606; Comm. & Ind. 46

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Foods 60 ($375); Garment Mfg. 60 ($200); Farm Eqpt. 75 ($275); Athletic Eqpt. 115 ($300); Metal Workers 55 ($245); Auto Parts 430 ($250); Plastics 270 ($250); Furniture Mfg. 20 ($250); Flower Growing 15 ($300); Packaging 45 ($200).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on State St., 42 stores; 6 blocks on Union Ave., 29 stores ; 2 blocks on Kirkham, 2 stores; 4 blocks on Ryder, 7 stores; 3 blocks on Edwards, 4 stores; 4 blocks on Monroe, 2 stores.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Litchfield Plaza(10)	1	Kroger, Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Grocery nightly.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Wal-Mart; Fashion Lane; Sav-Mor.
Chain Drug Stores-Medicare Pharmacy; Medicine Shoppe; Health Mart.
Chain Supermarkets-Kroger; Capri IGA; National Foods; Aldi Discount Foods.
Other Chain Stores-S&L Auto Supply; Western Auto; Montgomery Ward (catalog); Alexander Lumber; B.F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Jubelt Bakery; Radio Shack; Rural King Supply; True Value Hardware; Huck's Food Store.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 5,417; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, Litchfield, IL 62056; Tel. (217) 324-2121.
National Representative: None.

MACOMB

1 - LOCATION: McDonough County, on E&P Map B-3, County Seat. Residential, 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. from Chicago. On U.S. Hwys. 67; 136.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 19,632; Loc. Est. 20,561
CZ-ABC: (80) 19,863; (84) 19,800
RTZ-ABC: (80) 42,049; (84) 42,300
County 80 Cen. 37,236; Loc. Est. 39,020
City & RTZ-ABC: (80) 61,912; (84) 62,100

4 - HOUSEHOLDS:
City 80 Cen. 5,848; Loc. Est. 6,208
County 80 Cen. 12,429; Loc. Est. 13,333
CZ-ABC: (80) 5,942; (84) 6,000
RTZ-ABC: (80) 16,038; (84) 16,300
City & RTZ-ABC: (80) 21,980; (84) 22,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$140,339,046
Savings & Loan	3	$125,896,303

6 - PASSENGER AUTOS: County 16,133

7 - ELECTRIC METERS: Residence 7,066

8 - GAS METERS: Residence 5,392

9 - PRINCIPAL INDUSTRIES: (No. of Employees) Haeger Pottery 130; McGraw Edison 253; Bower Bearing 651; Western Illinois Univ. 1,700 (Enrollment 14,300); Hospital 536.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Maclan Plaza; University Drive Mall (25 stores).

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Spurgeon's; Klines; Scripps-Reno; Ring's; Klines.
Discount Stores-Farm King; TG&Y; Wal-Mart; K mart.
Chain Drug Stores-Osco Drug.
Chain Supermarkets-Eagle; HyVee; Niemann Foods; Aldi; Buy For Less.

14 - NEWSPAPERS: JOURNAL (e) 9,616; (S) 9,049; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Roon, Adv. Dir., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345.
National Representative: Landon Associates.

MARION

1 - LOCATION: Williamson County, E&P Map C-5, County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2 - TRANSPORTATION: Railroads-C&EI; Illinois Central; CB&Q, 2 miles west.
Airlines-Britt (Williamson County Airport).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 14,031; Loc. Est. 15,278
County 80 Cen. 56,538; Loc. Est. 58,126

4 - HOUSEHOLDS:
City 80 Cen. 5,791; Loc. Est. 6,293
County 80 Cen. 21,825; Loc. Est. 22,914

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$88,975,000
Savings & Loan	2	$23,000,000

6 - PASSENGER AUTOS: County 28,319

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Electrical Rewinding; Stencil Equip.; Marion VA Hosp.; City Hospital; Fed. Prison; REA Power Plant; Div. Office General Telephone Co.; Div. Office Illinois Public Service; Steel Fabricating Bldg.; Oil Processing.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lincoln Square	NA	Mark Norman, Turner Interior
Marion Plaza(22)	NA	Baskin-Robbins, Payless Shoes
Marion Plaza West(14)	NA	Coast-to-Coast, Teen Fashion
Westmore Plaza	NA	A&P, Texaco, Tempo

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sherman; Wal-Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Parks; Campbell (Rexall); Revco; Medicare-Glaser.
Chain Supermarkets-IGA; Kroger; Food Towne; Big Star; Smalls; Bays.
Other Chain Stores-Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Montgomery Ward; Wolohan Lumber; Coast-to-Coast; Western Auto; Lowell's.

14 - NEWSPAPERS: REPUBLICAN (e) 5,550; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Stan Meyer, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.
National Representative: None.

MATTOON

1 - LOCATION: Coles County, on E&P Map C-4. Agricultural oil, industrial, manufacturing and railroad center. At junction of Illinois Central and Conrail railroads. 171 mi. S of Chicago; 130 mi. E of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana Ill.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Conrail.
Airlines-Britt.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Ill. Transit.

3 - POPULATION:
Corp. City 80 Cen. 19,055; Loc. Est. 18,744
CZ-ABC: (80) 19,055; (84) 18,600
RTZ-ABC: (80) 36,519; (84) 28,500
County 80 Cen. 52,992; Loc. Est. 52,880
City & RTZ-ABC: (80) 55,574; (84) 57,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,077; Loc. Est. 8,168
County 80 Cen. 18,919; Loc. Est. 19,274
CZ-ABC: (80) 7,775; (84) 7,700
RTZ-ABC: (80) 12,933; (84) 13,700
City & RTZ-ABC: (80) 20,708; (84) 21,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$130,712,000
Savings & Loan	3	$119,000,000

6 - PASSENGER AUTOS: County 24,767

7 - ELECTRIC METERS: Residence 8,950

8 - GAS METERS: Residence 7,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brooms 100 (N.A.); Shoes 200 ($175); Road Machy. 1,000 ($225); Photo Flash Bulbs 1,000 ($200); Block Machy. 200 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Springs 400 ($225); Storage Bins 125 ($180); Printing 600 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoride added.

12 - RETAILING: Principal Shopping Centers-10 blocks on six streets. A shopping center is located on east edge of city.
Nearby Shopping Centers-I-57 & Rte. 16; Cross County Mall (35 stores-Sears, K mart, Bergner's, Meis, JCPenney); Good Neighbor (8 stores/IGA).
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings- Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Young's; Meis; Bergners.
Discount Stores-Mattoon Warehouse Sales; Danner's; K mart; Wal-Mart.
Chain Drug Stores-Thrifty 9; Walgreens; Osco.
Chain Supermarkets-Eisner; Taylor's IGA 3; My Store; Wilb Walker.
Other Chain Stores-Bergner's; Sherwin Williams; Gamble's; Coast-to-Coast; 1-Hour Martinizing; P.N. Hirsch; SmithAlsop Paints; OK Tire Store; Ace Hardware; Neal Tire Store; General Nutrition; Harem Hosiery; Hillman Jewelers; Kinney Shoes; Kirlin's; Royce Shoes; So Fro Fabrics; Stuart's; Walden Book Store; Mode O'Day; Radio Shack; Bresler's Ice Cream; Maurice's; Garbe Ace Hdwe.; Gehl's True Value; Dollar General; Factory Outlet.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 12,735; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.
National Representative: Landon Associates.

MOLINE

See ROCK ISLAND

MONMOUTH

1 - LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, IL. On State Hwy. 164; U.S. Hwy. 34 and 67.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Crown Transit, Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 10,706; Loc. Est. 10,606
CZ-ABC: (80) 10,706; (83) 10,600
RTZ-ABC: (80) 14,021; (83) 14,200
County 80 Cen. 21,943; Loc. Est. 21,994
City & RTZ-ABC: (80) 24,727; (83) 24,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,974; Loc. Est. 3,945
County 80 Cen. 7,887; Loc. Est. 8,060
CZ-ABC: (80) 3,974; (83) 4,100
RTZ-ABC: (80) 5,023; (83) 5,300
City & RTZ-ABC: (80) 8,997; (83) 9,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$110,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 10,974

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Pottery 244; Garments 200; Animal Food Ingredients 200; Warehousing 150; Meat Packing 500.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard; natural fluoridated.

12 - RETAILING: Principal Shopping Center-Main St. and Hwy. 34 East.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's.
Discount Stores-Jack's; Farm King; K mart.
Chain Supermarkets-Super Value; Red & White; Easter's Giant; Eagle's.
Other Chain Stores-Coast-to-Coast; Fullerton (lumber); Bowman Shoes; Montgomery Ward (catalog); True Value Hardware; Radio Shack; Super America (Food Convenience); Les-on Drugs.

14 - NEWSPAPERS: REVIEW-ATLAS (e) 5,419; Mar. 31, 1983 ABC. (Latest statement available.)
Local Contact for Advertising and Merchandising Data: Larry Cochran, Adv. Mgr., REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
National Representative: None.

MORRIS

1 - LOCATION: Grundy County. (In Joliet PMSA). E&P Map C-2. County Seat.

2 - TRANSPORTATION: Railroads-CRI&P, E.I. & E.; Rock Island; Santa Fe; I.C.G.
Motor Freight Carriers-12.
Intercity Bus Lines-Rockford-Peoria.

3 - POPULATION:
Corp. City 80 Cen. 8,833; Loc. Est. 9,207
County 80 Cen. 30,582; Loc. Est. 31,035
PMSA 80 Cen. 355,042; Loc. Est. 361,678

4 - HOUSEHOLDS:
City 80 Cen. 3,475; Loc. Est. 3,713
County 80 Cen. 10,770; Loc. Est. 11,231
PMSA 80 Cen. 113,841; Loc. Est. 118,705

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$673,058,220
Commercial	7	$261,873,117

6 - PASSENGER AUTOS: County 17,150

7 - ELECTRIC METERS: Residence 3,315

8 - GAS METERS: Residence 2,935

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Oil Power Station ($200); Nuclear Power Station 600 ($210); Amax Aluminum 400 ($200); Northern Petro 720 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10. Last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Baum's; Marben's.
Variety Stores-Hornsby Family Center.
Chain Drug Stores-Independents 2; Rexall 2.
Chain Supermarkets-Nash Finch; Eagle.
Other Chain Stores-Bowman Shoes; Coast-to-Coast; Sears (catalog); Montgomery Ward (catalog); Goodyear; Tractor Supply Co.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,307; sworn Oct. 4, 1983.
Local Contact for Advertising and Merchandising Data: Jon Ringer, Adv. Mgr., HERALD, 124 E. Washington St., Morris, IL 60450; Tel. (815) 842-3221.
National Representative: None.

MOUNT CARMEL

1 - LOCATION: Wabash County, E&P Map D-5, County Seat. Agriculture area, oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Highway 1, 15, 65.

2 - TRANSPORTATION: Railroads-Southern; Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,908; Loc. Est. 9,382
County 80 Cen. 13,713; Loc. Est. 14,013

4 - HOUSEHOLDS:
City 80 Cen. 3,405; Loc. Est. 3,663
County 80 Cen. 5,160; Loc. Est. 5,418

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$150,000,000
Savings & Loan	3	$50,000,000

6 - PASSENGER AUTOS: 7,596

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 3,049

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 150 ($400-500); Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64; First killing frost, Nov. 17; Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Market St.
Neighborhood Shopping Centers-N Market St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hirsch.
Variety Stores-Index Notion.
Discount Stores-Gibson; Target.
Chain Drug Stores-Denton Rexall.
Chain Supermarkets-IGA; Red & White; Key Mkt.

14 - NEWSPAPERS: REPUBLICAN-REGISTER (e-mon to fri) 4,819; sworn Oct. 3, 1983.
Local Contact for Advertising and Merchandising Data: Michael Mosbarger, Adv. Mgr., REPUBLICAN-REGISTER, 115-117 E. Fourth St.; Box 793, Mt. Carmel, IL 62863; Tel. (618) 262-5144.
National Representative: American Newspaper Representatives.

MOUNT VERNON

1 - LOCATION: Jefferson County, E&P Map C-5, County Seat. Residential center. 72 mi. E of St. Louis, MO; On A.P. Highway and Interstate I-57 I-64 & I-24.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Southern; C&EI; Missouri Pacific.
Intercity Bus Lines-Greyhound.
Airline-Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 16,995; Loc. Est. 16,589
CZ-ABC: (80) 17,952; (84) 18,100
RTZ-ABC: (80) 38,431; (84) 40,300
County 80 Cen. 36,354; Loc. Est. 35,003
City & RTZ-ABC: (80) 56,383; (84) 58,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,016; Loc. Est. 6,941
County 80 Cen. 13,894; Loc. Est. 13,708
CZ-ABC: (80) 7,353; (84) 7,500
RTZ-ABC: (80) 14,540; (84) 15,400
City & RTZ-ABC: (80) 21,893; (84) 22,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$250,773,283
Savings & Loan	3	$1,338,692,096

6 - PASSENGER AUTOS: County 19,715

7 - ELECTRIC METERS: Residence 16,671

8 - GAS METERS: Residence 7,723

9 - PRINCIPAL INDUSTRIES: Electrical Apparatus; Foundries; Radiators; Tires; Locomotive; Magazine Printing.

10 - CLIMATE: Min. & Max. Temps-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Retailers (45 stores); Park Plaza (6 stores); Times Square Mall (32 stores).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Mammoth; P.N. Hirsch; Goodyear; Sears; JCPenney.
Discount Stores-Dobbs; Under Cost; Danner's; Wal-Mart; K mart.
Chain Variety Stores-Woolworth; Dollar General.
Chain Drug Stores-Rexall; SupeRx; Byrd Watson.
Chain Supermarkets-Kroger; IGA.

14 - NEWSPAPERS: REGISTER-NEWS (e) 11,827; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J. Hank Adkins, Adv. Mgr. REGISTER-NEWS, 118 N. Ninth St., Mt. Vernon, IL 62864; Tel. (618) 242-0117.
National Representative: Thomson Newspapers.

MURPHYSBORO
See CARBONDALE

NORMAL
See BLOOMINGDALE

NORTH CHICAGO
See WAUKEGON

OGLESBY
See LA SALLE

OLNEY

1 - LOCATION: Richland County, E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, Indiana. U.S. Hwy. 50 (George Washington Hwy.); State Hwy. 130.

2 - TRANSPORTATION: Railroads-B & O (Baltimore to St. Louis); Illinois Central.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 9,026; Loc. Est. 9,364
County 80 Cen. 17,587; Loc. Est. 18,202

4 - HOUSEHOLDS:
City 80 Cen. 3,724; Loc. Est. 3,920
County 80 Cen. 6,721; Loc. Est. 7,166

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$51,000,000
Savings & Loan	1	$16,000,000

6 - PASSENGER AUTOS: County 10,141
7 - ELECTRIC METERS: Residence N.A.
8 - GAS METERS: Residence N.A.
9 - PRINCIPAL INDUSTRIES: Oil Prod.; Oil Field Supplies; Garments; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; General Telephone Dist. Office; Mfg. Bicycle Parts.

10 - CLIMATE: Min. & Max. Temps.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Six nights and until 6:00 pm on Sunday in New Shopping Center.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears.
Variety Stores-Ben Franklin.
Chain Drug Stores-SupeRx.
Discount Stores-Pool Bargain Ctr.; Wal-Mart.
Chain Supermarkets-IGA; Red & White; Big John's.
Other Chain Stores-Goodrich; Olney Paint & Wallpaper (Smith-Alsop); Richland Tire (Goodyear); Western Auto; Fab 'n Trim.

14 - NEWSPAPERS: MAIL (e) 6,918; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Fred R. Lister, Pub. & Pres.; Gene Denton, Adv. Mgr., MAIL, 206 Whittle Ave., Olney, IL 62450; Tel. (618) 393-2931.
National Representative: Landon Associates.

OTTAWA

1 - LOCATION: LaSalle County, E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2 - TRANSPORTATION: Railroads-Burlington (freight); Chessie Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Peoria Rockford.

3 - POPULATION:
Corp. City 80 Cen. 18,166; Loc. Est. 18,861
PMA-CZ-ABC: (80) 26,820; (84) 26,500
Bal. in PMA-ABC: (80) 33,580; (84) 34,100
Total PMA-ABC: (80) 60,400; (84) 60,600
County 80 Cen. 109,139; Loc. Est. 114,645
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,008; Loc. Est. 7,184
County 80 Cen. 40,005; Loc. Est. 42,947
PMA-CZ-ABC: (80) 10,131; (84) 10,100
Bal. PMA-ABC: (80) 11,269; (84) 11,500
Total PMA-ABC: (80) 21,427; (84) 21,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,350,000
Savings & Loan	2	$314,000,000

6 - PASSENGER AUTOS: County 60,352

7 - ELECTRIC METERS: Residence 8,010

8 - GAS METERS: Residence 8,074

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Silica Sand 110 ($430); Tools 125 ($370); Pressed Glass 55 ($275); Plastics 240 ($400); Chemicals 360 ($456); Auto Parts 311 ($322); Safety Glass 1,144 ($470).
Principal Industrial Pay Days-Thur., & Fri.

10 - CLIMATE: Min. & Max. Temp-Spring 28-95; Summer 41-103; Fall 17-85; Winter 19-62; First killing frost, Nov. 4. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, degree water hardness 17 gr.; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (72 Stores).
Neighborhood Shopping Centers-State & Center St., 2; North LaSalle St. & Norris Dr.; North LaSalle St. & I-80 (7); Chestnut St. & Norris Dr. (3); W. Madison St. & Clay St. (2); South Towne Mall Rte 23 & Mckinley Rd. (14).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Naplate	2	Valesano's
South Ottawa	1	Newman's, Handy Foods
South Towne Mall	3	K mart, Spurgeons, Eagles
Norris Drive	2	Kroger's, SupeRx, Floor to Ceiling, Value City
Columbus St. & I-80	3	Hines Lumber, Farm'N Fleet

Principal Shopping Days-Thur., Sat & Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS:
Department Stores-Carson Piere Scot; JCPenney; Famous; Spurgeons.
Discount Stores-K mart; Value City.
Chain Drug Stores-Walgreens; SupeRx.
Chain Supermarkets-Kroger's; Eagle.
Other Chain Stores-Montgomery Ward (catalog); Farm & Fleet; Tractor Supply; Gallenkamp Shoes; Leslie's Shoes; Sue Ann Shoppe; Sears (catalog); Hines Lumber; Schwinn Cyclery; Here's Hallmark; Kirlins Hallmark; Maurices; Waterbed Room; Baskin-Robbins; Nobil Shoe; Junior Concept; Radio Shack; Goodrich; Firestone; Floor to Ceiling; Fashion Bug; Waldenbooks; The Fly; Disc Jockey; Turk's Furniture.

14 - NEWSPAPERS: TIMES (e) 13,474; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres. /Pub., TIMES, 110 W. Jefferson St., Ottawa, IL 61350; Tel. (815) 433-2000.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Edgar County, E&P Map D-14, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Southern Limited; Western Motor Lines.

3 - POPULATION:
Corp. City 80 Cen. 9,885; Loc. Est. 9,779
County 80 Cen. 21,725; Loc. Est. 21,572

4 - HOUSEHOLDS:
City 80 Cen. 3,979; Loc. Est. 3,991
County 80 Cen. 8,332; Loc. Est. 8,462

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$73,800,000
Savings & Loan	2	$58,300,000

6 - PASSENGER AUTOS: County 11,160

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Around town square and blocks on each side.
Neighborhood Shopping Centers-N Main St.; Jefferson Ave.; E Jasper Street.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch.
Discount Stores-K mart.
Variety Stores-Index.
Chain Supermarkets-Kroger; Bridwell's; Paris; Star Mkt.

14 - NEWSPAPERS: BEACON-NEWS (e) 7,063; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Paul J. Van Gilder, Gen. Adv. Mgr., BEACON-NEWS, 218 N. Main St., Paris, IL 61944; Tel. (217) 465-6424.
National Representative: Landon Associates.

PAXTON

1 - LOCATION: Ford County, E&P Map D-3, County Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; Interstate 57.

2 - TRANSPORTATION: Railroads-Illinois Central main line; Chicago to New Orleans; Nickel Plate R.R.; Peoria to Sandusky, Ohio.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 4,258; Loc. Est. 4,259
County 80 Cen. 15,265; Loc. Est. 15,408

4 - HOUSEHOLDS:
City 80 Cen. 1,626; Loc. Est. 1,632
County 80 Cen. 5,739; Loc. Est. 5,919

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$47,851,000
Savings & Loan	2	$4,900,000

6 - PASSENGER AUTOS: County 8,680

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Broom Mfg. 150 ($150); TV-Radio Transformers 220 ($125); Telephone Jacks 100 ($175); Cooling Tower Mfg. 100 ($260); Electronic Components N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri., and Sat.

13 - RETAIL OUTLETS: Department Stores-Laybourn's; Larson's; Fashion Fair; Carlson's; Georgia's.
Variety Stores-Index; Hornsby's; Priced Rite Discount.
Chain Supermarkets-IGA; Eisners; Tom's Market; Convenient Food Mart.
Other Chain Stores-Firestone; Western Auto; Tru Value Hardware.

14 - NEWSPAPERS: RECORD (e-mon to fri) 1,460; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Tom Swan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.
National Representative: None.

PEKIN

1 - LOCATION: Tazewell County, (In Peoria MSA), E&P Map C-3, County Seat. Industrial and agricultural center.

2 - TRANSPORTATION: Railroads-C&IM; NYC; AT&SF; Illinois Central (Freight) C&NW (Freight).
Intercity Bus Lines-Illini-Swallow; Peoria-Pekin.
Motor Freight Carriers-34.
Two large river terminals, 1 airport.

3 - POPULATION:
Corp. City 80 Cen. 33,967; Loc. Est. 35,210
CZ ABC: (80) 33,967; (84) 34,800
RTZ-ABC: (80) 100,792; (84) 105,800
MSA 80 Cen. 365,864; Loc. Est. 368,508
County 80 Cen. 132,078; Loc. Est. 133,652
City & RTZ-ABC: (80) 134,759; (84) 140,600

4 - HOUSEHOLDS:
City Cen. 80 12,928; Loc. Est. 13,858
County 80 Cen. 46,383; Loc. Est. 48,078
MSA 80 Cen. 130,767; Loc. Est. 134,709
CZ-ABC: (80) 12,928; (84) 13,400
RTZ-ABC: (80) 34,395; (84) 36,300
City & RTZ-ABC: (80) 47,323; (84) 49,700

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$151,149,000

6 - PASSENGER AUTOS: County 70,740

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Corn Prod.; Distilling; Electricity; Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Processing; Iron Foundry; Non-ferrous Metal Processing; Automotive Parts; Chemical.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-88; Summer 43-96; Fall 10-89; Winter-16-59. First killing frost, Oct. 17. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Court St.; 4 Sts. intersect. Court; 3 blocks on Margaret.
Neighborhood Shopping Centers-Derby St.; 1500 Block on N. Eighth St. East Bluff and Sunset Hills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pekin Mall(58)	3	JCPenney, Zale's, P.M. Bergner, Sears
Market Sq. Plz.	1	County Mkt., SupeRx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department stores-All; Food-24 hrs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; N. Reuling; Bergner's; Sears.
Discount Store-K mart.
Chain Drug Stores-SupeRx 3; Walgreen.
Chain Supermarkets-Kroger; Korsmeyer's 2; County Market; 14th St.; Eagle; Thompson's; Arnett's.
Other Chain Stores-Brown's; Zabs; Gordon's; Radio Shack; So Fro; Jo Ann Fabrics; Cohen's.

14 - NEWSPAPERS: TIMES (e) 19,076; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Eric A. Neste, Adv. Dir., TIMES, 20 S. 4th St., Pekin, IL 61554; Tel. (309) 346-1111.
National Representative: Landon Associates.

PEORIA

1 - LOCATION: Peoria County, E&P Map C-3 (MSA). County Seat. Industrial center; agricultural area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above sea level.

2 - TRANSPORTATION: Railroads-Burlington Northern; C&NW; Illinois Central; Illinois Terminal R&W; Conrail; P&PU; Peoria Terminal; Rock Island; Santa Fe; TP&W; Chicago Northwestern; Illinois & Midland; Central & Gulf; Norfolk Southern Corp.; Norfolk & Western.
Motor Freight Carriers-145.
Intercity Bus Lines-Continental Trailways; Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Taylorville Transit; Peoria Charter, Inc.
Airlines-Ozark; Continental; Britt; Byerly; Mt. Hawley; Federal Express; TWA.
Barge Lines-Jubilee Materials; Kingston River Service; Peoria Barge Terminal; Peoria Harbor & Fleeting Service.

3 - POPULATION:
Corp. City 80 Cen. 124,160; Loc. Est. 125,653
CZ-ABC: (80) 226,315; (84) 228,400
RTZ-ABC: (80) 239,046; (84) 247,100
MSA 80 Cen. 365,864; Loc. Est. 368,508
County 80 Cen. 200,466; Loc. Est. 200,730
City & RTZ-ABC: (80) 465,361; (84) 475,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,459; Loc. Est. 47,750
County 80 Cen. 73,329; Loc. Est. 75,078
MSA 80 Cen. 130,737; Loc. Est. 134,709
CZ-ABC: (80) 82,635; (84) 84,100
RTZ-ABC: (80) 84,784; (84) 88,400
City & RTZ-ABC: (80) 167,419; (84) 172,500

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	21	$1,469,360,000
Savings & Loan	14	$1,377,063,000

6 - PASSENGER AUTOS: County 108,452

7 - ELECTRIC METERS: Residence 80,697

8 - GAS METERS: Residence 64,369

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Earth Moving Eqpt. Diesel Eng. 21,900 ($564); Primary Metals 4,275 ($566); Printing & Publishing 1,775 ($412); Total Mfg. 35,100 ($518).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Principal Shopping Centers-University from Forrest Hill to War Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area; Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.
Other Major Retail Areas-Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Centre; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Cherrytree; Fondulac Plaza; Wardcliff Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwoods(81)	NA	JC Penney, Mont. Ward
Westlake(24)	NA	
Pekin Mall(48)	NA	JC Penney, Sears, Gold Exchange
Sheridan Village(31)	NA	Kresge's, P.A. Bergner
Madison Park(7)	NA	Berger's Dept. Store, Kroger's
Junction City	NA	Siegrist
Metro Center	NA	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Suburb n-every evening & Sunday; Downtown-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Carson, Pirie, Scott & Co.; Bergner's 4; Sears 2; Montgomery Ward; JCPenney 2; Szold's 2.
Discount Stores-K mart 5; Miracle Mart 4; Unclaimed Freight Stores: Venture; Murray's Jewelers; Ardan's Jewelers.
Variety Stores-Ben Franklin 2; Fogler; J & M; L's Sundries; Kresge; Prospect; Hornsby.
Chain Drug Store-Bogard's 6; Green 2; Walgreen 3; SupeRx 7; W. R. Smith 2; Medicine Shoppe 2; Our-X 4; Thrifty Rexall 2.
Chain Supermarkets-Ben Schwartz (IGA) 5; Cardinal 5; Convenient Food Mart 18; Standard 3; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 19; Thompson Food Basket 8; Vogels; Aldi Foods; Stop & Save; 7-Eleven.
Women's Wear-Brom's Furs & Fashions; Cain's; Casual Corner; C. R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Howard; Main Line; Pines; Stuart's; Paul Harris; Lyn & Co.; Varsity Shop; Strawberry Patch; Maurices Apparel; Worths; Allens Vogue; Spare Change; Susie's Casuals; D. Schaffer's; Brenda's 2; Catherine's Stout Shoppe; Carriage Lane LTD; Ginny-Lee's; Leah's Tall Fashions; The Little Red Hen; Mademoiselle Shop; PLB'S Fashion Plus LTD.
Men's Wear-Bachrach's; Bell Clothing 2; Ducky's Formal Wear; Gingess Formal Wear; Howard Heller; Johnson's; Just Jeans; Just Pants; National Shirt; Richman Bros.; 20th Century Tuxedo; Schradzki's; Seno Formal Wear; Fred Schubach; For Gentlemen Only 2; Big & Tall Men's Shop; Mona's Apparel For Big & Tall Men; Chess King; Colonel Day's Levi Shop.
Other Chain Stores-Sparr Store; Spiegel's; Baker's Shoes 2; Life Stride; Pappagallo; Thom McAn; Dr. Scholl's; Kinneys 2; Fannie May 3; Zale's 2; Automotive: Firestone 2; Goodrich; Goodyear 2; General Tire; Singer Co.; The Outlet; Payless Shoes; Weisser's Neu Optical; Pearle Vision; Helzbergs Jewelers.

14 - NEWSPAPERS: JOURNAL STAR (all day) 100,271; (S) 120,475; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald Menser, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3070.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PERU

See LA SALLE

PONTIAC

1 - LOCATION: Livingston County, E&P Map C-2. County Seat. N central part of state. Shipping center for county agricultural and dairy area. Misc. light manufacturing. Illinois State Penitentiary. 100 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Amtrak.
Inter-City Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 11,227; Loc. Est. 11,828
CZ-ABC: (80) 11,227; (84) 11,400
RTZ-ABC: (80) 32,249; (84) 32,400
County 80 Cen. 41,381; Loc. Est. 42,693
City & RTZ-ABC: (80) 43,476; (84) 43,800

4 - HOUSEHOLDS:
City 80 Cen. 3,610; Loc. Est. 3,880
County 80 Cen. 14,077; Loc. Est. 14,837
CZ-ABC: (80) 3,610; (84) 3,700
RTZ-ABC: (80) 11,222; (84) 11,400
City & RTZ-ABC: (80) 14,832; (84) 15,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$119,477,445
Savings & Loan	2	$1,163,249,313

6 - PASSENGER AUTOS: County 20,228

7 - ELECTRIC METERS: Residence 4,309

8 - GAS METERS: Residence 4,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gloves 98; Printing 650; Furniture 300; Steel Prod. 320; State Penitentiary 500; Quarries 100; Diesel Motor Co. 600; Custom Tool & Die 20.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 42-108; Fall 2-96; Winter 24-75. First killing frost, Oct. 31. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main, Madison, Washington and Mill (around Square).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vermillion Plaza(15)	2	Spurgeon's, K mart Coast-to-Coast
Hornsby's	2	Hornsby's

Principal Shopping Days-Fri., Sat., & Mon.
Stores Open Evenings-Food Chains-every night and Sun.; Others-Fri. & Sat.; Shopping Centers-until 9 p.m.; Sun. until 6.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Discount Stores-Hornsby's; K mart; G.C. Murphy.
Chain Supermarkets-Neimann's; Eisners.
Other Chain Stores-Montgomery Ward (catalog); Convenient Foods; Coast-to-Coast; Tru Value Hardware; Ace; NAPA; Radio Shack.

14 - NEWSPAPERS: LEADER (e) 8,877; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchadising Data: William L. Alvey, Adv. Dir., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153.
National Representative: None.

QUINCY

1 - LOCATION: Adams County, E&P Map A-3. County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis, 220 mi. from Kansas City, 285 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western.
Motor Freight Carriers-24.
Intercity Bus Lines-Continental Trailways.
Airlines-Britt Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,352; Loc. Est. 42,054
CZ-ABC: (80) 53,396; (84) 52,500
RTZ-ABC: (80) 145,226; (84) 145,200
County 80 Cen. 71,622; Loc. Est. 72,971
City & RTZ-ABC: (80) 198,622; (84) 197,700

4 - HOUSEHOLDS:
City 80 Cen. 16,718; Loc. Est. 16,870
County 80 Cen. 26,423; Loc. Est. 27,586
CZ ABC: (80) 20,269; (84) 20,100
RTZ-ABC: (80) 54,314 (84) 54,800
City & RTZ-ABC: (80) 74,583; (84) 74,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$455,330,000
Savings & Loan	3	$412,073,000

6 - PASSENGER AUTOS: County 37,322

7 - ELECTRIC METERS: 20,973

8 - GAS METERS: 17,873

9 - PRINCIPAL INDUSTRIES: Chemicals; Stoves; Limestone Prod.; Food Prod.; Brass Prod.; Castings; Wheels; Auto & Truck Bodies; Pumps; Stock Food; Oilers; Gas Storage Tanks; Boat Trailers; Electronic Eqpt. Patterns; Radio; TV; Communications Equipment.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1. Last killing frost, April 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Maine St., 1 on 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).
Neighborhood Shopping Centers-17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
17th & Broadway	1	Merkel Hdwe.
State & 8th	1	State St. Store
Quincy Mall(56)	3	Radio Shack, Sears, Kroger, Bergners, JCPenney

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; State Street Store; Bergner's.
Variety Stores-Ben Franklin.
Discount Stores-Jack's; Quincy Supply; K mart 1; K's Merchandise Mart.
Chain Drug Stores-Walgreen; Skagg Drug; Brown's 3; Revco Discount Drugs; SupeRx.
Chain Supermarkets-Kroger; Niemann Foods 3; Randall; Eagle; Save-U-More; Aldi.
Other Chain Stores-Naturalizer; Hush Puppies; Athletic Foot; Gordon Jewelry; GNC; Waldenbooks; York Steak House; Bowman Bros. (shoes); Carl Shoe; Kinney Shoes; Firestone; Goodyear; Sherwin-Williams; JoAn Fabrics; Gallenkamp Shoes; Montgomery Ward (catalog); Wickes Lumber; Radio Shack; Pay-Less Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware; Furrows Lumber.

14 - NEWSPAPERS: HERALD-WHIG (e-mon to fri) 30,001; (e-sat) 24,701; (S) 33,502; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dave Laytham, Natl. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St., PO Box 909, Quincy, IL 62306; Tel. (217) 223-5100.
National Representative: Branham/Newspaper Sales.

ROBINSON

1 - LOCATION: Crawford County, E&P Map D-4. County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

2 - TRANSPORTATION: Railroads-Conrail; Gulf Central.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Detroit Special.

3 - POPULATION:
Corp. City 80 Cen. 7,285; Loc. Est. 7,544
County 80 Cen. 20,818; Loc. Est. 21,448
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,031; Loc. Est. 3,220
County 80 Cen. 8,050; Loc. Est. 8,493

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$25,190,459
Commercial	5	$137,546,586

6 - PASSENGER AUTOS: County 11,668

7 - ELECTRIC METERS: Residence 8,688

8 - GAS METERS: Residence 6,073

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage); Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Auto-

motive Gaskets 380 ($209); Electronics 504 (N.A.); Shoes 183 (N.A.); Aluminum Doors & Windows 107 ($186).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90, Winter 10-52. First killing frost, Nov. 6. Last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks at Court House; 2 on E Main; 5 on W Main; 1 on W Walnut.
Neighborhood Shopping Centers-W Gate; Outer E Main & Route 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Tr.(8)	NA	Gallo's Red & White
Barn Plaza	NA	
IGA	NA	Gibson

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Root's; P. N. Hirsch; Tresslar's; Gibson; Pool's.
Variety Stores-Index Notion.
Chain Drug Stores-Bertram's (Rexall); Kook & Link.
Chain Supermarkets-IGA Food Center; Gallo's Red & White.

14 - NEWSPAPERS: NEWS (e) 7,550; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Brian Harrison, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.
National Representative: None.

ROCK FALLS
See STERLING

ROCK ISLAND-MOLINE-EAST MOLINE

1 - LOCATION: Rock Island County (In Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. County Seat. In W IL on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150; I-80, 280, & 74.

2 - TRANSPORTATION: Railroads-Burlington Northern; Davenport, Rock Island & Northwestern; Iowa Railroad Co.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; River Trails Transit; Trailways.
Airlines-United; Ozark; Mississippi Valley Commuter; Britt Commuter; Mid Central Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 114,398; Loc. Est. 115,883
Rock Island 80 Cen. 46,928; Loc. Est. 46,952
Moline 80 Cen. 46,278; Loc. Est. 47,466
East Moline 80 Cen. 20,907; Loc. Est. 21,465
CZ-ABC: (80) 294,266; (84) 295,500
RTZ-ABC: (80) 176,234; (84) 181,700
City & RTZ-ABC: (80) 470,500; (84) 477,200
County 80 Cen. 165,968; Loc. Est. 170,240
MSA 80 Cen. 383,958; Loc. Est. 390,820
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 43,222; Loc. Est. 45,001
Rock Island 80 Cen. 17,472; Loc. Est. 18,081
Moline 80 Cen. 18,034; Loc. Est. 18,809
East Moline 80 Cen. 7,716; Loc. Est. 8,111
County 80 Cen. 61,052; Loc. Est. 64,113
MSA 80 Cen. 138,256; Loc. Est. 143,949
CZ-ABC: (80) 108,126; (84) 109,500
RTZ-ABC: (80) 60,678; (84) 63,400
City & RTZ-ABC: (80) 168,804; (84) 172,900

5 - BANKS	NUMBER	DEPOSITS
Savings	37	$1,882,110,414
Savings & Loan	9	$1,439,322,104

6 - PASSENGER AUTOS: County 96,828

7 - ELECTRIC METERS: Residence 115,946

8 - GAS METERS: Residence 113,061

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 35,800 (Farm Equip., Aluminum Mill); Non-manufacturing 82,950; Public Sector (Gov't) 26,725.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 46-92; Fall 14-95; Winter -13-42. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Rock Island-Hard, slightly alkaline; fluoridated. Moline-Lime softened- fluoridated. East Moline-Partly softened, slightly alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Rock Island-Great River Plaza, 2nd, 3rd, & 4th Aves. between 15th & 20th Sts.; Downtown Moline-Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.; East Moline-15th, 16th & 17th Aves. between 7th & 13th Sts. from 7th to 12th Sts.
Neighborhood Shopping Centers-11th St. bet. 18th Ave. & 42nd Ave. 30th St. bet. 14th & 18th Aves.; 14th Ave. bet. 38th & 44th Sts.; 18th Ave. bet. 17th & 45th Sts.; Blackhawk Rd. & 38th St.; Moline-City Line Plaza, 1st St. & 9th Ave.; Uptown-15th & 16th Sts. between 14th & 25th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Island:		
30th St.	3	Supreme TV
Watchtower Plz.(6)	3	Autowize
K mart	3	K mart
Rock Valley Plz.	9	Rock Valley Drug, Back Nine
Moline:		
Highland	2	Aldi, Peoples Drug
Uptown	2	Peoples Drug
Orchard Ctr.(6)	3	Eagles
Kings Plaza(8)	3	Sears, Walgreens Trevor Hdwe.
K mart	4	K mart
Green Valley	4	Ardan's
Venture	3	Venture
So. Park Mall(115)	3	Petersen's, Mont. Ward, Younkers, JCPenney
Old West	2	Hoist-Kakert, Walgreens
City Line Plaza(8)	2	Jewel, Osco
East Moline:		
Kennedy Plaza(6)	4	Jewel, Osco
Ridgewood(8)	5	Gelman

Principal Shopping Days-Dept. Stores-Mon., Fri. & Sat.; Food-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Rock Island & Moline: Dept.-Mon. (limited number on Fri.) East Moline: Fri. Supermarkets-Sun. through Sat.
Stores Close-Mon. morning & Sat. evenings.
Stores Open Sundays-Discount, supermarkets, drug, shopping malls.

13 - RETAIL OUTLETS: Department Stores-McCabes; Younkers 3; Petersen-Harned von Maur 4; JCPenney 2; Sears 2; Montgomery Ward 2; Federated.
Discount Stores-Venture 2; Target 2; K mart 4.
Variety Stores-Ben Franklin 2; Woolworth 2; Scott.
Chain Drug Stores-Haag 14; Walgreens 11; Osco 3; Medicine Shop 3; Revco.
Chain Supermarkets-Eagle 11; Geifman's 8; Jewel Food 3; 7-Eleven 25; Aldi 4; Convenient Foods 11; County Market 2; Food-for-Less.
Independent Buying Groups-Royal Blue 5; Jack & Jill 3; Super Valu 2.
Other Chain Stores-Goodyear 5; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 5; Thom McAn 2; Bakers Shoes; Kinney 5; Lober's; Fashion 2; Richman Bros. 2; Singer Co. 2; Ardan's 2; Radio Shack 6; Mosenfelder's 2.

14 - NEWSPAPERS: ROCK ISLAND ARGUS (e) 19,362; (S) 20,729; Mar. 31, 1984 ABC.
MOLINE DISPATCH (e-mon to sat) 35,282, (S) 38,082; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Al Roels, Gen. Adv. Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH, 1720 Fifth Ave., Moline, IL 61265; Tel. (309) 764-4344.
National Representative: Branham/Newspaper Sales.

ROCKFORD

1 - LOCATION: Winnebago County. E&P Map C-1, (MSA). 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee; St. Paul & Pacific; Chicago & North West; Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Peoria-Rockford; Greyhound; Wisconsin Coach Lines.
Airlines-Frontier, American Central.

3 - POPULATION:
Corp. City 80 Cen. 139,712; Loc. Est. 139,829
PMA-ABC: (80) 496,465; (84) 498,700
County 80 Cen. 250,884; Loc. Est. 256,231
MSA 80 Cen. 279,514; Loc. Est. 286,060
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,169; Loc. Est. 53,777
County 80 Cen. 89,408; Loc. Est. 93,403
MSA 80 Cen. 99,122; Loc. Est. 103,754
PMA-ABC: (80) 176,681; (84) 179,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	27	$1,467,524,000
Savings & Loan	8	$995,157,403

6 - PASSENGER AUTOS: County 147,535

7 - ELECTRIC METERS: Residence 112,000

8 - GAS METERS: Residence 65,115

9 - PRINCIPAL INDUSTRIES: 700 manufacturing establishments, 12 employ over 1,000 each.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 20. Last killing frost, May 8.

11 - TAP WATER: Very hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on W State St. plus feeder streets 1 block each direction.
Neighborhood Shopping Centers-Broadway; 7th St.; S. Main St.; E. State St.; N. Main and Auburn Sts.; Alpine Rd; 2nd St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpine Vlg.(20)	6	Eagle Foods, Revco
Cherry Vale(100)	8	Marshall Field, H.C. Prange, Sears
Colonial Vlg.(32)	5	JCPenney, Bergner's
Downtown Mall(25)		R Green
East Gateway(16)	4	Pacemaker, Ben Franklin
Eastwind Mall(25)	4	East Wind Hobby & Craft
Hamilton Square(13)	6	One Stop Pharm., Thorne's Hdwe.
Highcrest(13)	5	D.J. Stewart
Liberty Sq.(12)	5	Last Straw Ice Cream Parlour, Lundgren's Camera Center
Machesney Pk.(88)	8	JCPenney, H.C. Prange
Park Plaza(24)	6	Love Drug, Union Hall Discount
North Towne(59)	5	Bergner's
Rockford Pl.(20)	2	Walgreen's
Rockton Ave Centre(14)	4	Logli Food Store
Southgate(12)	5	K mart, Southgate IGA
Belvidere Mall(6)	12	A&P

Principal Shopping Days-Mon., Fri., Sat. Sun.
Stores Open Evenings-Department Stores-Mon.-Fri., Food-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Marshall Field & Co.; Montgomery Ward; JCPenney; H.C. Prange; Sears; Bergner's; Kohl's.
Discount Stores-K mart; Prange-Way; Union Hall.
Variety Stores-Ben Franklin.
Chain Drug Stores-Walgreens 3; Lenz 2; Rexall 3; Osco 4; Nihan & Martin 2; One-Stop 5; Tru Valu; Lantow's.
Chain Supermarkets-Eagle 6; Hilander 4; Magna; IGA 13; A&P; Logli 3; Pacemaker 3; Aldi Discount Foods 2.
Other Chain Stores-Ardan Jewelers, Insurance Liquidators.

14 - NEWSPAPERS: REGISTER STAR (m) 72,834; (S) 86,246; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Brooks Johnson, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.
National Representative: Gannett Newspaper Advertising Sales.

ROCKTON, IL
See BELOIT, WI

SHELBYVILLE

1 - LOCATION: Shelby County. E&P Map C-4, County Seat, 36 mi. from Decatur; 108 mi. from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

2 - TRANSPORTATION: Railroads-Mo Pac.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,259; Loc. Est. 5,526
County 80 Cen. 23,923; Loc. Est. 24,022

4 - HOUSEHOLDS:
City 80 Cen. 2,044; Loc. est. 2,101
County 80 Cen. 8,707; Loc. Est. 8,979

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 11,546

7 - ELECTRIC METERS: Residence 2,205
8 - GAS METERS: Residence 1,507

9 - PRINCIPAL INDUSTRIES: Plastic Cups.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-Johnstowne Mall, Shelbyville, 3 stores; Con Dov Shopping Mall, Shelbyville, 5 stores.
Principal Shopping Days-Wed. and Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Variety Stores-Index; Ben Franklin; U&S.
Chain Drug Stores-Hook's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: UNION (e-mon to fri) 4,414; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.
National Representative: None.

SOUTH BELOIT, IL
See BELOIT, WI

SPRING VALLEY
See LA SALLE

SPRINGFIELD

1 - LOCATION: Sangamon County (MSA). E&P Map C-3. State Capital, County Seat. Industrial, wholesale & agricultural center. 185 mi. SW of Chicago, 100 mi. NW of St. Louis; on U.S. Hwys. 36, 54; I-55; State Hwys. 4, 29, 125 & 104

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf-Mobile & Ohio; Norfolk & Western (Wabash); B&O; Chicago & Illinois Midland; Illinois Terminal; Amtrak.
Motor Freight Carriers-38 intrastate & interstate lines.
Intercity Bus Lines-Greyhound; Crown Transit; Gulf Transport.
Airlines-Ozark; Britt; MVA; Charter service by Capitol Aviation; Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 100,054; Loc. Est. 102,218
CZ-ABC: (80) 126,150; (84) 129,600
RTZ-ABC: (80) 343,168; (84) 348,900
MSA 80 Cen. 187,789; Loc. Est. 191,436
County 80 Cen. 176,070; Loc. Est. 179,897
City & RTZ-ABC: (80) 469,318; (84) 476,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,960; Loc. Est. 42,972
County 80 Cen. 68,022; Loc. Est. 71,133
MSA 80 Cen. 72,219; Loc. Est. 75,413
CZ-ABC: (80) 51,385; (84) 53,400
RTZ-ABC: (80) 124,492; (84) 127,600
City & RTZ-ABC: (80) 175,878; (84) 181,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,040,461,000
Savings & Loan	8	$429,853,000

6 - PASSENGER AUTOS: County 102,861

7 - ELECTRIC METERS: 62,462

8 - GAS METERS: 48,786

9 - PRINCIPAL INDUSTRIES: Machinery; Tractors; Road Machines; Farm Equipment; Flour and Feed Mills; Boilers (Fab. Metal Prod.); Mattresses; Insurance; Health Care; Finance Gov't; Tourism. Total Avg. Employment 89,774.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 20. Last killing frost, Apr. 16.

11 - TAP WATER: Neutral, soft. Lake Springfield.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital City(23)	NA	Zayre
Fairhill's(20)	NA	Eisner-Osco
K mart Plaza	NA	K mart
Laketown(12)	NA	IGA
Sangamon(7)	NA	Myers-Bergner
Town & Country(24)	NA	Venture, National
White Oaks Mall(115)	NA	Famous-Barr, Sears, Bergner, Mont. Ward

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Downtown-Fri.; Shopping ctrs. & discount stores-nightly.
Stores Open Sundays-Supermarkets, shopping centers & discount stores.

13 - RETAIL OUTLETS: Department Stores-Herndon's; Bergners; Sears; JCPenney; Famous-Barr; Montgomery Ward.
Discount Stores-K mart 3; Venture; Zayre's.
Chain Drug Stores-Walgreen 2; SupeRx/Thrifty 11; Osco 3; Flynn Hippard; Mummert's; Schafer's; Watt Bros. 4; Ideal.
Chain Supermarkets-Eisner 3; Shop 'N Save 3; National Food Stores 3; IGA 4; Red Fox 4; Eagle 3.
Other Chain Stores-Firestone; Goodyear; General Tires; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; V&S 2; Thom McAn; Kenney's; Gallenkamp; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Pittsburgh; Cook's; Kay's Jewelry, S&H; Singer; So Fro; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Bottom Half; Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International; General Cinema Theatre; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; JoAnn Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Wdg's Restaurant; Waldenbooks; Zale's Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; S.G. Adams; Baskin Robbins 3.

14 - NEWSPAPERS: THE STATE-JOURNAL-REGISTEP (m-mon to fri) 61,055; (e-mon to fri) 8,437; (m- sat) 71,176; (S) 71,409; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William Charlton, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER, P.O.Box 219, Springfield, IL 62705; Tel. (217) 788-1353.
National Representative: Branham/Newspaper Sales.

STERLING-ROCK FALLS

1 - LOCATION: Whiteside County. E&P Map C-2. Industrial and agricultural center on Rock River, 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

2 - TRANSPORTATION: Railroads-C&NW; CB&Q.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 26,897; Loc. Est. 27,305
Sterling 80 Cen. 16,273; Loc. Est. 16,467
Rock Falls 80 Cen. 10,624; Loc. Est. 10,838
CZ-ABC: (80) 33,154; (84) 33,000
RTZ-ABC: (80) 50,071; (84) 51,000
County 80 Cen. 65,970; Loc. Est. 66,502
City & RTZ-ABC: (80) 83,225; (84) 84,000

4 - HOUSEHOLDS:
Cities 80 Cen. 9,895; Loc. Est. 10,242
Sterling 80 Cen. 6,128; Loc. Est. 6,348
Rock Falls 80 Cen. 3,767; Loc. Est. 3,894
County 80 Cen. 23,200; Loc. Est. 23,982
CZ-ABC: (80) 11,990; (84) 12,000
RTZ-ABC: (80) 17,280; (84) 17,900
City & RTZ-ABC: (80) 29,270; (84) 29,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$275,000,000
Savings & Loan	2	$95,000,000

6 - PASSENGER AUTOS: County 35,251

7 - ELECTRIC METERS: Residence 10,600

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel, Steel Prods. 2,500 ($300); Bldrs. Hdwr. 1,200 ($200); Bolts & Nuts 400 ($200); Barber Supplies 170; Foundries 100; Food Proc. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12. Last killing frost, May 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 stores-Bergner's, JCPenney, Woolworth).
Neighborhood Shopping Centers: Sterling-4 blocks on 4th St.; 2 on Locust Ave.; Rock Falls-5 blocks on 1st. Ave., and vicinity.
Principal Shopping Days-Downtown-Mon. & Fri; Northland Mall Sat. & Sun.
Stores Open Evenings-Downtown-Fri.; Northland Mall-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Harlan's; Kline's; Bergner's; JCPenney.
Discount Stores-K mart; Farm & Fleet; Osco.
Chain Drug Stores-Walgreens; Osco.
Variety Stores-Woolworth.
Chain Supermarkets-Kroger's; Eagle; Super Valu; Aldi.
Other Chain Stores-Leslie's (shoes); Goodyear; Coast-to-Coast (hdwr. and auto supplies); Ace Hdwr.; D & E (furn. & appliances).

14 - NEWSPAPERS: DAILY GAZETTE (e) 13,971; mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David P. Grandon, Pub., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.
National Representative: Landon Associates.

STREATOR

1 - LOCATION: LaSalle County. E&P Map C-2. South end, LaSalle County; Agricultural area. Diversified manufacturing. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington; Wabash; Amtrak; GM&O.
Motor Freight Carriers-11.

3 - POPULATION:
City 80 Cen. 14,795; Loc. Est. 15,231
CZ-ABC: (80) 19,473; (84) 19,000
RTZ-ABC: (80) 30,557; (84) 31,000
County 80 Cen. 109,139; Loc. Est. 114,645
City & RTZ-ABC: (80) 50,030; (84) 50,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,651; Loc. Est. 5,813
County 80 Cen. 40,005; Loc. Est. 42,947
CZ-ABC: (80) 7,300; (84) 7,200
RTZ-ABC: (80) 10,568; (84) 10,900
City & RTZ-ABC: (80) 17,868; (84) 18,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$155,188,000
Savings & Loan	4	$83,437,000

6 - PASSENGER AUTOS: County 60,350

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 6,974

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 2,300 ($300); Pollution Equip. 200 ($280); Farm Equipment 400 ($268).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St., 1 block N & S on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plaza; Northtown; Northpoint.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northpoint Ctr.	NA	TG&Y, SupeRx Drugs, Spurgeons, Kroger
Westgate Plz.	NA	Top Save Disc., Hornsby, Streator Food

Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeons; JCPenney.
Discount Stores-Top Save; TG&Y.
Variety Stores-G.C. Murphy; Jupiter; Hornsby.
Chain Supermarkets-Streator Food; Thompson Food Basket; Buehler; Meadow-King; Thriftimart; Baldwin's; Kroger; Novotneys Bi-Rite.

14 - NEWSPAPERS: TIMES-PRESS (e) 10,332. Mar. 31, 1964 ABC.
Local Contact for Advertising and Merchandising Data: Greg Hoskins, Adv. Mgr., TIMES-PRESS, 115 Oak St., Streator, IL 61364; Tel. (815) 672-2111.
National Representative: Landon Associates.

TAYLORVILLE

1 - LOCATION: Christian County. E&P Map C-4. County Seat. 26 mi. SE of Springfield. On State Hwys. 29, 48, 104.

2 - TRANSPORTATION: Railroads-Norfolk and Western B&O; C&IM.

3 - POPULATION:
City 80 Cen. 11,386; Loc. Est. 11,775
CZ-ABC: (80) 13,042; (84) 13,000
RTZ-ABC: (80) 27,030; (84) 27,100
County 80 Cen. 36,446; Loc. Est. 37,152
City & RTZ-ABC: (80) 40,072; (84) 40,100

4 - HOUSEHOLDS:
City 80 Cen. 4,483; Loc. Est. 4,735
County 80 Cen. 13,635; Loc. Est. 14,305
CZ-ABC: (80) 5,089; (84) 5,100
RTZ-ABC: (80) 9,854; (84) 10,000
City & RTZ-ABC: (80) 14,943; (84) 15,100

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$20,346,859
Savings & Loan	2	$68,928,805

6 - PASSENGER AUTOS: County 19,262

7 - ELECTRIC METERS: Residence 5,424

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equipment 420; Grain & Seed Processing 133; Mining Machinery 200; Coal Mining 1,000; Greeting Cards 225; Paper Manufacturing 200; Dairy 60; Electricity 30; Telephone 50; Newspaper 60.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 65-100; Fall 35-85; Winter 0-50.

11 - TAP WATER: Alkaline; 10 degrees hardness raw; 6 degrees hardness after treatment.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wal-Mart Plaza(5)	1	Wal-Mart, Kroger, Payless
Jewell(9)	1	Frank's IGA, Sherwin-Williams, True Value Hardware
Grand Plz.(12)	1	A&P, Pamida

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sherman's Blakely's; JCPenney; Montgomery Ward; Sears (catalog); Hirsch.
Variety Stores-Woolworth.
Discount Stores-Pamida; Wal-Mart.
Chain Drug Stores-Walgreen; Revco; SupeRx.
Chain Supermarkets-A&P; Kroger; IGA.

14 - NEWSPAPERS: BREEZE-COURIER (e) 8,072; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Marylee Lasswell, Prom. Mgr., BREEZE-COURIER, 212 S. Main St.; PO Box 440, Taylorville, IL 62568; Tel. (217) 824-2233.
National Representative: Landon Associates.

URBANA

See CHAMPAIGN

WAMAC

See CENTRALIA

WATSEKA

1 - LOCATION: Iroquois County. E&P Map D-2. County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Rte. 24, E and W and Rte. 1, N and S, also on Iroquois River.

2 - TRANSPORTATION: Railroads-TP&W; L&N.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,543; Loc. Est. 5,782
County 80 Cen. 32,976; Loc. Est. 33,822

4 - HOUSEHOLDS:
City 80 Cen. 2,168; Loc. Est. 2,225
County 80 Cen. 12,060; Loc. Est. 12,678

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$36,000,000
Savings & Loan	2	$45,000,000

6 - PASSENGER AUTOS: County 17,601

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agriculture Hdwe; Business Forms.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Value Village; K mart.
Principal Shopping Days-Sun., Wed., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Value Village; K mart.
Variety Stores-Ben Franklin; Ralston's.
Chain Supermarkets-Scotchman's; 6-12; Quality; E-Z-Pickens.
Other Chain Stores Sears (catalog); Lasser's Furniture; McCord's; Goodyear; True Value Hardware.

14 - NEWSPAPERS: TIMES-REPUBLIC (e-mon to fri) 3,436; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bette Schmid, Adv. Dir., TIMES-REPUBLIC, 1492 E Walnut St., Watseka, IL 60970; Tel. (815) 432-5227.
National Representative: Landon Associates.

WAUKEGAN-NORTH CHICAGO

1 - LOCATION: Lake County (In Lake County PMSA). E&P Map D-1; NE corner of Illinois; County Seat. Industrial, railroad and trucking center. U.S. Naval Training Center; Waukegan Port Authority operates lake & ocean-going freight facilities & docks. Waukegan Memorial Airport.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; EJ&E (freight only.)
Motor Freight Carriers-12.
Intercity Bus Lines-Regional Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 106,427; Loc. Est. 106,763
Waukegan 80 Cen. 67,653; Loc. Est. 69,576
N. Chicago 80 Cen. 38,774; Loc. Est. 37,187
CZ-ABC: (80) 106,427; (84) 102,000
RTZ-ABC: (80) 310,411; (84) 334,900
PMSA/County 80 Cen. 440,372; Loc. Est. 453,470
City & RTZ-ABC: (80) 416,838; (84) 436,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 31,143; Loc. Est. 31,796
Waukegan 80 Cen. 24,134; Loc. Est. 25,016
N. Chicago 80 Cen. 6,999; Loc. Est. 6,780
PMSA/County 80 Cen. 139,715; Loc. Est. 147,216
CZ-ABC: (80) 31,133; (84) 30,600
RTZ-ABC: (80) 100,770; (84) 109,000
City & RTZ-ABC: (80) 131,903; (84) 139,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$365,139,133
Savings & Loan	7	$439,575,023

6 - PASSENGER AUTOS: County 254,326

7 - ELECTRIC METERS: Residence 147,996

8 - GAS METERS: County Residence 132,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals 5,300; Metal Prods. 4,740; Stone, Clay, Glass & Bldg. Matls. 2,969; Motor Prods. 2,620; Boat Bldg. 853; Printing and Office Supp. 984; Paper Prods. 646; Rubber Prods. 580; Tanning 409; Chemical 367; Hospital Supply.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 60-81; Fall 42-62; Winter 18-34. First killing frost, Oct. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Genesee St., 2 blocks adjacent on Washington St.
Neighborhood Shopping Centers-3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waukegan Plaza(28)	4	Goldblatt's, Dominick's, Walgreens, Woolworth
Lakehurst(129)	NA	Carson, Pirie & Scott, JCPenney, Weiboit's, Lane Bryant
Lewis Ave.(20)	3	Jewel, Fotomat
Grand Ave.(18)	4	Jewel Food, Osco Drug, Baskin-Robbins
Belvidere Mall(41)	4	Mont. Ward, Fannie May, Walgreens
Century Town Hawthorne(140)	NA	Marshall Fields, Lord & Taylor, Richman Bros., Brentano's, Sears

Stores Close-Fri. & Mon. mornings.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. and Fri.
Stores Open Sundays-Shopping centers, discount & chain drug.

13 - RETAIL OUTLETS: Department Stores-Globe; Hein's; Sears; Montgomery Ward; JCPenney; Goldsmith's; Polk Bros.; Wieboldt's; Carson, Pirie & Scott; Lord & Taylor; Marshall Fields; Baskins; Richmond Bros.; Storeys Man's Shop.
Variety Stores-Woolworth 2.
Discount Stores-Bell Discount; Big 11; Zayre; K mart.
Chain Drug Stores-Druce Rexall 4; Osco 3; Walgreens 3.
Chain Supermarkets-IGA 3; A&P 2; Jewel Food 3; CO-OP 4; Eagles 2; Dominick's.
Other Chain Stores-Andes Candies; Schiff Shoes 2; Erwin's Jewelers; Fannie May; Goodrich; Kinney Shoes; Polk Bros.; Midwest Tire 2; Neumode Hosiery; Suburbia Hdwr.; U.S. Royal Tire; Ace Hdwr.; Huber Glass; Coloramic Tile; Singer Co.; Glidden Paint; Sherwin-Williams; Leath Furniture.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 41,440; (wkd.) 42,527; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Roy L. Dupuis, Gen'l. Adv. Mgr., NEWS-SUN, 100 W. Madison St., Waukegan, IL 60085; Tel. (312) 336-7000.
National Representative: None.

WEST FRANKFORT

1 - LOCATION: Franklin County. E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago; 100 mi. SE of St. Louis.

2 - TRANSPORTATION: Railroads-Served by C&E; Illinois Central; OB&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 9,437; Loc. Est. 9,897
County 80 Cen. 43,201; Loc. Est. 44,284

4 - HOUSEHOLDS:
City 80 Cen. 3,852; Loc. Est. 4,062
County 80 Cen. 16,978; Loc. Est. 17,790

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$106,460,000

6 - PASSENGER AUTOS: County 22,161

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 2,318 ($200-$400); Pleasure Boat Mfg. 260 ($200); Other Manufacturing 550 ($150-$180).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-W Frankfort Plaza (8 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Chandler's; Dollar General.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Big John's; Glenn's Foodway; Food Park.
Other Chain Stores-Fashion Shop; Sears (catalog); Spiegel (catalog); Montgomery Ward (catalog); Mode O'Day; Sycamore; Payless Shoes.

14 - NEWSPAPERS: AMERICAN (e) 4,525; sworn Oct. 12, 1983.
Local Contact for Advertising and Merchandising Data: L.J. Perrotto, Gen. Mgr., AMERICAN, 111-15 S Emma St., West Frankfort, IL 62896; Tel. (618) 932-2416.
National Representative: None.

WHEATON

1 - LOCATION: Du Page County (In Chicago PMSA). E&P Map D-1, County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64; 2 mi. from Illinois Tollway (E & W).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-West Town.
Motor Freight Carriers-3.
Airport-O'Hare Int'l Airport (Chicago); Du Page County Airport.

3 - POPULATION:
Corp. City 80 Cen. 43,043; Loc. Est. 50,107
CZ-ABC: (80) 43,043; (84) 47,700
RTZ-ABC: (80) 146,544; (84) 159,500
PMSA 80 Cen. 6,059,091; Loc. Est. 6,174,715
County 80 Cen. 658,177; Loc. Est. 696,314
City & RTZ-ABC: (80) 189,587; (84) 207,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,379; Loc. Est. 17,149
County 80 Cen. 221,795; Loc. Est. 240,148
PMSA 80 Cen. 2,150,209; Loc. Est. 2,240,867
CZ-ABC: (80) 14,379; (84) 16,100
RTZ-ABC: (80) 47,630; (84) 52,700
City & RTZ-ABC (80) 62,009; (84) 68,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$220,703,000
Savings & Loan	1	$145,662,308

6 - PASSENGER AUTOS: County 430,960

7 - ELECTRIC METERS: Residence 18,101

8 - GAS METERS: Residence 12,042

9 - PRINCIPAL INDUSTRIES: Insurance; Ptg. & Pub.; Engineering; Film; Windows; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. First killing frost, Oct. 11. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-20 blocks on Wesley, Front, Willow, Hale, Wheaton, Hawthorne Sts.; Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.
Nearby Shopping Center-Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field; Sears; Kresge's; Woodfield Mall.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Colson's; McAllister-Wallace; Montgomery Ward; Venture. Marshall Field; Carson Pirie Scott & Co.; Wiebolts.
Discount Stores-K mart.
Chain Drug Stores-Walgreens; Rexall; Osco.
Chain Supermarkets-Jewel 4; Sunnyside; IGA; Walt's; Convenient Food Marts; Frank's 2; Open Pantry; White Hen 3; Dominick's 2; Eagle 4; Pick 'N Save.
Other Chain Stores-Goodyear; Firestone; Sears (catalog surplus).

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 6,727; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard Brunetto, Nat'l Adv. Mgr., JOURNAL, 362 S Schmale Rd., Wheaton, IL 60187; Tel. (312) 653-1100.
National Representative: Sawyer-Ferguson-Walker.

WOOD DRIVER

See ALTON

WOODSTOCK

1 - LOCATION: McHenry County (In Chicago PMSA). E&P Map C-1, County Seat. Industrial, dairying and residential center. Geographical center of county, 51 mi. NW of Chicago. On U.S. Hwy. 14; State Hwys. 120, 47 and 176.

2 - TRANSPORTATION: Railroads-C&NW; Regional Transportation Authority.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 11,725; Loc. Est. 12,535
County 80 Cen. 147,724; Loc. Est. 151,210
PMSA 80 Cen. 6,059,091; Loc. Est. 6,174,715
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,420; Loc. Est. 4,826
County 80 Cen. 49,015; Loc. Est. 51,322
PMSA 80 Cen. 2,150,209; Loc. Est. 2,240,867

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$102,247,000
Savings & Loan	3	$425,000,000

6 - PASSENGER AUTOS: County 90,635

7 - ELECTRIC METERS: Residence 4,650

8 - GAS METERS: Residence 4,061

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Die Casting; Machine Shop; Electrical Parts; Wood Working; Lamp Shade Mfg.; Electrical Research; Pickle Canning; Metal Fabricating; Packaging; Printing; Plastic Molding.
Principle Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 50-102; Fall 10-96; Winter -20-56.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Woodstock Square located downtown in a 20 square block area. Other areas include: McHenry Avenue, Route 47 to the north; Il. Rt. 120 NE, Il. Rt 47 S; Washington Street NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Spring Hill Mall(145)	18	Sears, JCPenney, Marshall Field, Bergner's, Joseph Speiss
Cherry Vale	23	Marshall Field, Sears

Principal Shopping Days-Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Ackemenn's.
Discount Stores-Hornsby; K mart.
Chain Drug Stores-Walgreen; Osco.
Chain Supermarkets-Eagle; Jewel; IGA.
Other Chain Stores-Sears (catalog); Ace Hardware; Farm & Fleet; Floor To Ceiling.

14 - NEWSPAPERS: SENTINEL (e) 7,795; sworn Mar., 1984.
Local Contact for Advertising and Merchandising Data: Jeff Watt, Adv. Mgr., Steve Hunter, Gen. Mgr., SENTINEL, 109 S Jefferson, Woodstock, IL 60098; Tel. (815) 338-1300.
National Representative: None.

INDIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Madison County.
Bloomington-Monroe County.
Elkhart-Goshen-Elkhart County.
Evansville, Ind.-Ky.-Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky.
Fort Wayne-Allen, De Kalb and Whitley Counties.
Indianapolis-Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
Kokomo-Howard and Tipton Counties.
Lafayette-Tippecanoe County.
Louisville, Ky.-Ind.-Bullitt, Jefferson, Oldham and Shelby Counties, Ky.; Clark, Floyd and Harrison Counties, Ind.
Muncie-Delaware County.
South Bend-Mishawaka-St. Joseph County.
Terre Haute-Clay and Vigo Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Gary-Hammond-Lake and Porter Counties.
Cincinnati, Ohio-Ky.-Ind.-Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, Ill.-Ind.-Wisc.-Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.
Cincinnati-Hamilton, Ohio-Ky.-Ind.-Includes Cincinnati, Ohio-Ky.-Ind. PMSA; Hamilton-Middletown, Ohio PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	456	419	426
5-14 Years	1,076	888	902
15-24 Years	918	1,048	1,065
25-44 Years	1,223	1,488	1,512
45-64 Years	1,031	1,062	1,079
65 and Over	492	585	594
TOTAL	5,196	5,490	5,578

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	625	994	1,745
General Mdse.	1,694	2,393	3,930
Food	2,400	3,665	6,150
Automobiles	2,419	4,166	7,470
Gasoline Stations	968	1,702	3,176
Apparel	484	737	1,208
Furniture	535	787	1,378
Eat./Drink Places	904	1,520	2,932
Drugs	422	640	1,128
TOTAL SALES	11,467	18,266	32,409

ANDERSON

1 - LOCATION: Madison County (MSA). E&P Map C-3, County Seat. Mfg. center, agricultural area; college town 35 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Trailways; ABC.

3 - POPULATION:
City 80 Cen. 64,695; Loc. Est. 61,915
CZ-ABC: (80) 67,109; (84) 63,000
RTZ-ABC: (80) 79,508; (84) 80,400
County/MSA 80 Cen. 139,336; Loc. Est. 138,006
City & RTZ-ABC: (80) 146,617; (84) 143,400

4 - HOUSEHOLDS:
City 80 Cen. 24,609; Loc. Est. 24,407
County/MSA 80 Cen. 49,985; Loc. Est. 50,556
CZ-ABC: (80) 25,535; (84) 24,300
RTZ-ABC: (80) 27,036; (84) 27,600
City & RTZ-ABC: (80) 52,571; (84) 51,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$419,153,347
Savings & Loan	2	$369,959,406

6 - PASSENGER AUTOS: 107,643

7 - ELECTRIC METERS: Residence 33,736

8 - GAS METERS: Residence 28,896

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 19,700 ($500); Corrugated Containers 417 ($450); Meat Packaging 410 ($400); Periodical Pub. 223 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Meridian, Main and Jackson Sts.
Neighborhood Shopping Centers-38th & Main; Cross & Broadway; E 8th & S.R. 109; E 10th & S.R. and Park Rd.; 29th and Main; S.R. 67 & Columbus Ave.; 109 Bypass north of Hwy. 32; Several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southdale(9)	4	K mart, Guaraniee Auto, Hook Drug, Radio Shack
Target	5	Payless, Target
Edgewood Plz.(15)	3	Hook's Drug
Edgewood Shops(5)	4	Edgewood Sporting
Holiday Plaza	2	Eavey, Joan Fabrics, Hills
Mounds Mall(31)	2	SupeRx, Meis Bros., JCPenney

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Downtown Dept. Mon. & Fri.; Food and Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; Weilers; Meis Bros.; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Thrift Dollar Store; Target; Hills.
Chain Drug Stores-Hook's 6; Haag's; Gwinn's 5; Marsh 2; Dearing Drug 2; May Drug; Beacon Drive-In; SupeRx.
Chain Supermarkets-Super 6; Payless 4; Mathew's 2; Marsh-Foodliner 3; Eavey 2; Harvest Markets 3.
Other Chain Stores-Zale's; Goodyear; Schiff Shoes; Regal Shoes; Paul Harris.

14 - NEWSPAPERS: HERALD (m-tue to sat) 21,441; BULLETIN (e) 16,382; HERALD (S) 23,795; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Allen Utterback, Nat'l. and Ret. Adv. Mgr., HERALD, 1133 Jackson St., Anderson, IN 46015; Tel. (317) 643-5371.
National Representative: Branham/Newspaper Sales.

AUBURN

1 - LOCATION: De Kalb County. (In Fort Wayne MSA). E&P Map C-2. County Seat. 23 mi. N by E of Fort Wayne on I-69; 20 mi. S of Indiana Toll Road.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Chessie.

3 - POPULATION:
City 80 Cen. 8,122; Loc. Est. 8,258
MSA 80 Cen. 354,156; Loc. Est. 356,516
County 80 Cen. 33,606; Loc. Est. 32,987

4 - HOUSEHOLDS:
City 80 Cen. 3,025; Loc. Est. 3,108
County 80 Cen. 11,437; Loc. Est. 11,511
MSA 80 Cen. 124,905; Loc. Est. 128,681

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$82,900,000
Savings & Loan	1	$134,000,000

6 - PASSENGER AUTOS: County 29,245

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Parts 650; Metal Parts 575; Printing 350; Rubber Pdts. 600; Utilities 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10. Last killing frost, May 5.

11 - TAP WATER: 19 grains hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.
Nearby Shopping Center-Auburn Plaza (1 mile west).

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Gower's.
Chain Supermarkets-IGA; Super Dollar; Kroger.
Other Chain Stores-Blackwell's; Heck's; Radio Shack; Murphy's Mart; Sears.

14 - NEWSPAPERS: STAR (e) 6,378; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.
National Representative: None.

BEDFORD

1 - LOCATION: Lawrence County. E&P Map B-4. County Seat. Limestone center of the world; 73 mi. NW of Louisville, 72 mi. SW of Indianapolis. On U.S. 50; State Hwys. 37, 51, 58, 450.

2 - TRANSPORTATION: Railroads-L&N; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Capitol; (City Bus)-Transit Bus Authority of Stone City, Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 14,410; Loc. Est. 14,439
CZ-ABC: (80) 20,569; (84) 20,000
RTZ-ABC: (80) 44,633; (84) 46,200
County 80 Cen. 42,472; Loc. Est. 42,558
City & RTZ-ABC: (80) 65,202; (84) 66,200

4 - HOUSEHOLDS:
City 80 Cen. 5,874; Loc. Est. 6,034
County 80 Cen. 15,525; Loc. Est. 15,913
CZ-ABC: (80) 7,978; (84) 7,800
RTZ-ABC: (80) 15,684; (84) 16,600
City & RTZ-ABC: (80) 23,662; (84) 24,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$213,256,000
Credit Union	1	$15,195,515
Savings & Loan	1	$43,179,720

6 - PASSENGER AUTOS: County 20,513

7 - ELECTRIC METERS: Residence 10,428

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,162 ($480); Limestone 350 ($330); Textile 250 ($155); Naval Weapons Support Center 4,300 ($421); Electronics 400 ($235); Transportation Equipment 343 ($485); Cement 153 ($515).
Principal Industrial Pay Day-Fri.

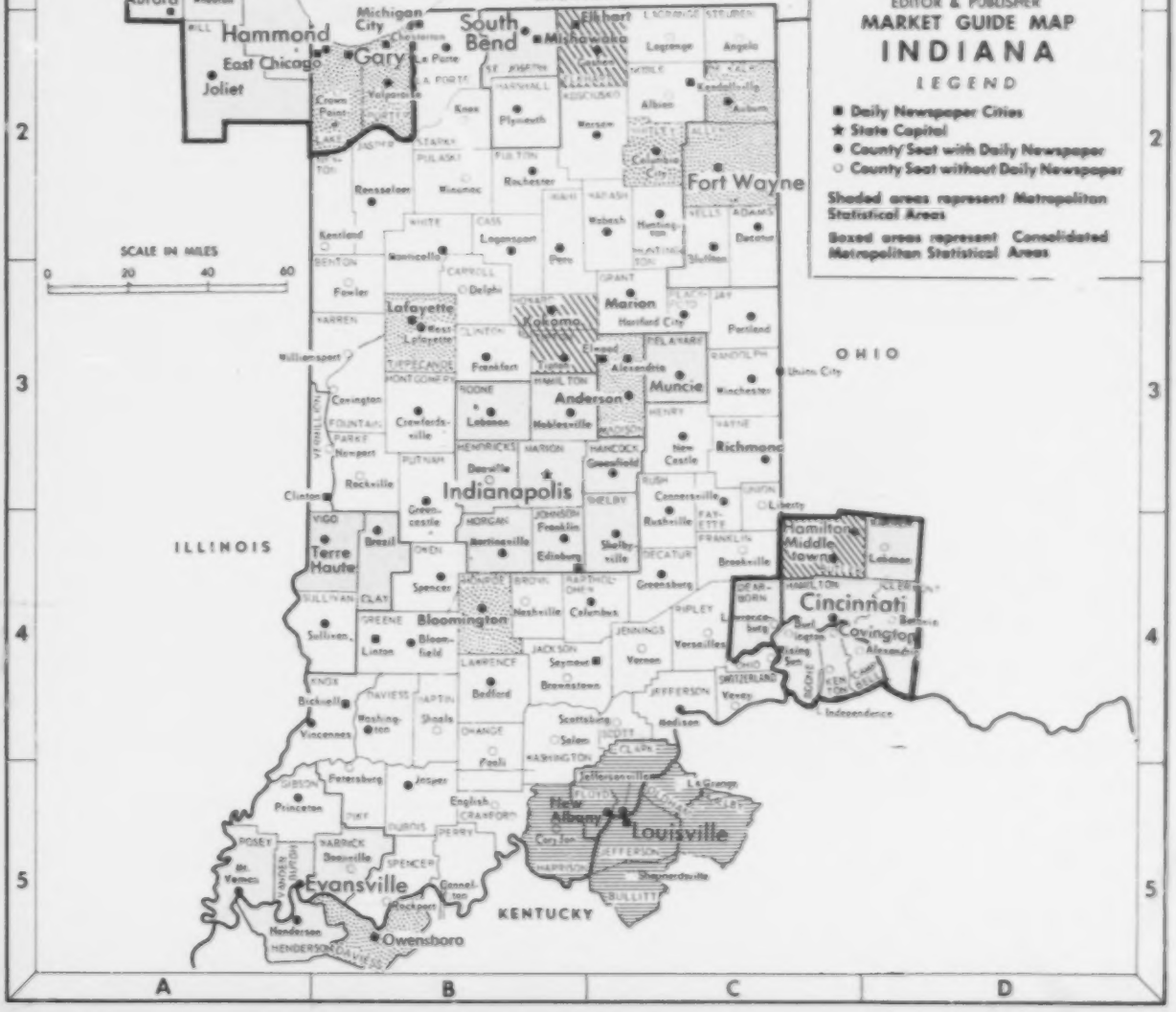
10 - CLIMATE: Min. & Max. Temp.-Spring 26-81; Summer 56-102; Fall 26-91; Winter 20-72. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Public Square; also 2 blocks on 15th and 16th Sts.; I and J Sts.
Neighborhood Shopping Centers-Bedford Shopping Plaza, Hwy. 50 at 25th St.; Fifth St. Englewood; Oolitic; Stone City Plaza, W. 16th St.; Danner's Shopping Center, W. 16th St.
Nearby Shopping Centers (No. of Stores)-Mitchell, Paoli; Bedford Plaza (7); Danner's Shopping Center (3); Stone City Shopping Center (35).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri., Food-Nightly.
Stores Open Sunday-Food, Discount & Variety.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Danner's 3-D; George's; K mart.
Variety Stores-K mart; Danner's 3-D; Big Blue.
Chain Drug Stores-Hook 3; Taylor's; Crowder's 2; The Medicine Shoppe.
Chain Supermarkets-Jay C; Mill's 3; I.G.A. Foodliner; Kroger.
Other Chain Stores-Maurice's; Payless Shoe Store; Gallenkamp Shoes; The Fly; Fancy Thrs; Merle Norman; Jo-Anne Fabrics; Vance Music Center; Sears (catalog); Western Auto; Goodyear; Montgomery Ward (catalog); Radio Shack; Waldenbooks; Regis Beauty Salons; The Sound Shop; Smith Jewelers.

14 - NEWSPAPERS: TIMES-MAIL (e) 14,840; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL, PO Box 849, 813 16th St., Bedford, IN 47421; Tel. (812) 275-3355.
National Representative: Landon Associates.



BICKNELL

1 - LOCATION: Knox County. E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes Coach.

3 - POPULATION:
City 80 Cen. 4,713; Loc. Est. 5,130
County 80 Cen. 41,838; Loc. Est. 42,295

4 - HOUSEHOLDS:
City 80 Cen. 1,880; Loc. Est. 2,168
County 80 Cen. 15,481; Loc. Est. 16,026

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 20,596

7 - ELECTRIC METERS: Residence 1,797

8 - GAS METERS: Residence 1,439

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal 75; Alloys 125; Coal Mining 360.
Principal Pay Days-Sat., Weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-63; Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21. Last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 North on Second St.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Stores-Mayfair; Bicknell Shoes; D&M Drug; Risley & Son Furniture; Stremming Jewelry; Pieper's Carpets; Sport Center; Family Pharmacy; Vash Electronics; Mackey's.
Discount Stores-Bicknell.
Chain Supermarkets-IGA, Red & White.

14 - NEWSPAPERS: KNOX COUNTY NEWS (e-mon to fri) 2,500; Publisher's statement Feb. 1983.
Local Contact for Advertising and Merchandising Data: Larry Hiatt, Owner, KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2222.
National Representative: None.

BLOOMFIELD

1 - LOCATION: Greene County. E&P Map B-4. County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-3.

3 - POPULATION:
City 80 Cen. 2,705; Loc. Est. 2,804
County 80 Cen. 30,416; Loc. Est. 30,949

4 - HOUSEHOLDS:
City 80 Cen. 1,148; Loc. Est. 1,198
County 80 Cen. 11,509; Loc. Est. 11,952

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$174,830,00000
Savings & Loan	1	$57,265,721

6 - PASSENGER AUTOS: County 14,556

7 - ELECTRIC METERS: Residence 2,945

8 - GAS METERS: 1,200

9 - PRINCIPAL INDUSTRIES: N.A.
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-65; Summer 74-103; Fall 64-87; Winter 10-50. First killing frost, Oct. 13. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on town square.
Neighborhood Shopping Centers-S Washington St., Hwy. 231 South; S Seminary and Mill Sts.; E Main St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoons.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog).
Variety Stores-Ben Franklin; Dollar General Store.
Chain Drug Stores-Hook's; Pielemeier; Family.
Chain Supermarkets-IGA Foodliner; White's Regal.
Other Chain Stores-Freelands Apparel; The Paint Paddle Store; True Value Hdwe.; Ace Hdwe.; Russ Tire Service; Bloomfield Furniture; Bloomfield Liquors; Jenells Jewelry.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,781; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: William C. Miles, Pub., WORLD, 29 W. Main St., PO Box 311, Bloomfield, IN 47424; Tel. (812) 384-3501.
National Representative: None.

BLOOMINGTON

1 - LOCATION: Monroe County (MSA). E&P Map B-4. County Seat. Limestone shipping, misc. mfg., recreational and education center; S central part of state; 51 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central (freight); L & N System.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Britt Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,646; Loc. Est. 56,015
County/MSA 80 Cen. 98,387; Loc. Est. 100,856
Herald-Telephone:
CZ-ABC. (80) 73,811; (84) 75,100
RTZ-ABC. (80) 48,604; (84) 51,500
City & RTZ-ABC. (80) 122,415; (84) 126,600
Sunday Herald-Times:
Total PHA-ABC. (80) 186,289; (84) 191,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,817; Loc. Est. 18,315
County/MSA 80 Cen. 33,829; Loc. Est. 35,478
Herald-Telephone:
CZ-ABC. (80) 25,498; (84) 26,300
RTZ-ABC. (80) 17,104; (84) 18,100
City & RTZ-ABC. (80) 42,602; (84) 44,400
Sunday Herald-Times:
Total PHA-ABC. (80) 65,796; (84) 68,300

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$337,707,332
Savings & Loan	3	$184,479,841
Credit Union	2	$88,641,549

6 - PASSENGER AUTOS: County 43,396

7 - ELECTRIC METERS: Residence County 34,246

8 - GAS METERS: Residence (City Zone) 14,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Ave. Wkly. Wage)-Electrical, Machinery, TV and Appliances 8,560 ($342); Stone Quarries & Mills 192 ($320); Education 6,068 ($382).
Principal Pay Days-1, 15, 30; Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 58-100; Fall 25-85; Winter -20-70. First killing frost, Oct. 21. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks Downtown around Square; College Mall; Highland Village.
Neighborhood Shopping Centers-5 blocks E. Kirkwood & Indiana; Colstone Square (8 units); Crosstown (22 units); Williamsburg Village (14 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Mall(93)	3	L.S. Ayres, Blocks, JCPenney, Sears, Target
Eastland Plaza(15)	3	Service Mdse., Hook's, JoAnn Fabrics
Jackson Creek(12)	3	Hills, Kroger
K mart(4)	3	K mart, Standard
Cascades(8)	3	IGA, Value Plus Drugs
Southgate(6)	2	Marsh, Hooks
Highland Vlg.(17)	4	Marsh, Eisner, IGA, K mart, Danners 3D, Osco, People's

Principal Shopping Days-Department Stores-Sat., Fri., Sun.; Food-Fri. and Sat.
Stores Open Evenings-Dept., Disc.; Food, Drugs and Shopping Centers every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Schmalz; JCPenney; Sears; Wm. H. Block; L.S. Ayres.
Variety Stores-Jupiter; Ben Franklin.
Discount Stores-Target; K mart 2; Service Merchandise; 3-D Discount; Hills Dept. Store.
Chain Drug Stores-Hook's 3; People's 2; Walgreens; SupeRx 2; Osco 2.
Chain Supermarkets-Buehler's Warehouse; Eisner 2; Kroger 2; Marsh Foodliner 2; Lowell's Discount; IGA 4; 7-Eleven 3.
Other Chain Stores-Firestone; Fleenor Auto; Guarantee Auto; JoAnn Fabrics; Monique Fabrics; SoFro Fabrics; Bottom Half; Brooks; Casual Corner; Claire's Boutique; Chess King; Clothes Junction; The Fashion Shop; Foxmoor; Paul Harris; The Limited; Maurice's; Jean Nicole; Sportswear Mart; Stuarts; Sycamore Shop; Worths; Harry Levinson; Top Hat Tuxedo; Webster's Men's Wear; BeeGee Shoes; Butler; Gallenkamp; Hanover; Kinney; Naturalizer; Open Country; Payless; Regal; Athlete's Foot; Athletic Department; Carpetland U.S.A.; Hoosier Photo; Animal Empire; Circus World; Radio Shack; General Nutrition; B. Dalton Books; Printer's Ink; Disc Jockey Records; Musicland; Mothercare; Parklane Hosiery; Favor Ruhl; Goodman Jewelry; Gordon's; Rost; Shane; Zale's.

14 - NEWSPAPERS: HERALD-TELEPHONE (e) 27,957; HERALD-TIMES (S) 43,480; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TELEPHONE, HERALD-TIMES, 1900 S. Walnut St., PO Box 909, Bloomington, IN 47402; Tel. (812) 332-4401.
National Representatives: Landon Associates.

BLUFFTON

1 - LOCATION: Wells County. E&P Map C-2. County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Trailways; Indiana Railroad Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,705; Loc. Est. 9,064
County 80 Cen. 25,401; Loc. Est. 25,996

4 - HOUSEHOLDS:
City 80 Cen. 3,350; Loc. Est. 3,596
County 80 Cen. 8,848; Loc. Est. 9,302

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$120,000,000

6 - PASSENGER AUTOS: County 13,704

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 2,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Electric Motors 1,000 ($300); Gray Iron Casting 100 ($300); Farm Machy. 110 ($250); Rubber 400 ($250); Food Processing 300 ($250); Warehousing 400 ($250).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-G.C. Murphy; Progress.
Discount Stores-Surplus Variety Sales; K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-Heyerley's; Gerber Bros.; Super Valu; Ludwig's; Scott's.
Other Chain Stores-True Value Hardware; Ace Hardware; Haiflich's Shoes.

14 - NEWSPAPERS: NEWS-BANNER (e) 5,411; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER, 125 N Johnson St., Bluffton, IN 46714; Tel. (219) 824-0224.
National Representative: None.

BRAZIL

1 - LOCATION: Clay County. E&P Map B-4 (In Terre Haute MSA). County Seat. WC part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-USAir.

An Indiana Market Opportunity!

- Contains Indiana's fastest-growing SMA (Yes, GROWING!)
- Balanced industry leads Indiana in Productivity.
- Younger than average, better educated, significant in quality of life benefits such as arts, culture, education, recreation that mean upscale, active spending consumers.

OUR NEWSPAPERS INFLUENCE:

$1.4 Billion E.B.I.	$97 Million Auto
$657 Million Retail	$67 Million Eat/Drink
$161 Million Food	$37 Million Drugs

(c) SMM/S&P, July, 1984. Sales in home counties and reader homes only in trade area counties.

WE REACH*
84% of Food Buyers
85% of Dept/Disc.
86% of Drugs/HBA
88% of Cable TV Users
90% of Buyers of Most Merchandise Lines

Represented Nationally by LANDON ASSOCIATES

Circulation Up Again! Comb. Daily 48,797 Sunday 43,480 ABC FAS FAX 3/31/84

BLOOMINGTON The Herald-Telephone
BEDFORD The Times-Mail
BLOOMINGTON—BEDFORD Sunday Herald-Times

Specify Bloomington—Bedford Metro Newspapers On Your Media List

3 - POPULATION:
City 80 Cen. 7,852; Loc. Est. 7,902
MSA 80 Cen. 137,247; Loc. Est. 138,715
County 80 Cen. 24,862; Loc. Est. 25,372

4 - HOUSEHOLDS:
City 80 Cen. 3,097; Loc. Est. 3,135
County 80 Cen. 9,232; Loc. Est. 9,603
MSA 80 Cen. 49,510; Loc. Est. 51,141

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$23,920,000
Commercial	3	$149,725,000

6 - PASSENGER AUTOS: County 21,608

7 - ELECTRIC METERS: Residence 12,300

8 - GAS METERS: Residence 3,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clay Products 100 ($225); Coal Mining 450 ($450), Retail & Clerical 1,100 ($140); Semi-Truck Trailer Mfg. 450 ($300); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($275); Farming & Agriculture 835 ($400).
Principal Pay Days-Fri.; 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium soft.

12 - RETAILING: Principal Shopping Centers-Downtown, 2 mi, along U.S. 40 (National Ave.). 2 blocks depth. Also Brazil Shopping Plaza at East edge of Brazil has 15 retail outlets, including restaurants, etc.
Principal Shopping Days-Thur.; Fri. & Sat.
Stores Open Evenings-Dept. Fri. & Sat.; Food: Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Pell's Bargain Mart.
Variety Stores-G.C. Murphy; Danners 3-D Store; A to Z Store.
Drug Stores-Rexall; Hooks; Haag.
Chain Supermarkets-IGA; Kroger; Super-Valu.
Other Chain Stores-Western Auto; Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

14 - NEWSPAPERS: TIMES (e) 5,793; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: D. Jos. Redenbarger, Vice Pres., TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.
National Representative: Landon Associates.

CHESTERTON

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond PMSA). Northern part of state.

2 - TRANSPORTATION: Railroads-Amtrak; C&O; EI&E.
Motor Carriers-4.

3 - POPULATION:
City 80 Cen. 8,531; Loc. Est. 9,682
PMSA 80 Cen. 642,781; Loc. Est. 646,770
County 80 Cen. 119,816; Loc. Est. 124,086

4 - HOUSEHOLDS:
City 80 Cen. 3,002; Loc. Est. 3,428
County 80 Cen. 39,146; Loc. Est. 41,467
PMSA 80 Cen. 214,244; Loc. Est. 220,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$81,081,000
Savings & Loan	1	$85,000,000

6 - PASSENGER AUTOS: County 66,349

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping District-Calumet Rd. and Broadway; Indian Oak Mall, IN 49 By-Pass.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's.
Supermarkets-Smedman's; Economart; Costas; Jewel-Osco.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,324; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131.
National Representative: None.

CLINTON

1 - LOCATION: Vermillion County, E&P Map B-3 Agricultural, manufacturing, chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 5,267; Loc. Est. 5,271
County 80 Cen. 18,229; Loc. Est. 18,349

4 - HOUSEHOLDS:
City 80 Cen. 2,181; Loc. Est. 2,235
County 80 Cen. 6,924; Loc. Est. 7,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$87,000,000
Savings & Loan	1	$143,000,000

6 - PASSENGER AUTOS: County 8,670

7 - ELECTRIC METERS: Residence 3,910; County 4,878

8 - GAS METERS: County Residence 3,018

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Clothing 215 (N.A.); Collieries 70 ($320); Phonograph Records 173 ($180); Aluminum Fabrication 72 ($235); Chemical 41 ($280); Plastics 75 (N.A.); Printing ($198).
Principal Pay Days-Fri., Sat.; 8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15. Last killing frost, May 8.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Rosenblatt's; JCPenney; G.C. Murphy.
Variety Stores-Horney's.
Chain Supermarkets-Al's Super Foods; IGA; Magnabosco's; Columbus Co-op.

14 - NEWSPAPERS: CLINTONIAN (e-mon to fri) 5,610; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S Main Clinton, IN 47842; Tel. (317) 832-2443.
National Representative: None.

COLUMBIA CITY

1 - LOCATION: Whitley County, (In Fort Wayne MSA). E&P Map C-2, County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
City 80 Cen. 5,091; Loc. Est. 5,164
County 80 Cen. 26,215; Loc. Est. 26,245
MSA 80 Cen. 354,156; Loc. Est. 356,516

4 - HOUSEHOLDS:
City 80 Cen. 2,065; Loc. Est. 1,996
County 80 Cen. 9,065; Loc. Est. 9,283
MSA 80 Cen. 124,905; Loc. Est. 128,681

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$35,000,000

6 - PASSENGER AUTOS: County 23,940

7 - ELECTRIC METERS: Residence 2,431

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Working 541 ($275); Weatherhead-Dana ($275); Textile 275; Electronics 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-92; Summer 46-99; Fall 12-91; Winter -15-59. First killing frost, Oct. 27. Last killing frost, May 27.

11 - TAP WATER: Very hard; fluoridated naturally.

12 - RETAILING: Principal Shopping Centers-Downtown, 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(10)	NA	Sears, P.N. Hirsch, Western Auto
N. Main Plaza	NA	Scott's Discount Foods
Columbia Sq.	NA	Haag Drug, Kroger, Schultz Bros., Coast-to-Coast

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping centers every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Hirsch.
Variety Stores-Schultz Bros.; Dollar General.
Chain Drug Stores-Haag Drug; Thomburg's; Hooks Drug.
Chain Supermarkets-Kroger; William's Super Valu; Scott's Discount Foods.
Other Chain Stores-Gamble; Firestone; Western Auto; Sears Roebuck (catalog); Guaranteed Auto; Coast-to-Coast.

14 - NEWSPAPERS: COMMERCIAL MAIL & POST (e) 5,100; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., COMMERCIAL MAIL & POST, 116 N. Chauncey St., Columbia City, IN 46725; Tel. (219) 244-5153.
National Representative: None.

COLUMBUS

1 - LOCATION: Bartholomew County, E&P Map C-4, County Seat. Industrial, agricultural center, architectural showplace.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Columbus Municipal Transit System.

3 - POPULATION:
Corp. City 80 Cen. 30,292; Loc. Est. 30,169
CZ-ABC: (80) 37,012; (84)37,500
RTZ-ABC: (80) 84,206; (84) 87,400
County 80 Cen. 65,088; Loc. Est. 64,825
City & RTZ-ABC: (80) 121,218; (84) 124,900

4 - HOUSEHOLDS:
City 80 Cen. 11,544; Loc. Est. 11,718
County 80 Cen. 22,804; Loc. Est. 23,249
CZ-ABC: (80) 13,867; (84) 14,200
RTZ-ABC: (80) 27,645; (84) 29,100
City & RTZ-ABC: (80) 41,512; (84) 43,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$351,672,000
Savings & Loan	2	$357,199,000

6 - PASSENGER AUTOS: County 35,231

7 - ELECTRIC METERS: Residence 17,421

8 - GAS METERS: Residence 10,093

9 - PRINCIPAL INDUSTRIES: Total employment 8,800. (Ave. Wkly. Wage $300).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 61-87; Fall 49-74; Winter 25-44. First killing frost, Oct. 13. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Washington St. and including Courthouse Center Mall.
Neighborhood Shopping Centers-4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46; U.S. 31 and Beam Road; SR 46 and I-65.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th Street	3	TG&Y, Fleener's
E. State St.	1	Hook's Drugs, Jay C Grocery
Eastbrook Plz.(21)	3	Standard, Hook's
Columbus(25)	3	JCPenney, Hills, P. Harris
Northern Village	3	Target, Corvairs
Holiday Ctr.(28)	5	Holiday Drugs
Courthouse Ctr.(34)	NA	Sears, Osco
West Hill(15)	2	3D Discount, Hook's, Jay C Grocery
Clover Center	4	Osco, Marsh

Principal Shopping Days-Thurs., Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-TG&Y; Danner's; Ben Franklin.
Discount Stores-Target; 3D Discount; Hills.
Chain Drug Stores-Hook's 3; Taylor's; Osco 2.
Chain Supermarkets-Kroger-Savon; Jay C. 3; Lowell's; Marsh 2; IGA 2.
Other Chain Stores-Goodyear; Guaranitee Auto; Sherwin-Williams; Nationwide Auto; Corvairs; Fleener's, Radio Shack.

14 - NEWSPAPERS: REPUBLIC (e) 22,969; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David A. Shaff, Adv. Dir., REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 372-7811.
National Representatives: Landon Associates; U.S. Suburban Press.

CONNERSVILLE

1 - LOCATION: Fayette County, E&P Map C-3, County Seat. Trade center for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis and Dayton.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Norfolk Western (freight only).
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,023; Loc. Est. 16,876
County 80 Cen. 28,272; Loc. Est. 28,375

4 - HOUSEHOLDS:
City 80 Cen. 6,322; Loc. Est. 6,393
County 80 Cen. 9,960; Loc. Est. 10,202

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$111,084,000
Savings & Loan	2	$84,478,511

6 - PASSENGER AUTOS: 21,301

7 - ELECTRIC METERS: Residence 6,214

8 - GAS METERS: Residence 5,262

9 - PRINCIPAL INDUSTRIES: Metal Fab. 8,200 emp.$295 Avg. Weekly Wage.
Principal Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Summer 70-76; Winter 20-41. First killing frost, Oct. 7. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Central Ave., connecting streets.
Neighborhood Shopping Centers-Connersville Plaza, 30th St.; K mart; 3-D; Grandview Center, 30th St.
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Grandview Center; Connersville Plaza, 2 Discount Stores and Chain Drug Stores; Val Corp. All downtown Fri. eve.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; 3D; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Cox; No Frills; Mace; IGA.
Other Chain Stores-Guarantee Tire; Rogers Jewelry; Montgomery Ward (catalog); Sears (catalog); Val Corp.

14 - NEWSPAPERS: NEWS-EXAMINER (e) 8,260; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Charles E. Morris, Gen. Mgr., NEWS-EXAMINER, 406 Central Ave., Box 287, Connersville, IN 47331; Tel. (317) 825-0581.
National Representative: Landon Associates.

CRAWFORDSVILLE

1 - LOCATION: Montgomery County, E&P Map B-3, County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N.
Motor Freight Carriers-4.
Intercity Bus Lines-Illini-Swallow; American Stages.

3 - POPULATION:
City 80 Cen. 13,325; Loc. Est. 13,496
CZ-ABC: (80) 13,325; (84) 12,800
RTZ-ABC: (80) 45,358; (84) 45,800
County 80 Cen. 35,501; Loc. Est. 36,475
City & RTZ-ABC: (80) 58,683; (84) 58,600

4 - HOUSEHOLDS:
City 80 Cen. 5,200; Loc. Est. 5,350
County 80 Cen. 12,967; Loc. Est. 13,603
CZ-ABC: (80) 5,204; (84) 5,000
RTZ-ABC: (80) 15,950; (84) 16,400
City & RTZ-ABC: (80) 21,154; (84) 21,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$272,590,890
Savings & Loan	3	$190,361,520

6 - PASSENGER AUTOS: County 29,971

7 - ELECTRIC METERS: Residence 7,580

8 - GAS METERS: Residence 6,199

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 400 ($205); Printing 6,100 ($175); Metal 762 ($174); Plastics 325 ($164); Warehouse/Shipping 300 ($155).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 20. Last killing frost, May 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Washington; 3 on Main; 4 on Market; 3 on Green.
Neigborhood Shopping Centers-South Washington St.; West and East on U.S. Hwy. 136; South Boulevard Plaza (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (5 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
So. Blvd. Plaza	1	Danner's, Loeb's, Kroger, Target, JCPenney
S.Washington St.	1	Crawford's
West on U.S. 136	2	Pauls
Shelley Square	1	Lighting Ctr.
Countryside Plaza(5)	1	3-D, Kroger, People's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Blvd. Mall-every evening to 9 P.M.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Loeb's; Town & Country HWI Center.
Variety Stores-Danner's.
Discount Stores-Pool's; 3-D; Target.
Chain Drug Stores-Rexall 3; Hook's 3; SupeRx; People's.
Chain Supermarkets-A&P; Kroger 2; Marsh; Shopwright; Crawford's 3.
Other Chain Stores-Gallenkamp; Goodyear; Andies (candy); Sherwin-Williams; Paul Harris; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: JOURNAL-REVIEW (e) 10,908; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Clyde E. Welsh, Adv. Dir., JOURNAL-REVIEW, 119 N. Green; PO Box 512, Crawfordsville, IN 47933; Tel. (317) 362-1200.
National Representative: Landon Associates.

DECATUR

1 - LOCATION: Adams County. E&P Map C-2. County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio state line. U.S. Hwys. 27, 33 & 224.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,649; Loc. Est. 8,841
County 80 Cen. 29,619; Loc. Est. 30,022

4 - HOUSEHOLDS:
City 80 Cen. 3,163; Loc. Est. 3,330
County 80 Cen. 9,625; Loc. Est. 10,006

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$100,000,000
Commercial	2	$130,000,000

6 - PASSENGER AUTOS: County 14,630

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry-Motors; Soybean Processing; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Paint; Concrete Products & Vaults; Tools & Dies; Edible Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14. Last killing frost, May 15.

11 - TAP WATER: Softened to 9 grains.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Decatur Plz.(11)	NA	Sears, Revco
Gerber Cntr.(4)	NA	Hook's Drugs
Village Green(4)	NA	Scotts Mkt.

Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Niblick; Dollar General; Sears (catalog); Val's.
Discount Stores-K mart.
Chain Supermarkets-Gerber's 2; Scott's.
Chain Drug Stores-Revco; Hook's; Village Phcy.
Other Chain Stores-TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e) 5,650; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mark Miller, Adv. Mgr., DEMOCRAT, 141 S. Second St., Decatur IN 46733; Tel. (219) 724-2121.
National Representative: American Newspaper Representatives.

EAST CHICAGO
See HAMMOND

ELKHART

1 - LOCATION: Elkhart County (In Elkhart-Goshen MSA). E&P Map B-2. In N central part of state, 4 mi. S of Indiana-Michigan state line, 101 mi. E of Chicago. Manufacturing center for diversified products such as recreational transportation vehicles, drug products and musical instruments. Agricultural, dairy and fruit area.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-16 terminals; 39 carriers.
Intercity Passenger Bus Lines-Greyhound; ABC; Northern Indiana Transit; Indiana Motor Bus.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 41,305; Loc. Est. 41,268
CZ-ABC: (80) 78,973; (84) 78,100
RTZ-ABC: (80) 86,849; (84) 88,400
County/MSA 80 Cen. 137,330; Loc. Est. 139,488
City & RTZ-ABC: (80) 165,822; (84) 166,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,964; Loc. Est. 16,788
County/MSA 80 Cen. 48,148; Loc. Est. 50,039
CZ-ABC: (80) 28,363; (84) 28,200
RTZ-ABC: (80) 29,679; (84) 30,700
City & RTZ-ABC: (80) 58,042; (84) 58,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$909,859,015
Savings & Loan	2	$343,341,644

6 - PASSENGER AUTOS: County 77,225

7 - ELECTRIC METERS: Residence 32,764
8 - GAS METERS: Residence 21,117

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 4,898 ($246); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Electrical Mach. 2,918 ($214); Non-Elect. Mach. 2,364 ($280); Transportation Equipment ($215); Furniture & Fixtures 1,727 ($161); Lumber & Wood Pdts. 5,073 ($264); Rubber & Plastics 2,813 ($236); Apparel 889 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10. Last killing frost, May 23.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-(No. of Stores): Bower St. 4; Nappanee St. 12; Bypass 8; US 33 & St. Rd. 19.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	3	Robertson's, Mont. Ward, JCPenney
Parkmor(25)	1	P.N. Hirsch, Ben Franklin
Pierre Moran(52)	2	Zeisel's, Kroger, Sears
Easy Shopping Place(16)	1	Wilt, Cooks
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's
Bristol	6	Harding's
Edwardsburg	8	Raab's
Bacon Hill(8)	2	Wilt Food Ctr.
K mart(4)	3	K mart
University Park Mall(100)	14	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Most shopping centers every evening till 9 pm. Sunday to 6.

13 - RETAIL OUTLETS: Department Stores-Ziesel's 2; Robertson's; Sears; JCPenney; Montgomery Ward.
Discount Stores-K mart; Rinks, Div. of Cook's United.
Variety Stores-Ben Franklin; P.N. Hirsch; Perry 2.
Chain Drug Stores-Judd's 6; Hook's 3; Newman 2; Osco 2; Revco; Alick's.
Chain Supermarkets-W.W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA 2.
Other Chain Stores-Goodrich; Firestone; Goodyear; Pic-Way; Friendly Ice Cream; GNC; JoAnn Fabrics; McCrory; Milady Shop; National Shirt; Orange Bowl; Soundmasters; Spencer Gift; Parklane Hosiery; Bresler's; Fleenor Auto; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Fleet Supply; Paul Harris; Wig Fair; Singer Co.; So Fro; Nobel Shoes; Walden Books; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Regal Shoe; Grinnell; Ganto's.
14 - NEWSPAPERS: TRUTH (e-mon to fri) 29,598; (m-sat) 32,342; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wm. L. Parent, Adv. Dir., TRUTH, 421 S. Second St., Elkhart, IN 46516; Tel. (219) 294-1661.
National Representative: Branham/Newspaper Sales.

ELWOOD

1 - LOCATION: Madison County. E&P Map C-3 (In Anderson MSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28 & 37.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Wards.

3 - POPULATION:
Corp. City 80 Cen. 10,867; Loc. Est. 10,628
County/MSA 80 Cen. 139,336; Loc. Est. 138,006

4 - HOUSEHOLDS:
City 80 Cen. 3,968; Loc. Est. 4,011
County/MSA 80 Cen. 49,985; Loc. Est. 50,556

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$60,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: County 71,997

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Can Mfg. 321; Jet Engine Blades 750; Auto Water Pumps 200; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	2	K mart, Carters, SupeRx

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dollar General Stores.
Chain Drug Stores-Hook's 2; SupeRx.
Chain Supermarkets-Marsh Foodliner; Carters Super Market; Harvest Market; IGA.
Other Chain Stores-Goodyear; Falvey's Men's Store; Earl Rhodes Jewelry; Wickes Lumber; Burger's Dairy; Guarantee Auto; Town & Country; Hardees; Jim Dandy; Fox TV & Appliances; Pizza Hut.

14 - NEWSPAPERS: CALL-LEADER (e) 4,800; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert E. Nash, Adv. Dir., CALL-LEADER, PO Box 85, 317 S. Anderson St., Elwood, IN 46036; Tel. (317) 552-3355.
National Representative: None.

EVANSVILLE

1 - LOCATION: Vanderburgh County. (In Evansville, IN-KY MSA). E&P Map A-5. 167 mi. S of Indianapolis; 170 mi. E of St. Louis; 156 mi. NW of Nashville; 126 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65 & 66. River freight terminal points on Ohio and Mississippi Rivers.

2 - TRANSPORTATION: Railroads-Illinois Central-Gulf; Southern; Conrail.
Motor Freight Carriers-49.
Intercity Bus Lines-Greyhound; Evansville & Ohio Valley Ry.; I-V Coach; Delta Coach; D&E Coach.
River Barge Lines-5.
Airlines-USAir; Eastern; Britt; Comair.

3 - POPULATION:
Corp. City 80 Cen. 130,496; Loc. Est. 129,772
CZ-ABC: (80) 160,753; (84) 155,400
RTZ-ABC: (80) 341,125; (84) 351,200
MSA 80 Cen. 276,252; Loc. Est. 282,544
County 80 Cen. 167,515; Loc. Est. 170,587
City & RTZ-ABC: (80) 501,878; (84) 506,600

4 - HOUSEHOLDS:
City 80 Cen. 51,310; Loc. Est. 52,453
County 80 Cen. 64,030; Loc. Est. 66,711
MSA 80 Cen. 101,528; Loc. Est. 106,204
CZ-ABC: (80) 61,837; (84) 60,400
RTZ-ABC: (80) 120,200; (84) 124,900
City & RTZ-ABC: (80) 182,037; (84) 185,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$842,980,474
Commercial	4	$1,678,780,682

6 - PASSENGER AUTOS: County 91,471
7 - ELECTRIC METERS: 117,608
8 - GAS METERS: 63,908

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furniture & Fixtures 1,700; Fabricated Metal Products 1,700; Machinery 8,400; Refrigeration & Air-Conditioning Equipment 7,400; Misc. Durable Goods 8,400; Food Products 2,700; Textile & Apparel 600; Printing & Pub. 2,000; Rubber & Misc. Plastics 3,700; All Other Nondurable Goods 5,300; Mining 2,600; Construction 5,400; Trans., Comm. & Utilities 6,900; Wholesale & Retail Trade 30,200; Finance Ins. & Real Estate 4,500; Services 26,500; Government 12,100; Agricultural 3,312.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-86; Summer 42-97; Fall 15-88; Winter 1-77. First killing frost, Oct. 23. Last killing frost, April 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Eastland Mall (127); Washington Square (45); North Park (51).
Neighborhood Shopping Centers (Number of Stores)-Covert & Lodge (8); Fairlawn (7); Franklin Center (14); Harrison Village (3); K mart East (6); K mart West (4); Mt. Vernon Avenue (12); Parrett Street (17); Ross Center (11); Target North (15); University (7); Village Courtyard (5); Weinbach Center (9); Southlane (4); Green River Plaza (16); West Side (8); West Gate (4); First Avenue (5).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Place(30)	6	Children's Palace
Lawndale(20)	6	Target, Allied Sports
North Brook(23)	6	Schnuck's
Plaza East(15)	5	Hills Great Scot
Plaza West(8)	4	Hills Great Scott
Towne Square(60)	40	Sears, JCPenney

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping Centers Mon.-Sat. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Snyder's; Stewart's; JCPenney; Lazarus.
Discount Stores-Target; Hills; K mart.
Chain Drug Stores-People's 8; SuperX; Schnuck's; Osco; Hook's.
Chain Supermarkets-Jerry's 4; Wesselman's 9; Great Scot 4; Simpson's; Key 10; Spaulding's 5; Schnucks 2; Royal 2.
Other Chain Stores-Shoes: Burt's, Baynham's, Riecken's, Kinney's; Women's Apparel: Jean Nicole, Casual Corner; Men's Apparel: Bachrach's, Levinson's; Fabric: Jo Ann, Cloth World; Hardware: Kuester's, Heyden-Steber; Misc: Kay Jewelers, Zales Jewelers, Waldenbooks, Radio Shack, Red Spot, Dollar General, Children's Palace, Nutri-System; Tires: Firestone, Raben, United; Furniture: Ethan Allen, Finke's.

14 - NEWSPAPERS: COURIER (m) 63,334; PRESS (e) 41,413; COURIER & PRESS (S) 116,979; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Savage, Gen. Adv. Mgr., COURIER & PRESS, 201 N.W. Second St., Evansville, IN 47702; Tel. (812) 464-7711.
National Representative: Story & Kelly Smith.

FORT WAYNE

1 - LOCATION: Allen County (In Fort Wayne MSA). E&P Map C-2. County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33 and 30; I-69; State Hwys. 1, 3, 14, 37 and 327. 154 mi. to Chicago; 156 mi. to Detroit; 105 mi. to Toledo; 116 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Norfolk & Western.
Motor Freight Carriers-72.
Intercity Bus Lines-ABC; Greyhound; Indiana Motor Bus; Continental Trailways; North Star Line; Southeastern Trailways.
Airlines-Delta; United; Air Wisconsin; Piedmont; American.

3 - POPULATION:
Corp. City 80 Cen. 172,028; Loc. Est. 171,506
CZ-ABC: (80) 258,836; (84) 254,300
RTZ-ABC: (80) 502,736; (84) 513,200
County 80 Cen. 294,335; Loc. Est. 297,284
MSA 80 Cen. 354,156; Loc. Est. 356,516
City & RTZ-ABC: (80) 761,599; (84) 767,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 65,961; Loc. Est. 67,994
County 80 Cen. 104,403; Loc. Est. 107,887
MSA 80 Cen. 124,905; Loc. Est. 128,681
CZ-ABC: (80) 93,520; (84) 92,700
RTZ-ABC: (80) 170,688; (84) 176,000
City & RTZ-ABC: (80) 264,208; (84) 268,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$1,958,905,472
Savings & Loan	2	NA

6 - PASSENGER AUTOS: County 162,019

7 - ELECTRIC METERS: Residence City & Suburbs 75,611

8 - GAS METERS: Residence County 73,947

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elec. Mach. & Equip. 12,000 ($473); Automotive Equip. 6,500 ($534); Non-Electrical Mach. 5,600 ($493); Food Products 3,900 ($417).

10 - CLIMATE: Avg. yearly min. & max. temp.-20-85. Precipitation 36" annually. First killing frost, Oct. 17. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft; fluoridated

12 - RETAILING: Principal Shopping Centers-12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.
Neighborhood Shopping Centers-Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthony Wayne Village(13)	3	Chronister
Broadway-Taylor	1	Rogers Mkts.
Canterbury(25)	4	Revco
Casselwood(5)	4	Lynn's
Coliseum Place	3	IGA, Scott's
Covington Plz.(55)	4	Nobbson's
Del Mart Plaza(7)	6	White Swan, Hooks
Diplomat Plaza(18)	3	Scott's
East State	3	Hook's
Georgetown Sq.(70)	5	Rogers Mkts., Fayva
Glenbrook Sq.(157)	3	L.S. Ayres, Sears, JCPenney, Target, J.L. Hudson
Hazelwood Plaza	3	Nobbson Village
Homewood	3	Leath Furniture
K mart North(14)	3	K mart, Radio Shack
K mart South	5	K mart, JoAnn Fabrics
K mart East	3	K mart
K mart West	2	K mart
Lincoln Plaza(15)	5	Kroger
Maplewood Plz.(30)	5	Lynn's, Radio Shack
New Haven Plaza	7	Lynn's
North Anthony(41)	3	Roger Mkts., True Value Hardware
Northcrest(24)	3	Kroger Walgreen, Radio Shack, Value City Furniture
Northwood Plz.(23)	5	Kroger, Target, Revco
Oakbrook & Quimby Village(25)	2	Value City
Park West(20)	2	Scott's, Mr. Wiggs
Pinevalley Mall	9	Scott's
Riviera Plaza(14)	4	Rogers Mkts. Chronister, Coast to Coast
Rogers S. Anthony	4	Rogers Mkts.
Rudisill(3)	2	Hook's
Southgate Plz.(33)	3	Kroger, Radio Shack
Southtown Mall(100)	5	L.S. Ayres, JCPenney, Sears, Service Merchandise
Statewood Plz.(8)	3	Scott's
Time Corners(21)	4	Rogers Mkts., Maloley's
Uncommons(21)	3	Dollar General, Cash'N Carry
Washington Sq.(15)	4	Rogers Mkts. Trustworthy
West State Plaza(9)	2	Woolworth
White Swan Plz.	8	White Swan Mkt.

Principal Shopping Days-Wed., Fri., Sat.; Drug & Discount stores open Sun.
Stores Open Evenings-Dept., Food, Discount & Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 2; J.L. Hudson; Sears 2; JCPenney 2.
Variety Stores-Murphy; Belmont 5; Woolworth; Barrett 1; Dollar General 2.
Chain Drug Stores-Hook's 14; Revco 5; Walgreen 6; Gerding; Keltsch 9; Vita-Fair; Chronister 5.
Discount Stores-Target 3; K mart 4; Heck's 3; TSC; Tepe; O.G. Wilson; Fleet Supply; Value City; Service Merchandise.
Chain Supermarkets-Kroger 3; Rogers Mkts. 10; Lynn's 3; Scott's 12; Burger Dairy 3; Didier Bros.; Pio 2; 7-Eleven 2; White Swan 2.
Other Chain Stores-Shoes: Buster Brown, Fayva, Florsheim, Shoeland, Connie Chandler, Baker's, Wild Pair, Joyce Selby, Hardy, Naturalizer, Thom McAn, Kinney, Baker, Regal, Hill Bros.; Hanover, Fisher, Gallenkamp, Father & Son, Sole Hole, Jarman, Red Wing, Red Cross, Stride Rite, Payless, Pic Way Shoe Mart, Hide Park, Shoe Locker; Clothing: Baskin, Redwood & Ross, Chess King, Richman Bros., County Seat, Boston Shirt Yard, Bachrach, The Clothes Horse, Daniels, J. Riggins; Jewelers: Kay, Rost, Zale's, Gordon, Armstrong, Shane; Auto Supplies: Goodrich; Goodyear, Firestone, NAPA, Nationwide; Women's Apparel: Casual Corner, Foxmoor, Neumode, Jean Nicole, Petit Sophisticates, The Limited, Plaza U., Susie's Casuals, Paul Harris, Lerner's, Brook's, Hit or Miss, Lady Madonna Maternity, Lane Bryant, Stuart's, Ups 'N Downs, Deb Shop, Maurices, Parklane Hosiery; Yard goods: Northwest Fabrics; Jo-Ann Fabrics, So Fro Fabrics, Singer; Other: S&H Green Stamps, M&M Gold Stamps, Top Value Stamps, Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin Robbins, Coast-to-Coast Hdw., Tru Value Hdwe., TSC Stores, Frank's Nursery, Cutlery World, Waldenbooks, World Bazaar, Circus World, Musicland, GNC, B. Dalton Booksellers, Kay Bee Toys, Readers World; Bldg. Mats.: Furrows, Wickes, Wolohan, Canfield Lumber, Sutherland, 84 Lumber; Fretter Appliance, TG & Y.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 60,219 NEWS-SENTINEL (e) 62,971; JOURNAL GAZETTE (S) 123,575; Mar. 26, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary W. Books, Mktg. Serv. Mgr., Fort Wayne Newspapers, Inc., Agent, 600 Main St.; PO Box 100, Fort Wayne, IN, 46801; Tel. (219) 461-8271.
National Representative: Knight-Ridder Newspaper Sales, Inc.

FRANKFORT

1 - LOCATION: Clinton County, E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail; Louisville & Nashville.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,168; Loc. Est. 15,065
County 80 Cen. 31,545; Loc. Est. 31,185

4 - HOUSEHOLDS:
City 80 Cen. 5,691; Loc. Est. 5,729
County 80 Cen. 11,325; Loc. Est. 11,416

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$207,033,387
Savings & Loan	2	$122,455,080

6 - PASSENGER AUTOS: County 26,210

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Brass Fixtures; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Cabinets; Electric Wire Harness; Aluminum & Steel Fabrication; Filters; Feeds; Snack Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-4 sides of town square and 1 to 2 blocks on all streets leading off Square; Frankfort Plaza (4 stores); East Wabash Commercial Strip (12 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; others daily.

13 - RETAIL OUTLETS: Department Stores-Thrasher's; JCPenney; Sears; Freedman's; Montgomery Ward.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Hook; Merritt (Rexall); Peoples Drugs.
Chain Supermarkets-Kroger; Marsh Foods; Shopwright Mkt.
Other Chain Stores-Goodyear; Sherwin-Williams; Diana Shop; Western Auto; Holthouse Furniture; Coast-to-Coast; Cato; Mode O'Day; Payless Shoe Source.

14 - NEWSPAPERS: TIMES (e) 7,860; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: R.A. Sutton, Adv. Mgr., TIMES, PO Box 9; 251 Clinton St., Frankfort, IN 46041; Tel. (317) 659-4622.
National Representative: Landon Associates.

FRANKLIN

1 - LOCATION: Johnson County (In Indianapolis MSA). E&P Map B-4. 20 mi. S of Indianapolis. Education and agricultural center.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,563; Loc. Est. 11,846
PMA-ABC: (80) 42,290; (84) 44,800
RTZ-ABC: (80) 34,950; (84) 37,100
MSA 80 Cen. 1,166,929; Loc. Est. 1,186,466
County 80 Cen. 77,240; Loc. Est. 78,885
Total PMA & RTZ-ABC: (80) 77,240; (84) 81,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,808; Loc. Est. 3,890
PMA-ABC: (80) 14,277; (84) 15,300
RTZ-ABC: (80) 11,068; (84) 11,800
County 80 Cen. 25,345; Loc. Est. 26,470
MSA 80 Cen. 418,536; Loc. Est. 435,043
Total PMA & RTZ-ABC: (80) 25,345; (84) 27,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 43,597

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 26,500

9 - PRINCIPAL INDUSTRIES: Automotive Parts; Electrical Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, med. hard.

12 - RETAILING: Principal Shopping Centers-25 blocks on 8 streets; Greenwood Center (63 units); Northwood Center (15 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilgro(14)	8	Haag Drug
Greenwood Park(116)	9	Sears, Blocks, L.S. Ayres, JCPenney, Lazarus, Bennet's
Northwood(23)	NA	Murphy's Mart, Guarantee Auto, Kroger, Haag Drug
County Line	NA	Target, Kroger, Mr. Wagg's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All Fri.; Shopping centers nightly ex. Sat. (closed Sun.).

13 - RETAIL OUTLETS: Department Stores-Newkirk's; Whitesides; Lazarus; L.S. Ayres; Sears; Block's; JCPenney; Service Mdse.
Discount Stores-Franklin; Murphy's Mart; Val's; Greenwood; K mart; Zayre; Ary-Way; Value City.
Chain Drug Stores-Hook's; Haag's; SupeRx.
Chain Supermarkets-Franklin; Kroger; Regal; IGA; Marsh; Rays. Greenwood: Shurfine; Big E; Standard.
Other Chain Stores-Guarantee Auto; Western Auto; Lord's; Singer Co.; Firestone.

14 - NEWSPAPERS: JOURNAL (e) 14,523; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Moss, Adv. Dir., JOURNAL, PO Box 699, Franklin, IN 46131; Tel. (317) 736-7101.
National Representative: Landon Associates.

GARY

1 - LOCATION: Lake County, E&P Map B-2 (In Gary-Hammond PMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30; I-65, 80, 90 (Ind. Toll Road), 94, 95; State Hwys. 51, 53, 55 & 65 end in Gary.

2 - TRANSPORTATION: Railroads-Main lines of Conrail; Baltimore & Ohio; Michigan Central; The Indiana Harbor Belt Line; Elgin; Joliet and Eastern; Chicago, South Shore and South Bend Railroads.
Motor Freight Carriers-62.
Intercity Bus Lines-Greyhound; Indian Trails; National Trailways; Gary Inter-City; Southeastern.
Airlines-Served by Chicago Airport.

3 - POPULATION:
Corp. City 80 Cen. 151,953; Loc. Est. 143,682
CZ-ABC: (80) 277,079; (84) 263,600
Bal. in PMA-ABC: (80) 173,340; (84) 175,800
County 80 Cen. 522,965; Loc. Est. 522,684
PMSA 80 Cen. 642,781; Loc. Est. 649,770
Total PMA-ABC: (80) 450,419; (84) 439,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 49,455; Loc. Est. 49,626
County 80 Cen. 175,098; Loc. Est. 179,091
PMSA 80 Cen. 214,244; Loc. Est. 220,558
CZ-ABC: (80) 90,229; (84) 86,600
Bal. in PMA-ABC: (80) 55,894; (84) 57,200
Total PMA-ABC: (80) 146,123; (84) 143,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 252,123

7 - ELECTRIC METERS: Residence 64,600

8 - GAS METERS: Residence 56,845

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Steel and related industries 96,000 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11 - TAP WATER: Soft, filtered; fluoridated

12 - RETAILING: Principal Shopping Center-U.S. 30 and Mississippi St.
Downtown-B'way, 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks-38.
Neighborhood Shopping Centers. Midtown B'way; 9th Ave. to 26th Ave.; Tolleston; 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total-12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total-2 blocks. Brunswick: 4,400 to 5,700 blocks on West 15th Ave. Total-13 blocks. Glen Park; B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks-30. Grant St.; 30th Ave. to 37 Ave. Total blocks-7. Miller-Aetna; 2 on Aetna St.; Melton Rd.; Benton to Howard Sts; Dunes Hwy; Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total-46. Fellowing township areas: Ross Center; Portage; Hobart; Griffith; Black Oak.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Plz.(9)	NA	Jewel, Lyttons
Turkey Creek(2)	NA	Venture
Crossroads(15)	NA	Zayre
Village(34)	NA	JCPenney, Kresge, Mont. Ward
12/20 Plz.(3)	NA	K mart, Basic, Zayre
Southlake(126)	NA	Sears, JCPenney, Carson Pine
Dunes Plz.(4)	NA	Zayre, K mart
Broadway(9)	NA	Wiseway
Liberty Sq.(12)	NA	Jacobsons
80th Place(10)	NA	Ivy Tree, Video King
Century Mall(40)	NA	Mont. Ward, Service Merchandise, Burlington Coat Factory
Twin Towers(12)	NA	Bank of Indiana
Griffith Park(16)	NA	Venture, Zayre
Portage Mall(40)	NA	Coast-to-Coast
County Seat(36)	NA	K mart
Marquette(59)	NA	JCPenney, Sears, C.P. Scott
Indian Oak(26)	NA	Hooks

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-In Valparaiso: Lowenstine's, JCPenney, Montgomery Ward, Miller's.
Leading Variety Stores-Kresge, Harvey's Mart.
Discount Stores-Zayre; Venture; K mart.
Chain Drug Stores-Walgreens 4; Walgreens Agency Stores 12; Scott's 4; Hick's 3; May Vitamin 5; Belles 3; Ribordy (Local) 7; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.
Chain Supermarkets-Jewel 3; Wiseway 4; Basics; Country Market; Save-A-Lot; Buy Low 7; Thriftmart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til.
Other Chain Stores-Richman Bros; Danners; Aldies; Coronet; Thom McAn; Dr. Scholl; Kinney; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto Stores; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; S&H Green Stamps; Spiegel Catalog.

14 - NEWSPAPERS: POST-TRIBUNE (e) 82,100; (S) 94,822; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Dobrian, Nat'l. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 881-3187.
National Representative: Knight-Ridder Newspaper Sales, Inc.

GOSHEN

1 - LOCATION: Elkhart County. (In Elkhart-Goshen MSA). E&P Map C-2. County Seat. On U.S. Hwy. 33; State Hwy. 15. 9 mi. S of E-W Indiana toll road.

2 - TRANSPORTATION: Railroads-Conrail; B&O. **Motor Freight Carriers**-30 Truck lines; 1 Terminal.
Intercity Bus Lines-Middlebury; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 19,665; Loc. Est. 20,601
CZ-ABC: (80) 19,665; (84) 19,900
RTZ-ABC: (80) 61,704; (84) 62,700
County/MSA 80 Cen. 137,330; Loc. Est. 139,488
City & RTZ-ABC: (80) 81,369; (84) 82,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,291; Loc. Est. 7,711
County/MSA 80 Cen. 48,148; Loc. Est. 50,039
CZ-ABC: (80) 7,291; (84) 7,400
RTZ-ABC: (80) 20,056; (84) 20,600
City & RTZ-ABC: (80) 27,347; (84) 28,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,023,000,000
Savings & Loan	1	$350,000,000

6 - PASSENGER AUTOS: County 77,225

7 - ELECTRIC METERS: Residence 7,700

8 - GAS METERS: Residence 6,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Plants 1,316 ($304); Electronics 1,350 ($344); Farm Equipment 220 ($290); Recreation Vehicles 1,200 ($320); Plastics 200 ($312).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12 - RETAILING: Principal Shopping Centers-21 blocks on 6 sts.
Downtown Shopping Centers-Chicago Pike Plaza, Peddler's Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	NA	JCPenney, Robertson's, Mont. Ward
Lin-Way(8)	NA	Coast-to-Coast, Murphy's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Robertson's; Kline's; Spurgeon's; JCPenney; Sears.
Variety Stores-G.L. Perry; G.C. Murphy; Maley's; McCrory; Dollar General.
Chain Drug Stores-Judd's; Hook's; Osco.
Chain Supermarkets-Kroger; Family Fare.
Other Chain Stores-Harlan's; Western Auto; K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet.

14 - NEWSPAPERS: NEWS (e) 13,960; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, PO Box 569, Goshen, IN 46526; Tel. (219) 533-2151.
National Representative: Landon Associates.

GREENCASTLE

1 - LOCATION: Putnam County. E&P Map B-3. County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 bet. U.S. Hwys. 36 & 40, and I-70.

2 - TRANSPORTATION: Railroads-Conrail; Louisville & Nashville.
Intercity Bus Lines-Trailways.

3 - POPULATION:
City 80 Cen. 8,403; Loc. Est. 8,311
County 80 Cen. 29,163; Loc. Est. 29,397

4 - HOUSEHOLDS:
City 80 Cen. 2,682; Loc. Est. 2,619
County 80 Cen. 9,404; Loc. Est. 9,695

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$97,681,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 13,204

7 - ELECTRIC METERS: Residence 2,956

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Industry-Crushed Stone and Agricultural Limestone; Computers; Capacitors; Foundry; Cement. (cement).

10 - CLIMATE: Min & Max. Temp.-N.A.

11 - TAP WATER: Hard

12 - RETAILING: Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Prevo's; JCPenney; Troyer's; Schultz Bros.
Variety Stores-Murphy's; Pool's.
Chain Drug Stores-SupeRx; Hook's; People's.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: BANNER-GRAPHIC (e) 6,013; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Larry Gibbs, Pub., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.
National Representative: Landon Associates.

GREENFIELD

1 - LOCATION: Hancock County (In Indianapolis MSA). E&P Map C-3. County Seat. Mostly residential.

2 - TRANSPORTATION: Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 11,299; Loc. Est. 11,852
CZ-ABC: (80) 11,439; (84) 11,300
RTZ-ABC: (80) 32,500; (84) 35,200
County 80 Cen. 43,939; Loc. Est. 44,197
MSA 80 Cen. 1,166,929; Loc. Est. 1,186,466
City & RTZ-ABC: (80) 43,939; (84) 46,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,954; Loc. Est. 4,252
CZ-ABC: (80) 3,954; (84) 4,000
RTZ-ABC: (80) 10,518; (84) 11,500
County 80 Cen. 14,472; Loc. Est. 14,899
MSA 80 Cen. 418,536; Loc. Est. 435,043
City & RTZ-ABC: (80) 14,472; (84) 15,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$207,976,000
Savings & Loan	1	$199,694,937

6 - PASSENGER AUTOS: County 24,618

7 - ELECTRIC METERS: Residence 3,527

8 - GAS METERS: Residence 2,242

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pharmaceuticals 900 ($325); Textiles 250 ($175); Machinery 170 ($250).

10 - CLIMATE: Min. & Max. Temp-Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11 - TAP WATER: Hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown; 2 on N. State, 3 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(20)	NA	Kroger, P.N. Hirsch, 3-D, Hook's
Northgate(15)	NA	Ben Franklin, Marsh Mkt.
Weston Vlg.(12)	NA	A&P, Hook's, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shopping Centers, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; Dollar.
Variety Stores-Ben Franklin.
Discount Stores-K mart; 3-D.
Chain Drug Stores-Hook's; SupeRx; Reasner's.
Chain Supermarkets-A&P; Marsh; Ranch Mkt.; Kroger; Ernie's; Schulz.
Other Chain Stores-Coast-to-Coast Hardware; Radio Shack; Big-Blue; True Value Hardware.

14 - NEWSPAPERS: THE DAILY REPORTER (e) 6,491; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Butt, Adv. Mgr., THE DAILY REPORTER, 212 E. Main; PO Box 279, Greenfield, IN 46140; Tel. (317) 462-5528.
National Representatives: Landon Associates.; U.S. Suburban Press.

GREENSBURG

1 - LOCATION: Decatur County. E&P Map C-4. County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U.S. Hwys. 421, I-74.

2 - TRANSPORTATION: Railroads-CCC&StL; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,254; Loc. Est. 9,514
CZ-ABC: (80) 9,254; (84) 9,000
RTZ-ABC: (80) 23,350; (84) 23,800
City & RTZ-ABC: (80) 32,604; (84) 32,800
County 80 Cen. 23,841; Loc. Est. 23,921
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,336; Loc. Est. 3,454
CZ-ABC: (80) 3,336; (84) 3,300
RTZ-ABC: (80) 7,733; (84) 7,900
City & RTZ-ABC: (80) 11,069; (84) 11,200
County 80 Cen. 8,069; Loc. Est. 8,265

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$142,249,069
Savings & Loan	2	$27,895,567

6 - PASSENGER AUTOS: County 19,468

7 - ELECTRIC METERS: Residence County 8,755

8 - GAS METERS: Residence County 2,735

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bearings 891 ($246); Faucets 825 ($234); Auto Parts 175 ($200); Plastic Pdts. 325 ($256); Automatic Hoists 100 ($224).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-78; Summer 68-103; Fall 45-90; Winter 10-58.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Greensburg Plaza, 10 blocks from downtown; Hook's Drug; North Bend Plaza, 8 blocks from downtown.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Minear's, Inc.; Lerman Bros.; Little Angel's; Golden Rule Store; Stewart's Dress Shop; Lord's Apparel; Todd's Men-Boy's.
Variety Stores-G.C. Murphy; Dollar General; County Supply; Pleak's Hdwr.
Discount Stores-Val Discount; TG&Y; K mart.
Chain Supermarkets-Marsh; Ranch 5; IGA.

14 - NEWSPAPERS: NEWS (e) 6,485; Mar. 31 1984 ABC.
Local Contact for Advertising and Merchandising Data: C.F. McClughan, Pub., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel. (812) 663-3111.
National Representative: None.

HAMMOND-EAST CHICAGO

1 - LOCATION: Lake County (In Gary-Hammond PMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys 41, 6, 12, 20; I-94, 80, 90, I-65; West end of Indiana toll road.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
Motor Freight Carriers-104.
Intercity Passenger Bus Lines-Greyhound; Trailways; Tri-State; Cardinal.
Lake Shipping-East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.
Airlines-Gary Municipal Airport; 45 minutes drive to Chicago's O'Hare Int'l. Airport; 30 minutes to Midway Airport, commercial & private.

3 - POPULATION:
Corp. Cities 80 Cen. 133,500; Loc. Est. 126,056
Hammond 80 Cen. 93,714; Loc. Est. 88,724
East Chicago 80 Cen. 39,786; Loc. Est. 37,332
County 80 Cen. 522,965; Loc. Est. 522,684
PMSA 80 Cen. 642,781; Loc. Est. 646,770
CZ-ABC: (80) 302,266; (84) 297,700
Bal. in PMA-ABC: (80) 173,872; (84) 164,700
Total PMA-ABC: (80) 476,138; (84) 462,400

4 - HOUSEHOLDS:
Cities 80 Cen. 47,967; Loc. Est. 46,456
Hammond 80 Cen. 34,280; Loc. Est. 32,948
E. Chicago 80 Cen. 13,687; Loc. Est. 13,508
County 80 Cen. 175,098; Loc. Est. 179,091
PMSA 80 Cen. 214,244; Loc. Est. 220,558
CZ-ABC: (80) 107,557; (84) 106,900
Bal. in PMA-ABC: (80) 54,548; (84) 51,800
Total PMA-ABC: (80) 162,105; (84) 158,700

5 - BANKS	NUMBER	EST. DEP.
Hammond	3	$1,093,700,000
East Chicago	4	$457,700,000

6 - PASSENGER AUTOS: County 252,123

7 - ELECTRIC METERS: County Residence 192,161

8 - GAS METERS: County 166,161

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mills 45,800 ($582); Fabricators, Foundries 2,500 ($583); Refineries 2,500 ($629); Chemical 2,100 ($630); Construction 8,100 ($652).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, medium hard; fluoridated; source, Lake Michigan.

12 - RETAILING: Principal Shopping Centers-Downtown Hammond-8 blocks on Hohman Ave.; 3 blocks on State St.; 2 blocks on Sibley; Downtown Hammond; Hohman Ave.
Neighborhood Shopping Centers-Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue; River Oaks, River Oaks West; Corner River Oaks Dr.
Other City Zone Shopping Areas-East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting: Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Griffith: Corner of Clark Ave. & Ridge Rd.; Lansing: 6 blocks on Ridge Rd. 3 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 4 blocks on Wicker Park Blvd., 4 blocks on Highway Ave., 4 on Kennedy Ave., Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave, Merrillville. U.S. 30 - Southlake Mall, Century Consumer Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Griffith Plaza	7	Venture, Service Mdse.
Crossroads Plaza	13	Zayre
River Oaks West	5	Venture, Marshall's
River Oaks (Cal. City)	5	Sears, Carson Pirie Scott, Marshall Field
Woodmar (Ham'd)	4	Carson Pirie Scott, Walgreens
Wentworth Woods (Cal. City)	3	Woolworth, Perry Drugs
Columbia (Ham'd)	2	Zayre
Calumet (Munster)	4	Mont. Ward, SupeRx, Sterks
So. Lake Mall (Merrillville)	14	Sears, Carson's, Minas, JCPenney, L.S. Ayres
Century Consumer Mall(Merrillville)	13	Mont. Ward, Burlington Coat Factory, Service Mdse.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Sundays-Discount, drug, some food and dept. stores, major malls.
Stores Open Evenings-Downtown Hammond: Mon., Thur., Fri.; Woodmar: Mon. through Fri.; River Oaks: Mon. through Fri.; Zayre, K mart, Saxon: Mon. through Fri.; So. Lake: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Edward C. Minas Co.; JCPenney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall's; Service Mdse.; Highland Dept. Store; Marshall Field & Co.; L.S. Ayres.
Discount Stores-K mart 5; Zayre 2; T.J. Maxx; Venture 3; Saxon 2; Toys R Us 2.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 5; Osco 4; Ribordy's 11; Perry; Physician's Phcy. 3; SupeRx; Family 2; Scot Lad.
Chain Supermarkets-Wiseway 3; Reliable 3; Strack & Van Til 4/Ultra; Aldi's 2; Jewel 4; Burgers 4; Key. 239**Other Chain Stores**-Apparel: Baskin, County Seat, Burlington Coat Factory, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Off The Rax, Stuart's, Lerner's, Chas. A. Stevens, Red Robin; Shoes: The Limited, Famous Footwear, Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Baker's, Chandler's, Rosalee, Kaplan Shoes; Hush Puppies, Cover Girl, Joseph Salon, Dr. Scholl, Fayva; Furniture: L. Fish, Wickes; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Rayco, Mr. Rusty; Music: Pacific Stereo, Radio Shack 8, Schaak Electric; Paint: Gliddens, Pittsburgh Plate Glass, Sherwin-Williams; Candy: Fanny May 3; Jewelry: Lebolt, C. D. Peacock, J.B. Robinson's; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3, Frank's Nursery 3, Lee Wards 3.

14 - NEWSPAPERS: TIMES (e-mon to fri) 69,158; (S) 76,851; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: A. David Trewin, Adv. Dir., or William A. Lostoski, Mktg. Dir., TIMES, 417 Fayette St., Hammond, IN 46320; Tel. (219) 932-3100.
National Representative: Knight-Ridder Newspaper Sales.

HARTFORD CITY

1 - LOCATION: Blackford County. E&P Map C-3. County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Conrail; N&W (freight).
Intercity Bus Lines-Trailways Bus.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,622; Loc. Est. 7,432
County 80 Cen. 15,570;Loc. Est. 15,604

4 - HOUSEHOLDS:
City 80 Cen. 2,887; Loc. Est. 2,875
County 80 Cen. 5,577; Loc. Est. 5,712

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$44,000,000
Savings & Loan	3	$24,000,000

6 - PASSENGER AUTOS: County 7,859

7 - ELECTRIC METERS: Residence-County 6,350 (1982)

8 - GAS METERS: Residence 2,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 370; Glass 130; Thermo-Fax 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Public Square and 1 block in each direction.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marsh(4)	1	Marsh, Haags
N Walnut St.(2)	1	Hook Drugs, T.S.C.
T.G.&Y. Center(1)	1	TG&Y

Principal Shopping Days-Fri., Sat.
Stores Open Evenings- Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Val Discount.
Chain Drug Stores-Hook's; Haags.
Chain Supermarkets-Marsh; Joe's IGA 3.
Other Chain Stores-Goodyear; T.S.C.; TG&Y Family Center.

14 - NEWSPAPERS: NEWS-TIMES (e) 2,828; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Charles A. Rickett, Gen. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348; Tel. (317) 348-0110.
National Representative: None.

HUNTINGTON

1 - LOCATION: Huntington County. E&P Map C-2. County Seat. 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE part of state, 160 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,202; Loc. Est. 16,181
County 80 Cen. 35,596; Loc. Est. 35,561

4 - HOUSEHOLDS:
City 80 Cen. 5,910; Loc. Est. 6,031
County 80 Cen. 12,363; Loc. Est. 12,646

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$138,103,000
Savings & Loan	2	$12,000,000

6 - PASSENGER AUTOS: County 17,890

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners- Electronics 1,230; Rubber Goods 207; Publishing 454; Heating & Air Cond. 350; Chemical 111; Fireplaces 515; Automotive 441; Avg. hourly wage $3.52.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11. Last killing frost, May 4.

11 - TAP WATER: Neutral, softened; fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers-E Market St. (32); N Jefferson St. & S Jefferson St. (14); N Jefferson at McGahn (7).
Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Target.
Variety Stores- Spurgeon, Dollar General.
Chain Drug Stores-SupeRx; Hook's.
Chain Supermarkets-Bob's; Bechsteins.
Other Chain Stores-Wards; Burger Dairy Stores; Sears; Guarantee Auto Stores.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 8,493; (S) 8,493; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Richard P. Bruss,Adv. Mgr., HERALD-PRESS, 7 N. Jefferson St., Huntington, IN 46750; Tel. (219) 356-6700.
National Representative: None.

INDIANAPOLIS

1 - LOCATION: Marion County (In Indianapolis MSA). E&P Map B-3. State capital, County Seat. Industrial, wholesale, retail, cultural, medical and educational center. On White River in geographical center of state. 184 mi. from Chicago; 112 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie Systems; Conrail; Family Line System; Illinois Central; Norfolk & Western.
Motor Freight Carriers-49.
Intercity Bus Lines-ABC; Greyhound; Indianapolis & Vincennes; Indiana Motor Bus; Trailways.
Airlines-Air Florida; American; Britt; Comair; Delta; Eastern; Midstate; Ozark; Pan American; Republic; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 700,807; Loc. Est. 692,052
County 80 Cen. 765,233; Loc. Est. 774,337
MSA 80 Cen. 1,166,929; Loc. Est. 1,186,466
PMA-ABC: (80) 1,166,575; (84) 1,158,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 260,167; 263,627
County 80 Cen. 285,092; Loc. Est. 295,010
MSA 80 Cen. 418,536; Loc. Est. 435,043
PMA-ABC: (80) 418,485; (84) 418,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$6,235,529,494
Savings & Loan	7	$1,549,863,200

6 - PASSENGER AUTOS: County 432,065

7 - ELECTRIC METERS: Residence 339,716

8 - GAS METERS: Residence 215,868

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 3,000 ($433); Fabricated Metals 9,400 ($368); Non-electrical Machinery 12,700 ($405); Transportation Equipment 25,900 ($591); Food Products 6,700 ($425); Paper & Allied Products 2,800 ($340); Printing & Publishing 9,400 ($373); Chemicals 10,800 ($465); Rubber & Misc. Plastic Products 3,800 (N.A.); Construction 19,400 (N.A.); Trans. Comm. & Utilities 30,600 (N.A.); Finance, Insurance & Real Estate 39,500 (N.A.); Service & Misc. 106,600 (N.A.); Government 83,200 (N.A.); Stone, Clay, Glass Products 12,500 (N.A.); Electrical Machinery 13,200 ($385); Wholesale & Retail Trade 130,800 ($305).

10 - CLIMATE: Min. & Max. Temp. (30-yr. avg.)Spring 49-73; Summer 60-84; Fall 32-52; Winter 24-42. First killing frost, Oct. 23. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated. Three separate systems with separate sources, separate purification plants. Hardness in one is 258 parts per million. In the second it is 311 parts. The third is 192 parts.

12 - RETAILING: Principal Shopping Centers-Downtown-6 blocks on Washington St.; 5 on Market St.; 2 on Ohio St.; 1 on Massachusetts Ave.; 2 on Illinois St.; 3 on Meridian St.; 4 on Pennsylvania St.; 2 on Delaware St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
NORTH:		
Keystone Square(26)	15	Wooden Key, Ed Schock's Toy & Hobby Shop
Castleton Square(113)	13	Lazarus, Sears, JCPenney, Goodman Jewelry, Waldenbooks Kohl's, Peoples Drugs
Castleton Plaza	13	Frank's Nursery, Wheeling Bikes
Castleton Shoppes	13	Computerland, Shane
Castleton Place	13	Wallpapers-to-go
Castle Creek Plaza	13	Wilking Music, Marsh, Peoples Drug
Glendale(110)	7	L.S. Ayres, Wm. H. Block, Roderick St. John's, B. Dalton Books, Davidson Furs
Keystone At The Crossing(67)	10	Habitat, Rosie O'Brien's American Folkart, Bar & Stool, Emporium, Brooks Brothers
Meridian North	10	Lord Byron's British Club, Constance Ann's Needlepoint
Nora Plaza(32)	9	Target, Flower City, Radio Shack Hook's Drugs
EAST:		
Eastgate Consumer Mall(40)	6	Burlington Coat Factory, Crystal and China Outlet, Linens and Things
Washington Square(140)	10	L.S. Ayres, Wm. H. Block, Lazarus, JCPenney, Sears
Washington Shoppes(24)	10	Radio Shack, Peoples Drug, Computer Ctr.
Cherry Tree Plaza(16)	10	T.J. Maxx, Frank's Nursery
Windridge(19)	6	Hook's Drugs
SOUTH:		
Greenwood Park(130)	9	Sears, Kohl's JCPenney, Lazarus, Service Mdse., L. S. Ayres
County Line Mall(32)	11	Target, Les Kids, Jo-Ann Fabrics
Greendale Plaza	11	Hook's, Marsh
Margate Plaza	9	Continental Shoes, Frank's Nursery
Southern Plaza(37)	5	Wm. H. Block, JCPenney, Hook's Drugs, Em-Roe
WEST:		
Chapel Hill(24)	8	Baby World 'N Teens, Hook's Drugs, Ginger & Spice
Eagledale(43)	4	Zayre, Marsh, Hook's Drugs, Cub Foods, Cub Foods,
Lafayette Shoppes	6	
Lafayette Square(103)	6	JCPenney, Sears, Lazarus, L. S. Ayres, Wm. H. Block
Georgetown Plaza(30)	6	Cloth World, Wheeling Bikes
Honey Creek Plaza	4	Children's Palace, Marshall's
Speedway(48)	6	JCPenney, Kohl's, Olympia Health Spa, Hook's Drugs

13 - RETAIL OUTLETS: Department Stores-L.S. Ayres 5; Wm. H. Block 5; Kohl's 4; Lazarus 4; JCPenney 5; Sears 4.
Discount Stores-Target 11; K mart 11; Liberty Bell; Murphy Mart; Value City 2; Zayre 4; Marshall's 2; Donlevy 2; Fashion Outlet 3; T. J. Maxx 2; Peck's 2; Spare Change 2; Sportime 4.
Variety Stores-S.S. Kresge 2; G.C. Murphy 3; Woolworth 2; Danners 3; Dollar General 4.
Chain Drug Stores- People's 33; Hook's 61; Osco 10; SupeRx 15; Value Plus 3.
Chain Supermarkets-A&P 12; Big E Warehouse Foods 8; IGA 4; Kroger 24; Marsh 21; Preston-Safeway 8; Aldi 4; Shurfine Food Centers 4; Lowell's 26; Cub 3.
Convenience Food Stores-Convenient Food Mart 20; Majik Markets 14; O'Malia 7; 7-Eleven 6; Short Stop Mkts. 4; Stop-N-Go Foods 5; Village Pantry 53.
Other Chain Stores-Auto Suppliers. Carquest, Corvairs; Fleenor, Firestone, Guarantee Auto, Hiway Parts, NAPA, Nationwide, Goodyear, Kelly-Springfield, Midas Muffler, Precision Transmission, Western Auto; Bakeries. Cookie Factory, Dunkin' Donuts, Roselyn; Tiffany; Candy: Fannie May, Russell Stover; Ice Cream: Baskin-Robbins, Bresler's, Dairy Queen, Farrell's;Lindner's; Jewelers: Goodman, Kay, Rost, Smith, Shane, Tammey, Zale's; Shoe Stores: Athletic Dept., Baker's, Marott, Fayva, Florsheim, Gallenkamp, Hanover, Kinney, Naturalizer, Pay-Less, Red Cross, Shoe World, Thom McAn; Men's Apparel: Bachrachs, Bottomhalf, Brooks Brothers, Chess King, D. Dann's, Edrich Ltd., Harry Levinson, Redwood & Ross, Richman Bros., J. Riggings, Roderick St. John's, L. Strauss, Style Store for Big & Tall, Thoroflare, The Gap, Walton Clothes; Women's Apparel: Catherine's, Stout Shoppes, Foxmoor Casuals, Lane Bryant, Frederick's of Hollywood, Jean Lauder's, Lerner, Limited, Paul-Harris, Stuart's, Sycamore Shops; B. J's Stout World, Brooks Fashions, Casual Corner, Hit or Miss, Jean Nicole, Sportime; Furniture Stores. Kittle's 4, Value City 2; Emrich 2, The Bedroom 4; Hardware: Ace 15, Central 4, True Value 18, Furrow 3, Lowes 6.

14 - NEWSPAPERS: STAR (m) 229,467; NEWS (e) 133,214; STAR (S) 388,123; Mar. 26, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, 307 N. Pennsylvania St., Indianapolis, IN 46204; Tel. (317) 633-1240.
National Representatives: Million Market Newspapers; American Publishers Representatives; Leonard Co.

JASPER

1 - LOCATION: Dubois County. E&P Map B-5. County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River, 120 mi. S of Indianapolis, 57 mi. NE of Evansville; 79 mi. W of Louisville on U.S. Hwy 231.

2 - TRANSPORTATION: Railroads-Southern (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,097; Loc. Est. 9,400
County 80 Cen. 34,238; Loc. Est. 35,391
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,249; Loc. Est. 3,489
County 80 Cen. 11,201; Loc. Est. 11,876

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$385,133,039
Savings & Loan	1	$906,261
Savings Bank	1	$16,898,233

6 - PASSENGER AUTOS: County 18,043

7 - ELECTRIC METERS: Residence 4,407

8 - GAS METERS: Residence 2,356

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 298; Apparel 68; Lumber Wood Prod. 911; Furn. 1,397; Ptg. & Pub.30; Chemical 29; Rubber 125; Coal, Stone, Clay & Glass 124; Primary Metals 5, Fabric Metals 114; Mach. (except elec.) 42; Transp. Equip. 78. (Ave. Wkly Wage $245).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal area-Vicinity of Court House Square.
Neighborhood Shopping Districts-U.S. 231-South; Vicinity of Bartley and Sixth St. Northwood Park addition; Highway 162 S.
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
3-D Plaza(15)	NA	Mont. Ward, R&B Men's Wear, Danner's 3-D

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon., Wed. & Fri.; four Supermarkets open on Sun.

13 - RETAIL OUTLETS: Department Stores-Reising's; Siebert's; Mr. & Ms. Wardrobe.
Variety Stores-Ben Franklin.
Discount Stores-Danner's 3-D Center; K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-IGA 4; Red & White; Dippel's.
Other Chain Stores-Sears; Sherwin-Williams; Cato's; Montgomery Ward; Haas Hallmark; Guarantee Auto; Sound of Music (Radio Shack); Gamble's; True Value Hardware; Ashley's Outlet Store.

14 - NEWSPAPERS: HERALD (e) 11,970; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. 4th St; PO Box 31, Jasper, IN 47546; Tel. (812) 482-2424.
National Representative: None.

JEFFERSONVILLE

1 - LOCATION: Clark County (In Louisville, Kentucky-Indiana MSA). E&P Map C-5, County Seat. On Ohio River opp. Louisville, Kentucky.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 21,220; Loc. Est. 21,667
County 80 Cen. 88,838; Loc. Est. 88,862
MSA 80 Cen. 956,844; Loc. Est. 969,095

4 - HOUSEHOLDS:
City 80 Cen. 7,972; Loc. Est. 8,189

County 80 Cen. 31,021; Loc. Est. 31,721
MSA 80 Cen. 340,989; Loc. Est. 353,013

5 - BANKS	NUMBER	DEPOSITS
Saving & Loan	2	$102,111,000
Commercial	3	$190,222,561

6 - PASSENGER AUTOS: County 71,698

7 - ELECTRIC METERS: Residence County 26,000

8 - GAS METERS: Residence County 17,487

9 - PRINCIPAL INDUSTRIES: Chemicals; Textiles: Ordnance; Foundries; Wood Prod.; U.S. Census Bureau; Jeff Boat Works; Colgates.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conner's(11)	NA	General Store
Gateway Plz.(6)	NA	Gateway
Grant Plz.(7)	NA	Winn-Dixie
Greentree(42)	NA	JCPenney, Sears
Youngstown(30)	NA	Bacon's
K mart Plz.(9)	NA	K mart
Value City(3)	NA	Value City
Wyckshire(7)	NA	Schmidt's
Eastgate(3)	NA	K mart

Stores Open Evenings-In Shopping Centers.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Bacon's; JCPenney; Sears; Ben Snyders; Danner's.
Variety Stores-Woolworth; Thrift Dollar Store.
Discount Stores-K mart; Counsolidated Sales; Target.
Chain Drug Stores-Taylors; Bills Discount; Walgreen; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco.
Chain Supermarkets-Key Market; Krogers; Gateway; IGA; Winn-Dixie; Convenient; 24-Hour Food Mart; One-Stop Mart.
Other Chain Stores-Goodyear; Russell Stovers; Allen Shoes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; National Shirt; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Tape Centre; Singer Co.; Will Sales; Davids Style Shop; Firestone; Sherwin-Williams; Cloth World.

14 - NEWSPAPERS: NEWS (e) 17,669; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jessie Napier, Adv. Mgr., NEWS, 221 Spring St., PO Box 867, Jeffersonville, IN 47130; Tel. (812) 283-6636.
National Representative: None.

KENDALLVILLE

1 - LOCATION: Noble County, E&P Map C-2, Miscellaneous manufacturing and agricultural center. NE part of state, 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,299; Loc. Est. 7,473
County 80 Cen. 35,443; Loc. Est. 35,467

4 - HOUSEHOLDS:
City 80 Cen. 2,727; Loc. Est. 2,514
County 80 Cen. 12,065; Loc. Est. 12,343

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$154,000,000
Savings & Loan	2	$154,000,000

6 - PASSENGER AUTOS: County 17,304

7 - ELECTRIC METERS: Residence 2,772

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 525 ($250); Water System 275 ($290); Metal Foundries 800 ($320); Furniture Spring 90 ($270); Machine Shops 280 ($240); Electrical Parts 650 ($180); Gen. Mfg. 550 ($300); Printing 170 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11. Last killing frost, May 5.

11 - TAP WATER: Softened; fluoridated

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.; 2 on Mitchell; 2 on William.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Foodtown(10)	NA	Val Discount Center
Publix(6)	NA	Mont. Ward, Dollar General, Bellmont, Roger's, Coast To Coast
Kendallville	NA	Murphy's Mart

Principal Shopping Days-Mon. through Sun.
Stores Close-Jewelry stores Wed. afternoon.
Stores Open Evenings-All stores Friday night; shopping centers 6 nights; chain supermarkets 7 nights.
Stores Open Sunday-Chain supermarkets; Shopping Centers; JCPenney.

13 - RETAIL OUTLETS: Department Stores-Fisher's; JCPenney; Dollar General; Murphy's Mart; Val Discount; Bellmont Stores.
Variety Stores-Bargain World.
Chain Drug Stores-Hook's; Fischer's Rexall; Chronister's; Walgreens.
Chain Supermarkets-Roger's; Kendallville IGA.
Other Chain Stores-Hallmark; True Value; Montgomery Ward (catalog); Coast-to-Coast; Goodyear; Carquest; NAPA; Fashion Crossroads (Mode O' Day); Wisman's Appliance & TV.

14 - NEWSPAPERS: NEWS-SUN (e) 6,428; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ron Ensley, Adv. Mgr., NEWS-SUN, 112 N. Main St., PO Box 39, Kendallville, IN 46755; Tel. (219) 347-2066.
National Representative: None.

KOKOMO

1 - LOCATION: Howard County, (MSA). E&P Map B-3, County Seat. North central Indiana on Indiana Hwys. 31-35-22; 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and misc. manufacturing center.

2 - TRANSPORTATION: Railroads-Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers-21.
Interstate Bus Lines-Trailways; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,808; Loc. Est. 48,555
CZ-ABC: (80) 53,769; (84) 52,200
RTZ-ABC: (80) 76,480; (84) 76,400
County 80 Cen. 86,896; Loc. Est. 85,844
MSA 80 Cen. 103,715; Loc. Est. 102,555
City & RTZ-ABC: (80) 130,249; (84) 128,600

4 - HOUSEHOLDS:
City 80 Cen. 18,240; Loc. Est. 19,089
County 80 Cen. 31,050; Loc. Est. 31,387
MSA 80 Cen. 37,043; Loc. Est. 37,504
CZ-ABC: (80) 20,344; (84) 19,900
RTZ-ABC: (80) 25,362; (84) 25,800
City & RTZ-ADC: (80) 45,706; (84) 45,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$283,335,878
Savings & Loan	4	$276,651,214

6 - PASSENGER AUTOS: County 48,724

7 - ELECTRIC METERS: Residence 42,359

8 - GAS METERS: Residence 27,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners- Stone, Clay, Glass 250; Primary Metals 5,313; Fabricated Metals 587; Machy. (ex. Elec.) 434; Electric Machy. 11,000; Trans. Equip. 3,800; (Avg. Wkly. Wage (Mfg.) $385).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Walnut St.; 3 on Sycamore; 3 on Buckeye.
Neighborhood Shopping Centers-2 blocks on Main & Markland; 1 block at North & Webster. Terrace Plaza-15 shops, bank & restaurant; T-way Plaza-11 units; Olds Plaza-15 units; Northwest Plz.-9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(18)	NA	Hook's Drugs
Forest Park(18)	NA	Ben Franklin
Kokomo Mall(22)	NA	Murphy's, JCPenney, Mont. Ward
Maplecrest(27)	NA	Ben Franklin, Hill's, Kroger
Markland Mall(48)	NA	SupeRx, Block's, Sears
Markland Plz.(16)	NA	Kroger, Radio Shack
Regency Plz.(11)	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Closed-Some on Wed.
Stores Open Evenings-Dept.-Fri. Food Chains-every evg., Sun. to 6, Shop. Centers-every evg.

13 - RETAIL OUTLETS: Department Stores-Carol Ann 2; Maher's; Golightly's; Sears; JCPenney; Spiegel's; Wm. H. Block Co.; Service Mdse.
Variety Stores-G.C. Murphy; Ben Franklin 2; Schultz Bros.
Discount Stores-K mart 2; Hill's.
Chain Drug Stores-Hook 6, Peoples 3; Rexall 2; Hutto 2; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh Food Liner 2; Standard (Nat'l); Mace's Stop-N-Go 8; Whitacres; County Market.
Other Chain Stores-Goodyear; Father & Son Shoes; Neumode Hosiery; House of Fabrics; Kay Campbell; Musicland; Goodman Jewelers; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Village Furniture; Wickes; Cashway Lumber; Fleenors Auto Supply; Coast-to-Coast Hdwe.; Ace Hardware; Greggs Inc.; 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin-Williams; Fayva Shoes; Pic-Way; Fabrific; Radio Shack; Zale's Jewelers; Shane Jewelers; Fabric World; Playback; Fashion Barn.

14 - NEWSPAPERS: TRIBUNE (e) 28,155; (S) 28,880; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: D.W. Gentry, Adv. Dir., TRIBUNE, 300 N. Union, Kokomo, IN 46901; Tel. (317) 459-3121.
National Representative: Thompson Newspapers.

LAFAYETTE-WEST LAFAYETTE

1 - LOCATION: Tippecanoe County (MSA). E&P Map B-3, County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Agricultural, industrial, educational and cultural center.

2 - TRANSPORTATION: Railroads-Conrail; Louisville & Nashville; Norfolk & Western; Lafayette Union Belt; Amtrak.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Wisconsin; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 64,258; Loc. Est. 66,048
Lafayette 80 Cen. 43,011; Loc. Est. 43,011
West Lafayette 80 Cen. 21,247; Loc. Est. 21,247
CZ-ABC: (80) 64,258; (84) 62,300
RTZ-ABC: (80) 187,232; (84) 191,900
County/MSA 80 Cen. 121,702; Loc. Est. 124,957
City & RTZ-ABC: (80) 251,490; (84) 254,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 24,328; Loc. Est. 25,623
Lafayette 80 Cen. 17,069; Loc. Est. 17,883
West Lafayette 80 Cen. 7,259; Loc. Est. 7,740
County/MSA 80 Cen. 40,681; Loc. Est. 42,200
CZ-ABC: (80) 24,328; (84) 23,800
RTZ-ABC: (80) 62,869; (84) 65,300
City & RTZ-ABC: (80) 87,197; (84) 89,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$886,875,947
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 57,315

7 - ELECTRIC METERS: Residence 40,053

8 - GAS METERS: Residence 26,235

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Prods. 3,700; Antibiotics & Chemicals 1,800; Electrical Prods. 1,700; Food & Related 1,500; Plastic & Paper 700; Misc. 1,000.
Principal Pay Days-1st & 15th; Metal and Rubber Prods., Fri. & Wed.; Others, Thur., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 61-82; Fall 42-63; Winter 22-40. First killing frost, Oct. 18. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main; 5 on Columbia; 2 on Ferry; 3 on Third; 4 on Fourth.
Neighborhood Shopping Centers-2 blocks on State and Northwestern (West Lafayette); 2 on Main at 16th and South; 1 on 15th at Howell; 1 on Earl Ave. at South; 1 at Elmwood & Greenbush; 1 on Teal Ave.; 1 S. 4th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jefferson Sq.(16)	3	Eisner, Danner's People's Drug
K mart	4	K mart
Lafayette Sq.(30)	4	Hills, Marsh Mkt.
Market Sq.(44)	3	Ayre's, Eisner
Purdue Center(16)	2	Nichol's Thriftway Mkt.
Three Sons(8)	2	No Frills
Tippecanoe(60)	4	Loebs, Osco Drug, JCPenney
Wabash Shores(6)	3	Marsh Mkt., K mart
Zayre(5)	3	Zayre
Target Plz.(19)	2	Payless, Target, Hook's, H.H. Gregg
Sagamore Park Centre(9)	3	Payless, Hook's
Lafayette Plz. South(10)	4	Payless, Hook's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Loeb's 2; Sears; JCPenney; L.S. Ayres; Hills; Block's.
Leading Variety Stores-Danner's.
Chain Drug Stores-Hook's 5; Arth 4; People's; Marsh 2; Osco 3; Wells-Yeager-Best 2.
Chain Supermarkets-National Tea; No Frills; Eisner 3; Marsh Foodliner 2; PayLess 4.
Discount Stores-Zayre; K mart 2; Target; Hills; Service Mdse.
Other Chain Stores-Shoes: Fayva, Butler, Nobil, Englin's, Kinney's, El-Bee, Regal, Thom McAn; Auto Supply: Firestone, Fleenors, Guarantee Auto; Clothing: Stuart's, Paul Harris, Sycamore Shop, Maurice's, Brook's, Foxmoor, Richman Brothers, Bottom Half, Just Jeans; Candy: Fannie May; Glass: Pittsburgh Plate Glass; Paint: M.A.B., Sherwin-Williams, Glidden.

14 - NEWSPAPERS: JOURNAL & COURIER (e) 37,040; (S) 36,360; Mar. 26, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James F. Klaiber, Gen. Adv. Mgr., JOURNAL & COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511.
National Representative: Gannett Newspaper Advertising Sales.

LA PORTE

1 - LOCATION: La Porte County. E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana, 2 mi. from E-W toll road; 60 mi. SE of Chicago; 26 mi. W of South Bend, IN; On U.S. Hwy. 35; State Hwys. 2, 4, 39.

2 - TRANSPORTATION: Railroads-Conrail; branches of Chessie Systems; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 21,796; Loc. Est. 21,825
CZ-ABC: (80) 23,472; (84) 22,800
RTZ-ABC: (80) 99,450; (84) 98,500
County 80 Cen. 108,632; Loc. Est. 109,489
City & RTZ-ABC: (80) 122,922; (84) 121,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,578; Loc. Est. 8,524
County 80 Cen. 37,405; Loc. Est. 38,476
CZ-ABC: (80) 9,152; (84) 9,000
RTZ-ABC: (80) 33,164; (84) 33,100
City & RTZ-ABC: (80) 42,316; (84) 42,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$230,515,000
Savings	1	$58,846,000
Savings & Loan	2	$97,821,000

6 - PASSENGER AUTOS: County 54,276

7 - ELECTRIC METERS: Residence 8,743

8 - GAS METERS: Residence 7,551

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sponge Rubber and Urethane Foam Prods. 500; Gray Iron and Semi-Steel Casting 270; Furniture 385; Food Slicing & Packaging Machines 200; Precision Castings 900; Home Appl. Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 400; Machine Shops 100; Corrugated Cartons 100; Caskets 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Lincoln Way plus side streets.
Neighborhood Shopping Center-One Stop Shop Center (8 units); Westside, 3 blocks on State Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maple Lane Mall	2	K mart
Marquette Mall(60)	12	JCPenney, Sears
Dunes Plaza(35)	12	K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; shopping centers, every night.

13 - RETAIL OUTLETS: Department Stores-

Levine's; JCPenney.
Discount Stores-Wonderland; K mart.
Variety Stores-Harvey's; Danner's.
Chain Drug Stores-Hook's 3; Ribordy Drug; Medicine Shoppe.
Chain Supermarkets-Kroger; Five Star; Al's Supermarkets 2.
Other Chain Stores-TG&Y; Sears (catalog); Firestone; M.A.B.; Delaney Furniture; Montgomery Ward Automotive Center (catalog & service); Radio Shack; Northwest Fabrics; Nobil Shoes; Newman's; Pic Way Shoes; Quality Farm & Fleet; Guarantee Auto.

14 - NEWSPAPERS: HERALD-ARGUS (e) 13,824; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: T.P. Avery, Nat'l Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Boone County. E&P Map B-3 (In Indianapolis MSA). County Seat. 24 mi NW of Indianapolis; 165 mi. SE of Chicago. At intersection of U.S. Hwys. 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,456; Loc. Est. 12,889
County 80 Cen. 36,446; Loc. Est. 38,913
MSA 80 Cen. 1,166,929; Loc. Est. 1,186,466

4 - HOUSEHOLDS:
City 80 Cen. 4,760; Loc. Est. 5,104
County 80 Cen. 13,493; Loc. Est. 13,777
MSA 80 Cen. 418,536; Loc. Est. 435,043

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$134,505,573
Savings & Loan	1	$57,112,000

6 - PASSENGER AUTOS: County 20,121

7 - ELECTRIC METERS: Residence 5,782

8 - GAS METERS: Residence 5,845

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Filters 213 ($200); Industrial Blowers 95 ($700); Business Forms 123 ($200); Plastics 295 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62. First killing frost, Oct. 25. Last killing frost, May 2.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main, Lebanon, Washington & Meridian (around square); 2 blocks on Indianapolis Ave.; State Road 39 N. at city limits; 14 on W. South St. at city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plz.(9)	NA	K mart, Radio Shack, Sycamore Shop
Northfield(10)	NA	Kroger, Hook's, Dollar General
Westgate Plz.(3)	NA	Kentucky Fried Chicken, Mc Donalds

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart; 3-D; Dollar General.
Chain Supermarkets-Lowells; IGA; Kroger's.
Chain Drug Stores-Hook's; E. W. Star.
Other Chain Stores-Ace Hdwr.; Brunt's (men's clothing); Sargent-Gerke (paint); Sycamore Shop.

14 - NEWSPAPERS: REPORTER (e) 6,697; sworn Sept. 30,1983.
Local Contact for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
National Representative: U.S. Suburban Press.

LINTON

1 - LOCATION: Greene County. E&P Map B-4. In western part of county; 33 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago, Milwaukee & St. Paul; branches of the CI&L ("Monon"); Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Bird & Wabash Valley.

3 - POPULATION:
Corp. City 80 Cen. 6,315; Loc. Est. 6,750
County 80 Cen. 30,416; Loc. Est. 30,949
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,585; Loc. Est. 2,831
County 80 Cen. 11,519; Loc. Est. 11,952

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$123,439,000

6 - PASSENGER AUTOS: County 26,276

7 - ELECTRIC METERS: Residence 2,730

8 - GAS METERS: Residence 2,445

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical 500; Textile 350; Mining 800; Machine Shops 120.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3-D Shopping Center, 7 units open every night; Westside Shopping Area, 8 units.
Principal Shopping Days-Sat., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hooks; P.N. Hirsch; Sears; Rhodenbeck's; Pirtle's; Danners 3-D.
Variety Stores-G.C. Murphy; Western Auto; Guarantee Auto.
Chain Supermarkets-IGA 3; Shurway; Red & White.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,702; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Ron Dietz, Pub., CITIZEN, Box 151, 79 S. Main St., Linton, IN 47441; Tel. (812) 847-4487.
National Representative: Landon Associates.

LOGANSPORT

1 - LOCATION: Cass County. E&P Map B-2. County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for northcentral part of state. 117 mi. to Chicago, 70 mi. S of South Bend and 72 mi. N of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.
Motor Freight Carriers-9.
Intercity Passenger Bus-Indiana Motor Bus.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,731; Loc. Est. 17,318
CZ-ABC: (80) 19,353; (84) 18,500
RTZ-ABC: (80) 54,893; (84) 55,100
County 80 Cen. 40,936; Loc. Est. 41,264
City & RTZ-ABC: (80) 74,246; (84) 73,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,036; Loc. Est. 7,031
County 80 Cen. 14,715; Loc. Est. 15,207
CZ-ABC: (80) 7,570; (84) 7,200
RTZ-ABC: (80) 19,042; (84) 19,500
City & RTZ-ABC: (80) 26,612; (84) 26,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$261,799,000
Savings & Loan	2	$100,177,270

6 - PASSENGER AUTOS: County 20,799

7 - ELECTRIC METERS: Residence 6,512

8 - GAS METERS: Residence 6,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elec. Controls Mfg. 550 ($210); Meat Processing 1,150 ($320); Air & Hydraulic Operated Machine Tools 50 ($238); Mech. Springs 430 ($300); Rubber Prod-Automotive 170 ($237); Aluminum Dye Cast, Heat Treating & Machine Shop 120 ($210); Electric Stor. Bat. 75 ($240); Cement Mfg. 50 ($260); Switches & Relays Automotive Elect. Components 730 ($180); Custom Stamping Press & Slide 425 ($235); Friction Products Mfg. 180 ($240); Conrail & Norfolk & Western R.R. 265 ($350).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 47-104; Fall 11-84; Winter 18-25. First killing frost, Nov 19. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Broadway; 2 on Market St.; 1 on North St.; 7 on intersecting sts.
Neighborhood Shopping Areas-1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilkinson and West Market; 1 at Burlington Ave. and Colfax.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logansport Mall(38)	3	Radio Shack, Woolworth, Sears, JCPenney
Eastgate(11)	2	Hook's, K mart, Aldi
Cass Plaza(10)	3	Danner's 3-D, A&P, People's

Principal Shopping Days-Department Stores-Mon., Fri.; Food-Thur., Fri. & Sat.
Stores Open Evenings-Downtown Shopping Area Fri.; All shopping centers.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears.
Discount Stores-K mart; Danner's 3-D.
Variety Stores-Woolworth; Total Discount.
Chain Drug Stores-Hook's 3; People's; Kesling.
Chain Supermarkets-A&P; Marsh 2; Corral.
Other Chain Stores-Gallenkamp Shoes; Aldi; Indiana Cashway Stores; Man Alive Men's Wear; Musicland; Radio Shack; Fox's Jewelry; JoAnn Fabrics; Waldenbooks; Paul Harris; Regis Beauty Salon; Hang-Up; Waterbed Room; Ms. Today.

14 - NEWSPAPERS: PHAROS-TRIBUNE (e-mon to fri) 15,764; (S) 16,335; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald Pollitt, Bus. Mgr., PHAROS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Jefferson County. E&P Map C-4. County Seat. Residential center. On Ohio River; 44 mi. NE of Louisville; 50 mi. SW of Cincinnati; 85 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7; U.S. 421, 56 and 62; Kentucky Hwy. 36, 42 and U.S. 71.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-White Star.
Motor Freight Carriers-3.
Freight Steamship Lines-Barges, 2.

3 - POPULATION:
Corp. City 80 Cen. 12,472; Loc. Est. 12,369
County 80 Cen. 30,419; Loc. Est. 30,723
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,638; Loc. Est. 4,667
County 80 Census 10,288; Loc. Est. 10,615

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$173,619,670
Savings & Loan	2	$74,676,615

6 - PASSENGER AUTOS: County 14,451

7 - ELECTRIC METERS: Residence City 5,810; County 13,588

8 - GAS METERS: Residence 4,893

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Work Clothes 50; Shoes 421; Metal Heating Equip. 119; Hydraulic Lifts 175; Electric Motors Fractional 517; Heavy Road Machinery 190; Auto Parts 495; Silicones 326; Electric Generation 380; Diesel Turbo 147; Leather Fabrication 112; Aluminum 367; Chemicals 320; Government Proving Ground 447.

10 - CLIMATE: Av. Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clifty Plz.	NA	Firestone, Dollar General, Save-A-Lot,
Madison Plaza(10)	NA	Jay C Supermart, TG&Y, Sycamore
Jefferson Court(6)	NA	Kroger, Heck's, Hook's
Village Square(16)	NA	Sears, G-Auto, Long John Silvers, Hook's

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Shopping Centers Mon. through Sat. until 9, Downtown Fri. until 8.

13 - RETAIL OUTLETS: Department Stores-Mills.
Variety Stores-TG&Y; Bargain World; Dollar General.
Discount Stores-Danner's 3-D; K mart; Heck's.
Chain Drug Stores-Hook's; Haags; Rite-Aid.
Chain Supermarkets-Kroger; Jay C Stores 2; Ranch; Save-A-Lot.
Other Chain Stores-Goodyear; Firestone; Paris Style; Sears (Catalog); Big Blue; Singer; G./Auto; Payless Shoes; Knotts Shoes; Dunlap's Home Center; Furniture Liquidators; Sycamore; Ace Hardware; Mister Hardware.

14 - NEWSPAPERS: COURIER (e) 10,518; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Ron Wehner, Prom. Dir., COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.
National Representative: Landon Associates.

MARION

1 - LOCATION: Grant County. E&P Map B-3. County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (160 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

2 - TRANSPORTATION: Railroads-C&O; Norfolk & Western; Conrail.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound; Indiana Motor Bus; Hines Coach; Twin City.

3 - POPULATION:
Corp. City 80 Cen. 35,674; Loc. Est. 34,369
CZ-ABC: (80) 61,826; (84) 58,800
RTZ-ABC: (80) 67,898; (84) 66,400
County 80 Cen. 80,934; Loc. Est. 80,523
City & RTZ-ABC: (80) 129,726; (84) 125,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,010; Loc. Est. 12,974
County 80 Cen. 27,943; Loc. Est. 28,449
CZ-ABC: (80) 21,895; (84) 21,000
RTZ-ABC: (80) 23,156; (84) 22,900
City & RTZ-ABC: (80) 45,051; (84) 43,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$225,266,407
Savings & Loan	2	$176,824,534

6 - PASSENGER AUTOS: County 61,265

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 17,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Workers-all Mfg. 17,455 (Av. Wkly. Wage $192). Automotive 4,936; Radio & TV 2,802; Glass 1,886; Wire 4,251; Paper Pdts. 645; Iron Fdy. 1,287; Plastics 899; Misc. 4,251.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept. Last killing frost, Apr.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-First through Seventh Sts.; Washington and Adams Sts.
Neighborhood Shopping Centers-K mart (4); K mart Center (9); Marion Plaza (8); Northgate (7); North Park Mall (40); Panorama (2); So. Marion Plaza.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Meis.
Discount Stores-K mart; Hill's; Hecks.
Chain Drug Stores-Hook's 4; Haag; Revco; Marsh 2.
Chain Supermarkets-Marsh 2; Owen's County Market; Lowell's No Frills; Solms Shurway; Hank's 2; Does IGA.
Other Chain Stores-Firestone; Goodyear; Guarantee Tire; Schiff Shoes 2; Village Furniture; Pic Way Shoes; Montgomery Ward Catalog; Hart's Shoes; Mary Carter Paint; Coast-to-Coast.

14 - NEWSPAPERS: CHRONICLE-TRIBUNE (m) 22,354; (S) 25,777; Mar. 27, 1984 ABC.
Local Contact for Advertising and Merchandising Data: F. Max Crotser, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46952; Tel. (317) 664-5111.
National Representative: Gannett Newspaper Advertising Sales.

MARTINSVILLE

1 - LOCATION: Morgan County. (In Indianapolis MSA). E&P Map B-4. County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 67, 39, 252, 44.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Greyhound; Vincennes.

3 - POPULATION:
Corp. City 80 Cen. 11,311; Loc. Est. 12,286
CZ-ABC: (80) 11,311; (84) 11,700
RTZ-ABC: (80) 26,113; (84) 27,100
MSA 80 Cen. 1,166,929; Loc. Est. 1,186,466
County 80 Cen. 51,999; Loc. Est. 53,678
City & RTZ-ABC: (80) 37,424; (84) 38,800

4 - HOUSEHOLDS:
City 80 Cen. 4,082; Loc. Est. 4,497
County 80 Cen. 17,160; Loc. Est. 18,115
MSA 80 Cen. 418,536; Loc. Est. 435,043
CZ-ABC: (80) 4,082; (84) 4,300
RTZ-ABC: (80) 8,319; (84) 8,700
City & RTZ-ABC: (80) 12,401; (84) 13,000

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$29,939,801
Savings & Loan	1	$15,580,231

6 - PASSENGER AUTOS: County 43,965

7 - ELECTRIC METERS: Residence 3,299

8 - GAS METERS: Residence 2,989

9 - PRINCIPAL INDUSTRIES: Furniture; Wood Products; Fisheries and Fish Hatcheries; Brick; Cabinets.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Centers-Martinsville Plaza on 37 Bypass; Morton Square.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Lord's; Schmalz's.
Variety Stores-Newberry; Kivett's.
Discount Stores-Dollar General; Danner's 30; K mart.
Chain Drug Stores-Hook's; Revco.
Chain Supermarkets-Kroger; A&P; Schwab's IGA; Marsh; Red & White.

14 - NEWSPAPERS: REPORTER (e) 7,749; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wendell Holt, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46151; Tel. (317) 342-3311.
National Representative: U.S. Suburban Press.

MICHIGAN CITY

1 - LOCATION: LaPorte County. E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

2 - TRANSPORTATION: Railroads-CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Indian Motor.

3 - POPULATION:
Corp. City 80 Cen. 36,850; Loc. Est. 36,225
CZ-ABC: (80) 41,977; (84) 39,500
RTZ-ABC: (80) 77,584; (84) 80,100
County 80 Cen. 108,632; Loc. Est. 109,489
City & RTZ-ABC: (80) 119,561; (84) 119,600

4 - HOUSEHOLDS:
City 80 Cen. 12,697; Loc. Est. 12,652
County 80 Cen. 37,405; Loc. Est. 38,476
CZ-ABC: (80) 14,467; (84) 13,700
RTZ-ABC: (80) 27,255; (84) 28,400
City & RTZ-ABC: (80) 41,722; (84) 42,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	3	$329,601,421
Savings & Loan	4	$157,285,901

6 - PASSENGER AUTOS: County 54,276

7 - ELECTRIC METERS: Residence 21,275

8 - GAS METERS: Residence 19,173

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Feb. Welding 150; Pkg., Boxes 190.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10. Last killing frost, May 4.

11 - TAP WATER: Hard (133 ppm.)

12 - RETAILING: Principal Shopping Center-10 blocks on Franklin St. & 1 each way on side sts.
Neighborhood Shopping Centers-Franklin Square Professional Services, and variety of local retailers and restaurants; 3 on E. Michigan St.; 2 on W. 10th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(7)	2	Hook's, Ace Hdwe., King Richards
East Side(9)	1	Hook's, Ace Hdwe., K&M Foods
Marquette(83)	3	Sears, JCPenney, Carson, Pirie & Scott
Dunes Plaza(35)	NA	K mart, Michaels Furn., JoAnn Fabrics
Karwick Plaza	2	Jim's, Hook's,
Evergreen Plz.(33)	3	Bernacchis, Hook's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.; Marquette Mall, Chain Food, Drugs and Discounts open Mon. through Fri. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Carson, Pirie & Scott.
Variety Stores-Harvey's 2; Danner Bros. 2.
Discount Stores-Hwy. 212 Bargain Center; K mart; 3-D; Aldi; Eagle; Valueland.
Chain Drug Stores-Hook's 4; Walgreen; Revco.
Chain Supermarkets-Al's Thrift-Market 2; Jewel Tea; Jim's Fiesta Villas 3; Eagle.
Other Chain Stores-Singer Co.; Goodyear; Firestone; Rowley's; Kaplans; Baker Shoe; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fashion Bug; Fayva Shoes; So Fro Fabrics; Floor to Ceiling; Fannie May Candies; Foxmoor; Chess King; Motherhood Maternity; Paul Harris; Casual Corner; General Nutrition; Kay Bee Toys; Maurice's; Kabelin.

14 - NEWSPAPERS: NEWS-DISPATCH (e-mon to fri) 17,215; (m-sat) 18,391; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Rob Reyher, Adv. Dir., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.
National Representative: London Associates.

MISHAWAKA
See SOUTH BEND

MONTICELLO

1 - LOCATION: White County. E&P Map B-2. County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119. 23 mi. NE of I-65.

2 - TRANSPORTATION: Railroads-L&N; Effner branch of Penna.; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 5,162; Loc. Est. 5,308
County 80 Cen. 23,867; Loc. Est. 24,022

4 - HOUSEHOLDS:
City 80 Cen. 2,007; Loc. Est. 1,784
County 80 Cen. 8,798; Loc. Est. 9,081

5 - BANKS	NUMBER	DEPOSITS
Community	2	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 12,171

7 - ELECTRIC METERS: Residence 2,996

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Automotive Supplies; Textiles; Paper Prod.; Machinery; Welding; Cosmetics; Rotary Tools; Ball Bearings; Electrodes; Recreation & Tourism (Indiana's largest summer resort-Lakes Shafer and Freeman).

10 - CLIMATE: Annual Av. Min. & Max. Temp.-42-57. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Shopping Centers-Downtown, 5 blocks on Main, 3 blocks on Broadway, Northgate (Kroger, Hook's).

13 - RETAIL OUTLETS: Department Stores-Miller's; M-B; Schultz; Family Store.
Variety Stores-Ben Franklin.
Chain Drug Stores-Don's Rexall; Hook's; Hively's Pharmacy.
Chain Supermarkets-A&P; Briney's; Sixbey's; Thrif-T Mart; Kroger Super Store.
Other Chain Stores-Men's: Muller & Muller, King's; Women's: The Clothes Chest, Clothesline, Goody's Sports Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e) 5,760; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Roger J. Huntzinger, Gen. Mgr., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.
National Representative: None.

MOUNT VERNON

1 - LOCATION: Posey County. (In Evansville, IN-KY MSA). E&P Map A-5. County Seat. Residential, manufacturing and oil shipping terminal center. 15 mi. SW of Evansville, IN. Junction Indiana State Roads 62, 69. Wabash river bridge connecting Indiana's Rte. 62 and Illinois Rte. 141.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-All major Midwest truck lines.
Intercity Bus Lines-Evansville & Ohio Valley Line.

3 - POPULATION:
Corp. City 80 Cen. 7,656; Loc. Est. 8,091
MSA 80 Cen. 276,252; Loc. Est. 282,594
County 80 Cen. 26,414; Loc. Est. 26,776

4 - HOUSEHOLDS:
City 80 Cen. 2,830; Loc. Est. 3,057
County 80 Cen. 9,075; Loc. Est. 9,393
MSA 80 Cen. 101,528; Loc. Est. 106,204

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$94,000,000
Savings & Loan	3	$477,000,000

6 - PASSENGER AUTOS: County, 23,855

7 - ELECTRIC METERS: Residence 8,601

8 - GAS METERS: Residence 2,192

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oils and Gasoline 550 ($250); Wheat and Corn Mills 225 ($200); Polycarbonate Resin 1,900 ($300); Garment Mfg. 100; Roofing Materials 158 ($175); Pharmaceuticals 300 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Gerber's; Lutterman's; Southwind Shopping Center.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Roth's; P.N. Hirsch; K mart.
Chain Drug Stores-Mt. Vernon Pharmacy (Rexall); Hook's; Revco.
Chain Supermarkets-IGA; Bi-Rite (Gerber's); Lutterman's; Hironimus; Wesselman's.
Other Chain Stores-Western Auto; Lord's; Mode O'Day; Index.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,734; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jane Fulkerson, Adv. Dir., DEMOCRAT, 430 Main St., Mount Vernon, IN 47620; Tel. (812) 838-4811.
National Representative: None.

MUNCIE

1 - LOCATION: Delaware County (In Muncie MSA). E&P Map C-3. County Seat. Industrial and agricultural center. 55 mi. from Indianapolis; 210 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Norfolk & Western; C&O (freight); Conrail.
Motor Freight Carriers-44.
Intercity Bus Lines-ABC Coach; Trailways; Greyhound.
Air Lines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 77,216; Loc. Est. 76,945
CZ-ABC: (80) 80,012; (84) 75,100
RTZ-ABC: (80) 139,183; (84) 138,200
City & RTZ-ABC: (80) 219,195; (84) 213,300
County/MSA 80 Cen. 128,587; Loc. Est. 128,136

4 - HOUSEHOLDS:
City 80 Cen. 27,465; Loc. Est. 28,152
County/MSA 80 Cen. 44,670; Loc. Est. 45,477
CZ-ABC: (80) 28,268; (84) 26,700
RTZ-ABC: (80) 48,748; (84) 49,100
City & RTZ-ABC: (80) 77,016; (84) 75,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$594,785,679
Savings & Loan	2	$379,795,041

6 - PASSENGER AUTOS: County 60,852

7 - ELECTRIC METERS: Residence 44,584

8 - GAS METERS: Residence Muncie only 19,242

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive; Batteries Transmissions, etc. 4,785 ($420); Glass Prod. 3,998 ($417); Electrical 1,075 (N.A.); Precision Forgings 344 ($571); Wire & Cable 322 ($551).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N Broadway and McGalliard.
Neighborhood Shopping Centers-Madison Street, 28 blocks along S Madison St.; Suburban Centre, 2500 block on Wheeling Avenue; 600 Court, 600 Blk-Tillotson Ave. Bethel & Chadam Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Muncie Mall(60)	3	Sears, L.S. Ayres, JCPenney
Village	2	Collegienne
Northwest Plz.(28)	3	Marsh, Haag, Hills
Southway Plz.(23)	3	Marsh, Hook's
Northgate Ctr.(10)	2	H&H Rexall
S. Walnut St.	2	K mart, Eavey's
Tillotson	2	Marsh, Ross
Meadows(25)	NA	Zayre, Ross
Broadway	NA	K mart
Northgate(10)	NA	H&H Drugs
Country Village	NA	Leath's
Westside(17)	NA	
Bethel & Chadam Lane(2)	NA	

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Fri.; Food-Nightly; Downtown-Fri.
Stores Open Sundays-Food, Drug, Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Ball Stores; JCPenney; Sears; Hoyt Wright Co.; Collegienne Shops; L.S. Ayres.
Variety Stores-TG&Y (Scotts); K mart.
Chain Drug Stores-Osco 2; Owl 2; Haney; Spartan West; Marsh Drug 4; Haag 5.
Discount Stores-Hills; Zayre; K mart 2; Target; Kokomo Bargain Center.
Chain Supermarkets-A.L. Ross 3; Wise 2; Eavey, Marsh 11.
Other Chain Stores-Sears; Singer Co.; Father & Sons Shoes; Kinney Shoes; National Shirt Co.; Regal Shoes; Zale's Jewelers; Paul Harris; So Fro Fabrics; Fashion Crossroads; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Tobacco Village; Russell Stover Candies; Shoppers Choice; Athlete's Foot; Connie's Shoes; Reader's World, Bottom Half; Things Remembered; Guarantee Auto; Payless Shoes; Fayva Shoes; Picway Shoes.

14 - NEWSPAPERS: STAR (m) 30,015; PRESS (e) 16,389; STAR (S) 34,933; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 2408, Muncie, IN 47302; Tel. (317) 747-5700.
National Representative: Branham/Newspaper Sales.

NEW ALBANY

1 - LOCATION: Floyd County. E&P Map C-5 (In Louisville, KY-IN MSA). Industrial center. On north bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY On U.S. Hwys. 31W, 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

2 - TRANSPORTATION: Railroads-B&O, L&N, K&IT, Southern; Illinois Central; C&O; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Home Transit; Greyhound; Salem Coach.
Airlines-American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

3 - POPULATION:
Corp. City 80 Cen. 37,103; Loc. Est. 37,801
MSA 80 Cen. 956,844; Loc. Est. 969,095
County 80 Cen. 61,169; Loc. Est. 63,127

4 - HOUSEHOLDS:
City 80 Cen. 14,042; Loc. Est. 14,563
County 80 Cen. 21,459; Loc. Est. 22,616
MSA 80 Cen. 340,989; Loc. Est. 353,013

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$155,000,000
Savings & Loan	2	$138,225,000

6 - PASSENGER AUTOS: County 33,491

7 - ELECTRIC METERS: Residence 14,850

8 - GAS METERS: Residence 10,044

9 - PRINCIPAL INDUSTRIES: Industry-Agriculture; Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing; Fertilizer; Machy.; Baskets; Stoves; Re-

frigerated Dough Prods.; 58 establishments, 3,700 employees; $30,184,000 wages annually.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-65; Summer 69-88; Fall 50-69; Winter 28-46.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Manor(7)	NA	Kroger
New Albany Plaza(18)	NA	Consolidated, Winn-Dixie, Kroger, Target, SupeRx
Twin Daisy(8)	NA	Furniture Liquidators
University Mall	NA	
Highlander Point	NA	Otto Drugs, Jay-C Groc.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri; Shopping centers every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Fair; JCPenney; Montgomery Ward (catalog).
Discount Stores-Shop & Save; C.P. Sales; Target; K mart; Value City.
Chain Drug Stores-T P Taylor; Walgreens; Mill Discount; Medicine Shoppe; Otto Drugs; SupeRx.
Chain Supermarkets-Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; Jay-C Grocery.
Other Chain Stores-Ace Hardware; Furniture Liquidators; Cloth World; Goodyear; Firestone; S & T Hdwr.; Evans Furn.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,879; LEDGER-TRIBUNE (S) 10,986; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James Dietrich, Adv. Mgr., TRIBUNE, 303 W 2nd St., New Albany, IN 47150; Tel. (812) 944-6481.
National Representative: Thomson Newspapers.

NEW CASTLE

1 - LOCATION: Henry County. E&P Map C-3. County Seat. 50 mi. E of Indianapolis, on I-70; State Hwys. 3, 38, 103, 234.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 20,056; Loc. Est. 19,295
CZ-ABC: (80) 26,730; (84) 25,700
RTZ-ABC: (80) 40,148; (84) 39,500
County 80 Cen. 53,336; Loc. Est. 52,421
City & RTZ-ABC: (80) 66,878; (84) 65,200

4 - HOUSEHOLDS:
City 80 Cen. 7,251; Loc. Est. 7,455
County 80 Cen. 18,796; Loc. Est. 18,847
CZ-ABC: (80) 9,832; (84) 9,500
RTZ-ABC: (80) 13,704; (84) 13,700
City & RTZ-ABC: (80) 23,536; (84) 23,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,000,000
Savings & Loan	2	$239,000,000

6 - PASSENGER AUTOS: County 26,649

7 - ELECTRIC METERS: Residence 7,639

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300)(1981) **Principal Industrial Pay Day**-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8. Last killing frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.; 2 on Main St.; 2 on 14th St.; and about 4 other blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Castle(10)	NA	Murphy's Mart, Hook's
Payne Vlg.(5)	NA	Ben Franklin, Hook's, Marsh
Trojan Plaza	NA	Kroger, Sav-On

Principal Shopping Days-Fri., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Val Discount; Dollar Stores; K mart; Murphy's Mart.
Chain Drug Stores-Hook 3.
Chain Supermarkets-Marsh Foodliner; Kroger Sav-On.
Other Chain Stores-Paul Harris; Goodyear; Smith-Alsop Paint; Montgomery Ward Catalog; True Value Home Auto; Sherwin-Williams; Radio Shack; Fleenor's; Gallenkamp's.

14 - NEWSPAPERS: COURIER-TIMES (e) 13,980; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Galloway, Adv. Mgr., COURIER-TIMES, PO Box 369, New Castle, IN 47362; Tel. (317) 529-1111.
National Representative: Landon Associates.

NOBLESVILLE

1 - LOCATION: Hamilton County. (in Indianapolis MSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-3.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 12,056; Loc. Est. 13,712
MSA 80 Cen. 1,166,929; Loc. Est. 1,186,466
County 80 Cen. 82,381; Loc. Est. 83,503

4 - HOUSEHOLDS:
City 80 Cen. 4,340; Loc. Est. 5,006
County 80 Cen. 27,314; Loc. Est. 28,395
MSA 80 Cen. 418,536; Loc. Est. 435,043

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$450,324,000
Savings & Loan	2	$56,540,000

6 - PASSENGER AUTOS: County 51,949

7 - ELECTRIC METERS: Residence 5,778

8 - GAS METERS: Residence 5,228

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 750 ($350); Plastics 100 ($260); Castings 180 ($350).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-Noblesville Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	NA	Mitee Handy, A&P, Peoples Drug, Hook's Drug
Castleton	12	Lazarus, JCPenney, Sears
Western Plaza(11)	NA	O'Malia Mkt., Sherwin Williams, Reasner Drugs
Noblesville Square	NA	Marsh Super Mkt., Peoples Drug., 3-D, Mitee Handy

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-3-D.
Chain Drug Stores-Corner; Hook; Reasner Drugs; Haag.
Chain Supermarkets-A&P; O'Malia's; Marsh.
Other Chain Stores-Firestone; Goodyear; True Value; Smith's Jewelry; Guarantee Auto; Mister Clark's Appliances; Bumper-To-Bumper Auto Parts; Roselyn Bakery; Lindner's; Falvey; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e) 8,819; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert Bardonner, Adv. Mgr., LEDGER, 957 Logan St., PO Drawer K, Noblesville, IN 46060; Tel. (317) 773-1210.
National Representative: None.

PERU

1 - LOCATION: Miami County. E&P Map B-2. County Seat. Railroad, agricultural and industrial center. Division point with switching yards for 3 railroads. 74 mi. N of Indianapolis, 70 mi. S of South Bend; 146 mi. from Chicago. In center of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois) and U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19. Important motor freight terminal.

2 - TRANSPORTATION: Railroads-Division HQ for Chesapeake and Ohio, Chicago to Cincinnati Division; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Indiana Motor; Southeastern Trailways.
Airlines-USAir; Air Wisconsin, Delta; United; Republic; Britt.

3 - POPULATION:
City 80 Cen. 13,764; Loc. Est. 13,325
County 80 Cen. 39,820; Loc. Est. 38,948

4 - HOUSEHOLDS:
City 80 Cen. 5,258; Loc. Est. 5,232
County 80 Cen. 13,685; Loc. Est. 13,647

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$173,431,044
Savings & Loan	2	$93,031,336

6 - PASSENGER AUTOS: County 19,310

7 - ELECTRIC METERS: Residence 8,346

8 - GAS METERS: Residence County 8,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroads 400 ($400); Furniture Mfg. 450 ($160); Metals 175 ($200); Heating Equip. 149 ($180); Plastics 296 ($160); Fabricated Metal Prod. 225 ($200); Paper Prod. 175 ($140); Elect. Machy. & Eqipt. 804 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main; 2 on Fifth; 1 on Sixth.
Neighboring Shopping Centers-Main & Grant; Main & Benton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(17)	NA	JCPenney, Hook's
Peru(3)	NA	Rinks, Five Star, Ribordy Drug
Sherwood Sq.(5)	NA	Hook's, K mart
Eastwood Sq.(4)	NA	Scott's Food Center

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. aft. (June, July, Aug.).

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Rink's; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's 2; Ribordy; SupeRx.
Chain Supermarkets-Kroger; Maces; Five Star; Aldi's.
Other Chain Stores-Goodyear; Goodrich; Gallenkamp; Montgomery Ward (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; m-sat) 9,188; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Eileen Schumacher, Nat'l. Adv. Mgr., TRIBUNE, 26 W. Third St., Peru, IN 46970; Tel. (317) 473-6641.
National Representative: Landon Associates.

PLYMOUTH

1 - LOCATION: Marshall County. E&P Map B-2. County Seat. Central northern Indiana at junction of U.S. Hwys. 30 and 31; 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfrs.

2 - TRANSPORTATION: Railroads-(freight only)-Conrail; Norfolk & Western(br.).
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Indiana Motor Bus.

3 - POPULATION:
City 80 Cen. 7,693; Loc. Est. 7,873
County 80 Cen. 39,155; Loc. Est. 39,992
Demographic Information available from Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 2,940; Loc. Est. 2,905
County 80 Cen. 13,640; Loc. Est. 14,203

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$171,808,257
Savings & Loan	2	$10,465,169

6 - PASSENGER AUTOS: County 20,006

7 - ELECTRIC METERS: Residence 3,421

8 - GAS METERS: Residence 2,725

9 - PRINCIPAL INDUSTRIES: Industry-Radiators; Dairy Products; Foundry; Door Mfg.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elec. Wiring; Elec. Converters; Canning; Plastics; Corrugated Boxes; Soft Drink Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 1/2 blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.
Shopping Areas-North on Business 31, 5 stores; East on Jefferson & Kingston, 25 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plymouth Plz.(2)	0	G.L. Perry
Plymouth Cntr.(7)	1	Murphy's Mart, Kroger

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward (catalog); JCPenney; Bosworth's; Treats; Murphy's Mart; Treat's for Her; Fashion Crossroads; Jo-Lyn; Jennifer's Labels for Less; Clothes Closet.
Variety Stores-Sears (catalog); Harvey's; G.L. Perry.
Chain Drug Stores-Peoples ; Walgreens; Revco; Hook's.
Chain Supermarkets-G&G; Kroger; Dave's.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Arvensen's Hdwe.; Carl Sheets Elec.; Kline's Appliance; Radio Shack; Superior Appliances; Coast to Coast; Ecker's.

14 - NEWSPAPERS: PILOT-NEWS (e) 8,904; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Richard Derf, Nat'l. Adv. Mgr., PILOT-NEWS, 217-223 N. Center St., PO Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Jay County. E&P Map C-3. County Seat. Residential & industrial center. 42 mi. N of Richmond, 50 mi. S of Fort Wayne. On U.S. Hwy. 27; State 26 & 67.

2 - TRANSPORTATION: Railroads-Served by Lake Erie & Western branch of Norfolk & Western.
Motor Freight Carriers-6.
Intercity Bus Lines-ABC.
Airlines-Charter Service at Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,074; Loc. Est. 6,977
County 80 Cen. 23,239; Loc. Est. 22,984

4 - HOUSEHOLDS:
City 80 Cen. 2,767; Loc. Est. 2,749
County 80 Cen. 8,359; Loc. Est. 8,460

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	3	$144,858,000

6 - PASSENGER AUTOS: County 11,604

7 - ELECTRIC METERS: Residence 3,283

8 - GAS METERS: Residence 2,731

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Drop Forgings 465; Work Garments 500; Soybean Proc. 125; Brooms 100; Food 125; Feed Milling 100; Av. Wkly. Wage (Mfg.) $192.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11 - TAP WATER: Alkaline, very hard; city has water softening plant.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy.
Discount Stores-3D.
Chain Drug Stores-Hook's; Haag's.
Chain Supermarkets-Marsh; Ludwig.
Other Chain Stores-Western Auto Associate; Sears (catalog); Montgomery Ward (catalog); Holthouse Furn.; Goodyear; Rodefeld's Auto; True Value Hardware.

14 - NEWSPAPERS: COMMERCIAL-REVIEW (e) 5,891; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jerry Lewis, Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
National Representative: None.

PRINCETON

1 - LOCATION: Gibson County. E&P Map A-5. County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State 64.

2 - TRANSPORTATION: Railroads-L&N and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Greyhound, Southeastern Trailways; Suburban Lines; Wabash Valley.
Airlines-Eastern; USAir; Eastern (Evansville airport).

3 - POPULATION:
Corp. City 80 Cen. 8,976; Loc. Est. 10,002
CZ-ABC: (80) 8,976; (84) 8,800
RTZ-ABC: (80) 27,773; (84) 28,200
County 80 Cen. 33,156; Loc. Est. 34,728
City & RTZ-ABC: (80) 36,749; (84) 37,000

4 - HOUSEHOLDS:
City 80 Cen. 3,597; Loc. Est. 4,123
County 80 Cen. 12,800; Loc. Est. 13,020
CZ-ABC: (80) 3,597; (84) 3,600
RTZ-ABC: (80) 9,934; (84) 10,200
City & RTZ-ABC: (80) 13,531; (84) 13,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$176,564,692
Savings & Loan	6	$32,877,271

6 - PASSENGER AUTOS: County 16,967

7 - ELECTRIC METERS: Residence 4,157

8 - GAS METERS: Residence 3,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Products 145; Oil Refinery N.A.; Fundraising Items 186.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Center: 3-D Plaza (13 Stores).
Principal Shopping Days-Fri., Sat., Wed.
Stores Open Evenings-Discounts, Grocery & Drug Mon.-Sat.; Downtown Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; K mart; JCPenney; Dollar General; Schuetz's; Tulip Tree; Wanda's; Frank's.
Variety Stores-Bargain World; Index Notion; 3-D.
Chain Drug Stores-Rexall 3; Walgreens; Hooks.
Chain Supermarkets-Key Mkt.; Gaston's; IGA; Red & White 2; Super Valu.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: CLARION (m-mon to fri) 6,404; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill DeLost, Pub., CLARION, Broadway & N. Gibson Sts., Box 321, Princeton, IN 47670; Tel. (812) 385-2525.
National Representative: None.

RENSSELAER

1 - LOCATION: Jasper County. E&P Map B-2, County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

2 - TRANSPORTATION: Railroads-L&N; Amtrak.
Bus Lines-Indiana Motor; Yellow Freight.

3 - POPULATION:
City 80 Cen. 4,944; Loc. Est. 5,174
County 80 Cen. 26,138; Loc. Est. 26,706

4 - HOUSEHOLDS:
City 80 Cen. 1,893; Loc. Est. 2,015
County 80 Cen. 8,288; Loc. Est. 8,689

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$122,420,634
Savings & Loan	1	$315,000,000

6 - PASSENGER AUTOS: County 12,360

7 - ELECTRIC METERS: Residence 2,061

8 - GAS METERS: Residence 1,827

9 - PRINCIPAL INDUSTRIES: Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Eqpt.; Plastic Table Tops; Casework; Bakery; Plastic Pipe; Battery Chargers.

10 - CLIMATE: Min. & Max. Temp-N.A.

11 - TAP WATER: Alkaline, softened to 4 grains of hardness.

12 - RETAILING: Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Harvey's.
Variety Stores-Schultz Bros.
Chain Drug Stores-Rexall; Hook's; Ribordy; Fagan.
Chain Supermarkets-A&P; Tom's; Elsner's.

14 - NEWSPAPERS: REPUBLICAN (e) 3,442; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: David L. Smith, Pub., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
National Representative: None.

RICHMOND

1 - LOCATION: Wayne County. E&P Map C-3, County Seat. Mfg. center. Agricultural area. 3 mi. W of Ohio state line; 250 mi. SE of Chicago; 68 mi. E of Indianapolis; 40 mi. W of Dayton; 58 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 121, 227, & 627.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio; Norfolk & Southern.
Motor Freight Carriers-29, with 9 terminals.
Intercity Bus Lines-ABC Coach; Continental Trailways; Greyhound.
Airlines-TWA; United; American; Delta; USAir; Piedmont; Wright (Dayton, Ohio Airport). American; US Air; Delta; Eastern; TWA; Mississippi Valley; Continental; Comair; (Indianapolis International Airport). American; Delta; Piedmont; Republic; TWA; United; USAir (Greater Cincinnatti Airport). (Local: Richmond Municipal Airport).

3 - POPULATION:
Corp. City 80 Cen. 41,349; Loc. Est. 40,641
CZ-ABC: (80) 49,520; (84) 47,100
RTZ-ABC: (80) 121,890; (84) 121,700
County 80 Cen. 76,058; Loc. Est. 76,527
City & RTZ-ABC: (80) 171,410; (84) 168,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,682; Loc. Est. 15,939
County 80 Cen. 27,430; Loc. Est. 28,265
CZ-ABC: (80) 18,403; (84) 17,700
RTZ-ABC: (80) 42,500; (84) 42,900
City & RTZ-ABC: (80) 60,903; (84) 60,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$392,566,675
Savings & Loan	3	$173,995,259

6 - PASSENGER AUTOS: County 37,918

7 - ELECTRIC METERS: Residence 17,485

8 - GAS METERS: Residence 12,067

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machy. ex. elec. 2,992 ($272); Trans. Eqpt. 1,301 ($256); Elect. Machy. 687 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 48-98, Fall 33-94; Winter 0-72.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-4 block promenade on Main St.
Neighborhood Shopping Centers-16th & E Main; W 5th & Main; 3400 E Main; U.S. 40 E Garwood Rd.; SW 18th and National Road West; Salisbury Road & U.S. 40 West; 2400 National Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Side(6)	2	Long's, Berman Drugs
East End	1	Haag Drug
Ravinia-Plaza	2	Corvair's, Tim Hogans
Gateway(25)	3	Sears, Ardan, Target
Richmond Sq.(36)	3	JCPenney, Mont. Ward Outlet
Kings Plaza(8)	4	Nationwide, JoAnns, Revco
Kroger Plaza	3	Kroger Sav-On, Fashion Bug

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon. & Fri.; Sprmkts. nightly; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Knollenberg's; JCPenney; Sears; Montgomery Ward Outlet; Elder-Beerman.
Discount Stores-Target; Hecks; K mart 2.
Variety Stores-Woolworth; L.M. Veach.
Chain Drug Stores-Hook's 4; Rexall 2; Haag; Thrift; Vita Fair; Phillips; Revco.
Chain Supermarkets-Thornburgs Super Value; Kroger Sav-On; Village Pantry (Marsh) 3; Cox's IGA 4; Long's; Lawson Milk 3.
Other Chain Stores-Thom McAn; Gallenkamp Shoe; Goodrich; Mab Paints; Sherwin-Williams; Pay-Less Shoes; Hanover Shoes; Radio Shack; Zale's Jewelers; Stuart's; Spencer Gifts; JoAnn Fabrics; Roger Jewelers; Brooks Fashions; TSC Stores; 84 Lumber; Cashway Lumber; Big Blue.

14 - NEWSPAPERS: PALLADIUM-ITEM (e-mon to fri) 22,524; (S) 27,504; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peggy Fitzpatrick, Adv. Dir., PALLADIUM-ITEM, 1175 North A St., Richmond, IN 47374; Tel.(317) 962-1575.
National Representative: Gannett Newspaper Advertising Sales.

ROCHESTER

1 - LOCATION: Fulton County. E&P Map B-2, County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Indiana Interstate Railway Co. (freight); Norfolk and Southern (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,050; Loc. Est. 5,393
County 80 Cen. 19,335; Loc. Est. 20,044
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,075; Loc. Est. 2,100
County 80 Cen. 7,203; Loc. Est. 7,682

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$107,514,694
Savings & Loan	1	$61,997,928

6 - PASSENGER AUTOS: County 9,727

7 - ELECTRIC METERS: Residence 2,518

8 - GAS METERS: Residence 1,761

9 - PRINCIPAL INDUSTRIES: Food; Metal Prod.; Dairy Prod.; Men's Clothing; Business Forms.
Principal Industrial Pay Days-Tues.; Fri.

10 - CLIMATE: First killing frost, Oct. 9. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on 9th St.; 1 on 8th St.; Rochester Plaza Shopping Center (south edge).
Stores Close-Thur. afternoon.
Stores Open Evenings-Fri., some Sun.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; P.N. Hirsch.
Discount Stores-3-D.
Variety Stores-Schultz.
Chain Drug Stores-Hook's; Ribordy; SupeRx.
Chain Supermarkets-Kroger; IGA; Wilt's.

14 - NEWSPAPERS: SENTINEL (e) 4,809; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th Street, Rochester, IN 46975; Tel. (219) 223-2111.
National Representative: None.

RUSHVILLE

1 - LOCATION: Rush County. E&P Map C-4, County Seat. Manufacturing center. 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 44 and 3.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; (all freight lines).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,113; Loc. Est. 5,961
CZ-ABC: (80) 6,113; (84) 5,700
RTZ-ABC: (80) 13,491; (84) 13,100
County 80 Cen. 19,604; Loc. Est. 19,769
City & RTZ-ABC: (80) 19,604; (84) 18,800

4 - HOUSEHOLDS:
City 80 Cen. 2,232; Loc. Est. 2,208
County 80 Cen. 6,641; Loc. Est. 6,838
CZ-ABC: (80) 2,232; (84) 2,100
RTZ-ABC: (80) 4,409; (84) 4,300
City & RTZ-ABC: (80) 6,641; (84) 6,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$75,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 9,927

7 - ELECTRIC METERS: Residence 2,464

8 - GAS METERS: Residence 2,417

9 - PRINCIPAL INDUSTRIES: Furniture; Piston Rings; Air Conditioning 1,200 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

11 - TAP WATER: Neutral (pH 6.5); 10 grains hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on two streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwood(5)	NA	Marsh Foods, Hook's, Dollar General
Rushville(5)	NA	Kroger, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Department Stores-Fri.; Food-Daily & Sunday.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch, Minear's.
Drug Stores-Hook's; Revco; Rushville Phcy.
Variety Stores-3-D; Dollar General.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 3,985; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: S. D. Stokes, Pub., REPUBLICAN, 219 N. Perkins St.; PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.
National Representative: American Newspaper Representatives.

SEYMOUR

1 - LOCATION: Jackson County. E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31; I-65.

2 - TRANSPORTATION: Railroads-Conrail; B&O main line (freight); Milwaukee Road (freight).
Interstate Bus Lines-Greyhound.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,050; Loc. Est. 15,736
CZ-ABC: (80) 15,050; (84) 15,400
RTZ-ABC: (80) 24,550; (84) 24,700
County 80 Cen. 36,523; Loc. Est. 36,692
City & RTZ-ABC: (80) 39,600; (84) 40,100

4 - HOUSEHOLDS:
City 80 Cen. 5,565; Loc. Est. 5,836
County 80 Cen. 12,995; Loc. Est. 13,265
CZ-ABC: (80) 5,665; (84) 5,800
RTZ-ABC: (80) 8,251; (84) 8,400
City & RTZ-ABC: (80) 13,916; (84) 14,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$121,355,934
Savings & Loan	2	$353,004,968

6 - PASSENGER AUTOS: County 18,577

7 - ELECTRIC METERS: Residence 5,692

8 - GAS METERS: Residence 4,866

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Machy. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Avg. Min. & Max. Temp.-Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks N & S on Chestnut St.; 6 E & W on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several smaller shopping centers adjoining city's main section of business.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner Plz.(3)	NA	Taylor Drug
Jackson Park(24)	NA	JCPenney
West Towne Plz.(9)	NA	IGA, Revco
Westwind(3)	NA	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. & Fri.; Center open nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Danner's 3-D; K mart.
Variety Stores-Murphy.
Chain Drug Stores-Hook's; Taylor; Revco.
Chain Supermarkets-Jay-C 2; IGA; Noltings Supe Value 3; Beefking 2; Convenient Food Mart 2.
Other Chain Stores-Goodyear; Paris Style; Montgomery Ward (catalog); Farm Bureau Co-op; Auto Pro; Sears (catalog); Guarantee Auto; Big Blue Store; Radio Shack; Coast-to-Coast Hdwe.; M.A.B. Paint; Bass Pro Shop.

14 - NEWSPAPERS: TRIBUNE (e) 9,703; Mar. 31, 1984 ABC.
Local Contact for Advertising Data: George Main, Adv. Mgr., TRIBUNE, 1215 E. Tipton, Seymour, IN 47274; Tel. (812) 522-4871.
National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Shelby County (In Indianapolis MSA). E&P Map C-4. County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, I-65; State Hwys. 9, 44, 52, 244, 252.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,989; Loc. Est. 14,524
MSA 80 Cen. 1,166,929; Loc. Est. 1,186,466
County 80 Cen. 39,887; Loc. Est. 39,813

4 - HOUSEHOLDS:
City 80 Cen. 5,639; Loc. Est. 5,617
County 80 Cen. 13,823; Loc. Est. 14,073
MSA 80 Cen. 418,536; Loc. Est. 435,043

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$252,980,268
Savings & Loan	2	$47,237,722

6 - PASSENGER AUTOS: County 20,689

7 - ELECTRIC METERS: Residence 18,872

8 - GAS METERS: Residence 5,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fiber Glass 650; Paper-Plastics 580; Furn. 275; industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 300; Alum. Doors-Windows 175; Business Forms 100; Camper Parts 150. Avg. Wkly. Wage, $317.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(23)	NA	JCPenney, K mart, Gloria Marshall
Target(16)	NA	Kroger, Hook's, Coast-to-Coast

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers nightly.
Stores Open Sundays-Most supermarkets, shopping centers, and downtown.
Stores Close-Some Wed. afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Target; K mart.
Variety Stores-G.C. Murphy; Danner's.
Chain Drug Stores-People's; Hook's 2; Rite Aid.
Chain Supermarkets-Lowells; Kroger; Thriftmart; Allied Grocers; Ranch; Thomas.
Other Chain Stores-Diana; Sherwin-Williams; Paul Harris; Big Blue; Jo Ann; Radio Shack; Goodyear; Nationwise Auto; Sycamore; Coast to Coast; Guarantee Auto; Gallenkamp Shoes; Nationwide Auto Parts.

14 - NEWSPAPERS: NEWS (e) 11,143; publisher's guarantee Sept. 30, 1983
Local Contact for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.
National Representatives: Landon Associates; U.S. Suburban Press.

When you are looking for a market to test a new product or service, consider South Central Indiana and the Tribune-Star.

Test market the heartland.

The Terre Haute SMSA, located between Chicago, Evansville, Indianapolis and St. Louis, is home to a cross section of middle America in terms of geography and demographics:

★ Population 176,583
★ Men 48%, Women 52%
★ Median age: 30.6
★ Average family size: 3.16
★ Occupations: 53.3% Blue collar, 46.7% White collar
★ Median family income: $20,683
★ Retail sales in 1980: $950+million
(On-ni-Dateline market study, 1983)

So, if you are interested in reaching a slice of middle America with one efficient buy, remember the Terre Haute SMSA and the newspaper that serves it, the Tribune-Star.

Terre Haute
Tribune-Star
Serving America's Heartland

SOUTH BEND-MISHAWAKA

1 - LOCATION: St. Joseph County (In South Bend-Mishawaka MSA). E&P Map B-2. Industrial, wholesale and educational center. NW part of state, 4 mi. S of Michigan state line; 86 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Road.

2 - TRANSPORTATION: Railroads-Passenger-Amtrak; Chicago South Shore/South Bend Electric Road. Freight-Conrail; Chessie System; Grand Trunk Western/Canadian National; Norfolk & Western; New Jersey, Indiana & Illinois.
Motor Freight Carriers-48.
Intercity Bus Lines-Indian Trails; South Bend Public Transportation Corp; Greyhound; Indiana Motor Bus; Cardinal.
Airlines-United; Air Wisconsin; Britt Airways, Midstate; Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 149,951; Loc. Est. 148,842
South Bend 80 Cen. 109,727; Loc. Est. 106,188
Mishawaka 80 Cen. 40,224; Loc. Est. 42,654
CZ-ABC: (80) 222,598; (84) 214,400
RTZ-ABC: (80) 387,957; (84) 387,400
County 80 Cen. 241,617; Loc. Est. 246,211
MSA 80 Cen. 241,617; Loc. Est. 246,211
City & RTZ-ABC: (80) 610,555; (84) 601,800

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 64,378; Loc. Est. 59,782
South Bend 80 Cen. 48,082; Loc. Est. 42,007
Mishawaka 80 Cen. 16,296; Loc. Est. 17,775
County 80 Cen. 86,204; Loc. Est. 89,698
MSA 80 Cen. 86,204; Loc. Est. 89,698
CZ-ABC: (80) 81,440; (84) 79,300
RTZ-ABC: (80) 133,974; (84) 135,100
City & RTZ-ABC: (80) 215,444; (84) 214,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 175,272

7 - ELECTRIC METERS: Residence 79,000

8 - GAS METERS: Residence 36,500

9 - PRINCIPAL INDUSTRIES: (St. Joseph and Marshall Counties)-Industry, No. of Wage Earners; Total Mfg. 34,700; Transportation Equip. 9,600; Machinery ex. Electrical 8,500; Elec. Machy. 2,200; Primary Metals 1,500; Nondurable Goods 8,400; Non-manufacturing 81,600.

10 - CLIMATE: Avg. Temp.-Summer 71; Winter 31. Normal annual precipitation 35.7 inches. Normal annual snowfall, 68.5 inches.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-South Bend: 9 blocks on Michigan St.; 8 on Main; 7 on Lafayette Blvd., 2 on LaSalle and 3 on Colfax Ave., 3 on Washington; 4 on Jefferson; 3 on Wayne, Western and Monroe Sts., 2 on Lincoln Way. Mishawaka: 7 blocks on Main; 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Village(27)	NA	Walgreen
Scottsdale(110)	NA	L.S. Ayres, Target, Mont. Ward
University Park(107)	NA	L.S. Ayres, Sears, JCPenney, J.L. Hudson

Neighborhood Shopping Centers-100 Center, Lincolnway W. at Center St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Square, Logan and McKinley, South Bend; Hartman Plaza, Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plaza, Ireland & Ironwood Rds; LaSalle Square, Bendix Dr. & Ardmore; College Square, Logan & McKinley, Mishawaka; University Center, Grape at Rte. 23, Mishawaka; University Commons, Rte. 23 & Cleveland, South Bend.
Store Hours-South Bend, Downtown daily 10-6, Thursday 10-9, closed Sundays; Mishawaka, open Fri. evgs.; Some Tues. evgs.; Self-Service Dept. Stores in Shopping Centers open to 10 p.m. daily & varying hours Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m., Mon. through Sat., and to 4 p.m. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; Robertson's; Sears; L.S. Ayre's 2; Montgomery Ward; J.L. Hudson.
Discount Stores-Brite Way; K mart 3; Target.
Variety Stores-McLellan; Ben Franklin 2.
Chain Drug Stores-Hook's 6; Osco 4; Don's 3; Vita Fair; Darnell's; Merricks; Medicine Shoppe; Ribordy.
Chain Supermarkets-Kroger 7; Certified 9; Central Food Stores 4; IGA 5; W.W. Wilt 3; Martin's 7; Park N' Shop 2; Cira's 3.
Other Chain Stores-Clothing: Richman Bros., Scot Ladd 6, Gilbert's, Redwood & Ross, Women's Apparel: Lerner's, Lane Bryant, Casual Corner, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, Tall Girl's, The Village Scene; Shoes: Mary Jane, Maling, Baldwin, Gallenkamp's, Hardy's, Del's, Florsheim, Kinney, Morse, Regal, J. Riggings, Stride Rite, Thom McAn; Jewelry: Fox's, Gordon's, Rost, Sherrin Willens; Candies: Fannie Mae; Bakeries: Weber, Nickles, Kreamo; Tire Stores: Goodrich, Goodyear, Firestone.

14 - NEWSPAPERS: TRIBUNE (e) 102,277; (S) 123,631; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Albert E. Petersohn, Gen. Adv. Mgr., TRIBUNE, 225 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPENCER

1 - LOCATION: Owen County. E&P Map B-4. County Seat. 25 mi. from Greencastle; 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy 231; State Hwys. 46, 67.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-2.
Airlines-Britt at Bloomington; American, Eastern, TWA, United, Delta at Indianapolis.
Intercity Bus Lines-Indianapolis & Vincennes.

3 - POPULATION:
City 80 Cen. 2,732; Loc. Est. 2,962
County 80 Cen. 15,840; Loc. Est. 16,500

4 - HOUSEHOLDS:
City 80 Cen. 1,122; Loc. Est. 1,086
County 80 Cen. 5,631; Loc. Est. 6,047

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$64,282,000
Savings & Loan	1	$14,292,000

6 - PASSENGER AUTOS: County 7,270

7 - ELECTRIC METERS: Residence 1,178

8 - GAS METERS: Residence 776

9 - PRINCIPAL INDUSTRIES: Agricultural & Highway Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equipment; Chemical Toilets; Surgical Supplies; TV Cable Converter Service; Furniture.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-86; Summer 50-107; Fall 27-93; Winter 4-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-4 blocks on Public Sq. and one block each way.
Principal Shopping Days-Thur., Fri.
Stores Close-Wed. afternoons.
Stores Open Evenings-Food nightly & Sun.

13 - RETAIL OUTLETS: Variety Stores-Tresslar's.
Chain Drug Stores-Spartan; Hook's.
Chain Supermarkets-IGA; Red & White; Shur-Fine.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,795; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.
National Representative: None.

SULLIVAN

1 - LOCATION: Sullivan County. E&P Map B-4. County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41 and State Hwy. 154.

2 - TRANSPORTATION: Railroads-L&N; Ill. Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Wabash Valley; Arrow; Greyhound.

3 - POPULATION:
City 80 Cen. 4,774; Loc. Est. 4,849
County 80 Cen. 21,107; Loc. Est. 21,291

4 - HOUSEHOLDS:
City 80 Cen. 1,985; Loc. Est. 2,076
County 80 Cen. 7,948; Loc. Est. 8,165

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$38,500,000
Savings & Loan	1	$5,000,000

6 - PASSENGER AUTOS: County 9,619

7 - ELECTRIC METERS: Residence 2,298

8 - GAS METERS: Residence 1,389

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Rubber 290.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Shopping Center for County. Stores Close: Thur. aft., open Fri. to 8 p.m.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Roots; Tindall's.
Variety Stores-Index Notion; Tindall's.
Chain Drug Stores-Rexall; Hooks.
Chain Supermarkets-Red & White; Shurway; Sav-a-Lot.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,790; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Euteta Turner, Adv. Dept., TIMES, 115 W. Jackson Ave., Sullivan, IN 47882; Tel. (812) 268-6356.
National Representative: None.

TERRE HAUTE

1 - LOCATION: Vigo County (MSA) E&P Map B-4. County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L&N; CM&StP (freight).
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-USAir; Britt.

Terre Haute Tribune Star
(m) 37,174
(S) 38,852 ABC 3/31/84

3 - POPULATION:
Corp. City 80 Cen. 61,125; Loc. Est. 58,387
CZ-ABC: (80) 69,315; (84) 64,200
RTZ-ABC: (80) 193,562; (84) 195,900
County 80 Cen. 112,385; Loc. Est. 113,343
MSA 80 Cen. 137,247; Loc. Est. 138,715
City & RTZ-ABC: (80) 262,877; (84) 260,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,984; Loc. Est. 22,525
CZ-ABC: (80) 26,059; (84) 24,300
RTZ-ABC: (80) 70,115; (84) 71,600
County 80 Cen. 40,278; Loc. Est. 41,538
MSA 80 Cen. 49,510; Loc. Est. 51,141
City & RTZ-ABC: (80) 96,174; (84) 95,900

5 - BANKS	NUMBER	DEPOSITS
Saving	1	$66,478,331
Savings & Loan	6	$198,095,177
Commercial	3	$433,796,002

6 - PASSENGER AUTOS: County 53,048

7 - ELECTRIC METERS: Residence 35,946

8 - GAS METERS: Residence 27,433

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,982 ($201); Mining 152 ($205); Beverages 428 ($261); Chem. and Allied Prod. and Plastics 1,411 ($244); Metals 1,435 ($300); Truck and Trans. 6,869 ($245); Paper Prod. and Printing 2,061 ($195).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, 240 to 325 ppm.; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Wabash Ave.; 2 on 7th St.; 2 on 6th St.; 1 on 5th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
12 Points	2	Super Valu, Honk's
Meadows	2	Woolworth, Kroger, Osco, Meis
Southland	3	No Frills, Hook's
North Plaza	3	Hills, No Frills, Kroger, Meis
K mart Plaza	2	K mart, No Frills
Honey Creek Sq.	4	Sears, Roots, G.C. Murphy, Meis, JCPenney
S. 3rd St.	4	K mart
Riverside Plaza	4	Hills, Paul Harris
Towne So. Plaza	5	Service Mdse., Kroger, Cloth World, Radio Shack

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Roots; Meis Bros.; Schultz; Sears; JCPenney.
Variety Stores-Woolworth; Danner's; G.C. Murphy.
Chain Drug Stores-Hook's 5; Osco 2; Haag's 3.
Discount Stores-K mart 2; Hills 2; Service Merchandise.
Chain Supermarkets-Kroger 4; No Frills 4; Super Valu 2; Great Scot 2.
Other Chain Stores-Fannie May (candy); Firestone; Diana Shoes; Krasner's Bros. (ladies ready-wear); Nobil's Shoes; Darlene Shoe; Levitt Millinery; Singer Co.; Hill Shoes; Barker's (ladies' shoes); General Tire; Sherwin-Williams Paint; Pittsburgh P&G; M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Breser's Ice Cream; Hallmark Cards; Radio Shack; Cloth World.

14 - NEWSPAPERS: TRIBUNE-STAR (m) 37,174; (S) 38,852; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: K.D. Wilson, Adv. Dir., TRIBUNE-STAR, 721 Wabash Ave., Terre Haute, IN 47807; Tel. (812) 231-4275.
National Representative: Landon Associates.

TIPTON

1 - LOCATION: Tipton County (In Kokomo MSA). County Seat. E&P Map B-3.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Indiana R.R.; Hines Coach.

3 - POPULATION:
Corp. City 80 Cen. 5,004; Loc. Est. 4,907
County 80 Cen. 16,819; Loc. Est. 16,711
MSA 80 Cen. 103,715; Loc. Est. 102,555

4 - HOUSEHOLDS:
City 80 Cen. 1,934; Loc. Est. 1,934
County 80 Cen. 5,993; Loc. Est. 6,117
MSA 80 Cen. 37,043; Loc. Est. 37,504

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$74,986,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 8,876

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Steel Parts Mfg.; Food Canning; Poultry & Livestock Equip.; Seed Corn; Fire engines.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 13. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Jefferson St.; 2 S on Main; 2 N on Main.
Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores, Friday; Food, Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Val-U Center; Ben Franklin.
Chain Drug Stores-Marsh; Hook's.
Chain Supermarkets-Marsh Foodliners; Carter's; McGraw's.
Other Chain Stores-Adlers Style Shop.

14 - NEWSPAPERS: TRIBUNE (e) 3,152; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Clyde Bayne, Ret. Adv. Mgr., TRIBUNE, 110 W. Madison St., PO Box 248, Tipton, IN 46072; Tel. (317) 675-2115.
National Representative: None.

VALPARAISO

1 - LOCATION: Porter County. E&P Map B-2 (In Gary-Hammond PMSA). County Seat. Agricultural, dairy and manufacturing center; college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; CN; Norfolk and Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 22,247; Loc. Est. 23,778
PMSA 80 Cen. 642,781; Loc. Est. 646,770
County 80 Cen. 119,816; Loc. Est. 124,086
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,486; Loc. Est. 7,852
County 80 Cen. 39,146; Loc. Est. 41,467
PMSA 80 Cen. 214,244; Loc. Est. 220,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$400,000,000
Savings & Loan	2	$600,000,000

6 - PASSENGER AUTOS: County 66,349

7 - ELECTRIC METERS: Residence 10,764; County 43,731

8 - GAS METERS: Residence 8,743; County 38,216

9 - PRINCIPAL INDUSTRIES: Ball Roller Bearings; Permanent Magnets; Electrical Specialties; Novelty Aprons; Food Proc. Machy.; Extruded Aluminum Prod.; Beanng Screws; Fiberglass Tanks; Can Manufacturing; Resin Mfg.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-87; Summer 36-104; Fall 16-90; Winter -20-67. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette, 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83-store mall 15 mi. NE; 122 store mall 15 mi. W.
Neighborhood Shopping Centers-7 blocks on Lincolnway near Roosevelt; 8 on Calumet; Bush to Glendale; 31-store plaza 2 mi. N.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Lowenstine's; JCPenney; Fetla's; Miller's Mart; K mart; Montgomery Ward.
Variety Stores-Harvey's; Danner's 3-D.
Chain Drug Stores-Sievers (Rexall); Gil's; Ribordy 2; Hook 3; Medicine Shoppe; Walgreen 2.
Chain Supermarkets-Certified 3; Spartan; Eagle; Scot Lad; Foodliner; County Market.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Falvey's; Paramount Shoes; Owens Auto Supplies; Valpo Paint & Wallpaper (Smith-Alsop); TSC Store; Fayva; Paul Harris; Minn Fabrics; Ace Hardware 2.

14 - NEWSPAPERS: VIDETTE-MESSENGER (e-mon to fri; m-sat) 13,063; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Daniel R. Harrington, Adv. Dir., VIDETTE-MESSENGER, 1111 Glendale Blvd.; PO Box 551, Valparaiso, IN 46383; Tel. (219) 462-5151.
National Representative: Landon Associates.

VINCENNES

1 - LOCATION: Knox County. E&P Map B-4, County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. 41, 50 and 150; Indiana 61 and 67.

2 - TRANSPORTATION: Railroads-B&O; L&N.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes; Vincennes Transit (charter only).

3 - POPULATION:
Corp City 80 Cen. 20,857; Loc. Est. 21,407
CZ-ABC: (80) 24,617; (84) 23,900
RTZ-ABC: (80) 50,806; (84) 50,600
County 80 Cen. 41,838; Loc. Est. 42,285
City & RTZ-ABC: (80) 75,423; (84) 74,500

4 - HOUSEHOLDS:
City 80 Cen. 7,768; Loc. Est. 8,038
County 80 Cen. 15,481; Loc. Est. 16,026
CZ-ABC: (80) 9,053; (84) 8,900
RTZ-ABC: (80) 19,098; (84) 19,200
City & RTZ-ABC: (80) 28,151; (84) 28,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$214,142,000
Savings & Loan	2	$133,750,000

6 - PASSENGER AUTOS: County 20,596

7 - ELECTRIC METERS: Residence 11,590

8 - GAS METERS: Residence 9,501

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Batteries 410 ($300); Paper Products 100 ($218); Glass Fabrication 275 ($210); Auto Seat Assembly 220 ($240); Steel Fabrication 150 ($265); Magnet Wire 249 ($240).

10 - CLIMATE: Av. Temp. Winter 34, Summer 79. Rainfall 42 in. annual.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner's Plaza	NA	Danner's
K mart Plaza	NA	K mart, Kroger's
Vincennes Plz (16)	NA	JCPenney, Walgreens

Principal Shopping Days-Sun., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gimbel (Gamble-Skogmo); JCPenney; Hills; Walgreens; Centrai Hardware.
Variety Stores-Tresslar's.
Discount Stores-3D; K mart.
Chain Supermarkets-Kroger; IGA; Standard; Harold's; Buehler's.

14 - NEWSPAPERS: SUN-COMMERCIAL (e-mon to fri) 14,871; (S) 15,927; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Veronica A. Kopp, Nat'l. Adv. Mgr., SUN-COMMERICIAL, 702 Main St., PO Box 396, Vincennes, IN 47591; Tel. (812) 886-9955.
National Representative: Landon Associates.

WABASH

1 - LOCATION: Wabash County. E&P Map C-2. County Seat. Industrial, agricultural & residential center on Wabash River. 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24; State Hwys. 15 and 13.

2 - TRANSPORTATION: Railroads-Norfolk & Western (passenger & freight); Conrail.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,985; Loc. Est. 13,033
CZ-ABC: (80) 12,985; (84) 12,500
RTZ-ABC: (80) 23,655; (84) 23,600
County 80 Cen. 36,640; Loc. Est. 37,121
City & RTZ-ABC: (80) 36,640; (84) 36,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,799; Loc. Est. 4,891
CZ-ABC: (80) 4,799; (84) 4,700
RTZ-ABC: (80) 7,787; (84) 7,800
County 80 Cen. 12,586; Loc. Est. 13,069
City & RTZ-ABC: (80) 12,586; (84) 12,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$200,000,000
Savings & Loan	2	$51,000,000

6 - PASSENGER AUTOS: County 29,773

7 - ELECTRIC METERS: County 14,427

8 - GAS METERS: County 7,785

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber 375 ($400); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220); T-Shirts 200 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15. Last killing frost, Apr. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Village Shopping Mart on U.S. Hwy. 24; Central Shoppers Mall on Hwy. 15.
Principal Shopping Days-Dept. stores-Thur., Fri. Sat.; Food stores-Thur., Fri., Sat.
Stores Close-40% Wed. afternoon.
Stores Open Evenings-All stores Mon.; Food, Hardware, Drug, Variety and Department-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hirsch; Robin Hood; Spurgeon.
Discount Stores-K mart.
Variety Stores-Danner's.
Chain Drug Stores-Gachenheimer 4; Hook's.
Chain Supermarkets-Kroger; Marsh; Clark's; Finer Food 3.
Other Chain Stores-Resneck's; Val-U; Leath (Furn.); Moore's; Smith-Alsop; Ream-Steckbeck (Paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

14 - NEWSPAPERS: PLAIN DEALER (e) 7,155; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: C. Rex Lutz, Adv. Dir., PLAIN DEALER, 123 W. Canal St., PO Box 377, Wabash, IN 46992; Tel. (219) 563-2131.
National Representative: Landon Associates.

WARSAW

1 - LOCATION: Kosciusko County. E&P Map C-2. County Seat. Agriculture, manufacturing, and center of No. Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. 30; State Hwy. 15, 25.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Indiana Motor.
Airport-Charter Flights; Warsaw Municipal.

3 - POPULATION:
Corp. City 80 Cen. 10,647; Loc. Est. 12,014
County 80 Cen. 59,555; Loc. Est. 60,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,934; Loc. Est. 3,486
County 80 Cen. 20,863; Loc. Est. 21,765

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$220,000,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: County 52,774

7 - ELECTRIC METERS: Residence 13,456

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing (incl. food & kindred prods.) 7,500 ($350); Furn. & Fixtures; Printing & Pub.; Chemicals & Allied Prod.; Rubber & Plastics Prod.; Stone, Clay, & Glass Prod.; Primary Metal (Iron, Steel and Gray Iron Foundries); Fabricated Metal Prod.; Machinery; Trans. Equip.; Orthopedic Instruments & Related Prod.; Trans. & Other Public Util. 800 ($300); Retail Trade 1,200 ($200); Fin., Ins. & Real Estate 362 ($250); Services 1,000 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-74; Summer 59-98; Fall 28-78; Winter 15-52. First killing frost, Oct. 13. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-30 blocks on Center, Indiana, Market, Buffalo, Lake and Main Sts.
Neighborhood Shopping Centers-E. Center; E. Market; So. Buffalo; E. Winona Ave.; W. Winona Ave.; N. Lake St.; Road 30 East & West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danners Plaza	NA	Danner's
Lakes Village(20)	NA	K mart, Hook's
Lakeview(18)	NA	Kenny's Mkt., W&W Shoes
Lowery(7)	NA	Marsh Foodliner

13 - RETAIL OUTLETS: Variety Stores-Schultz; Harvey's; W.R. Thomas.
Discount Stores-Wonder; Clinton; Big T; 3D; K mart.
Chain Drug Stores-Hook's; Walter's; Thorburg; Brennan's; Rexall; Walgreen.
Chain Supermarkets-Kroger; Marsh; Burger; Owen's.
Other Chain Stores-Guarantee Auto; Western Auto; Firestone; Glover's; Sears; Kimm Paints; Gambles; Montgomery Ward (catalog); Ream-Steckbeck; Ace; Goodyear; Faley's; P.N. Hirsch; Quality Farm & Fleet Center; Kline's; Radio Shack; W&W Shoes; TSC Industries; JCPenney (catalog).

14 - NEWSPAPERS: TIMES-UNION (e) 12,398; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Dean Tucker, Adv. Mgr., TIMES-UNION, Times Bldg; PO Box 1448, Warsaw, IN 46580; Tel. (219) 267-3111.
National Representative: None.

WASHINGTON

1 - LOCATION: Daviess County. E&P Map B-4. County Seat. Agricultural center halfway (170 mi.) between Cincinnati and St. Louis; 90 mi. NW of Louisville, KY; 100 mi S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

2 - TRANSPORTATION: Railroads-Big Four Freight; Conrail (N & S); Chessie System (E & W).
Motor Freight Carriers-3.
Intercity Bus Lines-Blue Bird; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,325; Loc. Est. 11,644
CZ-ABC: (80) 11,325; (84) 11,000
RTZ-ABC: (80) 39,937; (84) 39,800
County 80 Cen. 27,836; Loc. Est. 28,665
City & RTZ-ABC: (80) 51,262; (84) 50,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,552; Loc. Est. 4,824
County 80 Cen. 9,878; Loc. Est. 10,437
CZ-ABC: (80) 4,552; (84) 4,500
RTZ-ABC: (80) 13,631; (84) 13,900
City & RTZ-ABC: (80) 18,383; (84) 18,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$164,415,000
Savings & Loan	2	$57,629,000

6 - PASSENGER AUTOS: County 22,856

7 - ELECTRIC METERS: Residence 7,276

8 - GAS METERS: Residence 4,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rail Repair 216 ($300); Ball Bearings 110 ($320); Food Processing 400 ($210); Tokheim Corp. 50 ($220); B&O RR 200 ($400); Mining 425 ($500).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 4 on Vantrees; 4 on S St.; East 50 Shopping center; 3-D; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East 50(4)	0	Jay-C, Williams Rexall, Allison Elec.
3-D Plaza(14)	1	Danner's, Cato, Sycamore, Lee's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Drugs, Grocery, Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears.
Variety Stores-G.C. Murphy; Yeager Hardware; Danner's; Dollar General; Lord's Hardware; Greenwood's.
Discount Stores-Danner's 3-D; K mart.
Chain Drug Stores-Williams Rexall 2; Hook's.
Chain Supermarkets-IGA; Jay C; Red & White 4; Buehler's; Sav-A-Lot.
Other Chain Stores-Larkin's; Paris Style; M&A Paints; Sherwin-Williams; Big Blue Stores; Home Outfitters.

14 - NEWSPAPERS: TIMES-HERALD (e) 10,988; Mar. 31, 1984 ABC.
Local Contact for Advertising Data: Lars A. Purdue, Adv. Dir., TIMES-HERALD, 102 E. Vantrees St., Washington, IN 47501; Tel. (812) 254-0480.
National Representative: Landon Associates.

WEST LAFAYETTE

See LAFAYETTE

WINCHESTER, IN-UNION CITY, OH

1 - LOCATION: Randolph, IN and Darke County OH. E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwy. 277, 32, 28; Ohio 71 and 47.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Cities 80 Cen. 11,283; Loc. Est. 11,140
Winchester, IN 80 Cen. 5,659; Loc. Est. 5,637
Union City, OH 80 Cen. 1,716; Loc. Est. 1,684
Union City, IN 80 Cen. 3,908; Loc. Est. 3,819
Counties 80 Cen. 85,093; Loc. Est. 84,763
Randolph, IN 80 Cen. 29,997; Loc. Est. 29,554
Darke, OH 80 Cen. 55,096; Loc. Est. 55,119

4 - HOUSEHOLDS:
Cities 80 Cen. 4,357; Loc. Est. 4,402
Winchester, IN 80 Cen. 2,213; Loc. Est. 2,242
Union City, OH 80 Cen. 654; Loc. Est. 664
Union City, IN 80 Cen. 1,490; Loc. Est. 1,496
Counties 80 Cen. 29,573; Loc. Est. 30,078
Randolph Co., IN 80 Cen. 10,709; Loc. Est. 10,800
Darke Co., OH 80 Cen. 18,864; Loc. Est. 19,278

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$231,000,000
Savings & Loan	2	$15,000,000

6 - PASSENGER AUTOS: Counties: Randolph, IN 14,549; Darke, OH 31,649.

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 4,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Body Co. 650; Furniture 200; Leather 200; Small Motors 553; Metal Supplies 1,200; Glass 2,128.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-62; Summer 57-84; Fall 53-60; Winter 12-55.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri., Many daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; Boston Store.
Discount Stores-Val Discount; Danner's 3-D.
Variety Stores-G.C. Murphy; Ben Franklin; True Value Hardware; Shienglers.
Chain Drug Stores-Hook's 2; People's.
Chain Supermarkets-Marsh; Wright's IGA; Troutwine's.

14 - NEWSPAPERS: NEWS-GAZETTE (e) 4,800; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Greg Howell, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester IN 47394; Tel. (317) 584-4501.
National Representative: None.

IOWA SURVEYS

METROPOLITAN STATISTICAL AREAS

Cedar Rapids-Linn County.
Davenport-Rock Island-Moline, Iowa-Ill.-Scott County, Iowa; Henry and Rock Island Counties, Ill.
Des Moines-Dallas, Polk and Warren Counties.
Dubuque-Dubuque County.
Iowa City-Johnson County.
Omaha, Neb.-Iowa-Douglas, Sarpy and Washington Counties, Neb.; Pottawattamie County, Iowa.
Sioux City, Iowa-Neb.-Woodbury County, Iowa; Dakota County, Neb.
Waterloo-Cedar Falls-Black Hawk and Bremer Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	233	222	226
5-14 Years	574	443	450
15-24 Years	478	549	558
25-44 Years	612	752	764
45-64 Years	579	560	569
65 and Over	349	397	393
TOTAL	2,825	2,913	2,960

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	398	800	1,216
General Mdse.	749	1,164	1,653
Food	1,234	1,969	2,878
Automobiles	1,231	2,231	3,458
Gasoline Stations	593	954	1,540
Apparel	272	408	578
Furniture	266	450	682
Eat./Drink Places	450	806	1,346
Drugs	192	275	420
TOTAL SALES	5,876	9,833	15,086

AMES

1 - LOCATION: Story County. E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-Greyhound; Jefferson Transportation.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 45,775; Loc. Est. 48,104
CZ-ABC: (80) 45,775; (84) 47,600
RTZ-ABC: (80) 29,401; (84) 30,100
County 80 Cen. 72,326; Loc. Est. 73,001
City & RTZ-ABC: (80) 75,176; (84) 77,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,015; Loc. Est. 15,018
County 80 Cen. 23,665; Loc. Est. 24,395
CZ-ABC: (80) 14,015; (84) 14,700
RTZ-ABC: (80) 10,703; (84) 11,100
City & RTZ-ABC: (80) 24,718; (84) 25,800

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$213,755,398
Savings & Loan	4	$166,000,000

6 - PASSENGER AUTOS: County 17,944 (All Vehicles)

7 - ELECTRIC METERS: Residence 11,523

8 - GAS METERS: Residence 13,760

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -State Univ. 7,500; Iowa DOT HQ 500; Sport Clothing 120; Grain Equipment 10; Transportation Center/Abrasives Manf. 550; Equipment Manf. 400; Chemicals 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg.
Shopping Centers-K mart Plaza, 4 blocks on Lincoln Way, 4 miles W; Save U More Center, South Duff, 1 1/2S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Aura(14)	NA	HyVee, K mart
Lincoln Plz (9)		Target,TG&Y,Radio Shack
North Grand(60)	2	Younker's, JCPenney, Sears
Campustown	3	
West Ames	4	K mart, HyVee

Principal Shopping Days-Sat., Sun. & Thur.
Stores Open Evenings-Dept.-Mon. through Fri., Food-every evening; Campustown-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younker's; Sears; Target; K mart.
Chain Supermarkets-Fareway; Randall's; HyVee; Save U More.
Other Chain Stores-Goodyear; Firestone; Woolworth; Fastco Drug; A.J. August; Musicland; Baskin-Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack; Zale's.

14 - NEWSPAPERS: TRIBUNE (e) 9,811; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Van Ekeren, Adv. Mgr., TRIBUNE, PO Box 380, Ames, IA 50010; Tel. (515) 232-2161.
National Representative: Iowa Newspaper Association.

ATLANTIC

1 - LOCATION: Cass County. E&P Map B-3. County Seat. Agricultural area of 40 mi. radius. SW part of state; 60 mi. to Omaha; 89 mi. to Des Moines; 440 mi. to Chicago.

2 - TRANSPORTATION:
Motor Freight Carriers-6.
Intercity Bus Lines-Overland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,789; Loc. Est. 7,993
County 80 Cen. 16,932; Loc. Est. 17,375

4 - HOUSEHOLDS:
City 80 Cen. 3,141; Loc. Est. 3,271
County 80 Cen. 6,524; Loc. Est. 6,853

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$38,210,000
Commercial	2	$138,717,000

6 - PASSENGER AUTOS: County 19,552 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,184

8 - GAS METERS: Residence 2,997

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Feed Mfg., 285 ($230); Steel Bldg., 260 ($200); Street & Road Const., 175 ($200); Engine Bearings, 235 ($275).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-88; Summer 31-101; Fall 33-88; Winter -28-53. First killing frost, Sept. 23. Last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, med. soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Chestnut St.; 4 blocks on Walnut.
Neighborhood Shopping Centers- East and West Seventh Sts.; Highway 6; Atlantic Plaza (14 units).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; grocery & discount stores nightly.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Spurgeon's; Connors'.
Variety Stores-Ben Franklin; Bonnesen's.
Discount Stores-Wheeler's; Coppel Impl.; Pamida; Alco; K mart.
Chain Supermarkets-Hy-Vee; Gene's Super Valu.
Other Chain Stores-Earl May Seed & Nursery; Brown's Shoe Fit; Montgomery Ward; Davis Paint; Barr's Firestone; Goodyear; Singer Co.; Fullerton Lumber; Seifert's; Tober's; Sears (catalog); Gamble's; Western Auto; Pay Less; Cashway Lumber.

14 - NEWSPAPERS: NEWS-TELEGRAPH (e) 7,670; sworn Sept. 29, 1983.
Local Contact for Advertising and Merchandising Data: Mrs. Bob Swanson, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., Atlantic, IA 50022; Tel. (712) 243-2624.
National Representative: Iowa Newspaper Association.

BETTENDORF

See DAVENPORT

BOONE

1 - LOCATION: Boone County. E&P Map B-2. County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,602; Loc. Est. 12,956
County 80 Cen. 26,184; Loc. Est. 26,807
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,005; Loc. Est. 5,232
County 80 Cen. 9,731; Loc. Est. 10,222

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$94,678,076
Commercial	2	$99,839,156

6 - PASSENGER AUTOS: County 29,007 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,298

8 - GAS METERS: Residence 4,602

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 6.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-21 blocks on Story; 11th St., 10th, 9th, 8th, 7th and 6th Sts. also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; Alco.
Chain Drug Stores-Snyder.
Chain Supermarkets-Fareway; Hy-Vee; Randalls.
Other Chain Stores-Big Bear; Tradehome Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS-REPUBLICAN (eS) 4,800; sworn Sept. 30, 1983.

BURLINGTON

1 - LOCATION: Des Moines County. E&P Map D-3. County Seat. Agricultural, dairy area; manufacturing & wholesale center. 206 mi. W of Chicago, 227 mi. N of St. Louis; 290 mi. E of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61

2 - TRANSPORTATION: Railroads-Burlington-Northern; Rock Island.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental.
Airlines-Britt; Air Illinois.
Water-Mississippi River Barge Lines.

3 - POPULATION:
Corp. City 80 Cen. 29,529; Loc. Est. 28,769
CZ-ABC. (80) 32,900; (84) 31,400
RTZ-ABC. (80) 113,126; (84) 113,600
County 80 Cen. 46,203; Loc. Est. 46,639
City & RTZ-ABC. (80) 146,026; (84) 145,000

4 - HOUSEHOLDS:
City 80 Cen. 11,325; Loc. Est. 11,239
County 80 Cen. 17,350; Loc. Est. 17,862
CZ-ABC. (80) 12,734; (84) 12,200
RTZ-ABC. (80) 40,722; (84) 41,500
City & RTZ-ABC. (80) 53,456; (84) 53,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$239,899,097
Commercial	4	$286,427,551

6 - PASSENGER AUTOS: County 46,994 (All vehicles)
7 - ELECTRIC METERS: Residence 12,353
8 - GAS METERS: Residence 11,589
9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners. Ordnance 1,469; Electrical 2,000; Food Products 350; Heavy Machy. 1,570; Furniture 520; Retail Trade 3,430; Wholesale Trade 860.
Principal Industrial Pay Days-Thur., Fri.
10 - CLIMATE: Min. & Max. Temp.-Spring 40-61. Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18. Last killing frost, Apr. 20.
11 - TAP WATER: Alkaline; moderately hard avg. 10 grains; fluoridated.
12 - RETAILING: Principal Shopping Center-7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd and 4th Sts.; Hwys. 34 & 61.
Neighborhood Shopping Areas-Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Road, 5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(33)	3	Mont. Ward, Younker's
K mart Plaza(8)	3	K mart
Westland Mall(61)	6	JCPenney, Younker's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Dept.-Mon.-Fri. Food-Every night.
13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; J.S. Schramm; Jack's; Younkers; K mart.
Discount Stores-Jack's; K mart.
Chain Drug Stores-Osco; Sutter; Peoples Drug Fair.
Chain Supermarkets-Eagle; Hy-Vee 2; Naifeh's; Warehouse Mkt.
Other Chain Stores-Kinney's (shoes); Brown Shoe; Firestone; Goodyear; Singer Ctr.; Smith; Alsop; Coast to Coast; Payless; Schiff Shoes; Fanny Farmer; Kirlins; Nobil's Shoes; Radio Shack; B 5; Chumleys Rest; So-Fro Fabrics; Lord's Jewelers; Zale's Jewelers; The Land of Oz; General Nutrition; KB Fruit & Nuts; Hickory Farms; Holmes Shoes; Maurices; Samuels; Music Den; Palace Clothier; Disc Jockey; The Limited; Seifert's; Spencer's.
14 - NEWSPAPERS: HAWK EYE (e-mon to fri) 18,938, (S) 20,629; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main, Burlington, IA 52601; Tel. (319) 754-8461.
National Representatives: Iowa Newspaper Association; Papert Companies.

CARROLL

1 - LOCATION: Carroll County. E&P Map B-2. County Seat. 100 mi. NW of Des Moines; 100 Mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.
2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
3 - POPULATION:
Corp. City 80 Cen. 9,705; Loc. Est. 10,288
County 80 Cen. 22,951; Loc. Est. 23,445
4 - HOUSEHOLDS:
City 80 Cen. 3,398; Loc. Est. 3,633
County 80 Cen. 7,869; Loc. Est. 8,276

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$96,000,000
Savings & Loan	2	$110,000,000

6 - PASSENGER AUTOS: County 23,862
7 - ELECTRIC METERS: Residence 3,695
8 - GAS METERS: Residence 3,085
9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-Elect control Mfg. 500; Ham Canning Facility 110; Window Mfg. 100; Soft Refrigeration N.A.; Farm equipment N.A.
Principal Industrial Pay Days-Fri.
10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10. Last killing frost, Apr. 15.
11 - TAP WATER: Alkaline, hard; fluoridated.
12 - RETAILING: Principal Shopping Centers-6 blocks on 2 sts.; 2 suburban areas; Westgate Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Discount, Variety, Food-every evening to 9; Others-Thur.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Sernett's.
Discount Stores-Pamida; K mart.
Chain Supermarkets-Hy-Vee; Fareway; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Western Auto; Star Walgreens Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Bauer Built Tire Center; Montgomery Ward(catalog); Sears-(catalog); Tradehome Shoe, Brass Buckle.
14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 7,226; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.
National Representative: Iowa Newspaper Assn.

CEDAR RAPIDS-MARION

1 - LOCATION: Linn County. (In Cedar Rapids MSA). E&P Map D-?. County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N On U.S. Hwys. I-380, 30, 151, 218; State Hwys. 13, 149, 150, 94.

2 - TRANSPORTATION: Railroads-Cedar Rapids &

Iowa City; CMStP&P; Chicago & Northwestern; Waterloo R.R. Co.; Illinois Central Gulf.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Jefferson Trans.; Iowa Coaches; Trailways; Kincaid; Scenic Hawkeye Stages.
Airlines-United; Ozark; Mississippi Valley; Midstate; Frontier; American Central; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 129,717; Loc. Est. 131,813
Cedar Rapids 80 Cen. 110,243; Loc. Est. 111,535
Marion 80 Cen. 19,474; Loc. Est. 20,278
CZ-ABC: (80) 147,979; (84) 147,600
RTZ-ABC: (80) 240,065; (84) 242,300
County/MSA 80 Cen. 169,775; Loc. Est. 171,998
City & RTZ-ABC: (80) 388,044; (84) 389,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,525; Loc. Est. 50,270
Cedar Rapids 80 Cen. 41,662; Loc. Est. 42,964
Marion 80 Cen. 6,863; Loc. Est. 7,306
CZ-ABC: (80) 55,417; (84) 55,800
RTZ-ABC: (80) 85,069; (84) 87,000
County/MSA 80 Cen. 61,770; Loc. Est. 64,010
City & RTZ-ABC: (80) 140,486; (84) 142,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$667,090,400
Commercial	7	$803,276,657

6 - PASSENGER AUTOS: County 164,115 (All Vehicles)
7 - ELECTRIC METERS: Residence 42,000
8 - GAS METERS: Residence 48,241

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Durable Goods 13,200 ($462); Fabric, Metal 1,100 ($424); Machinery 11,300 ($474); Transportation 1,500 (NA); Non-Durable 7,000 ($433); Food 5,300 ($472); Manufacturing 20,200 ($447).

10 - CLIMATE: Min. & Max. Temp.-Spring -5-99; Summer 47-99; Fall 18-92; Winter -18-64. First killing frost, Sept. 23. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Downtown Shopping District-5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd, 4th and 5th Sts., East.
Shopping Centers (No. of Stores)-First Ave. East at 36th St and 44th St.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.
Neighborhood Shopping Areas-2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(40)	2	Ardan
Kenwood	2	Kenwood House
Lindale Mall(108)	3	Sears, Younkers, Petersen's
Jack's Plaza(10)	2	Jack's, Revco
16th Ave.(20)	1	
Vernon(9)	2	Eagle
Target(4)	3	Target Discount
Cedar Hills(11)	3	Me Too Mkt.
K mart/Cedar Mall	3	K mart
Westdale(125)	4	JCPenney, Younkers, Petersen's
Park Town Sq.	2	Revco

Stores Open Evenings-Downtown, Mon. & Thur. Shopping centers & supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Younker's; Armstrong's; Martin's; Sears; Montgomery Ward; JCPenney; Smulekoff's; Kiecks; Petersen & Harned Von Maur.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Jack's.
Chain Drug Stores-Drugtown 4; Paramount 6; Osco 3; Revco 6.
Chain Supermarkets-Eagle 4; Me Too 5; Super Valu 3; Warehouse Mkt ; HyVee 7; Econo Foods.
Other Chain Stores-Auto Supplies: Goodrich, Goodyear, Firestone, Coast-to-Coast; Shoes: Barker's, Baker's, Kinney; Women's Apparel: Seifert's, Wolf's, Young Fashions, Brook's, Neumode Hosiery; Paint: Standard Glass & Paint, Sherwin-Williams, Icwa Paint, Pittsburgh Plate Glass; Misc.: Earl May, Mary Lester Fabrics, Northwest Fabrics, So Fro Fabrics, Fabs.

14 - NEWSPAPERS: GAZETTE (m) 70,639; (S) 80,332; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Denny Fitzpatrick, Nat'l. Adv. Dept., GAZETTE, 500-3rd Ave. SE, Cedar Rapids, IA 52401; Tel. (319) 398-8306.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

CENTERVILLE

1 - LOCATION: Appanoose County. E&P Map C-3. County Seat. Agricultural, industrial, residential; 90 mi. S and E of Des Moines; 100 mi. W of Burlington. State Hwys. 2, 60.

2 - TRANSPORTATION: Railroads-CRI&P; CB&Q.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 6,558; Loc. Est. 6,470
County 80 Cen. 15,511; Loc. Est. 15,284

4 - HOUSEHOLDS:
City 80 Cen. 2,708; Loc. Est. 2,688
County 80 Cen. 6,011; Loc. Est. 6,114

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,647,328

6 - PASSENGER AUTOS: County 15,608 (All Vehicles)
7 - ELECTRIC METERS: Residence 3,384
8 - GAS METERS: Residence 2,441

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Utility Hd. 175 ($295); Plastic Food Pkg. 400 ($225); Radiators 136 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 65-88; Fall 36-60; Winter 22-43.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moulton	15	Woods Bros.
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, HyVee
Unionville, MO	25	Comstock, HyVee

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-True Value; Spurgeons; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Matco.
Chain Drug Stores-City Drug; Walgreens; Owl Rexall.
Chain Supermarkets-HyVee; Super Valu; Fareway.
Other Chain Stores-Coast-to-Coast; Gamble's; Western Auto; Brown Shoe-Fit; Sears (catalog); Montgomery Ward(catalog).

14 - NEWSPAPERS: IOWEGIAN & CITIZEN (m-mon to fri) 4,172; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: John C. Arnold, Pub., IOWEGIAN & CITIZEN, 105 N. Main St., Centerville, IA 52544; Tel. (515) 856-6336.
National Representative: Iowa Newspaper Association.

CHARLES CITY

1 - LOCATION: Floyd County. E&P Map C-1. County Seat. Wholesale center. NE part of state; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Milwaukee; Iowa Terminal RR.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 8,778; Loc. Est. 8,532
County 80 Cen. 19,597; Loc. Est. 19,443
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,401; Loc. Est. 3,346
County 80 Cen. 7,084; Loc. Est. 7,238

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	3	$146,450,000

6 - PASSENGER AUTOS: County 20,872 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,559

8 - GAS METERS: Residence 3,139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Mach. 750 ($310); Animal Health Pdts. 402 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-57; Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 2 on Clark; 2 on Kelly; 2 on Blunt; 1 on 2nd St.; 1 on Gilbert St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cendar Mall(31)	0	HyVee
Easter's SuperValu	0	Super Mkt.

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept.-Thur. & Non.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Discount Stores-Pamida; K mart.
Variety Stores-Thomson's; Ben Franklin.
Chain Drug Stores-Kruse; Easter's; Medicine Chest; Family Pharmacy.
Chain Supermarkets-Easter's Super Valu; Fareway Stores; HyVee.
Other Chain Stores-Montgomery Ward (order store); Sears (order store); Brown's Shoe Fit Co.; Stevensons/Trade Home; Damons Too; Coach House; Roberts Villa; Hanson Tire; Dorfman Auto Supply; Sieg Co.; McGregor Furniture.

14 - NEWSPAPERS: PRESS (e-mon to fri) 3,680; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James Sweet, Adv. Mgr., PRESS, 100 N. Main, Charles City, IA 50616; Tel. (515) 228-3211.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

CHEROKEE

1 - LOCATION: Cherokee County. E&P Map B-2. County Seat.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-7.
Intercity Bus Lines-Iowa Coaches.

3 - POPULATION:
Corp City 80 Cen. 7,004; Loc. Est. 6,935
County, 80 Cen. 16,238; Loc. Est. 16,321

4 - HOUSEHOLDS:
City 80 Cen. 2,689; Loc. Est. 2,712
County 80 Cen. 5,999; Loc. Est. 6,225

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$75,229,000
Savings & Loan	2	$309,147,000

6 - PASSENGER AUTOS: County 18,359 (All Vehicles)
7 - ELECTRIC METERS: Residence 2,647
8 - GAS METERS: Residence 2,232

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Imp. 280 ($247); Meat Packing 800 ($404).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-68; Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8. Last killing frost, May 20.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main and Second St.; North Star Plaza (8 stores-grocery, variety, disc.); Southside Shopping Center (6 stores-hardware, disc.).
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur., Food and discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hawley Allison; Bomgaar's; Sears; Montgomery Ward.
Discount Stores-Gibson's; Alco; K mart; Drugtown.
Chain Drug Stores-McWilliams; Drug Town.
Chain Supermarkets-Fareway; HyVee.
Other Chain Stores-Brown Shoe; Earl May; Casey's General Store; Kum & Go; The Clothes Peddler; Thermo Gas Co; Payless.

14 - NEWSPAPERS: TIMES (m) 3,540, sworn Sept. 26, 1983.
Local Contact for Advertising and Merchandising Data: Gary Barnes, Mktg. Mgr., TIMES, 435 Summit, Cherokee, IA 51012; Tel (712) 225-5111.
National Representative: Iowa Newspaper Association.

CLINTON

1 - LOCATION: Clinton County. E&P Map D-2. County Seat. Manufacturing and agricultural center. Extreme E point in Iowa; 138 mi. W of Chicago, 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMStP&P; C&NW; CRI&P. Mississippi River Municipal Barge Terminal.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; River Trails Transit; Scenic Stage; Clinton Municipal Transit Authority.
Airlines-American Central.

3 - POPULATION:
Corp. City 80 Cen. 32,828; Loc. Est. 32,084
CZ-ABC: (80) 32,828; (84) 31,600
RTZ-ABC: (80) 92,815; (84) 93,800
County 80 Cen. 57,122; Loc. Est. 57,038
City & RTZ-ABC: (80) 125,643; (84) 125,400

4 - HOUSEHOLDS:
City 80 Cen. 12,261; Loc. Est. 12,200
County 80 Cen. 20,345; Loc. Est. 20,805
CZ-ABC: (80) 12,261; (84) 11,900
RTZ-ABC: (80) 32,370; (84) 33,100
City & RTZ-ABC: (80) 44,631; (84) 45,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$121,555,488
Commercial	4	$225,649,000

6 - PASSENGER AUTOS: County 54,741 (All Vehicles)
7 - ELECTRIC METERS: Residence 12,135
8 - GAS METERS: Residence 9,994

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Avg. Wkly. Wage)-Corn Processing 700 ($320); Cellophane and Clysar Mfg. 650 ($360); Railroading and Car Repair 615 ($320); Structural Steel 167 ($300); Steel Tubing and Parts 281 ($290); Ladies Garments 179 ($220); Paper Cartons and Labels 861 ($275); Chemical Products 495 ($330); Coupon Clearing 600 ($224); Wire Products 285 ($220); Plastic Pipe 323 ($300); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 111 ($260).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.
Neighborhood Shopping Centers-8 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept., chain & variety, Mon. & Fri.; food, nightly.

13 - RETAIL OUTLETS: Department Stores-Petersen; Harned Von Maur; Kline's; JCPenney; Sears.
Discount Stores-Paul's Discount; Target; K mart.
Variety Stores-Woolworth; Main Ave.
Chain Drug Stores-Bond-Walgreen's; Osco.
Chain Supermarkets-Eagle Food Centers 3; Jewel Food; Kopp's 4; Aldi Foods.
Other Chain Stores-Firestone; Diamond Paint; Sherwin-Williams; Cobb Optical Co.; Kinney Shoe; Brown's Shoe-Fit; Fullerton Lumber; Eclipse Lumber; Radio Shack; Farm & Fleet.

14 - NEWSPAPERS: HERALD (e) 20,931; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Cunningham, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.
National Representative: Landon Associates.

COUNCIL BLUFFS

1 - LOCATION: Pottawattamie County. (In Omaha, NE-IA MSA). E&P Map A-3. County Seat. Railroad center. Miscellaneous light manufacturing. Western edge of Iowa overlooking Missouri River.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central; Chicago & Northwestern; Norfolk & Western; Missouri Pacific.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Frontier; Ozark; Northwest Orient; Air Midwest; Eastern; TWA; AAA Commuter; Mississippi Valley; Republic; Midway; Texas International; Continental; Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 56,449; Loc. Est. 55,666
CZ-ABC: (80) 56,449; (84) 54,000
RTZ-ABC: (80) 72,305; (84) 72,800
County 80 Cen. 86,500; Loc. Est. 87,513
MSA 80 Cen. 585,907; Loc. Est. 597,854
City & RTZ-ABC: (80) 128,754; (84) 126,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,872; Loc. Est. 21,055
County 80 Cen. 30,781; Loc. Est. 31,849
MSA 80 Cen. 208,746; Loc. Est. 217,647
CZ-ABC: (80) 20,872; (84) 20,200
RTZ-ABC. (80) 24,891; (84) 25,300
City & RTZ-ABC: (80) 45,763; (84) 45,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$342,251,000
Savings & Loan	2	$202,429,436

6 - PASSENGER AUTOS: County 81,400 (All Vehicles)
7 - ELECTRIC METERS: Residence 20,432

8 - GAS METERS: Residence 20,101

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Transp. & Public Utilities 1,400; Mfg. 3,500; Finance, Insurance, Real Estate 1,000; Wholesale and Retail Trade 6,400; Government 4,800; Construction 400; Service 5,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, moderately soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Broadway between 1st & 8th Sts.
Neighborhood Shopping Centers-5 blocks on Broadway near 20th & 25th Sts.; Broadway; 28th to 35th St.; 16th Ave. bet. 7th & 8th Sts.; Bluffs Plaza-4 stores; Sundel Plaza-14 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluff Plz.(4)	1	JCPenney, Hinky Dinky
Bluffs Northway (6)	2	Richman-Gordman
Madison Mall(4)	2	Drugtown, Hy-Vee
Midlands Mall(57)		Brandeis, Philips, Sears
Sherwood Plz.(8)	3	K mart, Nash Finch
Sundel Plaza (14)	1	Curtis Mathes

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept Mon. and Thur.; Midlands Mall every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Richman-Gordman; Sears; Brandeis; Philips.
Discount Stores-K mart.
Chain Drug Stores-Walgreens 2; Skaggs; Drug Town 2.
Chain Supermarkets-Hinky Dinky 2; Super Valu 2; Hy-Vee 2; Warehouse Market (Nash Finch).
Other Chain Stores-Firestone; Goodrich; Goodyear; Tractor Supply; Payless Shoes;Kinney; So-Fro Fabrics; Zale's Jewelry; Norman's Shoe Store; Sutherlands; World Radio; Northwest Fabrics; Earl May Garden Center.

14 - NEWSPAPERS: NONPAREIL (e-mon to fri) 18,669; (e-sat) 18,283; (S) 20,233; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kean, Adv. Mgr., NONPAREIL, 117 Pearl St., Council Bluffs, IA 51501; Tel. (712) 328-1811.
National Representatives: Thomson Newspapers; Iowa Newspaper Association.

CRESTON

1 - LOCATION: Union County. E&P Map B-3. County Seat. Farm area in South central Iowa; livestock, dairying. 75 mi. SW of Des Moines; 100 mi. E of Omaha. On U.S. Hwy. 34; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 8,429; Loc. Est. 8,729
County 80 Cen. 13,858; Loc. Est. 14,215

4 - HOUSEHOLDS:
City 80 Cen. 3,403; Loc. Est. 3,594
County 80 Cen. 5,314; Loc. Est. 5,622

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$89,000,000
Savings & Loan	1	$55,500,000

6 - PASSENGER AUTOS: County 14,643 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,222

8 - GAS METERS: Residence 2,945

9 - PRINCIPAL INDUSTRIES: Railroad Shop & Operating Personnel; Light Machinery; Feed Mixing; Concrete Block; Electric Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Aero-Space Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances.
Principal Industrial Pay Days-Fri., Sat., 17th and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-101; Summer 47-101; Fall 15-84; Winter 10-55. First killing frost, Oct. 10. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.
Neighborhood Shopping Centers-Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Summer and Sheldon.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Shopping Centers every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon Merc.; Sernett's.
Variety Stores-P.M. Place; Ben Franklin; K mart.
Discount Stores-Farm Home & Supply.
Chain Supermarkets-HyVee; Fareway; Super Valu.
Other Chain Stores-Montgomery Ward (catalog); Coast-to-Coast; Goodyear; Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVERTISER (e-mon to fri) 6,722; sworn Oct 1, 1983.
Local Contact for Advertising and Merchandising Data: O.L. Lesan, Adv. Mgr., NEWS-ADVERTISER, 503 W. Adams St., Creston, IA 50801; Tel. (515) 782-2141.
National Representative: Iowa Newspaper Association.

DAVENPORT-BETTENDORF

1 - LOCATION: Scott County. (In Davenport-Rock Island-Moline, IA-IL MSA) E&P Map D-3. County Seat. Small manufacturing. On W bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwy. 6, 61, 67; State Hwy. 122, 22 and 74; I-80.

2 - TRANSPORTATION: Railroads-Davenport; Rock Island; Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-38.
Intercity Bus Lines-Continental Trailways; Greyhound; River Trails Transit; Scenic Stage.
Airlines-United; Ozark; Mississippi Valley; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 130,645; Loc. Est. 133,372
Davenport 80 Cen. 103,264; Loc. Est. 105,797
Bettendorf 80 Cen. 27,381; Loc. Est. 27,575
CZ-ABC: (80) 285,015; (84) 285,900
Iowa CZ-ABC: (80) 131,252; (84) 133,000
Ill. CZ-ABC: (80) 153,763; (84) 152,900
RTZ-ABC: (80) 394,040; (84) 402,500
County 80 Cen. 160,022; Loc. Est. 161,403
MSA 80 Cen. 383,958; Loc. Est. 390,820
City & RTZ-ABC: (80) 679,055; (84) 688,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 47,357; Loc. Est. 49,335
Davenport 80 Cen. 38,024; Loc. Est. 39,919
Bettendorf 80 Cen. 9,333; Loc. Est. 9,416
County 80 Cen. 56,677; Loc. Est. 58,378
MSA 80 Cen. 138,256; Loc. Est. 143,949
CZ-ABC: (80) 104,724; (84) 105,900
Iowa CZ-ABC: (80) 47,583; (84) 48,600
Ill. CZ-ABC: (80) 57,141; (84) 57,300
RTZ-ABC: (80) 139,674; (84) 144,200
City & RTZ-ABC: (80) 244,398; (84) 250,100

5 - BANKS	NUMBER	DEPOSITS
Savings	37	$1,665,232,949
Savings & Loan	10	$1,378,636,841
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 144,579 (All Vehicles)

7 - ELECTRIC METERS: Residence 114,049

8 - GAS METERS: Residence 112,901

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-(MSA) Total Employment 172,200; Mfg. 44,625; (farm equipment, aluminum milling) Non-Manufacturing 87,750; Sector 25,500. Av. Wkly. Wage $329.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 40-92; Fall 13-42; Winter 7-63. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Neutral, hard; fluoridated.

12 - RETAILING. Principal Shopping Centers-Davenport-4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison; N Brady bet. 30th St. & Kimberly Rd. Northpark, between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Spring Village on E. Kimberly & Spring Sts. Bettendorf-State St., from 14th to 19th Sts.; Duck Creek Plaza.
Neighborhood Shopping Centers-Davenport-6 blocks on North Harrison St., 8 near Locust & Division Sts. in NW Davenport; Midtown Plz., Baudy & Locust; Village 27 units & Venture shopping area on N 18th in Bettendorf, Westfair, 9 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N.W. Davenport	3	Geifman's
W. Locust	5	Randall's
Midtown Plz.(15)	2	A&P, Walgreen
Northgate	4	Interstate Book Store, Strum, Geifman's
Spring Village	4	Eagles, Walgreen
Northpark(90)	3	JCPenney, Younker's, Montgomery Ward
Cumberland Sq.(30)	4	Jewel, Osco
East Locust	3	Eagles
Venture	3	Jewel, Osco, Venture
Bettendorf Plz.(6)	2	K mart
Old Town Mall(26)	3	Haag, Playback, Sherwin-Williams
Duck Creek Plaza(38)	5	Younker's, Target, Randall's
Westfair	4	Randall's

Principal Shopping Days-Dept. Stores-Mon., Fri. and Sat.; Food: Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Mon. & Fri. Super Mkts.-Every evg., Mon. through Sun.
Stores Close-Mon. morning and Sat. evgs.
Stores Open Sundays-Discount, Super Mkts., Drug, Shopping Malls.

13 - RETAIL OUTLETS: Department Stores-McCabes; Younker's 3; Petersen Harned von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2.
Discount Stores-Venture 2; Target 2; K mart 4.
Variety Stores-Ben Franklin 2; Kresge; Woolworth 2; Jupiter.
Chain Drug Stores-Haag 14; Bond-Walgreens 9; Osco 3; Main at Locust Phcy.; Medicine Shoppe 3; Stewart 2; Revco 11.
Chain Supermarkets-Eagle 11; Randall's 6; Geifman's 6; Tri-City 3; Jewel 4; 7-Eleven 19; Aldi 4; Convenient 10; Food for Less; County Market.
Independent Buying Groups-Royal Blue; Jack & Jill 5; Super Valu 2; Certified.
Other Chain Stores-Fannie May 4; Firestone 5; Thom McAn 2; Goodyear 5; Bakers; Kinney 5; Lober's; Western Auto 2; Fashion; Singer Co. 2; S&H Green Stamps 2; Richmond Bros. 2; Just Pants 2; Seiferts 2; Paul Harris 2; Walden Books 2; Coach House Gifts 2; So-Fro Fabrics 3; Gliden; Interstate Bookstore 2; Richman Bros. 2; Wallpaper to Go; Arden's 2; Radio Shack 6.

14 - NEWSPAPERS: QUAD-CITY TIMES (all day) 65,014; (S) 85,992; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Johnston, Display Adv. Mgr., QUAD-CITY TIMES, 124 E. 2nd St., Davenport, IA 52808; Tel. (319) 383-2200.
National Representative: Branham/Newspaper Sales.

DES MOINES

1 - LOCATION: Polk County. (In Des Moines MSA). E&P Map C-2. Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago; 206 mi. from Kansas City; 240 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Norfolk & Western; Burlington Northern; Des Moines Union; Iowa.
Motor Freight Carriers-86.
Intercity Bus Lines-Trailways; Greyhound; Jefferson.
Airlines-United; Ozark; Frontier; Republic; TWA; American; Air Midwest; American Central; American West; Great Lakes Aviation.

3 - POPULATION:
Corp. City 80 Cen. 191,003; Loc. Est. 190,521
CZ-ABC: (80) 291,323; (84) 293,600
RTZ-ABC: (80) 901,252; (84) 894,500
MSA 80 Cen. 367,561; Loc. Est. 373,777
County 80 Cen. 303,170; Loc. Est. 308,570
City & RTZ-ABC: (80) 1,192,575; (84) 1,188,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 75,249; Loc. Est. 76,627
County 80 Cen. 114,817; Loc. Est. 119,414
MSA 80 Cen. 137,018; Loc. Est. 142,383
CZ-ABC: (80) 110,855; (84) 112,700
RTZ-ABC: (80) 329,982; (84) 330,300
City & RTZ-ABC: (80) 440,837; (84) 443,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$2,540,594,000
Savings & Loan	9	$2,156,100,000

6 - PASSENGER AUTOS: County 291,626 (All Vehicles)

7 - ELECTRIC METERS: 85,258

8 - GAS METERS: 68,916

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 21,600 ($497); Trans. 10,100 (N.A.); Food 2,900 ($429); Printing 5,800 ($539).
Principal Pay Days-Fri., Mon., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring -1-86; Summer 45-98; Winter -22-68; Fall 11-87; First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-E 7th to W 12th on Walnut, Locust, and Grand Aves.
Neighborhood Shopping Centers-Highland Park at Sixth and Euclid Ave.; Beaverdale at Beaver and Urbandale Ave.; University at University Ave. and 24th St.; Westview at 2400 86th St.; Valley Junction at Downtown West Des Moines; Ingersoll at Ingersoll Ave. (28th to 38th Sts.); Roosevelt at Chamberlain and 42nd Sts.; McNeal at Merle Hay and Urbandale; Fairmont Plaza (E 26 & Euclid); Westown (I-35 & 22nd WDM); Southgate (SE 14th & Indianola Road); Franklin Plaza, 49th and Franklin Ave.; SE 14th & E Army Post Rd.; Village Green (2nd & Grand, WDM); Indian Hills (35th & University Ave., WDM); Apple Valley I & II(7100 University Ave.); Valley Junction Plaza (63rd & Grand Avenue WDM); Ellis Heights (I-80 & NE 14th St.); Ardan Plaza (4000 Merle Hay Rd.); Park Avenue at 9th St.; Hay Market Mall (4300 Merle Hay Rd.); Cedar Ridge (76th St. & Douglas Ave.); Village Square (5800 Merle Hay Rd.); McKinley Plaza (Fleur Dr. & McKinley Ave.); 7900 Hickman Road; Oliver (2300 Euclid Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(25)	NA	Younker's
Merle Hay Mall(125)	NA	Mont Ward, Sears, Younker's
Park Fair(29)	NA	Woolworth
Sherwood Forest(22)	NA	Baker Cafeteria, Radio Shack
Southridge(130)	NA	Mont Ward, Sears, Younker's
Target(10)	NA	Target, Radio Shack
Uptown(18)	NA	Super Valu
Clocktower Square(13)	NA	Children's Palace, T.J.Maxx
Fashion Outlet Mall(17)	NA	Marshall's, Burlington Coat Factory
Wakonda(29)	NA	Dahl's Mkt.
Valley West Mall(125)	NA	Brandeis, JCPenney

Principal Shopping Days-Department Stores-Mon., Fri. and Sat.; Food Stores-Fri. & Sat.
Stores Open Evenings Neighborhood Fri.; Shopping Centers Mon.-Fri.; Food every night until 9 or later and most of Sun.

13 - RETAIL OUTLETS: Department Stores-Younker's 7; Brandeis; Sears 2; JCPenney 2; Montgomery Ward 2; Bond's; Kleins; Petersen Harned VanMaur; Richman Gordman 3.
Discount Stores-K mart 5; Service Mdse.; Target 3; Ardan's 2; Half Price Store 2.
Variety Stores-Kresge; Woolworth; Ben Franklin; Place's.
Chain Drug Stores-Walgreens 6; Drug Mart 6; The Medicine Store 8; Dahl's 9; Drug Town 3; Union Prescription Center 2.
Chain Supermarkets-HyVee 10; Super Valu 9; Hinky Dinky; Dahl's 9; Sav-U-More; Food 4 Less; Superamerica 2; Aldi's 3.
Other Chain Stores-Kwik Shop 10; Quik Trip 22; Git-N-Go 7; 7-Eleven 9; Casey's 7; Helzberg 3; Plubs 3; Ginsbergs; Joseph's 2; Zale's 3; Radio Shack 7; Waldenbooks 3; B. Dalton Booksellers 2; Bakers 3; Country Cobbler 2; Fanfare 2; Florsheim 2; Gallenkamp 2; Kinney 5; Pay Less 3; Naturalizers; Roosevelt Bootery 4; Foreman & Clark 2; K-G Mens 2; County Seat 3; The Gap 3; Arnolds Steams 2; Brooks 3; Casual Corner 3; The Limited 3; Maurice's 3; Paul Harris 2; Seiferts 3; Firestone 5; Goodyear 3; Sherwin-Williams 3; Diamond Vogel.

14 - NEWSPAPERS: REGISTER (m) 238,609; (S) 382,745; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dennis E. Gaukel, Adv. Dir., REGISTER, 715 Locust St., PO Box 957, Des Moines, IA 50304; Tel. (515) 284-8041.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

DUBUQUE, IA-EAST DUBUQUE, IL

1 - LOCATION: Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque, MSA). E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis-St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf; Milwaukee.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Iowa Coaches.
Airlines-American Central; Mississippi Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 64,515; Loc. Est. 64,738
Dubuque, IA 80 Cen. 62,321; Loc. Est. 62,590
E. Dubuque, IL 80 Cen. 2,194; Loc. Est. 2,148
CZ-ABC: (80) 64,515; (84) 63,400
RTZ-ABC: (80) 148,558; (84) 150,300

Counties 80 Cen. 117,265; Loc. Est. 117,993
Dubuque, IA 80 Cen. 93,745; Loc. Est. 94,159
Jo Daviess, IL 80 Cen. 23,520; Loc. Est. 23,834
MSA 80 Cen. 93,745; Loc. Est. 94,159
City & RTZ-ABC: (80) 213,073; (84) 213,700

4 - HOUSEHOLDS:
Cities 80 Cen. 21,862; Loc. Est. 22,327
Dubuque, IA 80 Cen. 21,107; Loc. Est. 21,627
E. Dubuque, IL 80 Cen. 755; Loc. Est. 700
CZ-ABC: (80) 21,862; (84) 21,700
RTZ-ABC: (80) 48,364; (84) 49,600
Counties 80 Cen. 38,349; Loc. Est. 39,492
Dubuque, IA 80 Cen. 30,021; Loc. Est. 30,813
Jo Daviess, IL 80 Cen. 8,328; Loc. Est. 8,679
MSA 80 Cen. 30,021; Loc. Est. 30,813
City & RTZ-ABC: (80) 70,226; (84) 71,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$561,613,589
Savings & Loan	1	$122,924,010
Credit Union	2	$86,238,666

6 - PASSENGER AUTOS: Counties: Dubuque, IA 75,311 (All Vehicles); Jo Daviess, IL 12,217

7 - ELECTRIC METERS: Residence 22,443

8 - GAS METERS: Residence 18,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods 7,200; Fabricated Metal 700; Non-Durable Goods 3,200; Avg. Industrial Wage Per Hour $10.30.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline (pH 8.8), soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Kennedy Mall; Town Clock Plaza; Asbury Square; Inn Plaza; Century Plaza; Warren Plaza; Plaza 20.
Neighborhood Shopping Areas-University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza 20(25)	3	K mart
Kennedy(75)	5	Armstrong's, Ardan, Younker's, Woolworth, JCPenney
Warren	5	Target, Randalls

Principal Shopping Days-Dept. Mon., Fri., Sat.; Food Fri., Sat.
Stores Open Evenings-Central Ave. Stores Mon. through Fri.; Food nightly. Most stores open Sun. noon to 5.

13 - RETAIL OUTLETS: Department Stores-Armstrong's; JCPenney; Sears; Younker's; Theisen.
Discount Stores-K mart; Zayre; Target; Ardan.
Variety Stores-Woolworth.
Chain Drug Stores-Hartig-Rexall 4; Walgreens; Nabors; Revco; Union Prescription.
Chain Supermarkets-Eagle Food 3; Randall's 2; Oky-Doky 8; Save-U-More; Kopps Foods; Warehouse Market.
Other Chain Stores-Leath Furniture; Goodyear; Firestone; Sherwin-Williams; Shoes: Barker's, Kinney, Tradehome, Payless, Gallenkamp, Country Cobbler; Women's Apparel: Lerner Shops, Seiferts, Maurice's, Fashion Gal, Fashion Crossroads, Brooks; Men's Apparel: Gildner's, A.J. August; Misc: Singer Co.; Zale's Jewelry; Musicland; So-Fro Fabrics; Northwest Fabric.

14 - NEWSPAPERS: TELEGRAPH-HERALD (e-mon to fri) 35,874; (S) 39,704; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Larry McCoy, Class. Adv. Mgr.; Steve Westphal, Dis. Adv. Mgr., TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 52001; Tel. (319) 588-5768.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

ESTHERVILLE

1 - LOCATION: Emmet County, E&P Map B-1. On west fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2 - TRANSPORTATION: Railroads-Northwestern.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 7,518; Loc. Est. 7,201
County 80 Cen. 13,336; Loc. Est. 13,162

4 - HOUSEHOLDS:
City 80 Cen. 2,854; Loc. Est. 2,776
County 80 Cen. 4,844; Loc. Est. 4,892

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$25,856,854
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 14,836 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,473

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Meat Packing 600; Produce 110; Livestock Feeds 125.
Principal Pay Days-Tues., Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 Sts.
Neighborhood Shopping Centers-E Central Ave; Plaza-7 stores.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Ehler's; Damon's; JCPenney; Anthony's.
Variety Stores-Ben Franklin; Alco; Pamida.
Chain Drug Stores-Hoye Super Rexall 3; Snyder.
Chain Supermarkets-HyVee; Fareway, Inc.; Harold's Red Owl.
Other Chain Stores-Firestone; Montgomery Ward (catalog); Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e-mon to fri) 2,961; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Richard Myers, Adv. Dir., NEWS, 10 N. 7th St., Estherville, IA 51334; Tel. (712) 362-2622.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

EVANSDALE

See WATERLOO

FAIRFIELD

1 - LOCATION: Jefferson County, E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34, State Hwy. 1.

2 - TRANSPORTATION: Railroads-Burlington.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,428; Loc. Est. 9,880
County 80 Cen. 16,316; Loc. Est. 16,600

4 - HOUSEHOLDS:
City 80 Cen. 3,311; Loc. Est. 3,522
County 80 Cen. 5,716; Loc. Est. 6,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$58,941,000
Savings & Loan	1	$32,423,000

6 - PASSENGER AUTOS: County 16,423

7 - ELECTRIC METERS: Residence 3,371

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 772; Automotive 310; Heavy Equipment 45; Textiles 200; Plastics 220; Manufacturing 150; (Ave. Wkly. Wage industrial $329.41; Ave. Wkly. Wage all other employment $246.65).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Central Square.
Neighborhood Shopping Center-5 blocks on Hwy. 34 W.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida.
Chain Supermarkets-HyVee; AGI; Easter's; Jack and Jill.
Other Chain Stores-Brown Shoe; Western Auto; Gamble's; Coast-to-Coast; TSC; Martha Brown; Seiferts.

14 - NEWSPAPERS: LEDGER (e) 5,904; sworn Apr 4, 1984.
Local Contact for Advertising and Merchandising Data: Dean Gabbert, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556; Tel. (515) 472-4129.
National Representative: Iowa Newspaper Association.

FORT DODGE

1 - LOCATION: Webster County, E&P Map B-2. County Seat. Farming, electronics; 385 mi. to Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central (freight); Chicago Northwestern (freight).
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Sioux.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 29,423; Loc. Est. 28,788
CZ-ABC: (80) 29,423; (84) 28,200
RTZ-ABC: (80) 99,083; (84) 95,300
County 80 Cen. 45,953; Loc. Est. 45,999
City & RTZ-ABC: (80) 128,506; (84) 123,500

4 - HOUSEHOLDS:
City 80 Cen. 11,120; Loc. Est. 11,024
County 80 Cen. 16,886; Loc. Est. 17,238
CZ-ABC: (80) 11,120; (84) 10,800
RTZ-ABC: (80) 36,277; (84) 35,100
City & RTZ-ABC: (80) 47,397; (84) 45,900

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$315,835,278
Savings & Loan	3	$120,672,313

6 - PASSENGER AUTOS: County 45,482 (All Vehicles)

7 - ELECTRIC METERS: Residence 13,237

8 - GAS METERS: Residence 12,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners; Farm Machy. 212; Gypsum 691; Animal Vaccines 319.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Central Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(70)	NA	Sears, JCPenney, Younker's
Wood Plaza(10)	NA	Target
K mart(1)	NA	K mart
Trolley Center(15)	NA	Bobby Rogers

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun.; Food-Thur., Fri., Sat.
Stores Closed-Downtown Mon. a.m.
Stores Open Evenings-Downtown Mon. & Thur.; Shpg. Center 5 nights; Food every night & Sunday.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; JCPenney; Fantles.
Variety Stores-Woolworth; Big Bear.
Discount Stores-K mart; Target; Pay Less Cashway.
Chain Drug Stores-Walgreens; Medicine Chest; Drug Town.
Chain Supermarkets-Fareway; Randalls; Warehouse Mkt.; HyVee.
Other Chain Stores-Kinney Shoe; Firestone; Goodyear; S&H Green Stamps; Sherwin-Williams; Zale's Jewelry; Earl May Seed; Payless Shoes; So-Fro Fabrics; Big Bear; Lazy M Shoes; Coast-to-Coast; Foxmoor; Thom McAn; Lerners; Country Cobbler; Hickory Farms; Seiferts; Maurices; The Closet; Radio Shack; Musicland; Connies Shoes; Northwest Fabrics; Brooks Fashions; Chess King; Coach House; County Seat; Spencer Gifts; Stevensons; Susie's Casuals; Aladdin's Castle; True Value Hardware; OK Hardware; Plywood Hardware; Gordon Jewelers; General Nutrition Center; Nutrition World.

14 - NEWSPAPERS: MESSENGER (e) 24,561; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Schlesinger, Adv. Dir., MESSENGER, 713 Central Ave., PO Box 659, Fort Dodge, IA 50501; Tel. (515) 573-2141.
National Representatives: Papert Companies; Iowa Newspaper Association.

FORT MADISON

1 - LOCATION: Lee County, E&P Map D-3, County Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61; State Hwys. 103.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington-Northern.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,520; Loc. Est. 13,423
CZ-ABC: (80) 13,520; (84) 13,100
RTZ-ABC: (80) 19,066; (84) 19,200
County 80 Cen. 43,106; Loc. Est. 43,386
City & RTZ-ABC: (80) 32,586; (84) 32,300

4 - HOUSEHOLDS:
City 80 Cen. 5,043; Loc. Est. 5,122
CZ-ABC: (80) 5,043; (84) 4,900
RTZ-ABC: (80) 6,524; (84) 6,700
County 80 Cen. 15,618; Loc. Est. 16,226
City & RTZ-ABC: (80) 11,567; (84) 11,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$107,381,000
Savings & Loan	2	$295,367,000

6 - PASSENGER AUTOS: County 41,983 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,654

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sterile Canned Meat Products 709; Anhydrous Ammonia, Carbon Dioxide, Nitric Acid, Ammonium Nitrate 292; Paper Corrugating Medium 145; Decorating and Protective Finish Paints 315; Van Trailers 247; Wheels, Hand Trucks, Automotive Safety Equipment 149; Pens, Pencils, Marking Instruments 1,403; Ammonium Molybdate Products, Molybdic Oxide, Sulfuric Acid, Tungsten 124; Waxpaper Products 63; Aluminum Cans 81.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Plz (20)	NA	HyVee
TG&Y Plz.	NA	TG&Y Stores

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Jack's; TG&Y.
Variety Stores-Woolworth.
Chain Drug Stores-Your Drug; Rashid Rexall; Lampe Drug.
Chain Supermarkets-Greenwald's; Easter Foods; Aldi's; HyVee.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); JCPenney (catalog); Erman's; Kessler's; Lou Marise; Colony Shoppe; Glasgow, Ltd.; Hesse's; Boylan's.

14 - NEWSPAPERS: DEMOCRAT (e) 7,246; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Lewis, Pub., DEMOCRAT, 1226 Avenue H, Ft. Madison, IA 52627; Tel. (319) 372-6421.
National Representatives: Iowa Newspaper Association.

IOWA CITY

1 - LOCATION: Johnson County (MSA). E&P Map D-2. County Seat. Agricultural and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80.

2 - TRANSPORTATION: Railroads-(freight only) Crandic.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Missouri Transit; Continental Trailways.
Airlines-Ozark; United; Mississippi Valley; Midstates (Cedar Rapids Airport 20 miles).

3 - POPULATION:
Corp. City 80 Cen. 50,508; Loc. Est. 53,627
CZ-ABC: (80) 59,264; (84) 60,300
RTZ-ABC: (80) 39,206; (84) 40,800
County/MSA 80 Cen. 81,717; Loc. Est. 84,622
City & RTZ-ABC: (80) 98,470; (84) 101,100

4 - HOUSEHOLDS:
City 80 Cen. 18,594; Loc. Est. 20,023
County/MSA 80 Cen. 30,220; Loc. Est. 32,047
CZ-ABC: (80) 22,537; (84) 23,200
RTZ-ABC: (80) 13,483; (84) 14,100
City & RTZ-ABC: (80) 36,020; (84) 37,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$513,029,000
Savings & Loan	4	$64,218,000
Credit Union	4	$31,102,000

6 - PASSENGER AUTOS: County 67,421 (All Vehicles)

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence 23,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Univ. of Iowa & Hospitals and Clinics 17,000; Vet. Hosp. 978; Printing 270; Contracting 542; Drug Prod. Mfg. 426; Toothbrush Mfg. 566; Feeds 255; Foam Rubber 170; Electronic Equipment 125.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Clinton, Dubuque, Washington College, Iowa & Linn Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Capitol(60)	NA	Younker's, Osco, JCPenney
Sycamore Mall(50)	NA	Walgreens, Sears, Petersen's
Lantern Park Plaza(15)	NA	HyVee Foods, People's Drug, TG&Y
Towncrest	NA	People's Drug
Wardway Plaza(6)	NA	Eagle's Mkt. Jack's Discount
K mart	NA	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All Shopping Centers; Food, every eve. and Sun.
Stores open Sundays-2 drug; food; Sycamore Mall; Old Capitol Center; TG&Y Family Center.

13 - RETAIL OUTLETS: Department Stores-Younker's; JCPenney; Sears; Petersen's.
Discount Stores-K mart; TG&Y Family Center; Jack's Discount.
Variety Stores-TG&Y.
Chain Drug Stores-Osco; Revco; People's Drug 3; Pearson's 2; Walgreens; Drug Town 2.
Chain Supermarkets-Randall's Super Valu 2; HyVee Food Stores 4; Eagle 3.
Other Chain Stores-Firestone; Goodyear; Pittsburgh; Sherwin-Williams; Gallenkamp; Kwik Shop; Walden Book; A.J. August; Musicland; Maurice's; Seiferts; Dean's; Radio Shack; Kirlin's; Radio World; Kinney Shoes; Susie Casuals; Braun's; Record Bar; Brook's Fashions.

14 - NEWSPAPERS: PRESS-CITIZEN (e) 16,245; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mary P. Stier, Adv. Dir., PRESS-CITIZEN, 319 E. Washington St., Iowa City, IA 52240; Tel. (319) 337-3181.
National Representatives: Iowa Newspaper Association; Gannett Newspaper Advertising Sales.

KEOKUK

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Diversified manufacturing center surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis; 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi; on U.S. Hwys. 61 & 218; Hwy. 136 across Mississippi to Illinois.

2 - TRANSPORTATION: Railroads-Chicago, Burlington & Quincy; Chicago Rock Island & Pacific; Norfolk & Western; TP&W (freight); Santa Fe; Conrail; Burlington Northern.
Motor Freight Carriers-17.
Airlines-Non-commercial facilities.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,536; Loc. Est. 13,229
CZ-ABC: (80) 13,536; (84) 12,700
RTZ-ABC: (80) 47,178; (84) 47,100
County 80 Cen. 43,106; Loc. Est. 43,386
City & RTZ-ABC: (80) 60,714; (84) 59,800

4 - HOUSEHOLDS:
City 80 Cen. 5,224; Loc. Est. 5,362
County 80 Cen. 15,618; Loc. Est. 16,226
CZ-ABC: (80) 5,224; (84) 4,900
RTZ-ABC: (80) 17,036; (84) 17,200
City & RTZ-ABC: (80) 22,260; (84) 22,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$129,578,000
Savings & Loan	2	$9,000,000

6 - PASSENGER AUTOS: County 41,983 (all vehicles)

7 - ELECTRIC METERS: Residence 10,021

8 - GAS METERS: Residence 5,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Castings 562; Iron Alloys 450; Corn Prod. 542, Rubber Prod. 950; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-71; Summer 63-84; Fall 36-54; Winter 19-33. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Main; Keosippi Mall (32 stores, including JCPenney); Discount Shopping Center, 3 blocks, 20th & Main to 23rd & Main includes K mart, Jack's, Niemann Foods.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.; Food nightly; Mall, discounts & grocers 1/2 day Sun.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Dollar General; JCPenney; Spurgeons.
Discount Stores-Big Bear; Jack's; K mart; Irwin Phillips.
Variety Stores-Woolworth.
Chain Drug Stores-Osco; J&S Walgreens.
Chain Supermarkets-HyVee; Niemann Foods; Jack & Jill.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); McLaughlin Auto; Sherwin-Williams; Chanen's; Goodyear; Stevenson's; Gallenkamp; Nobil Shoes; Kirlin's Candies.

14 - NEWSPAPERS: GATE CITY (e) 6,446; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: S.R. Barge, Adv. Dir., GATE CITY, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.
National Representative: Iowa Newspaper Association.

LE MARS

1 - LOCATION: Plymouth County, E&P Map A-2, County Seat. Agricultural area; in NW Iowa; 25 mi. N of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

2 - TRANSPORTATION: Railroads-Chicago; Northwestern; Illinois Central; Gulf.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Lines; Iowa Coaches.
Airlines-Local airport, charter service available.

3 - POPULATION:
Corp. City 80 Cen. 8,276; Loc. Est. 8,576
County 80 Cen. 24,743; Loc. Est. 25,521

4 - HOUSEHOLDS:
City 80 Cen. 2,961; Loc. Est. 3,125
County 80 Cen. 8,425; Loc. Est. 8,905

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$35,386,000
Savings	1	$60,112,000
Savings & Loan	3	$385,525,000

6 - PASSENGER AUTOS: 25,232 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,010

8 - GAS METERS: Residence 2,531

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Processing 250 ($300).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11 - TAP WATER: Neutral; medium hardness.

12 - RETAILING: Principal Shopping Center-14 blks. on 4 sts.
Neighborhood Shopping Centers-3 on Hwy. 75 S.; 2 on Hwy. 75 N.
Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Thur.; Supermarkets Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Chain Supermarkets-HyVee; Fareway; Jack & Jill.
Other Chain Stores-Bomgaars (farms supplies); Fashion Crossroads; Great Plains Supply; Montgomery Ward; Sears; Pamida; Alco.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,407; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jim Hodgson, Adv. Mgr., SENTINEL, 41 First Ave. NE, Le Mars, IA 51031; Tel. (712) 546-7031.
National Representative: Iowa Newspaper Association.

MARION
See CEDAR RAPIDS

MARSHALLTOWN

1 - LOCATION: Marshall County, E&P Map C-2, County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; Iowa 14.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airport-State/Municipal.

3 - POPULATION:
Corp. City 80 Cen. 26,938; Loc. Est. 28,089
CZ-ABC: (80) 26,938; (84) 26,800
RTZ-ABC: (80) 64,025; (84) 63,600
County 80 Cen. 41,652; Loc. Est. 42,997
City & RTZ-ABC: (80) 90,963; (84) 90,400

4 - HOUSEHOLDS:
City 80 Cen. 10,244; Loc. Est. 10,830
County 80 Cen. 15,410; Loc. Est. 16,270
CZ-ABC: (80) 10,244; (84) 10,300
RTZ-ABC: (80) 23,307; (84) 23,300
City & RTZ-ABC: (80) 33,551; (84) 33,600

5 - BANKS	NUMBER	DEPOSITS
Savings & State	3	$230,400,483
Savings & Loan	3	$140,991,748

6 - PASSENGER AUTOS: County 44,100 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,384

8 - GAS METERS: Residence 9,125

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Heating Equip. 664; Oil & Gas Controls 3,400; Meatpacking 310; Foundry 401; Die-Casting 351.
Principal Industrial Pay Days-1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65. First killing frost, Oct. 9. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Main St. & intersecting streets, open Mon. evenings; some on Sun. & Thur.
Shopping Centers-N 13th St.; S 3rd Ave. and Olive St.; Center & Olive Sts., Center & Southridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshalltown(53)	NA	JCPenney, Walgreens, Younker's, Sears, Wal-Mart
Meadow Ln.(6)	NA	K mart, HyVee

Principal Shopping Days-Mon., Thur., Sat. & Sun.
Stores Open Evenings-Mon., Thur., Sun. afternoon; supermarkets open each evening.

13 - RETAIL OUTLETS: Department Stores-Younker's; Fantle's; Spurgeon's; JCPenney.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; Drug Town; Gregor's; Walgreens; Medicine Store.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Fareway; Cliftons; Econo-Foods; HyVee.
Other Chain Stores-Kinney Shoes; Sears Roebuck; Firestone; Newton's (jewelry); Seiferts; Matt Furniture; Nichols & Green; Musicland; Stuart's; Mode O'Day; Baskin-Robbins; Gallenkamp Shoes; Coach House; Waldenbooks; General Nutrition Center; Acme Piano; Maurice's; Toy Fair; McGregor Furniture; Shepherd of The Hills; Flowerama; Hal's; Karmel Korn; Radio Shack; Stevensons; Tobers; Zale's; As You Like It; Bottomhalf; Gildner's; So-Fro Fabrics; Bobby Rogers; Crazy Top Shop; Athlete's Foot; Donutland; Long John Silver; Fanny Farmer; PayLess Shoes; Pearle Vision Center; Nemo's; Jewelry Hut; Sports-A-Foot; Riddle & Ringer Jewelers; Waterbed Boutique; Bridal Boutique; Braun's Women's Fashions.

14 - NEWSPAPERS: TIMES-REPUBLICAN (e) 14,617; Apr. 1, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Long, Adv. Dir., TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 50158; Tel. (515) 753-6611.
National Representative: Iowa Newspaper Association.

MASON CITY

1 - LOCATION: Cerro Gordo County, E&P Map C-1, County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Iowa Terminal RR.
Motor Freight Carriers-31.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Trans.; Public Transit Co.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 30,144; Loc. Est. 30,520
CZ-ABC: (80) 38,349; (84) 37,400
RTZ-ABC: (80) 90,989; (84) 89,300
County 80 Cen. 48,458; Loc. Est. 49,190
City & RTZ-ABC: (80) 129,338; (84) 126,700

4 - HOUSEHOLDS:
City 80 Cen. 11,884; Loc. Est. 11,662
County 80 Cen. 18,694; Loc. Est. 19,399
CZ-ABC: (80) 15,064; (84) 14,800
RTZ-ABC: (80) 33,455; (84) 33,100
City & RTZ-ABC: (80) 48,519; (84) 47,900

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$147,285,545
Savings & Loan	2	$115,088,220

6 - PASSENGER AUTOS: County 50,144 (All Vehicles)

7 - ELECTRIC METERS: Residence 12,405

8 - GAS METERS: Residence 11,368

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total: 22,170; Mfg. 3,410; Non-Mfg. 18,760.
Principal Pay Days-Fri., 3rd, 4th, 5th; 15th through 19th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-99; Summer 40-102; Fall 13-98; Winter 20-64.

11 - TAP WATER: Very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Federal Ave.; 4 each on 6 side streets.
Neighborhood Shopping Centers-1300 to 1500 N. Federal; 1400-1700 S. Federal.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	NA	K mart
Sears Mason City(17)	NA	Sears, Target
Willowbrook(24)	NA	Spurgeon's, HyVee
Regency(20)	NA	Drug Town, HyVee

Principal Shopping Days-Mon., Thur. & Fri.
Stores Open Evenings-All Mon.; some Thur.; shopping centers every night.
Stores Open Sundays-Supermarkets, Sears, K mart, Target.

13 - RETAIL OUTLETS: Department Stores-Stevenson's; Damon's; Younker's; JCPenney; Sears; Raizes.
Variety Stores-S.S. Kresge; Ben Franklin.
Discount Stores-K mart; Target.
Chain Drug Stores-Osco; Drug Town.
Chain Supermarkets-Fareway; Safeway; HyVee Super Valu; Warehouse Market; Grupps 2.
Other Chain Stores-Shoes: Tradehome, Merit, Nichols & Green, Payless, Walkers; Auto: Goodyear, Coast to Coast, J&L, Aroc; Paint: Sherwin-Williams, Iowa Paint, Morris, Diamond, Pittsburgh, Cooks; Clothing: Buttrey's, Gildner's, St. Paul Clothiers, St. Clair-Starks, Three Sisters; Furniture: McGregor; Fanny Farmer Candy; Earl May; T.S.C.

14 - NEWSPAPERS: GLOBE-GAZETTE (m) 22,146; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Howard Query, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington, Mason City, IA 50401; Tel. (515) 423-4270.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

MOUNT PLEASANT

1 - LOCATION: Henry County, E&P Map D-3, County Seat. Agricultural, insurance and shopping center. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-Arledge.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,322; Loc. Est. 7,689
County 80 Cen. 18,890; Loc. Est. 19,521

4 - HOUSEHOLDS:
City 80 Cen. 2,611; Loc. Est. 2,798
County 80 Cen. 6,707; Loc. Est. 7,062

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$81,505,000
Savings & Loan	1	$174,566,803

6 - PASSENGER AUTOS: County 20,219 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Engineering & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Direct Mail Advertising; Envelope Mfg.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Fri. & Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Pamida Discount; Alco.
Variety Stores-Harrison's.
Chain Drug Stores-Rexall; Valu-Rite.
Chain Supermarkets-HyVee; Super Valu; Beaver's; Jack & Jill.

14 - NEWSPAPERS: NEWS (e) 4,008; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Neil Wikel, Adv. Mgr., NEWS, 215 W. Monroe St., Mount Pleasant, IA 52641; Tel. (319) 385-3131.
National Representatives: Landon Associates; Iowa Newspaper Association.

MUSCATINE

1 - LOCATION: Muscatine County, E&P Map D-3. On the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61; State Hwys. 22 & 38.

2 - TRANSPORTATION: Railroads-CMStP&P.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental; American; Trailways.
Barge Lines-Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3 - POPULATION:
Corp. City 80 Cen. 23,467; Loc. Est. 23,984
CZ-ABC: (80) 23,467; (84) 23,200
RTZ-ABC: (80) 53,834; (84) 55,600
County 80 Cen. 40,436; Loc. Est. 41,237
City & RTZ-ABC: (80) 77,301; (84) 78,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,517; Loc. Est. 8,726
County 80 Cen. 14,214; Loc. Est. 14,822
CZ-ABC: (80) 8,517; (84) 8,500
RTZ-ABC: (80) 18,867; (84) 19,700
City & RTZ-ABC: (80) 27,384; (84) 28,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$771,000,000
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 43,163 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,089

8 - GAS METERS: Residence 9,718

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-54 diversified industries including: Chemicals & allied industries 2,500 ($300); Food Proc. 1,000 ($215); Fab. Metal Products 1,000 ($300); Heavy Const.; Utilities 200 ($275); Consulting Engineers 300 ($450); Machinery 250 ($215); Button Mfg. 140 ($200); Mining, Sand & Gravel 250 ($175); Grain & Feed Proc. 1,000 ($400).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp.-Spring 63; Summer 74; Fall 49; Winter 28. First killing frost, Oct. Last killing frost, late April.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Second St., 5 on Third St.; 11 on Sts. connecting Second & Third Sts.
Neighborhood Shopping Centers-Muscatine Mall; Wal-Mart on Park Ave. (Walgreens, HyVee Foods); 5 blocks on Mulberry Ave.; 3 on Hershey Ave.; 6 on Grandview Ave.; 2 on Park Ave.
Principal Shopping Days-Thur., Fri. & Mon.
Stores Open Evenings-Mon. through Fri. Food every evg.
Stores Open Sundays-Some food, drug & hdwr.; Muscantine Mall evenings to 9 & Sun. until 5 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wal-Mart; Petersen's.
Variety Stores-Jupiter.
Discount Stores-Pamida.
Chain Supermarkets-Sun-Mart 3; HyVee.
Chain Drug Stores-Stiles; Walgreens.
Other Chain Stores-Spurgeon's; Sieg (auto supplies); Sherwin-Williams; Goodrich; Firestone; Western Auto.

14 - NEWSPAPERS: JOURNAL (e) 11,121; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary Hepker, Adv. Sales Mgr., JOURNAL, 301 E. 3rd St.; PO Box 809, Muscatine, IA 52761; Tel. (319) 263-2331.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

NEWTON

1 - LOCATION: Jasper County, E&P Map C-2, County Seat. Residential center. 35 mi. NE of Des Moines; 320 mi. W of Chicago. On I-80.

2 - TRANSPORTATION: Railroads-CRI&P.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,292; Loc. Est. 15,190
County 80 Cen. 36,425; Loc. Est. 36,481

4 - HOUSEHOLDS:
City 80 Cen. 6,143; Loc. Est. 6,165
County 80 Cen. 13,564; Loc. Est. 13,873

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$100,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 39,324 (All Vehicles)

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 4,526

9 - PRINCIPAL INDUSTRIES: Washing Machines; Dryers; Heavy Machinery; Advertising; Novelties; Cheese.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Softened.

12 - RETAILING: Principal Shopping Center-Downtown Newton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Newton Plz.(5)	NA	Alco Discount
Newton Ctr.(28)	2	Younker's, Peoples Drug, Spurgeon's

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Dept.-Mon.; Food-Mon. through Sat.; Drug-nightly.
Stores Open Sundays-Grocery, discount & department.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Younker's; K mart; Big Bear; Farm & Home Store; Alco; Wal-Mart.
Variety Stores-Woolworth; C Mart.
Chain Drug Stores-Powers Rexall; Nollen 3; Drugtown; Peoples.
Chain Supermarkets-Nash Finch; HyVee; Fareway.
Other Chain Stores-Goodyear; Mode O'Day; Earl May Seed.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,105; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Joe McDermont, Adv. Mgr., NEWS, PO Box 967, Newton, IA 50208; Tel. (515) 792-3121.
National Representative: Iowa Newspaper Association.

OELWEIN

1 - LOCATION: Fayette County, E&P Map C-2. Retail and industrial center (19 industries); NE part of state; 250 mi. to Chicago; 200 to Minneapolis; 350 to Omaha; 753 to Kansas City.

2 - TRANSPORTATION: Railroads-Chicago Northwestern (division point).
Motor Freight Carriers-16.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Blue Lines.

3 - POPULATION:
Corp. City 80 Cen. 7,564; Loc. Est. 7,580
CZ-ABC: (80) 7,564; (84) 7,400
RTZ-ABC: (80) 50,739; (84) 50,300
County 80 Cen. 25,488; Loc. Est. 25,753
City & RTZ-ABC: (80) 58,303; (84) 57,700

4 - HOUSEHOLDS:
City 80 Cen. 2,890; Loc. Est. 2,941
CZ-ABC: (80) 2,890; (84) 2,800
RTZ-ABC: (80) 17,574; (84) 17,600
County 80 Cen. 9,093; Loc. Est. 9,390
City & RTZ-ABC: (80) 20,464; (84) 20,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$105,917,819
Savings & Loan	2	$38,830,114

6 - PASSENGER AUTOS: County 25,552 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,570

8 - GAS METERS: Residence 3,083

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroads 84 ($500); Air Cleaners 101 ($500).
Principal Industrial Pay Days-Air cleaners Thur.; Railroad 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-109; Fall 45-83; Winter 36-59. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Frederick; 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.
Neighborhood Shopping Centers-1 block at Frederick & 10th S & N; E Charles at 8th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairbank	7	Cranston Hardware
Maynard	8	Maynard Co-Op
Arlington	18	Arlington Co-Op
Fayette	17	Dahlke IGA

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Connor's; Pamida; Ace Hardware; K mart; Meyer Lincoln; True Value.
Farm Stores-Big Bear; Farm Fleet.
Variety Stores-Woolworth; Ben Franklin.
Chain Supermarkets-Fareway; IGA; Super Valu.

14 - NEWSPAPERS: REGISTER (e) 6,898; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Doug Hladky, Adv. Mgr., REGISTER, 25 1st St. SE, Oelwein, IA 50662; Tel. (319) 283-2144.
National Representatives: Iowa Newspaper Association; Thomson Newspapers.

OSKALOOSA

1 - LOCATION: Mahaska County, E&P Map C-3, County Seat. Residential center; 60 mi. SE of Des Moines. On U.S. Hwy. 163, 63; Iowa 92 & 137. 30 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Branch line of Chicago & Northwestern; branch of CRI&P.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,629; Loc. Est. 10,936
County 80 Cen. 22,507; Loc. Est. 23,642

4 - HOUSEHOLDS:
City 80 Cen. 4,294; Loc. Est. 4,421
County 80 Cen. 8,447; Loc. Est. 9,130

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$105,619,258
Savings & Loan	3	$57,740,747

6 - PASSENGER AUTOS: County 24,243 (All Vehicles)

7 - ELECTRIC METERS: County Residence 10,000

8 - GAS METERS: County Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machinery 672; Textiles 90.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown District; Atpic Mall, located 18 blocks east of downtown district (14 stores). Penn Central Regional Mall, downtown (over 50).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; Alsop's; JCPenney; Spurgeon's; Fashion Crossroads; Sernett's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; K mart.
Chain Drug Stores-People's.
Chain Supermarkets-HyVee; Easters Super Valu; Fareway; Econo Foods.
Other Chain Stores-Firestone; Goodyear; Western Auto; Coast-to-Coast; Brown Shoes; Big Bear; Siefert's; Earl E. May; Maurice's; Orschlien; Radio Shack; Big Bear; Gamble's; Sherwin-Williams, McGregor Furniture; World of Fabrics; Nobil Shoes.

14 - NEWSPAPERS: HERALD (e) 6,089; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Frank Kerr, Adv. Dir., HERALD, 123 N. Market, Oskaloosa, IA 52577; Tel. (515) 672-2581.
National Representatives: Iowa Newspaper Association; Papert Companies.

OTTUMWA

1 - LOCATION: Wapello County, E&P Map C-3. SE Iowa. Industrial and agricultural center. 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMStP&P; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Missouri Transit; Continental Trailways.
Airlines-American Central.

3 - POPULATION:
Corp. City 80 Cen. 27,381; Loc. Est. 26,763
CZ-ABC: (80) 27,381; (84) 25,900
RTZ-ABC: (80) 95,627; (84) 94,800
County 80 Cen. 40,241; Loc. Est. 40,554
City & RTZ-ABC: (80) 123,008; (84) 120,700

4 - HOUSEHOLDS:
City 80 Cen. 10,914; Loc. Est. 10,843
County 80 Cen. 15,436; Loc. Est. 15,500
CZ-ABC: (80) 10,914; (84) 10,400
RTZ-ABC: (80) 35,229; (84) 35,300
City & RTZ-ABC: (80) 46,143; (84) 45,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	3	$253,554,000

6 - PASSENGER AUTOS: County 39,271 (All Vehicles)

7 - ELECTRIC METERS: Residence 12,909

8 - GAS METERS: Residence 10,697

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meats 850; Farm Machy. 2,100; Electronic Parts 200; Dairy Prod. 126; Gen'l Const. 120; Bakery Prod. 265; Auto Parts 700.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-29 blocks on 8 sts.
Neighborhood Shopping Areas-Jefferson & Pennsylvania, North Gate Shopping Center, Southgate Shopping Center (Hwy. 34).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ottumwa Mall(40)	NA	
Ottuma Plz.(10)	NA	Easter Foods, K mart
Target(2)	NA	HyVee

Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Department-Mon., Thur. & Fri.; Food, supermarkets & discount-every night.
Stores Open Sundays-Supermarkets, drug & discount.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog & auto appl.); Younker's; JCPenney; Big Bear; Montgomery Ward (catalog).
Chain Drug Stores-Revco; McWilliams.
Discount Stores-Target; Pamida; K mart.
Chain Supermarkets-Aldi's; Cal's Jack & Jill; HyVee 2; Easters; Fareway; Warehouse Market.
Other Chain Stores-Goodyear; Kaybee; Sherwin-Williams; McGregor Furniture; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone; Maurice's.

14 - NEWSPAPERS: COURIER (e) 16,088; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tony Marroni, Adv. Mgr., COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

SHENANDOAH

1 - LOCATION: Page County, E&P Map B-3. Agricultural center, 65 mi. SE of Omaha, 95 mi. N of St. Joseph, MO, 145 mi. SW of Des Moines. On State Hwys. 2 and 48; U.S. Hwy. 59.

2 - TRANSPORTATION: Railroads-On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,274; Loc. Est. 6,386
County 80 Cen. 19,063; Loc. Est. 19,044
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,616; Loc. Est. 2,661
County 80 Cen. 7,317; Loc. Est. 7,444

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	2	$64,581,224
Savings & Loan	1	$49,031,763

6 - PASSENGER AUTOS: County 18,748 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,698

8 - GAS METERS: Residence 2,560

9 - PRINCIPAL INDUSTRIES: -Seeds; Nurseries; Hatcheries; Hybrid Corn; Gloves; Farm Equip.; Agricultural Chemicals; Aluminum & Steel Gates; Eaton Corp. (Trans. Div.) 700.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Stores Open Evenings-Thur.
Stores Open Sunday-Discount, Grocery; Woolworth; Alco; JCPenney; Spurgeon, Pamida.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; Western Auto; Spurgeon's; Coast to Coast.
Discount Stores-Farm Supply; Pamida.
Variety Stores-Woolworth; Alco.
Chain Supermarkets-Super Valu; HyVee; IGA.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 3,405; sworn Sept. 30, 1983
Local Contact for Advertising and Merchandising Data: Louise Tinley, Pub.; John Tinley, Adv. Mgr., SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

SIOUX CITY

1 - LOCATION: Woodbury County, (In Sioux City IA-NE MSA). E&P Map A-2. Trading center of 49 county agricultural area. 501 mi. from Chicago, 104 mi. from Omaha, 196 mi. from Des Moines, 268 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Chicago, Northwestern; Burlington Northern; Illinois Central; Gulf.
Motor Freight Carriers-200.
Intercity Bus Lines-Arrow; Greyhound; Jackrabbit; Iowa Coaches.
Airlines-Ozark; Frontier; Aspen; American Central.

River Barge Lines-3 Sioux City, New Orleans; Federal Barge Lines; Huffman Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 82,003; Loc. Est. 80,576
CZ-ABC: (80) 97,190; (84) 96,100
RTZ-ABC: (80) 241,450; (84) 239,100
County 80 Cen. 100,884; Loc. Est. 100,916
MSA 80 Cen. 117,457; Loc. Est. 117,752
City & RTZ-ABC: (80) 338,640; (84) 335,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,098; Loc. Est. 30,181
County 80 Cen. 36,632; Loc. Est. 37,443
MSA 80 Cen. 42,348; Loc. Est. 43,355
CZ-ABC: (80) 35,459; (84) 35,300
RTZ-ABC: (80) 84,726; (84) 84,700
City & RTZ-ABC: (80) 120,185; (84) 120,000

5 - BANKS	NUMBER	DEPOSITS
Savings	9	N.A.
Savings & Loan	3	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 89,881 (All Vehicles)

7 - ELECTRIC METERS: 37,204 (Sioux City, S. Sioux City)

8 - GAS METERS: 32,452 (Sioux City, S. Sioux City)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 4,200 ($532); Food Proc. 1,300 ($396); Metal Fabricating & Machinery 1,100 ($408); Other Mfg. 2,400 ($358).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard. Constant 56 temp.; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4th and 5th Sts.; 6 on 6th St.; and 6 on West 7th St; Southern Hills Mall; Sunset Plaza.
Neighborhood Shopping Areas-So. St. Aubin and Morningside Ave.; 27th and Pierce Sts.; 20th and Pierce Sts.; Cecelia and Jay Sts.; Riverside Blvd. and Military Road; Floyd Ave. & 41 St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southern Hills(135)	5	Target, Sears, Younker's
Sunset Plaza(31)	5	Shopko, Boulevard Foodstore, Bostwicks
K mart Plaza(1)	5	K mart
Downtown	NA	JCPenney, Younker's
Peters Park(25)	4	
Transit Plz.(9)	3	Ardan's, Half-Price

Principal Shopping Days-Department: Fri., Sat., Sun., Mon.; Food: Fri., Sat.
Stores Open Evenings-Food Mon. through Sat.; Downtown Mon.; Shopping Centers Mon. through Sat.; Furniture Mon.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; JCPenney; Bostwick-S&L.
Discount Stores-Shopko; K mart; Half-Price; Target.
Chain Drug Stores-Walgreens 2; Sioux Thrifty 2.
Chain Supermarkets-Sunshine Food 5; Fareway 2; IGA 4; HyVee 2.
Other Chain Stores-Barker's Shoe; Fantle's (women's apparel); Firestone; Goodyear; International Harvester; G. R. Kinney Shoes; Sieg-Sioux (auto supplies); Walker's (shoes); Zale's Jewelers; Radio Shack; Northwest Fabrics; National Payless Shoes; Ardan's; Team Electronics; So-Fro Fabrics; Hospe-Schmitt Music; Braun's Fashions; GNC; Nobil Shoes; Athlete's Foot.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 56,324; (m-sat; hols) 55,622; (S) 51,082; Mar. 31, 1984 ABC.
Local Contact for Advertising And Merchandising: Arvid Huisman, Adv. Mgr., JOURNAL, 6th & Pavonia, Sioux City, IA 51102; Tel. (712) 279-5032.
National Representative: Branham/Newspaper Sales.

SPENCER

1 - LOCATION: Clay County, E&P Map B-1, County Seat. Distributing point of NW Iowa; S edge of Iowa's Great Lakes; 180 mi. NW of Des Moines; 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee & St. Paul; Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Scenic Hawkeye.

3 - POPULATION:
Corp. City 80 Cen. 11,726; Loc. Est. 12,137
County 80 Cen. 19,576; Loc. Est. 19,443

4 - HOUSEHOLDS:
City 80 Cen. 4,550; Loc. Est. 4,695
County 80 Cen. 7,377; Loc. Est. 7,543

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$138,790,000
Commercial	3	$111,856,879

6 - PASSENGER AUTOS: County 21,322 (All Vehicles).

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hydrostatic Engines 500($200); Meat Packing, 240 ($205); Metal Fabricating 275 (N.A.); Metal Assembly 125 ($154); Wood Fabricating 150 (N.A.); Apparel 135 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3. Last killing frost, May 9.

11 - TAP WATER: Softness-16 PPM.

12 - RETAILING: Shopping Center-7 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Spencer(18)	NA	Younker's
Southpark Mall(40)	NA	JCPenney

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-All stores Mon.; Shopping Center, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Winslows; Younker's; Sernett's; Eddie Quinn's; Squire Shoppe.
Discount Stores-K Mart; Shopko.
Chain Drug Stores-Rexall; White.
Chain Supermarkets-HyVee; Spencer Super Valu; Fareway.
Other Chain Stores-Sears; Coast-to-Coast; Kinney Shoes; Brown's Shoe Fit.

14 - NEWSPAPERS: DAILY REPORTER (m) 3,200 sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Vern Brown, Pub., DAILY REPORTER, 416 1st Ave. W PO Box 5068, Spencer, IA 51301; Tel. (712) 262-6610.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

VINTON

1 - LOCATION: Benton County, E&P Map C-2. County Seat. Agricultural center; 32 mi. NW of Cedar Rapids, 34 mi. SE of Waterloo. On U.S. Hwy. 218.

2 - TRANSPORTATION: Railroads-CRI&P.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 5,040; Loc. Est. 5,196
County 80 Cen. 23,649; Loc. Est. 24,053

4 - HOUSEHOLDS:
City 80 Cen. 1,991; Loc. Est. 2,136
County 80 Cen. 8,561; Loc. Est. 8,889

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$76,155,000
Savings & Loan	1	$3,650,000

6 - PASSENGER AUTOS: County 25,834 (All Vehicles).

7 - ELECTRIC METERS: Residence 2,011

8 - GAS METERS: Residence 1,690

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Processing 60 ($180).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Stores open Thur. evenings.
Principal Shopping Days-Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Ben Franklin; Feller's; Cromers.
Chain Supermarkets-Fareway; Family Food.
Other Chain Stores-Western Auto; Goodyear; True Value; Coast-to-Coast; Mode O' Day.

14 - NEWSPAPERS: CEDAR VALLEY TIMES (e-mon to fri) 3,380; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
National Representative: American Newspaper Representatives.

WASHINGTON

1 - LOCATION: Washington County, E&P Map D-3, County seat. In southeastern part of state, 248 rail mi. from Chicago.

2 - TRANSPORTATION: Railroads-CB&Q; CMSt.P&P; CRI&P.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,584; Loc. Est. 6,799
County 80 Cen. 20,141; Loc. Est. 20,504
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,618; Loc. Est. 2,724
County 80 Cen. 7,213; Loc. Est. 7,459

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$60,000,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 22,006 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 2,751

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Valves Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Square and 8 blocks surrounding.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-7 days.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Spurgeons; JCPenney; Harrisons.
Discount Stores-Oershlein Distributing; Pamida; Alco.
Chain Supermarkets-Fareway; HyVee; Jack & Jill.

14 - NEWSPAPERS: EVENING JOURNAL (e) 5,453 sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Darwin Sherman, Adv. Mgr., JOURNAL, 111 N. Marion Ave., Washington, IA 52353; Tel. (319) 653-2191.
National Representative: Iowa Newspaper Assn.

WATERLOO-CEDAR FALLS-EVANSDALE

1 - LOCATION: Black Hawk County (In Waterloo-Cedar Falls MSA). E&P Map C-2. Agriculture, manufacturing and dairy center. NE part of state. 300 mi. to Chicago; U.S. Hwys. 63, 218, 20; State Hwys. 197, 57.

2 - TRANSPORTATION: Railroads-Illinois Central; Chicago & North Western; Waterloo RR.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Arrow Coach; Jefferson, Iowa Coach; Waterloo & Cedar Falls.
Airlines-Ozark; American Central.

3 - POPULATION:
Corp. Cities 80 Cen. 117,105; Loc. Est. 117,965
Waterloo 80 Cen. 75,985; Loc. Est. 76,662
Cedar Falls 80 Cen. 36,322; Loc. Est. 36,560
Evansdale 80 Cen. 4,798; Loc. Est. 4,743
CZ-ABC: (80) 118,946; (84) 118,600
RTZ-ABC: (80) 231,874; (84) 229,500
County 80 Cen. 137,961; Loc. Est. 138,870
MSA 80 Cen. 162,781; Loc. Est. 164,492
City & RTZ-ABC: (80) 350,820; (84) 348,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 41,683; Loc. Est. 43,006
Waterloo 80 Cen. 28,349; Loc. Est. 29,316
Cedar Falls 80 Cen. 11,712; Loc. Est. 12,067
Evansdale 80 Cen. 1,622; Loc. Est. 1,623
County 80 Cen. 48,194; Loc. Est. 49,795
MSA 80 Cen. 56,659; Loc. Est. 58,700
CZ-ABC: (80) 42,235; (84) 42,500
RTZ-ABC: (80) 81,483; (84) 81,200
City & RTZ-ABC: (80) 123,718; (84) 123,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$420,131,684
Savings & Loan	4	$493,843,529

6 - PASSENGER AUTOS: County 130,470 (All Vehicles)

7 - ELECTRIC METERS: Residence 32,603

8 - GAS METERS: Residence 28,565

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 13,000; Meat Packing 1,500; Ordnance 325.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4. Last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Crossroads, S.E. edge of Waterloo; College Square Shopping Center, Cedar Falls.
Neighborhood Shopping Centers-W. 9th and Mitchell; La Porte Rd. and Mitchell; Kimball and Ridgeway; Logan Ave. and Donald.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads Center(80)	NA	Sears, JCPenney, Donaldsons
College Sq.(64)	NA	Mont. Ward, Younker's

Kimball(8)	NA	Ben Franklin, S&S Meats
Logan Plz.(7)	NA	May Drug, Eagle Food
Villa(12)	NA	Ben Franklin

Principal Shopping Days-Department: Mon., Thur., Fri., Sat.; Shopping Centers: daily; Food: Thur., Fri., Sat.
Stores Open Sundays-Shopping centers, drug, discount and food.
Stores Open Evenings-Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Donaldsons; Montgomery Ward; Younker's.
Discount Stores-K mart 2; Ardans; Target.
Variety Stores-Woolworth 2; Ben Franklin 4.
Chain Drug Store-Osco 3; May 2; Walgreens 2.
Chain Supermarkets-Eagles 4; Super-Valu 6; HyVee 5.
Other Chain Stores-Endicott Johnson Shoes; Kinney Shoes 2; Zale's.

14 - NEWSPAPERS: COURIER (e-mon to fri) 52,291; (S) 55,293; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tansey, Adv. Dir., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 291-1400.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

WEBSTER CITY

1 - LOCATION: Hamilton County. E&P Map B-2. County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State 17; 9 mi. to U.S. 69; 12 mi. to I-35.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,572; Loc. Est. 8,646
CZ-ABC: (80) 8,572; (84) 8,500
RTZ-ABC: (80) 22,529; (84) 21,500
County 80 Cen. 17,862; Loc. Est. 17,937
City & RTZ-ABC: (80) 31,101; (84) 30,000

4 - HOUSEHOLDS:
City 80 Cen. 3,243; Loc. Est. 3,300
County 80 Cen. 6,623; Loc. Est. 6,835
CZ-ABC: (80) 3,243; (84) 3,200
RTZ-ABC: (80) 8,433; (84) 8,200
City & RTZ-ABC: (80) 11,676; (84) 11,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$28,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 20,909 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,528

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Washer Mfg. 900 ($270); Metal Castings 100 ($175); Packing Plant 125 ($175); Printing ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp-Spring 32-60; Summer 70-95; Fall 40-78; Winter 20-45. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 2nd St.; 4 blocks along side streets.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Discount-nightly except Sun.
Stores Open Sundays-Discount and Food.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Osweller's; Lubbers; Pringle's; Home Appliance.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Pamida.
Chain Drug Stores-Williams; Snyder; Olson Pharmacy.
Chain Supermarkets-Fareway; HyVee Foods; Dunn's Super Value.
Other Chain Stores-Hunter Oil & Gas; Derby Oil & Gas; Spurgeon's (ready-to-wear); Gamble's; Goodyear; Coast-to-Coast; Pamida; OK Hardware; Casey's.

14 - NEWSPAPERS: FREEMAN-JOURNAL (e) 4,205; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Grandstaff, Pub., FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350.
National Representatives: Papert Companies; Iowa Newspaper Association.

KANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS
Lawrence-Douglas County.
Topeka-Shawnee County.
Wichita-Butler and Sedgwick Counties.

PRIMARY METROPOLITAN STATISTICAL AREA
Kansas City, Kan.-Johnson, Leavenworth, Miami and Wyandotte Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA
Kansas City, Mo.-Kansas City, Kan.-Includes Kansas City, Kan. PMSA and Kansas City, Mo. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	175	181	191
5-14 Years	441	344	363
15-24 Years	406	451	475
25-44 Years	502	624	658
45-64 Years	460	457	503
65 and Over	265	306	323
TOTAL	2,249	2,363	2,493

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	293	517	936
General Mdse	640	991	1,678
Food	970	1,522	2,649
Automobiles	1,089	1,839	3,398
Gasoline Stations	456	661	1,272
Apparel	228	369	624
Furniture	224	365	659
Eat-Drink Places	316	596	1,186
Drugs	141	192	348
TOTAL SALES	4,765	7,696	14,048

ABILENE

1 - LOCATION: Dickinson County. E&P Map C-2. County Seat. Milling, Steel fabricating, agriculture and tourist center; 160 mi. W of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Union Pacific; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
City 80 Cen. 6,572; Loc. Est. 6,537
County 80 Cen. 20,175; Loc. Est. 20,160

4 - HOUSEHOLDS:
City 80 Cen. 2,654; Loc. Est. 2,656
County 80 Cen. 7,716; Loc. Est. 7,852

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$96,563,000

6 - PASSENGER AUTOS: County 11,472

7 - ELECTRIC METERS: Residence 2,800

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Milling 100 Machine Shop 200; Steel Mfg. 200; Steel Fabricating 225.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13. Last killing frost, May. 10.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 sts.
Neighborhood Shopping Centers-N Buckeye; S Cedar; S First St. & W Third; S Buckeye.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Hamburg's; Add-A-Touch of Furniture; Pinkham's; Shockey and Landes Furn. & Hdw; Kansas Home Furnishings.
Variety Stores-Ben Franklin; V&S Variety.
Discount Stores-Alco.
Chain Supermarkets-Zey's; IGA; Boogaarts Cummings Jack & Jill.
Other Chain Stores-Montgomery Ward; Sears.

14 - NEWSPAPERS: REFLECTOR-CHRONICLE (e-mon to fri; m-sat) 4,951; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: V.L. Sadowski, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway, PO Box B, Abilene, KS 67410; Tel. (913) 263-1000.
National Representative: None.

ARKANSAS CITY

1 - LOCATION: Cowley County. E&P Map C-3. S central part of state on Arkansas River, 285 mi. SW of Kansas City. U.S. Hwys. 166, 77, I-35.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Intercity Bus Lines-Continental; MKO.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 13,201; Loc. Est. 13,828
County 80 Cen. 36,824; Loc. Est. 38,616

4 - HOUSEHOLDS:
City 80 Cen. 5,346; Loc. Est. 5,779
County 80 Cen. 13,897; Loc. Est. 14,975

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$69,688,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 19,428

7 - ELECTRIC METERS: City 5,942

8 - GAS METERS: Residence 6,085

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 345 ($260); Flour Milling 220 ($190); Aircraft Mfg. 699 ($200); Railroad 300 ($250); Jet Engine Overhaul 384 ($215); Mobile Homes Mfg. 152 ($180).
Principal Industrial Pay Days-Fri., 1st and 15th.

10 - CLIMATE: Av. annual temp., 58; Jan. 33; July 80; Av. annual precipitation 33 inches; snow 9 inches.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Summit St.; 2 on 6 cross streets.
Neighborhood Shopping Centers-The Plaza, 2 miles north on Summit St.; TG&Y Family Center.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Newman Dry Goods; JCPenney; Sears; C.R. Anthony's; Litwin's; Montgomery Ward; Halligan's.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart.
Chain Drug Stores-Graves; Albert's.
Chain Supermarkets-Safeway; Dillon; Buy For Less; Food Fair.
Other Chain Stores-Oklahoma Tire; Firestone; Mode O'Day.

14 - NEWSPAPERS: TRAVELER (e) 6,510; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Linda Neal, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
National Representative: Papert Companies.

ATCHISON

1 - LOCATION: Atchison County. E&P Map D-1. County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73; State Hwys. 4, 7, 9 & 45.

2 - TRANSPORTATION: Railroads-Santa Fe; Rock Island; Missouri Pacific; Northern.
Motor Freight Carriers-18.
Intercity Bus Lines-Trenton-St. Joseph.
Freight Steamship Lines-2.

3 - POPULATION:
Corp. City 80 Cen. 11,407; Loc. Est. 11,218
County 80 Cen. 18,397; Loc. Est. 18,779

4 - HOUSEHOLDS:
City 80 Cen. 3,901; Loc. Est. 3,895
County 80 Cen. 6,225; Loc. Est. 6,540

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$114,566,000
Savings & Loan	2	$125,404,245

6 - PASSENGER AUTOS: County 8,989

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 4,608

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18. Last killing frost, May, 11.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Commercial and Main Sts. (3 1/2 blocks, Mall area); W. Main St., E. Atchison, MO; 10th & Sky Way, TG&Y Family Center.
Shopping Center-Atchison Mall (45 stores-Sears, TG&Y, Montgomery, Ward, JCPenney, Litwin's Dept.; Coast-to-Coast; Domann Walgreen Outlet)
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears.
Variety Stores-TG&Y.
Discount Stores-Pamida.
Chain Supermarkets-Safeway; Arensberg Foods 2; Price Chopper.
Other Chain Stores-Litwin's; Firestone; Goodrich.

14 - NEWSPAPERS: GLOBE (e-mon to fri) 5,691; (S) 6,048; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: G. Daryl Henning, Gen. Mgr., GLOBE, 1015 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
National Representative: Thomson Newspapers.

AUGUSTA

1 - LOCATION: Butler County. E&P Map C-3 (In Wichita MSA). Residential center; 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Santa Fe.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
City 80 Cen. 6,968; Loc. Est. 7,835
County 80 Cen. 44,782; Loc. Est. 47,901
MSA 80 Cen. 411,313; Loc. Est. 433,579

4 - HOUSEHOLDS:
City 80 Cen. 2,603; Loc. Est. 2,935
County 80 Cen. 16,087; Loc. Est. 17,581
MSA 80 Cen. 153,831; Loc. Est. 165,940

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$61,000,000

6 - PASSENGER AUTOS: County 27,461

7 - ELECTRIC METERS: Residence 3,455

8 - GAS METERS: Residence 2,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage EarnersConstruction 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost Oct. 26. Last killing frost April 7.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Center-Augusta Plaza (12 stores, IGA).
Principal Shopping Days-Mon., Wed., Fri. & Sat.
Stores Open Evenings-All on Thur.

13 - RETAIL OUTLETS: Department Stores-C.R. Calverts.
Chain Drug Stores-Rexall; Walgreen.
Chain Supermarkets-IGA; Dillon's.
Other Chain Stores-Mode O'Day; Jack's Mens Wear; The Style Shop; C.R. Calvert Dept. Stores; Wal-Mart.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,069; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Carter J. Zerbe, Adv. Mgr., GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218.
National Representative: None.

BELOIT

1 - LOCATION: Mitchell County. E&P Map B-1. County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24, State Hwys. 9, 14.

2 - TRANSPORTATION: Railroads-Union Pacific and Missouri Pacific branches.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,367; Loc. Est. 4,700
County 80 Cen. 8,117; Loc. Est. 8,567

4 - HOUSEHOLDS:
City 80 Cen. 1,691; Loc. Est. 1,828
County 80 Cen. 3,148; Loc. Est. 3,388

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,400,000
Savings & Loan	3	$186,200,000

6 - PASSENGER AUTOS: County 4,573

7 - ELECTRIC METERS: Residence 1,961

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Agriculture; Poultry; Dairy Prods.; Livestock Feed Mill; Cement Block Plant; Concrete Prod.; Farm Implement Mfg.; Photography Development.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-110; Winter-10-75.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mill Street Emporium.
Variety Stores-Duckwall's; Beloit 5 & 10; TG&Y.
Chain Drug Stores-Bunch Drugs; S&S Drug.
Chain Supermarkets-Boogaarts; Beloit IGA; Tor's Hy-Clas.
Other Chain Stores-Western Auto; Sears (catalog); Greif Jewelers; Cook Jewelry; Montgomery Ward (catalog); Fitzgerald Ace Hardware; Ackerman's True Value; Coast-to-Coast.

14 - NEWSPAPERS: CALL (e) 3,271; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Pat Ramsey, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-5728.
National Representative: Landon Associates.

CHANUTE

1 - LOCATION: Neosho County, E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

2 - TRANSPORTATION: Railroads-AT&SF; MKT (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,506; Loc. Est. 11,070
CZ-ABC: (80) 10,506; (84) 10,700
RTZ-ABC: (80) 14,554; (84) 14,700
County 80 Cen. 18,967; Loc. Est. 19,857
City & RTZ-ABC: (80) 25,060; (84) 25,400

4 - HOUSEHOLDS:
City 80 Cen. 4,183; Loc. Est. 4,514
CZ-ABC: (80) 4,183; (84) 4,300
RTZ-ABC: (80) 5,420; (84) 5,400
County 80 Cen. 7,241; Loc. Est. 7,791
City & RTZ-ABC: (80) 9,603; (84) 9,700

5 - BANKS

	NUMBER	DEPOSITS
Commercial	2	$126,300,000
Savings & Loan	1	$52,400,000

6 - PASSENGER AUTOS: County 10,380

7 - ELECTRIC METERS: Residence 6,200

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Plant 150; Heavy Equip. Mfg. 375; Garment Mfg. 230; Satellite Comm. 250; Oil Services 650.
Principal Industrial Pay Days-every other week.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20. Last killing frost, April 2.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.
Neighborhood Shopping Centers-14th and Santa Fe; and on West Cherry.
Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Litwins.
Discount Stores-Wal-Mart; Revco Drug.
Chain Supermarkets-Self-Service Town & Country; Rooster's Thriftway; Plaza IGA.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Montgomery Ward; Mode O'Day; Singer; Coast-to-Coast.

14 - NEWSPAPERS: TRIBUNE (e) 5,540; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Harris, Pub., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.
National Representative: Papert Companies.

CLAY CENTER

1 - LOCATION: Clay County, E&P Map C-2, County Seat. NE part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,948; Loc. Est. 4,956
County 80 Cen. 9,802; Loc. Est. 9,830

4 - HOUSEHOLDS:
City 80 Cen. 2,111; Loc. Est. 2,070
County 80 Cen. 3,830; Loc. Est. 3,877

5 - BANKS

	NUMBER	DEPOSITS
Commercial	2	$81,093,566
Savings & Loan	1	$90,500,000

6 - PASSENGER AUTOS: County 5,435

7 - ELECTRIC METERS: Residence 2,124

8 - GAS METERS: Residence 2,175

9 - PRINCIPAL INDUSTRIES: Farming; Farm Equip.; Feed Mfg.; House bldg. (Av. Wkly Wage): Skilled-$452; Semi-skilled -$406; Unskilled-$351. Total Employment: 5,080.
Principal Pay Days-1st and 15th; Sat.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 4th, 5th and 6th; Grant; Lincoln; Court, Dexter.
Neighborhood Shopping Centers-West Crawford; Clay Center Plaza.
Stores Open Evenings-Thur.
Principal Shopping Days-Tues., Fri., Sat.

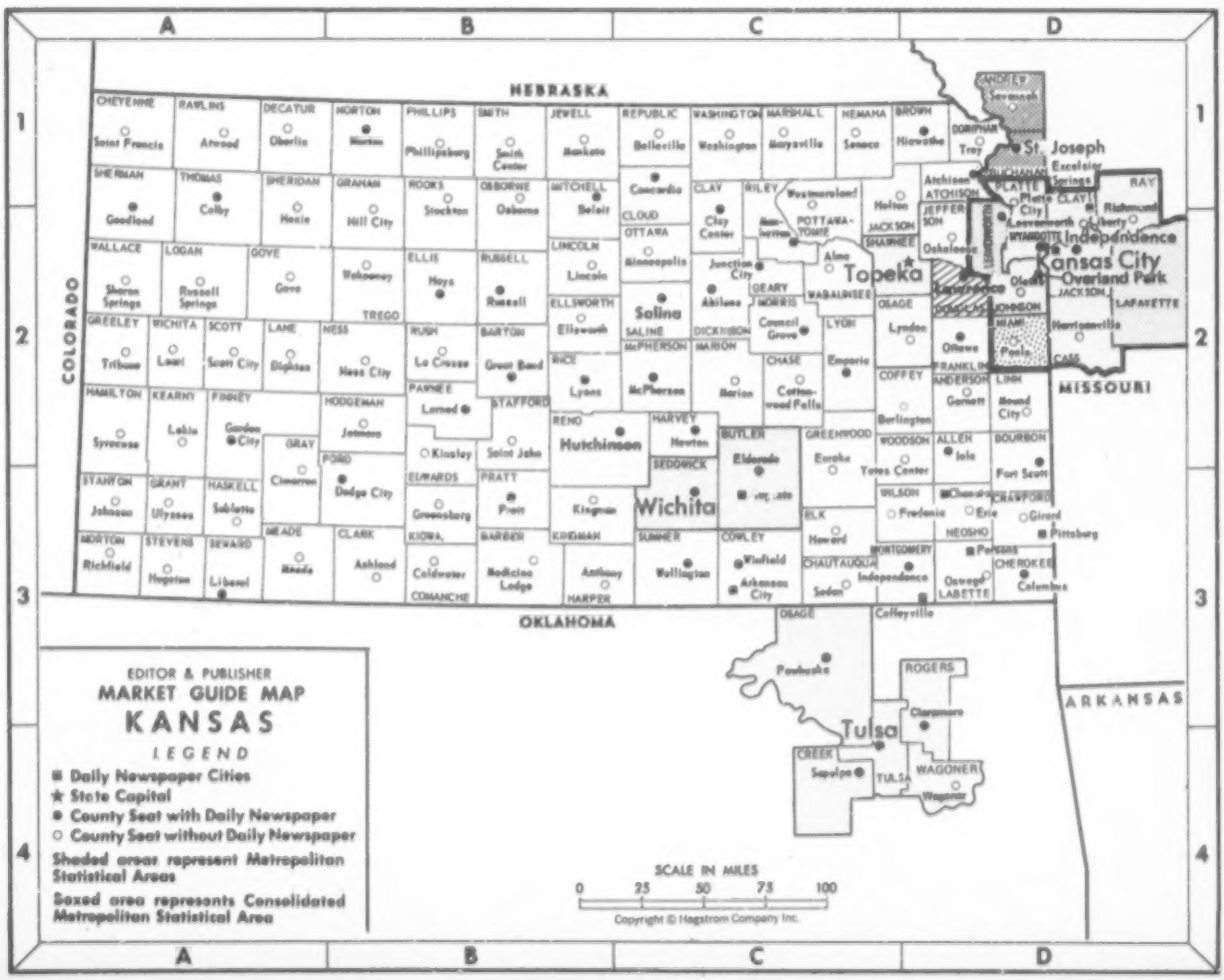
13 - RETAIL OUTLETS: Department Stores-Browne's; JCPenney; Mayo's.
Variety Stores-Duckwalls; Gibson's; TG&Y.
Chain Supermarkets-Thriftway; Boogaart's; Clay Center IGA.
Other Chain Stores-Plainsman Supply.

14 - NEWSPAPERS: DISPATCH (m) 3,917; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Dean F. Hixon, Ass't. Mgr., DISPATCH, 805 5th St., Clay Center, KS 67432; Tel. (913) 632-2127.
National Representative: Landon Associates.

Editor & Publisher

REACHES

more people now than ever before.



COFFEYVILLE

1 - LOCATION: Montgomery County. E&P Map D-3. Manufacturing center. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from Tulsa; 171 mi. from Kansas City. On Hwy. 166, 169.

2 - TRANSPORTATION: Railroads-MK&T; MP; AT&SF.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Greyhound; M. K. & O. Trailways; Kansas Trails.

3 - POPULATION:
Corp. City 80 Con. 15,185; Loc. Est. 15,858
CZ-ABC: (80) 17,252; (84) 17,700
RTZ-ABC: (80) 30,743; (84) 32,600
County 80 Con. 42,281; Loc. Est. 44,075
City & RTZ-ABC: (80) 47,995; (84) 50,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Con. 5,981; Loc. Est. 6,275
County 80 Con. 16,388; Loc. Est. 17,419
CZ-ABC: (80) 6,738; (84) 6,900
RTZ-ABC: (80) 11,618; (84) 12,400
City & RTZ-ABC: (80) 18,356; (84) 19,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$131,517,638
Savings & Loan	1	$111,295,669

6 - PASSENGER AUTOS: County 21,997

7 - ELECTRIC METERS: Residence 8,376

8 - GAS METERS: Residence 6,463

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Transmissions 900; Pattern Shops & Foundries 655; Refinery 405; Chemicals & Pigments 250; Oil Field Equipment 971; Recreational Vehicles & Furnishings 51; Meat Packing 33; Printing & Publishing 53; Machine Shops 110; Riding Mowers 90; Printed Assembly 250; Flour Mills 69.

10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on Walnut. (105 units).
Neighborhood Shopping Centers-11th St. Mall (7 units); East 8th Shop Area (16 units); Centerville (6 units).
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Thur.
Stores Open Sundays-Grocery, Variety and Discount.

13 - RETAIL OUTLETS: Department Stores-H.W. Read's; JCPenney; Westco.
Discount Stores-Wal-Mart; TG&Y; Gibson.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Nu Way; Safeway; Elmore's IGA.
Other Chain Stores-Otasco; Litwins; Westco; Singer Co.; Firestone; Bailly Farm Stores; Sears; Montgomery Ward; Goodyear; Coast-to-Coast; Bynum's; B.F. Goodrich.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 7,656; (S) 8,793; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Kadel, Adv. Dir., JOURNAL, PO Box 849, Coffeyville, KS 67337; Tel. (316) 251-3300.
National Representative: Gannett Newspaper

COLBY

1 - LOCATION: Thomas County. County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. Colby Community College. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Con. 5,544; Loc. Est. 5,797
County 80 Con. 8,451; Loc. Est. 8,403

4 - HOUSEHOLDS:
Corp. City 80 Con. 2,034; Loc. Est. 2,128
County 80 Con. 3,072; Loc. Est. 3,159

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 5,087

7 - ELECTRIC METERS: Residence 2,085

8 - GAS METERS: Residence 2,237

9 - PRINCIPAL INDUSTRIES: Farm Machinery; Grain Elevator (distribution).
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Average annual temperature-51; Jan.-28; July-77.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blks on Main, Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Conrad's; Caldwells.
Discount Stores-TG&Y; Duckwall's.
Chain Drug Stores-Rexall; Health Mart.
Chain Supermarkets-IGA; AG; Boogaart's.
Other Chain Stores-Goodyear; Goodrich; Coast-toCoast; Gamble's; Western Auto; Loves; Butterfields; Stop'N Shop.

14 - NEWSPAPERS: FREE PRESS (m-tues to sat) 3,005; sworn Sept. 22, 1983.
Local Contact For Advertising and Merchandising Data: Donna Benett, Adv. Mgr., FREE PRESS, 155 W. 5th, Colby, KS 67701; Tel. (913) 462-3963.
National Representative: None.

COLUMBUS

1 - LOCATION: Cherokee County. E&P Map D-3. County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69; State Hwys. 7, 96.

2 - TRANSPORTATION: Railroads-Burlington Northern; MKT.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Con. 3,426; Loc. Est. 3,500
County 80 Con. 22,304; Loc. Est. 22,617

4 - HOUSEHOLDS:
City 80 Con. 1,435; Loc. Est. 1,507
County 80 Con. 8,550; Loc. Est. 8,883

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$71,750,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,106

7 - ELECTRIC METERS: Residence 1,450

8 - GAS METERS: Residence & Comm. 1,550

9 - PRINCIPAL INDUSTRIES: Bldg. Const.; Recreation Vehicles; Chemicals; Auto Parts Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24. Last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Central square and adjoining streets. **Principal Shopping Days**-Thur., Fri., Sat.

13 - RETAIL OUTLETS:
Variety Stores-Ben Franklin; Adam's; Dollar General.
Chain Supermarkets-Town & Country; IGA.
Other Chain Stores-Sears (catalog); Itco; Westco Furniture; True Value.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri) 3,066; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jo Foss, Bus. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 66725; Tel. (316) 429-2773.
National Representative: None.

CONCORDIA

1 - LOCATION: Cloud County. E&P Map C-1. County Seat. Agricultural, wholesale & health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State 9, 28.

2 - TRANSPORTATION: Railroads-AT&StF.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
City 80 Con. 6,847; Loc. Est. 6,874
County 80 Con. 12,494; Loc. Est. 12,796
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Con. 2,624; Loc. Est. 2,572
County 80 Con. 4,758; Loc. Est. 5,009

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$61,122,000

6 - PASSENGER AUTOS: County 6,780

7 - ELECTRIC METERS: Residence 3,409

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Food 192; Feed N.A.; Concrete Prod. N.A.; Brick 58; Metal 120; Hospital 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plaza	NA	Alco, Boogaart's
Concordia Plz.(4)	NA	TG&Y, Meller's

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Dreilings; Bon Marche; Gambles.
Variety Stores-Gibson's-Alco; TG&Y.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Boogaarts 2; Affiliated Foods.
Other Chain Stores-True Value; Mode O'Day; Goodyear; Loves Country Store; The Store; Ace Hardware; Sears; Browns Shoes.

14 - NEWSPAPERS: BLADE-EMPIRE (e-mon to fri) 3,566; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Brad Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.
National Representative: None.

COUNCIL GROVE

1 - LOCATION: Morris County. E&P Map C-2. County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56; State Hwys. 13, 57.

2 - TRANSPORTATION: Railroads-Missouri Pacific.

3 - POPULATION:
City 80 Con. 2,381; Loc. Est. 2,413
County 80 Con. 6,419; Loc. Est. 6,533

4 - HOUSEHOLDS:
City 80 Con. 1,008; Loc. Est. 908
County 80 Con. 2,560; Loc. Est. 2,679

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$24,080,875

6 - PASSENGER AUTOS: County 3,539

7 - ELECTRIC METERS: Residence 840

8 - GAS METERS: Residence 796

9 - PRINCIPAL INDUSTRIES: Railroad; Milling; Dairying; Sporting Goods; Concrete Products; Plastic Items; Sheetmetal Products.

10 - CLIMATE: Average Annual Temp.-52; Jan.-28; July-97.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Blims.
Variety Stores-Duckwall's.
Chain Supermarkets-IGA; Thriftway; Super Saver.

Other Chain Stores-Western Auto; True Value; Rexall; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,893; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, Co-Publishers, REPUBLICAN, 208 W. Mail St., Council Grove, KS 66846; Tel. (316) 429-2773.
National Representative: None.

DODGE CITY

1 - LOCATION: Ford County. E&P B-3. County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, Missouri and same E of Denver, Colorado.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Continental; Bickel; Green Diamond.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Con. 18,001; Loc. Est. 20,655
CZ-ABC: (80) 18,885; (84) 20,700
RTZ-ABC: (80) 81,145; (84) 84,400
County 80 Con. 24,315; Loc. Est. 26,405
City & RTZ-ABC: (80) 100,030; (84) 105,100

4 - HOUSEHOLDS:
City 80 Con. 6,590; Loc. Est. 7,645
County 80 Con. 8,776; Loc. Est. 9,788
CZ-ABC: (80) 6,917; (84) 7,700
RTZ-ABC: (80) 28,704; (84) 29,900
City & RTZ-ABC: (80) 35,621; (84) 37,600

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$165,401,232
Savings & Loan	4	$457,345,282
Fed. Credit Union	1	$16,000,000

6 - PASSENGER AUTOS: County 14,471

7 - ELECTRIC METERS: Residence 6,282

8 - GAS METERS: Residence 6,194

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 600 ($180); Machinery 250($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Hard; not fluoridated; chlorinated.

12 - RETAILING: Principal Shopping Center-Wyatt Earp Blvd. W from Central 5 blocks; 2nd Ave. from river bridge 6 blocks N. Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northridge(4)	NA	Long's Dept.
Village Square(42)	NA	JCPenney, Woolworth
Comanche Plaza	NA	TG&Y, Revco, Otasco, IGA, Hardees, Anthonys, Dellon's Super Store
High Plains	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Eckles; Kline's; JCPenney; Anthonys.
Discount Stores-Gibson's; Alco Stores; TG&Y; Revco Drug; Wal-Mart.
Variety Stores-Woolworth; TG&Y.
Chain Drug Stores-Anderson's Rexall; Palace Rexall; Prescription Center.
Chain Supermarkets-Dillons 2; Safeway; Pay Day; IGA 2.
Other Chain Stores-Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GLOBE (e) 8,801; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE, 705 Second; Box 820, Dodge City, KS 67801; Tel. (316) 225-4151.
National Representative: None.

EL DORADO

1 - LOCATION: Butler County. E&P Map C-3 (In Wichita MSA). County Seat. Agriculture, oil, small mfg. 166 mi. from Kansas City, 21 mi. from Wichita on Tpk. On U.S. Hwy. 54, 77; State Hwy. 13, 196; Kansas Tpk.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental.

3 - POPULATION:
City 80 Con. 10,510; Loc. Est. 10,604
MSA 80 Con. 411,313; Loc. Est. 433,579
County 80 Con. 44,782; Loc. Est. 47,901

4 - HOUSEHOLDS:
City 80 Con. 4,261; Loc. Est. 4,430
County 80 Con. 16,087; Loc. Est. 17,581
MSA 80 Con. 153,831; Loc. Est. 165,940

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$90,117,000
Savings & Loan	2	$202,500,000

6 - PASSENGER AUTOS: County 27,461

7 - ELECTRIC METERS: Residence 8,942

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refinery 356 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225).
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 6 streets.
Neighborhood Shopping Centers-600 N. Main; 2300-2600 W. Central.
Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Dept. Thur.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins; Farm n' Home.
Discount Stores-TG&Y; Wal-Mart.
Variety Stores-Family Center.
Chain Drug Stores-Graves; Revco.
Chain Supermarkets-Thriftway; Safeway; Dillon's; Boogaart's.
Other Chain Stores-Sears (catalog); Wards Tire &

Catalog: Western Auto.

14 - NEWSPAPERS: TIMES (e) 5,932; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Scott Kenyon, Adv. Mgr., TIMES, 114 N. Vine, El Dorado, KS 67042; Tel. (316) 321-1120.
National Representative: None.

EMPORIA

1 - LOCATION: Lyon County. E&P Map C-2. County Seat. On Cottonwood and Neosho Rivers, 50 mi. SW of Topeka; 119 mi. SW of Kansas City.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,287; Loc. Est. 27,160
CZ-ABC: (80) 25,287; (84) 26,400
RTZ-ABC: (80) 27,713; (84) 29,200
County 80 Cen. 35,108; Loc. Est. 36,773
City & RTZ-ABC: (80) 53,000; (84) 55,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,524; Loc. Est. 10,397
County 80 Cen. 13,009; Loc. Est. 13,945
CZ-ABC: (80) 9,524; (84) 10,100
RTZ-ABC: (80) 10,374; (84) 11,000
City & RTZ-ABC: (80) 19,898; (84) 21,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$137,980,387
Savings & Loan	3	$80,693,638

6 - PASSENGER AUTOS: County 18,724

7 - ELECTRIC METERS: Residence & Bus. 11,071

8 - GAS METERS: Residence & Bus. 8,924

9 - PRINCIPAL INDUSTRIES: Railroad; Cattle; Manufacturing; Farming; Food Processing; Hospitals; Banking; Meat Packing; Mobile Homes; Education.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-14 blocks on Sixth Ave.; 13 on Commercial St.; 4 on Merchant St.; 5 on Mechanic St.; 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.; 3 on Fourth Ave.; 2 on Neosho St.
Shopping Centers-Flint Hills Village, 23 stores; Emporia West Plaza, 14 stores.
Principal Shopping Day-Fri.
Stores Open Evenings-Wed.; Flint Hills-nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Newman's; Montgomery Ward; JCPenney.
Variety Stores-Wal-Mart; K mart; TG&Y; Alco.
Drug Stores-Berg & Frost 2; Graves Prescription Center; Red-X; Hill's Apothcary; Revco; Alco; Wal-Mart.
Chain Supermarkets-Reeble's 2; Safeway; Dillon's 2; Price Chopper.

14 - NEWSPAPERS: GAZETTE (e) 11,583; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R. Bruce Knaak, Nat. Adv. Mgr., GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4803.
National Representative: Landon Associates.

FORT SCOTT

1 - LOCATION: Bourbon County. E&P Map D-3. County Seat. Agricultural center & small manufacturing center; SE part of state, 96 mi. S of Kansas City, MO. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Kansas-Texas.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways.

3 - POPULATION:
City 80 Cen. 8,893; Loc. Est. 9,211
CZ-ABC: (80) 8,893; (84) 9,000
RTZ-ABC: (80) 15,247; (84) 15,900
City & RTZ-ABC: (70) 24,140; (84) 24,900
County 80 Cen. 15,969; Loc. Est. 16,580

4 - HOUSEHOLDS:
City 80 Cen. 3,794; Loc. Est. 3,882
CZ-ABC: (80) 3,794; (84) 3,900
RTZ-ABC: (80) 5,770; (84) 6,100
County 80 Cen. 6,388; Loc. Est. 6,758
City & RTZ-ABC: (80) 9,564; (84) 10,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$134,066,779
Savings & Loan	2	$50,060,000

6 - PASSENGER AUTOS: County 8,566

7 - ELECTRIC METERS: Residence 3,774

8 - GAS METERS: Residence 3,832

9 - PRINCIPAL INDUSTRIES: Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five streets.
Shopping Center-Wal-Mart (Wal-Mart Discount); Harold's Supermarket.
Principal Shopping Days: Mon., Thur., Sat.
Stores Open Evenings- Sat.
Stores Open Sundays-Groceries, Drugs & Discount.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Calhoun's; Sears; Lewis's; Ace Hardware; True-Value Hardware; Pro Hardware.
Discount Stores-Wal-Mart.
Chain Supermarkets-Quik trip; 7-Eleven; Harold's; Consumers; Whitesides 2; Hall's Food Markets 2.
Other Chain Stores-Sherwin-Wil' ams; Otasco; Radio Shack; Save Mart; Herrman Lumber; MFA Auto.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; m-sat) 5,901; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Eblen, Gen. Mgr., TRIBUNE, 6 E Wall St., Fort Scott, KS 66801; Tel. (316) 223-1460.
National Representative: Papert Companies.

GARDEN CITY

1 - LOCATION: Finney County. E&P Map A-2. 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 156 and 83.

2 - TRANSPORTATION: Railroads-Santa Fe; Amtrak; Garden City Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Continental.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,256; Loc. Est. 20,726
CZ-ABC: (80) 18,256; (84) 20,000
RTZ-ABC: (80) 40,587; (84) 42,200
County 80 Cen. 23,825; Loc. Est. 25,782
City & RTZ-ABC: (80) 58,843; (84) 62,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,305; Loc. Est. 7,074
County 80 Cen. 8,104; Loc. Est. 8,960
CZ-ABC: (80) 6,305; (84) 7,000
RTZ-ABC: (80) 14,122; (84) 14,800
City & RTZ-ABC: (80) 20,427; (84) 21,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$200,800,000
Savings		See Above.

6 - PASSENGER AUTOS: County 15,562

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 9,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 675; Beef Packing 350; Irrigation 210; Agricultural Machinery 150; Cattle Feeding 200; Plastic Pipe 70.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most on Thur.

13 - RETAIL OUTLETS: Department Stores-Anthony; JCPenney; Sears; Calhoun's.
Discount Stores-Gibson's.
Variety Stores-Alco; Woolworth; K mart.
Chain Drug Stores-Prescription Center.
Chain Supermarkets-Dillon's; Wall's IGA; Safeway; Dart 12; Dart-In 3; Kwik Shop 2; Loves 2; 7-Eleven 2; Garden City; IGA.
Other Chain Stores-Sweetbriar Shops; Mode O'Day; Dairy Queen; Coast to Coast; Otasco; Firestone; Bailly's Big R.

14 - NEWSPAPERS: TELEGRAM (e) 10,345; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Le Roy Allman, Adv. Mgr., TELEGRAM, 310 N. Seventh, Garden City, KS 67846; Tel. (316) 275-7105.
National Representative: Landon Associates.

GOODLAND

1 - LOCATION: Sherman County. E&P Map A-2. County Seat. Residential Center. 200 mi. E of Denver; State 27; I-70.

2 - TRANSPORTATION: Railroad-Rock Island.
Intercity Bus Lines-Greyhound.
Airlines-Air Midwest.
Motor Freight Carriers: 4.

3 - POPULATION:
City 80 Cen. 5,708; Loc. Est. 5,819
County 80 Cen. 7,759; Loc. Est. 7,802

4 - HOUSEHOLDS:
City 80 Cen. 2,157; Loc. Est. 2,190
County 80 Cen. 2,861; Loc. Est. 2,958

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$57,669,000

6 - PASSENGER AUTOS: County 4,394

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Sugar; Railroad Shops; Building Materials; Laundry; Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Construction; 4 Livestock Feedlots.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; J.M. McDonald; Schneider's; Goodland Clothing; Elliott's; Collage; Gamble's.
Discount Stores-Alco; Gibson's.
Chain Supermarkets-Safeway; Boogaart's; IGA.
Other Chain Stores-Mode O'Day; Twila's; Fabric Shop; Montgomery Ward; Sears; Tipton Hdwe.; Jacobs Appliance; Malper Drug; Plainsman Supply; Fuxsen's TV-Appliance; Price Right Meat Mkt.; Caldwell's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 3,073 sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert R. McCants, Gen. Mgr., NEWS, 120 Main, Goodland, KS 67735; Tel. (913) 899-2338.
National Representative: None.

GREAT BEND

1 - LOCATION: Barton County. E&P Map B-2. County Seat. Industrial, oil and wheat center. 120 mi. NW of Wichita. On U.S. Hwys. 56, 281, 156; State Hwy. 96.

2 - TRANSPORTATION: Railroads: Atchison, Topeka & Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Tri-State.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,608; Loc. Est. 17,618
CZ-ABC: (80)16,608; (84)17,000
RTZ-ABC: (80)38,556; (84)38,500
County 80 Cen. 31,343; Loc. Est. 32,919
City & RTZ-ABC: (80)55,164; (84)55,500

4 - HOUSEHOLDS:
City 80 Cen. 6,379; Loc. Est. 6,867
County 80 Cen. 11,797; Loc. Est. 12,722
CZ-ABC: (80)6,379 ; (84)6,600
RTZ-ABC: (80)14,781; (84)15,000
City & RTZ-ABC: (80)21,160; (84)21,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$216,293,897
Savings & Loan	3	$327,917,302

6 - PASSENGER AUTOS: County 20,801

7 - ELECTRIC METERS: Residence City 8,132

8 - GAS METERS: Residence 8,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production 2,580 ($300); Marlette Coach 137 ($250); GB Manufacturing 74 ($260); Fuller Brush 500 ($250).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Bend(8)	2	IGA
Westgate(10)	4	D & J Furniture
Zarah Mall(10)	NA	Brass Buckle
Village Mall(8)	4	Alco
Mini Mall(7)	NA	West Ltd.

Neighborhood Shopping Centers-Washington; Crescent Park; West Tenth; Westgate (West Broadway); Village Mall Plaza.
Principal Shopping Days-Thur. and Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Isern-Lutschg; Sears.
Discount Stores-Gibson; Wells Furniture Whse.; Alco; TG&Y; K mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Dillon's 2; Mammel's; Boogaart's; Payday IGA; Food-For-Less.
Other Chain Stores-Sweetbriar; McCoy's Shoes; Otasco Goodyear Tire Center; Brown's Shoes; Gibson Hallmark Gifts; Hirsch; Ward's; Mode O'Day; True Value Hdwr; TG&Y; BF Goodrich.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 11,897; (S) 12,166; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Terry L. Maurer, Adv. Mgr., TRIBUNE, 2012 Forest St., PO Box 228, Great Bend, KS 67530; Tel. (316) 792-1211.
National Representative: Landon Associates.

HAYS

1 - LOCATION: Ellis County. E&P Map B-2. County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,301; Loc. Est. 17,458
CZ-ABC: (80) 16,301; (84) 16,900
Bal. in PMA-ABC: (80) 50,740; (84) 50,100
Total PMA-ABC: (80) 67,041; (84) 67,000
County 80 Cen. 26,098; Loc. Est. 27,410

4 - HOUSEHOLDS:
City 80 Cen. 6,225; Loc. Est. 6,699
CZ-ABC: (80) 6,225; (84) 6,500
County 80 Cen. 9,200; Loc. Est. 9,847
Bal in PMA-ABC: (80) 18,961; (84) 19,300
Total PMA-ABC: (80) 25,186; (84) 25,800

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$184,558,113
Savings & Loan	3	$589,578,708

6 - PASSENGER AUTOS: County 16,070

7 - ELECTRIC METERS: Residence 7,254

8 - GAS METERS: Residence 7,260

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trade Construction, Gov., Mining, 6,000; Laboratories 960; University payroll over $16,131,460.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-18 blocks on Main and adjoining streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial(13)	NA	Boogarts Groc.
Hillcrest	NA	Dillon's
The Mall(32)	NA	Klines Dept., K mart, JCPenney, Midwest Drug
Alco Plaza(2)	NA	Alco Discount, Food Bonanza

Principal Shopping Days-Thur.
Stores Open Evenings-Downtown-Thur. Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Wiesner's; Klines; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Alco; K mart; Wal-Mart.
Chain Supermarkets-Dillon's; Mammel's; Boogaart's; Food Bonanza; Mini Mkts.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Sweetbriar; Firestone; Brown Shoe Fit Co.; Western Auto; Oklahoma Tire; K.G. Mens Wear; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,372; (S) 15,152; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Haas, Adv. Mgr., NEWS, PO Box 857, Hays, KS 67601; Tel. (913) 628-1081.
National Representative: None.

HIAWATHA

1 - LOCATION: Brown County. E&P Map D-1 County Seat. Residential center. 100 mi. from Kansas City. 45 mi. from St. Joseph, MO. Hwys. 36, 73, 159.

2 - TRANSPORTATION: Railroads-Union Pacific; Missouri Pacific.
Motor Freight Carriers-6.
Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,702; Loc. Est. 3,831
County 80 Cen. 11,955; Loc. Est. 11,953

4 - HOUSEHOLDS:
City 80 Cen. 1,517; Loc. Est. 1,539
County 80 Cen. 4,612; Loc. Est. 4,690

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$55,000,000
Savings & Loan	1	$11,000,000

6 - PASSENGER AUTOS: County 6,353

7 - ELECTRIC METERS: Residence 1,901

8 - GAS METERS: Residence 1,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Mfg. 360 ($190); Hand Tools 137 ($180); Egg Products 35 ($180); Tool and Die 21 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-100; Fall 40-75; Winter 1-60. First killing frost, Oct 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Between 1st and 10th St. on Oregon St. (45 stores) and 16 blocks on 1st St. (17 stores). Wal-Mart one mile west on Oregon St.
Principal Shopping Days-Wed., Sat., and Sun.
Stores Open Evenings-Discount till 9 PM; Grocery till 9 PM.

13 - RETAIL OUTLETS: Department Stores-Family Fashions.
Discount Stores-Wal-Mart.
Chain Supermarkets-Lindys-Thriftway; Casey's Gen. Store.
Other Chain Stores-Coast-to-Coast; Sonic; Sears (catalog); Montgomery Ward (catalog); Bailly's Farm and Home; Dairy Queen; Mr. Stops.

14 - NEWSPAPERS: DAILY WORLD (e-mon to fri) 3,484; sworn Oct. 3, 1983.
Local Contact for Advertising and Merchandising Data: David J Cazalet, Ed. / Pub., DAILY WORLD, 607 Utah St., PO Box 160, Hiawatha, KS 66434; Tel. (913) 742-2111.
National Representative: Landon Associates.

HUTCHINSON

1 - LOCATION: Reno County, E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

2 - TRANSPORTATION: Railroads-Rock Island; Missouri Pacific; Amtrak; Santa Fe.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways; Hutchinson Shuttle Service.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 40,244; Loc. Est. 41,886
County 80 Cen. 64,983; Loc. Est. 67,568
CZ-ABC. (80) 48,528; (84) 49,700
RTZ-ABC. (80) 142,609; (84) 145,900
City & RTZ-ABC. (80) 191,137; (84) 195,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,514; Loc. Est. 16,742
County 80 Cen. 24,448; Loc. Est. 26,019
CZ-ABC. (80) 18,604; (84) 19,300
RTZ-ABC. (80) 53,892; (84) 55,700
City & RTZ-ABC. (80) 72,496; (84) 75,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$403,322,493
Savings & Loan	3	$495,983,941

6 - PASSENGER AUTOS: County 37,445

7 - ELECTRIC METERS: Residence 27,000

8 - GAS METERS: Residence 19,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 6,808 ($378); Mining 224 ($409); Contract Construction 971 ($315); Transportation, Electric, Gas, etc. 1,144 ($520).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
Neighborhood Shopping Centers-13th & Main Sts.; 27th & Main Sts.; 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alco Plz.(3)	NA	Alco
Larkland(11)	NA	Interstate Elec.
Northgate(12)	NA	Calhoun's, Dillon's, Coberly
Sears Plz.(4)	NA	Sears, Zale's

Principal Shopping Days-Dept. Mon., Thur. Food Wed., Fri., Sat.; Food open nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Wiley's; Pegues; Anthony's; Meschke (men's); Long's; Sears; JCPenney; Calhoun's; Biles & Long (men's); L. Wilson & Co. (men's).
Discount Stores-Gibson's; Alco 2; Skagg's; K mart.
Variety Stores-Ben Franklin 3.
Chain Drug Stores-Coberly 2; Fraese; Self-Service; Medicine Shoppe; Dillon Drugs.
Chain Supermarkets-Dillon's 10; Jack & Jill; Safeway; Risley's IGA; Harper's IGA; Warehouse Mkt.
Other Chain Stores-Firestone; Goodrich; Otasco; Western Auto; Zale's Jewelers; Sweetbriar; Seifert's; Burl's Tires; Maurice's Fashions (women's).

14 - NEWSPAPERS: NEWS (all day) 42,863; (S) 45,704; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Popp, Adv. Dir., NEWS, 300 W. Second St., Hutchinson, KS 67501; Tel. (316) 662-3311.
National Representative: Papert Companies.

INDEPENDENCE

1 - LOCATION: Montgomery County, E&P Map D-3. County Seat. Agricultural, manufacturing, oil and gas area; SE part of state; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Lines-11.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 10,598; Loc. Est. 11,147
CZ-ABC. (80) 10,598; (84) 10,800
RTZ-ABC. (80) 30,522; (84) 31,700
County 80 Cen. 42,281; Loc. Est. 44,075
City & RTZ-ABC. (80) 41,120; (84) 42,500

4 - HOUSEHOLDS:
City 80 Cen. 4,323; Loc. Est. 4,695
County 80 Cen. 16,388; Loc. Est. 17,419
CZ-ABC. (80) 4,323; (84) 4,500
RTZ-ABC. (80) 11,868; (84) 12,400
City & RTZ-ABC. (80) 16,191; (84) 16,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$108,071,000
Savings & Loan	1	$57,279,241

6 - PASSENGER AUTOS: County 21,997

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: Residence 5,276

9 - PRINCIPAL INDUSTRIES: Oil Products and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Mtr. Mfg. 385; Farm Machinery Mfg. 52; Automotive Electrial Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Well Pumps 40.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-38; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Reed-Gibson, 2 blks, 5 stores plus medical cent. TG&Y and K mart 20 blocks west on Hwy. 160.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Calvert; JCPenney; Litwin's; Westco Home Center.
Discount Stores-Gibson's; K mart; TG&Y; Dollar General Store.
Chain Drug Stores-Defever-Osborn Rexall.
Chain Supermarkets-Safeway; Nu-Ways.
Other Chain Stores-Firestone; Okla. Tire; Mode O'Day.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,543; (S) 8,359; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kent Eikenberry, Adv. Mgr., REPORTER, 320 N 6th St., PO Box 869, Independence, KS 67301; Tel. (316) 331-3550.
National Representative: Papert Companies.

IOLA

1 - LOCATION: Allen County, E&P Map D-2. County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita; at intersection of U.S. Hwys. 169 and 54.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Kansas Trails System; Continental Trailways; Southern Kansas; Greyhound.

3 - POPULATION:
City 80 Cen. 6,938; Loc. Est. 7,444
County 80 Cen. 15,654; Loc. Est. 16,393

4 - HOUSEHOLDS:
City 80 Cen. 2,716; Loc. Est. 2,854
County 80 Cen. 5,997; Loc. Est. 6,457

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$80,967,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 8,301

7 - ELECTRIC METERS: Residence 2,497

8 - GAS METERS: Residence 2,429

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 220; Rubber 312; Manufacturing 535; Printing & Pub. 90; Metals 38; Foundry 25; Boat Manufacturing 197.
Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 66-88; Fall 47-69; Winter 24-44. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Public Square & 2 Shopping Centers north edge of city.
Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; P.N. Hirsch; Litwin's; JCPenney; TG&Y; McGinty-Whitworth.
Chain Drug Stores-Iola Pharmacy; Knorp Drug.
Chain Supermarkets-Farm Fresh; Self-Service; IGA; Greave's Market.
Other Chain Stores-Western Auto; Coast-to-Coast; Otasco; Agri Farm & Home Supply; Comstock Lbr & Home Center.

14 - NEWSPAPERS: REGISTER (e) 5,155; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S. Washington, Iola, KS 66749; Tel. (316) 365-2111.
National Representative: None.

JUNCTION CITY

1 - LOCATION: Geary County, E&P Map C-2. County Seat. N central part of state; 100 air mi. from Kansas City and Wichita. Manufacturing, farming, shipping, wholesale distributing center adjacent to Fort Riley. On U.S. Hwys. 40 & 77; State Hwys. 18 & 57; I-70.

2 - TRANSPORTATION: Railroads-UP.
Motor Freight Carriers-14.
Intercity Bus Lines-Overland & Southwest Greyhound; Continental Motor Trails.
Airlines-Frontier; Capitol.

3 - POPULATION:
Corp. City 80 Cen. 19,305; Loc. Est. 19,807
CZ-ABC. (80) 20,494; (84) 21,100
RTZ-ABC. (80) 36,470; (84) 38,100
County 80 Cen. 29,852; Loc. Est. 30,443
City & RTZ-ABC. (80) 56,964; (84) 59,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,328; Loc. Est. 7,772
County 80 Cen. 10,075; Loc. Est. 10,522
CZ-ABC. (80) 7,775; (84) 8,000
RTZ-ABC. (80) 8,876; (84) 9,400
City & RTZ-ABC. (80) 16,651; (84) 17,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$113,554,000
Savings & Loan	2	$61,000,000

6 - PASSENGER AUTOS: County 18,769

7 - ELECTRIC METERS: Residence 10,001

8 - GAS METERS: Residence 8,988

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fort Riley 21,793 ($265); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($230); Auto Electronic Mfg. 300 ($235); Railcar N.A. ($240); F. W. Woolworth Distribution Center 200 ($250).
Principal Pay Days-Fri.; Military: 1st & 15th; Gov't.: 1st and 15th; Industrial: Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 60-100; Fall 20-90; Winter 15-60. First killing frost, Oct. 15. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.
Neighborhood Shopping Centers-North Washington, 1200 block to 1700 block; Grant Ave.; W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.
Principal Shopping Days-Sat. & Thur.
Stores Open Evenings-Thur. & Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Longs; Montgomery Ward.
Discount Stores-Gibsons; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.
Variety Stores-Woolworth.
Chain Supermarkets-Dillon's; Safeway; Falley's; Food for Less.
Other Chain Stores-Firestone; Sears (mail order); Goodyear; Ashleys; Payless Shoes; Sherwin-Williams; Western Auto; Long's.

14 - NEWSPAPERS: UNION (e-mon to fri) 8,160; (S) 8,642; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Faulkner, Adv. Mgr., UNION, 814 N. Washington St., Junction City, KS 66441; Tel. (913) 762-5000.
National Representative: Landon Associates.

KANSAS CITY

1 - LOCATION: Wyandotte County (In Kansas City PMSA). E&P Map D-2. County Seat. In NE corner of state. Varied industry. 508 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

2 - TRANSPORTATION: Railroads-AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.
Motor Freight Carriers-204 Common Carriers.
Intercity Bus Lines-Greyhound; Trailways; ATA.
Airlines-TWA; Delta; United; Continental; Ozark; Central; Frontier; Midwest; Northwest Orient.

3 - POPULATION:
City 80 Cen. 161,148; Loc. Est. 163,848
County 80 Cen. 172,335; Loc. Est. 178,155
PMSA 80 Cen. 519,031; Loc. Est. 542,108
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,655; Loc. Est. 62,160
County 80 Cen. 63,392; Loc. Est. 67,049
PMSA 80 Cen. 184,920; Loc. Est. 197,833

5 - BANKS	NUMBER	DEPOSITS
Commercial	21	$641,151,000
Savings & Loan	6	$334,273,000

6 - PASSENGER AUTOS: County 87,681

7 - ELECTRIC METERS: Residence 54,924

8 - GAS METERS: Residence 44,885

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Processing 3,400 ($127); Glass, Clay, Stone 4,200 ($183); Equipment Mfg. 15,750 ($131); Chemical 5,400 ($158); Steel Fabricating 1,650 ($122).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 68-87; Fall 46-67; Winter 10-40. First killing frost, Oct. 2. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Indian Springs 87 stores.
Neighborhood Shopping Centers-6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave.; 3 on 8th to 10th on Southwest Blvd.; 1 on South 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd; Sunset Plaza, 6000 Leavenworth Rd. 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 shops. **Principal Shopping Days**-Fri., Sat., Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward; JCPenney; Sears.
Discount Stores-Venture; K mart; TG&Y.
Variety Stores-Ben Franklin.

Chain Drug Stores-Walgreen; De Goler's 2; ECO Discount 2; Treasury; Skagg's 2; Revco 3.
Chain Supermarkets-Milgram's 6; A&P 5; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Foodbarn 2; Sav Mart 2; C. Balls 2; Price Chopper; Aldi's.
Other Chain Stores-Auto: Western Auto, P.N. Hirsch, Firestone; Furniture: Falconers, ABC, Economy, L.A., Singer; Paints: Rickeys, Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co.

14 - NEWSPAPERS: KANSAN (e-mon to fri) 21,032; (S) 23,116; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Joie Mellenbruch, Adv. Dir, KANSAN, 901 N. Eigth St., Kansas City, KS 66101; Tel. (913) 371-4300.
National Representative: Landon Associates.

LARNED

1 - LOCATION: Pawnee County. E&P Map B-2. County Seat. On State Hwy. K-19; U.S. Hwys. 56 and 156.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Trans-State.
Airlines-Air Midwest (at Great Bend, 20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 4,811; Loc. Est. 5,283
County 80 Cen. 8,065; Loc. Est. 8,685

4 - HOUSEHOLDS:
City 80 Cen. 2,005; Loc. Est. 2,191
County 80 Cen. 3,066; Loc. Est. 3,394

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$107,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 4,934

7 - ELECTRIC METERS: Residence 1,986

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Products 104 ($250); Combine Canvasses and Parts; Farming, Ranching, Feedlots; Oil, Natural Gas; Farm Equipment 20 ($275); State Hospital 700 (Avg. monthly wage $1,000-$2,000); Doctors & Psychiatrists ($2,000-$5,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 2 on Main.
Principal Shopping Days-Tue., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-A.A. Doerr; Montgomery Ward.
Discount Stores-Alco.
Chain Supermarkets-Dillon's; Mammel; Uncle Bill's AG; D's; Jack & Jill.

14 - NEWSPAPERS: TILLER & TOILER (e-mon to fri) 3,000; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jens Teegerstrom, Adv. Mgr., TILLER & TOILER, 115 W. 5th, Larned, KS 67550; Tel. (316) 285-3111.
National Representative: None.

LAWRENCE

1 - LOCATION: Douglas County (MSA). E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke.; I-70.

2 - TRANSPORTATION: Railroads-AT & SF; Union Pacific; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 52,738; Loc. Est. 57,425
CZ-ABC: (80) 52,738; (84) 56,400
RTZ-ABC: (80) 43,097; (84) 46,100
County/MSA 80 Cen. 67,640; Loc. Est. 71,026
City & RTZ-ABC: (80) 95,835; (84) 102,500

4 - HOUSEHOLDS:
City 80 Cen. 18,773; Loc. Est. 21,008
County/MSA 80 Cen. 23,817; Loc. Est. 25,645
CZ-ABC: (80) 18,773; (84) 20,300
RTZ-ABC: (80) 14,497; (84) 15,600
City & RTZ-ABC: (80) 33,270; (84) 35,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$247,116,104
Savings & Loan	4	$236,568,661

6 - PASSENGER AUTOS: County 34,170

7 - ELECTRIC METERS: Residence 21,506

8 - GAS METERS: Residence 18,438

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Corrugated Box Plant and Paper Mill 300; Food Products 435; Univ. of Kans. 6,700; Fertilizers 390; Chemicals 541; Dehydrating 85; Organ Factory 70; Greeting Cards Ribbon 10,500; Distributing 410; Electronics 300; Printing 440; Plastics 330; Movie Film 25; Pharmacy-Research 60; Haskell Indian Junior College 250; Brakes-Gaskets 225; Electricity 225; Paper Products 230; Petroleum Wire Cable 130; Pet Food 160.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15. Last killing frost, May. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Massachusetts St.; 5 blocks on 2 parallel sts.
Neighborhood Shopping Centers-19th & Massachusetts; 9th & Iowa Sts.; 23rd & Louisiana; 25th & Iowa; 23rd & Iowa; Sixth & Kasold; 23rd & Ousdahl.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plz.(10)	1	Dillon's
Hillcrest(30)	3	Hillcrest IGA
The Malls(21)	3	Westlake Hardware
Westridge(10)	4	Westridge IGA
SW Plaza(15)	4	Food Barn
Holiday Plz.(30)	5	Keifs Discount Records & Stereo Supply
Southern Hills(12)	4	

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept. Thur.; Supermarkets, Gibsons,Wal-mart,SupeRx,K Mart,JCPenney nightly.

13 - RETAIL OUTLETS: Department Stores-Weaver's; JCPenney; Sears (catalog).
Discount Stores-Gibsons; K mart; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Raney's 2; Gibson Pharmacy; SupeRx; Medicine Shoppe; Wal-Mart Pharmacy; K mart Pharmacy.
Chain Supermarkets-Rusty's IGA 4; Kroger; Food Barn; Dillon's 3; Food-4-Less.
Other Chain Stores-Singer Co.; Goodrich; Cook Paint; Litwin's (gen. mdse.); Sherwin-Williams; McCrory; Otasco; Coast-to-Coast; Wickes; McCalls Shoes; Radio Shack 2; Mr. Guy Men's Wear; House of Fabrics; Raney Drugs; So-Fro Fabrics; Whelan Lumber Co.; Brman's Jewelers; Gregg Tires (Goodyear); Janell Ladies Wear; Ed Marlings; Town Crier; Village Set Ladies; Zercher Photo; Co-op Farm Store; Seifert's; Diamond International; Maupintour Travel; Pier 1 Imports; Ace Hardware; 84 Lumber; Scot's Ladies Wear; Mode O'Day; Maurices Ladies Wear; Carousel; Computerland; Robinson Shoe; Western Auto; Westlakes Hardware.

14 - NEWSPAPERS: JOURNAL-WORLD (e) 18,754; (S) 19,057; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dolph C. Simons, Jr., Pub., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
National Representative: Landon Associates.

LEAVENWORTH

1 - LOCATION: Leavenworth County. (In Kansas City PMSA) E&P Map D-2. County Seat. 34 mi. NW of Kansas City. Extreme east part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Santa Fe; Burlington; Chicago North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Trenton-St. Joseph Lines.

3 - POPULATION:
Corp. City 80 Cen. 33,656; Loc. Est. 37,138
CZ-ABC: (80) 33,656; (84) 32,700
RTZ-ABC: (80) 38,310; (84) 42,100
County 80 Cen. 54,809; Loc. Est. 56,200
PMSA 80 Cen. 519,031; Loc. Est. 542,108
City & RTZ-ABC: (80) 71,966; (84) 74,800

4 - HOUSEHOLDS:
City 80 Cen. 10,480; Loc. Est. 11,924
County 80 Cen. 17,030; Loc. Est. 17,893
PMSA 80 Cen. 184,920; Loc. Est. 197,833
CZ-ABC: (80) 10,480; (84) 10,300
RTZ-ABC: (80) 12,384; (84) 13,800
City & RTZ-ABC: (80) 22,864; (84) 24,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$192,509,000
Savings & Loan	2	$159,600,000

6 - PASSENGER AUTOS: County 28,909

7 - ELECTRIC METERS: Residence 15,062

8 - GAS METERS: Residence 11,273

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Batteries 170 ($420); Steel Fab. 45 ($375); Greeting Cards 965 ($400); Fed. Prison 420 ($440); Ft. Leavenworth Civ. Emp. 2,384 (N.A.); Ft. Leavenworth Army Pers. 3,930 (N.A.); Veterans Adm. 1,010 ($440).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown. 30 blocks on 3 parallel streets. Leavenworth Plaza-1 block long enclosed mall. Westside Village, 1 block long.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Leavenworth Plaza(24)	NA	JCPenney, Sears

Principal Shopping Days-Thur., Fri., Sat. and Mon.
Stores Open Sundays-Leavenworth Plaza; Food, Some Drug & Discount.
Stores Open Evenings-Leavenworth Plaza; Food, All Drug & Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bohm's; Bakers.
Variety Stores-Woolworth; Duckwall.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Russell's Pharmacies.
Chain Supermarkets-Food Barn; Gene's Thriftway; Waymire's IGA 2; 7-Eleven 2; E-Z Shop; Food-4-Less; Ball's Supermarket.
Other Chain Stores-Firestone; Goodrich; Gallenkamp Shoes; Goodyear; Sears (catalog); Mode O'Day; Radio Shack; Payless Shoes; Whelan's Home Center; Wheelers.

14 - NEWSPAPERS: TIMES (e-mon to fri) 9,343; (S) 9,788; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Johnston III, Gen. Mgr., TIMES, 416-22 Seneca; PO Box 144, Leavenworth, KS 66048; Tel. (913) 682-0305.
National Representative: Thomson Newspapers.

LIBERAL

1 - LOCATION: Seward County. E&P Map A-3. County Seat. 200 mi. SW of Wichita; 170 mi. N of Amarillo, TX; 200 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Continental; Mid-Continent Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,911; Loc. Est. 16,200
County 80 Cen. 17,071; Loc. Est. 18,640
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,407; Loc. Est. 5,984
County 80 Cen. 6,125; Loc. Est. 6,950

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$190,945,769
Savings & Loan	2	$215,000,000

6 - PASSENGER AUTOS: County 10,953

7 - ELECTRIC METERS: Residence 7,420

8 - GAS METERS: Residence 6,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wholesale Grocers 152; Aircraft 305; Beef Packing 1,450; Oil & Gas 1,300; Tradewind Industry 385.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Alco Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Ideal Center, 500 block S. Kansas Ave.; Western Center; Southgate Mall; Liberal Plaza to open Spring '85.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(26)	NA	Gibson's, IGA, K mart
S. Ideal(7)	NA	Ben Franklin, Montl. Ward, Allied Supermkt.
Plaza(13)	NA	Alco, Boogaart's

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Wood's; Long's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Duckwall; Alco; K mart.
Chain Drug Stores-Gibson's; H&R.
Chain Supermarkets-Ideal 2; Safeway Super Store; Jack & Jill; Boogaarts; Thrifty-Wise.
Other Chain Stores-Sweetbriar's; Mode O'Day; Grisier's; Jo-Le Shop; Casual Shop; Anna Trahern; Tucker's; Kelley's; Western Shop; Kiddie Korner; Cinderella Shop; Brown's Shoe; Oliver's Shoes; Payless Shoes; Montgomery Ward; Sears; Otasco; Firestone; Uniroyal; Goodyear.

14 - NEWSPAPERS: SOUTHWEST DAILY TIMES (e) 9,085; (S) 9,085; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James S. Head, Pub., SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901; Tel. (316) 624-2451.
National Representative: Papert Companies.

LYONS

1 - LOCATION: Rice County. E&P Map B-2. County Seat. 30 mi. E of Great Bend, 32 mi. NW of Hutchinson on U.S. Hwy. 56 and State Hwys. 14 and 96.

2 - TRANSPORTATION: Railroads-AT&SF; Burlington-Northern; MP.
Motor Freight Carriers-5.
Intercity Bus Lines-Trans-State.

3 - POPULATION:
Corp. City 80 Cen. 4,134; Loc. Est. 4,151
County 80 Cen. 11,900; Loc. Est. 12,187

4 - HOUSEHOLDS:
City 80 Cen. 1,679; Loc. Est. 1,702
County 80 Cen. 4,525; Loc. Est. 4,703

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,000,000
Savings & Loan	1	$47,000,000

6 - PASSENGER AUTOS: County 6,787

7 - ELECTRIC METERS: Residence 1,900

8 - GAS METERS: Residence 1,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil, Salt 200 ($300); Airplane Parts 140 ($400); Concrete 10 ($300); Foundry 50 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70. First killing frost Oct. 15. Last killing frost Apr. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Calhoun's.
Variety Stores-Duckwall.
Chain Supermarkets-Jack & Jill; IGA; Boogaarts.
Other Chain Stores-Gamble's; Otasco; Mode O'Day; Coast-to-Coast; Ace Hardware.

14 - NEWSPAPERS: NEWS (e) 3,352; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Paul E. Jones, Pub., NEWS,210 W. Commercial; PO Box 560, Lyons, KS 67554; Tel. (316) 257-2368.
National Representative: Kansas Press Service.

MANHATTAN

1 - LOCATION: Riley County (County Seat). Pottawatomie County. E&P Map C-2. Home of Kansas State Univ. Permanent military reservation; 125 mi. W of Kansas City. On U.S. Hwy. 24; State Hwys. 177, 18, 29; 5 mi. from Tuttle Creek Dam and Reservoir; 6 mi. from I-70.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound, Continental.
Airlines-Capitol Air Service; Midwest Air.

3 - POPULATION:
Corp. City 80 Cen. 32,644; Loc. Est. 35,267
CZ-ABC: (80) 41,568; (84) 44,600
RTZ-ABC: (80) 37,834; (84) 40,000
Counties 80 Cen. 78,287; Loc. Est. 80,587
Riley 80 Cen. 63,505; Loc. Est. 65,107
Pottawatomie 80 Cen. 14,782; Loc. Est. 15,480
City & RTZ-ABC: (80) 79,402; (84) 84,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,821; Loc. Est. 13,672

Counties 80 Con. 24,670; Loc. Est. 25,988
Riley 80 Cen. 19,269; Loc. Est. 20,144
Pottawatomie 80 Cen. 5,401; Loc. Est. 5,844
CZ-ABC: (80) 14,660; (84) 16,000
RTZ-ABC: (80) 10,401; (84) 11,000
City & RTZ-ABC: (80) 25,061; (84) 27,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$181,527,090
Savings & Loan	4	$145,271,000

6 - PASSENGER AUTOS: Riley County 22,915; Pottawatomie County 8,810.

7 - ELECTRIC METERS: Residence 16,110

8 - GAS METERS: Residence 12,060

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 700; Mfg. 1,050; Transportation 325; Wholesale & Retail 14,100; Trade 4,350; Fin., Ins. & Real Estate 1,025; Services 2,925; Govt. (incl. schools) 7,750; All Other 1,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-77; Summer 63-92; Fall 32-82; Winter 18-47. First killing frost, Oct. 12. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets.
Neighborhood Shopping Centers-Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plaza (Anderson Avenue).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aggieville	NA	NCR, Woody's
Blue Hills	3	Blue Hills Mkt.
Village Plaza	5	Alco, Safeway, Revco
West Loop	5	Calhoun's, Robi's, Dillon's
Wal-Mart	1	Wal-Mart, Dillon, K mart, Food 4 Less

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Chain Grocery, Drug, Dept., K mart, Wal-Mart, Alco, Revco, Sears, JCPenney.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney 2; Browne's; Calhoun's.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Norton Rexall 2; Barry's; Revco.
Chain Supermarkets-Safeway 2; Dillon 2; Dutch Maid 5; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Firestone; Brown Shoe Fit; Burke's Shoes; McCall's Shoes; Seiferts; Waters Hardware.

14 - NEWSPAPERS: MERCURY (e-mon. to fri) 13,093; (S) 13,929; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James Findley, Adv. Mgr., MERCURY, 318 N. 5th, Manhattan, KS 66502; Tel. (913) 776-8805.
National Representative: Landon Associates.

McPHERSON

1 - LOCATION: McPherson County. E&P Map C-2. County Seat. 51 mi. NW of Wichita, U.S. Hwys. 56 and 81 intersect here; State Hwy. 61, I-35.

2 - TRANSPORTATION: Railroads-Cotton Belt; AT&SF; Missouri Pacific; UP (freight only).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,753; Loc. Est. 12,546
County 80 Cen. 26,855; Loc. Est. 27,869

4 - HOUSEHOLDS:
City 80 Cen. 4,491; Loc. Est. 4,892
County 80 Cen. 9,807; Loc. Est. 10,443

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$121,166,000
Savings & Loan	3	$375,000,000

6 - PASSENGER AUTOS: County 15,792

7 - ELECTRIC METERS: Residence 4,656

8 - GAS METERS: Residence 4,798

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglas Insulation 400; Welding Industries 110; Plastics 458; Concrete Pdts. 25; Misc. Mfg. 215; Sterling Drug 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main and 12th just off Main.
Neighborhood Shopping Center-5 blocks North Main, 3 blocks on South Main; Plaza Shopping Center (3 stores, 1200 W. Kansas); Dillons Shopping Center (1300 N. Main, 5 stores.)
Principal Shopping Days-Mon.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward (catalog).
Discount Stores-TG&Y; K mart.
Chain Drug Stores-Mathis Phmy.; Dillon's.
Chain Supermarkets-J.S. Dillon; Buy for Less.
Other Chain Stores-Gambles; Cook's (paint); Firestone; Coast-to-Coast; Radio Shack; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (e) 6,127; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Mgr., SENTINEL, 301 S. Main St., McPherson, KS 67460; Tel. (316) 241-2422.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Harvey County. E&P Map C-2. County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & publication headquarters. Just E & S of center of state, 27 mi. N of Wichita; 200 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 and 196.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.
Airlines-Municipal airport-charter service.

3 - POPULATION:
Corp. City 80 Cen. 16,332; Loc. Est. 17,638
County 80 Cen. 30,531; Loc. Est. 32,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,233; Loc. Est. 6,876
County 80 Cen. 10,947; Loc. Est. 11,913

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$125,394,000
Savings & Loan	2	$363,198,272

6 - PASSENGER AUTOS: County 17,889

7 - ELECTRIC METERS: Residence 7,644

8 - GAS METERS: Residence 6,722

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 705 ($200); Milling (Flour) 100 ($150); Mobile Homes 1,050 ($175); Aircraft 150 ($200); Agricultural Implements 3,150 ($175).
Principal Industrial Pay Days-R.R., 1st & 15th; Mfg., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St.; 1 block each way off Main, third to Broadway (5 blocks).
Neighborhood Shopping Centers-S. 12th & Washington Rd.; 1100 block N. Main; Biz. Route Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy 50).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plaza	1	Dillon's
Alco Plaza	2	Buy For Less, Alco
Meridion	1	Gibson's, K mart

Principal Shopping Days-Thur., Sat., 1st & 15th.
Stores Open Evenings-Dept. Thur.; Food nightly. Shopping centers and food stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cunningham's.
Variety Stores-Woolworth; Davis Point; Dillon's.
Discount Stores-Alco (Duckwall's); Gibson's; K mart.
Chain Drug Stores-Carter Phcy. (Walgreen).
Chain Supermarkets-Dillon 2; Safeway; IGA 2.
Other Chain Stores-Goodrich; Oklahoma Tire; Firestone; Sears (catalog); Sherwin-Williams; Bailly's, Nat'l. Bldg. Center; Boise Cascade.

14 - NEWSPAPERS: KANSAN (e) 8,523; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Dennis Garrison, Adv. Mgr., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.
National Representative: Kansas Press Service.

NORTON

1 - LOCATION: Norton County. E&P Map B-1. County Seat. 300 mi. E of Denver; 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

2 - TRANSPORTATION: Railroads-Burlington Northern; Kyle.
Motor Freight Carriers-3.
Intercity Passenger Bus Lines-Interstate.

3 - POPULATION:
City 80 Cen. 3,400; Loc. Est. 3,547
County 80 Cen. 6,689; Loc. Est. 7,147
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,412; Loc. Est. 1,450
County 80 Cen. 2,589; Loc. Est. 2,878

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,000,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 3,970

7 - ELECTRIC METERS: Residence 1,814

8 - GAS METERS: Residence 1,821

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Supply ($150); Water Well Pipe N.A.($125); Ptg. N.A.($150); Contracting 100 ($150); Truck Transp. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Machinery Manufacturing N.A. ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-64; Summer 64-98; Fall 34-56; Winter 30-50. First killing frost, Oct. 13. Last killing frost, Apr. 30.

11 - TAP WATER: Soft from Bureau of Rec. Lake.

12 - RETAILING: Principal Shopping Centers-3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N First; 4 on N Second; 1 on W Lincoln; 1 on S First; 2 on S Second; 1 on N Norton.
Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Browne; Lu Jon's.
Variety Stores-A.L. Duckwall.
Chain Drug Stores-Rexall; Stapleton.
Chain Supermarkets-Safeway; Kelling Bestyet; Haxton's Shurfine.
Other Chain Stores-Auto Parts; Sidles Auto Supply; Wheeler's Farm Supply; Pamida Discount; True Value Hardware; Coast-to-Coast; Napa.

14 - NEWSPAPERS: TELEGRAM (e) 3,594; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM, 215 S. Kansas St., Norton, KS 67654; Tel. (913) 877-3361.
National Representative: Landon Associates.

OLATHE

1 - LOCATION: Johnson County. E&P Map D-2 (In Kansas City PMSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth, 55 mi. SE of Topeka. Hwys.: U.S. 50, 56, 169, 69; State 7, 58, 150; I-35.

2 - TRANSPORTATION: Railroads-AT&SF; St. Louis & San Francisco.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 37,258; Loc. Est. 44,801
PMSA 80 Cen. 519,031; Loc. Est. 542,108
County 80 Cen. 270,269; Loc. Est. 285,293

4 - HOUSEHOLDS:
City 80 Cen. 12,021; Loc. Est. 15,156
County 80 Cen. 96,927; Loc. Est. 104,797
PMSA 80 Cen. 184,920; Loc. Est. 197,833

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$55,000,000
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: County 203,755

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,793

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Boots 84; Batteries 450; Wood Prods. 75; Farm Machy. 100; Aircraft Radio 1,500; Misc. Light Industry 500; Petroleum 200. Av. Wkly. Wage-$250.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19. Last killing frost, Apr. 15.

11 - TAP WATER: 10-17 grains, hardness, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks around Square; 5 off Square.
Neighborhood Shopping Centers-4 blocks on 3 Kansas Ave.; 1 on U.S. 56; 1 on U.S. 56 and K7; 1 on Old KC Road; 10 blocks on Santa Fe; Dennis West Shops; Doubletree; Rolling Ridge; Crossroads; Townsquare I. **Principal Shopping Days**-Mon., Thur., Fri., Sat.
Stores Open Evenings-Supermarkets every night and Sun; Others-Fri.

13 - RETAIL OUTLETS: Department Stores-Miller's.
Variety Stores-TG&Y; Waymire.
Discount Stores-Gibson's; Alco; K mart.
Chain Supermarkets-Thriftway; Dillon's; Food Barn; Savemart; Food For Less.
Other Chain Stores-Western Auto; Firestone; Sears; Montgomery Ward.

14 - NEWSPAPERS: NEWS (m-tues to sat; S) 9,282; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: John Marshall, Gen. Mgr., NEWS, 514 S. Kansas, PO Box 130, Olathe, KS 66061; Tel. (913) 764-2211.
National Representative: None.

OTTAWA

1 - LOCATION: Franklin County. E&P Map D-2. County Seat. College center 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

2 - TRANSPORTATION: Railroads-Sante Fe; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Ottawa Flying (30 min. to Kansas City Int'l.).

3 - POPULATION:
Corp. City 80 Cen. 11,016; Loc. Est. 11,393
County 80 Cen. 21,813; Loc. Est. 22,580
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,259; Loc. Est. 4,430
County 80 Cen. 8,051; Loc. Est. 8,498

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$96,526,000
Savings & Loan	2	$1,095,718,711

6 - PASSENGER AUTOS: County 12,338

7 - ELECTRIC METERS: Residence 4,133

8 - GAS METERS: Residence 3,980

9 - PRINCIPAL INDUSTRIES: Steel Prod.; Nursery Stock; Men's Work Clothes; Plastic Frames for Work Glasses; Highway Signs; Mobile Homes; Sign Erection Cranes; Blue Rock Targets; Dog Food; Kitchen Cabinets; Plastic Products; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45; First killing frost, Oct. 27. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main St.
Neighborhood Shopping Centers-4 blocks on S. Main St.; 3 blocks on N. Main St.
Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Wed.

13 - RETAIL OUTLETS: Department Stores-Litwin's; Sears; Montgomery Ward; JCPenney. Stockyard Farmers Store.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Alco.
Chain Drug Stores-Alegre's Health Mart.
Chain Supermarkets-Safeway; Pence 2; Waymire's Food Stores; Aldi Food Stores.
Other Chain Stores-Firestone; Oklahoma Tire & Supply; Davis Paint; Brown's Shoe Fit.

14 - NEWSPAPERS: HERALD (e) 5,837; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S. Cedar, Ottawa, KS 66067; Tel. (913) 242-4700.
National Representative: None.

PARSONS

1 - LOCATION: Labette County. E&P Map D-3. In SE Kansas; 137 mi. from Kansas City; 143 mi. from Wichita; 125 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas, Frisco.
Motor Freight Carriers-7.
Intercity Passenger Bus Lines-Continental Trailways.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 12,898; Loc. Est. 13,520
CZ-ABC: (80) 12,898; (84) 13,000
RTZ-ABC: (80) 29,526; (84) 30,000
County 80 Cen. 25,682; Loc. Est. 27,004
City & RTZ-ABC: (80) 42,424; (84) 43,000

4 - HOUSEHOLDS:
City 80 Cen. 4,995; Loc. Est. 5,331
County 80 Cen. 9,702; Loc. Est. 10,463
CZ-ABC: (80) 4,995; (84) 5,100
RTZ-ABC: (80) 11,087; (84) 11,500
City & RTZ-ABC: (80) 16,082; (84) 16,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$100,466,000
Savings & Loan	2	$210,137,475

6 - PASSENGER AUTOS: County 12,982

7 - ELECTRIC METERS: Residence 5,390

8 - GAS METERS: Residence 5,001

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ammunition Plant 650 ($274); State Hospital & Training Ctr. 435 ($227); Railroad 480 ($450); Steel Products 153 ($196); Tec Tank ($261); Color Graphics.
Principal Pay Days-R.R. and State, 1st and 16th.

10 - CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-5 blocks on Parsons Plaza; 2 on Broadway; 1 on 18th.
Neighborhood Shopping Centers-300 Main 3; Belmont Square Shopping Center 7; 21st and Main.
Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Thur., Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins.
Discount Stores-Wal-Mart; TG&Y.
Chain Drug Stores-Revco; Vista.
Chain Supermarkets-Rooster's; Thriftway; Safeway; Consumers Discount; Greaves NuWay AG.
Other Chain Stores-Sears (order); Sherwin-Williams; Montgomery Ward; Wesco.

14 - NEWSPAPERS: SUN (e-mon to fri) 9,590; (m-sat) 8,658; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ann Kennett, Adv. Dir., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000.
National Representative: Landon Associates.

PITTSBURG

1 - LOCATION: Crawford County. E&P Map D-3. 127 mi. S of Kansas City. On U.S. Hwys. 69, 160; State Hwys. 57, 126.

2 - TRANSPORTATION: Railroads-K.C., Southern; AT&SF; Missouri Pacific; Frisco.
Motor Freight Carriers-7.
Bus Lines-Continental Trailways.
Airlines-Commercial-25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,770; Loc. Est. 19,078
County 80 Cen. 37,916; Loc. Est. 39,613

4 - HOUSEHOLDS:
City 80 Cen. 7,737; Loc. Est. 8,011
County 80 Cen. 15,212; Loc. Est. 16,299

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$135,523,214
Savings & Loan	2	$156,070,771

6 - PASSENGER AUTOS: County 19,602

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 9,464

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Armature 106 ($211); Lithography 20 ($260); Grocers 153 ($320); Coal 170 ($275); Coal Preparation 730 ($240); Census Bureau 187 ($229); Tile 260 ($240); Textile 125 ($170); Chemical 300 ($340); Livestock Feed 100 ($210); Paper Products 103 ($210).
Principal Industrial Pay Days-1st, 5th, 15th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall-23 stores; Wal-Mart Discount Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(24)	NA	JCPenney, Newman's

Principal Shopping Days-Downtown: Thur.; Shopping Centers every night except Sun.
Stores Open Sunday-Supermarkets, Drug, Discounts, Mall.

13 - RETAIL OUTLETS: Department Stores-Ramsay's; Montgomery Ward (catalog); JCPenney; Sears (catalog); Newman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart.
Chain Drug Stores-Green Cross; Crowell 2; Scottie; Vista.
Chain Supermarkets-Safeway; TruValue 2; Consumers; Dillons; IGA 3; AG.
Other Chain Stores-Mode O'Day; Sherwin Williams; Merle Norman Cosmetics; Rexall; Gallenkamp's; Barden-Robbins; Quik-Trip; Musicland; Lumberjacs Building Supply; Otasco; Pay Less Shoes; Sutherland Lumber; DavisPaint; Bailly's of Kansas; Kutz Music; Convenient Foods; 7-Eleven; Bob's Shoes.

14 - NEWSPAPERS: SUN (mS) 12,532; Dec. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Cindy Denton, Adv. Mgr., SUN, 701 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.
National Representative: Paper Companies.

PRATT

1 - LOCATION: Pratt County. E&P Map B-3. County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54.

2 - TRANSPORTATION: Railroads-Main line Rock Island (Santa Fe Spur).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,885; Loc. Est. 7,299
County 80 Cen. 10,275; Loc. Est. 10,799

4 - HOUSEHOLDS:
City 80 Cen. 2,824; Loc. Est. 3,016
County 80 Cen. 4,078; Loc. Est. 4,410

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$80,654,000
Savings & Loan	1	$11,278,263

6 - PASSENGER AUTOS: County 6,544

7 - ELECTRIC METERS: Residence 2,665

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum Prod. & Equip. 85; Rock Island Div. Point 65; Farm Equip. Mfg. 38; Dairying 50; Mining Gypsum 55; Oil Feed Tanks 40; 35,000 Animal Capacity Feed Lot 45; Furniture NA; Area Hospital 66; State Hdqrs. Forestry, Fish & Game 75.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-76. First killing frost, Nov. 1-10. Last killing frost, Mar. 20-30.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Center-11 blocks on 3 streets.
Neighborhood Shopping Centers-North Main; East First and West First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East End	1	Gibson's
West End	1	Drive Inn

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Jett's; JCPenney; Litwins.
Discount Stores-Gibson's; Alco.
Chain Supermarkets-Dillon's; Safeway; Discount Food Center; Drive Inn.
Other Chain Stores-Gamble's; Western Auto; Woolwines Auto Supply; Goodmin; Sears; (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: TRIBUNE (e) 3,773; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE, 319 S. Nonescah, PO Box 989, Pratt, KS 67124; Tel. (316) 672-5511.
National Representative: Landon Associates.

RUSSELL

1 - LOCATION: Russell County. E&P Map B-2. County Seat. 75 mi. from Salina; on U.S. Hwys. 40, 281; I-70.

2 - TRANSPORTATION: Railroads-UP.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 5,427; Loc. Est. 5,697
County 80 Cen. 8,868; Loc. Est. 9,261

4 - HOUSEHOLDS:
City 80 Cen. 2,228; Loc. Est. 2,303
County 80 Cen. 3,612; Loc. Est. 3,893

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$100,000,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,192

7 - ELECTRIC METERS: Residence 2,919

8 - GAS METERS: Residence 2,435

9 - PRINCIPAL INDUSTRIES: Oil Production; Pipeline Construction; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 65-115; Fall 50-85; Winter 10-55.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-L. Banker Mercantile; JCPenney; Kiltzke's; Anthony's.
Variety Stores-TG&Y.
Chain Supermarkets-IGA 2; Boogaart's.
Other Chain Stores-Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,621; sworn Sept. 30, 1983
Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 Maple St., Russell, KS 67665; Tel. (913) 483-2116.
National Representative: Landon Associates.

SALINA

1 - LOCATION: Saline County. E&P Map C-2. County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40; Interstate Hwys. 70 & 135.

2 - TRANSPORTATION: Railroads-Union Pacific; Missouri Pacific; CRI&P; Santa Fe.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Frontier; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 41,843; Loc. Est. 44,936
CZ-ABC: (80) 41,843; (84) 44,100
RTZ-ABC: (80) 112,767; (84) 111,600
County 80 Cen. 48,905; Loc. Est. 51,239
City & RTZ-ABC: (80) 154,610; (84) 155,700

4 - HOUSEHOLDS:
City 80 Cen. 16,216; Loc. Est. 17,784
County 80 Cen. 18,613; Loc. Est. 19,997
CZ-ABC: (80) 16,216; (84) 17,300
RTZ-ABC: (80) 43,755; (84) 43,700
City & RTZ-ABC: (80) 59,971; (84) 61,000

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$307,292,140
Savings & Loan	4	$140,914,782

6 - PASSENGER AUTOS: County 30,391

7 - ELECTRIC METERS: Residence 19,722

8 - GAS METERS: Residence 16,956

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electricity 213; Sheet Metal 150; Const. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 1,100; Fluorescent Lamps 400; Food Processing 2,100; Battery Mfg. 500; Agricultural Equip. 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmore Ctr.(20)	NA	IGA, NCR
Kraft Manor(16)	NA	Suburban TV
Mid-State Mall(40)	NA	
Sears Ctr.(7)	NA	Sears, Wal-Mart
Southview(2)	NA	Safeway, Alco
Sunset Plz.(24)	NA	Rexall, Dillon's, Otasco, Duckwall
Southgate(9)	NA	Rexall, Dillon's, Calhouns
Park West	NA	K mart

Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Kline's; Sears; JCPenney; Calhouns.
Variety Stores-Gamble's; Ben Franklin.
Discount Stores-Gibson's; Weeks; Alco; K mart; Wal-Mart.
Chain Drug Stores-Morriss 2; Walgreens.
Chain Supermarkets-Dillon's 3; Safeway; Food-4-Less 2; Warehouse Market; Ashton's 2.
Other Chain Stores-Firestone; Zale's; G.R. Kinney; Goodyear.

14 - NEWSPAPERS: JOURNAL (m) 29,837; (S) 34,820; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul G. Webb, Mktg. Dir., JOURNAL, 333 4th St.; PO Box 779, Salina, KS 67401; Tel. (913) 823-6363.
National Representative: Branham/Newspaper Sales.

TOPEKA

1 - LOCATION: Shawnee County (In Topeka MSA). E&P Map D-2. State Capital, County Seat. U.S. Hwys. (junction) 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpk. (I-70), 70 mi. W of Kansas City; 175 mi. NE of Wichita.

2 - TRANSPORTATION: Railroads-Santa Fe; Union Pacific; Missouri Pacific; Rock Island.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Capitol; Midway; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 115,266; Loc. Est. 115,633
CZ-ABC: (80) 154,916; (84) 156,600
RTZ-ABC: (80) 395,620; (84) 414,300
County/MSA 80 Cen. 154,916; Loc. Est. 160,389
City & RTZ-ABC: (80) 550,536; (84) 570,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,256; Loc. Est. 47,438
County/MSA 80 Cen. 58,832; Loc. Est. 62,353
CZ-ABC: (80) 58,832; (84) 60,000
RTZ-ABC: (80) 141,014; (84) 148,800
City & RTZ-ABC: (80) 199,846; (84) 208,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$177,765,000
Savings & Loan	4	$1,873,500,000

6 - PASSENGER AUTOS: County 93,091

7 - ELECTRIC METERS: 55,632

8 - GAS METERS: Residence 51,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Government 21,700; Services 17,700; Manufacturing 9,900; Finance, Ins. & Real Estate 5,900; Contract Construction 2,800; Wholesale & Retail 18,900.
Principal Industrial Pay Days-1st, 15th, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68; First killing frost, Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 3 sts.
Neighborhood Shopping Centers-20 neighborhood centers spread throughout city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookwood(27)	6	Dillons, TG&Y
Campus North(14)	5	Vivians
Eastboro(18)	3	Duckwalls, Falleys
Fairlawn Plaza	NA	Bensons, Ben Franklin
Gage Center(48)	4	Woolworth, Safeway
Gage Vlg.(30)	4	Rosies Show Off
Highland Crest(40)	4	K mart, IGA
Highland Vlg.(25)	6	Alco, IGA
Hillsdale(20)	6	Dillon's, Midwestern Music
Holliday Sq.(29)	4	Dibbles, Pelletier's
Huntoon & Wannamaker	5	K mart
Indian Hills	5	Safeway
Market Place(8)	5	Dibbles
North Plaza(4)	5	Suttons, Alco, Calhouns
N. Topeka Bus. District	5	Marlings, Safeway
Northland(11)	8	Falleys, Northland's
Seabrook(4)	4	Falleys, Calhouns
South City Plz.(12)	2	A&P
Southwest Center	5	S.W. Bowl
University Vlg.(6)	4	IGA
Washburn View(13)	3	Roachs, Suttons
Westboro	3	Billies, Potterfields
White Lakes(63)	3	Sears, Woolworth Walgreens, JCPenney
White Lakes Plz.(17)	4	Team Electronics

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Department Stores-Mon. & Thur. Supermarkets-Every evening.
Stores Open Sundays-Grocery, supermarkets, discount houses, dept. stores.

13 - RETAIL OUTLETS: Department Stores-Pelletier's; Sears; Montgomery Ward; JCPenney; P.N. Hirsch; Macy's; Calhouns; Richman-Gordman; Seiferts; Northland.
Discount Stores-Skagg's; Ardan's; K mart 3; Alco 2; Venture.
Variety Stores-Woolworth 2; Duckwall's 2; TG&Y.
Chain Drug Stores-Walgreens 3; Blaylock 4; Jacquth 2; Medical Arts 2; Super D; Northside Family RX; Revco.
Chain Supermarkets-Dibble s 3; IGA 11; Falley's 4; Safeway 3; Sutton's 2; Dillon's 3; Tilton's 2; Thriftway 3; Super Saver 4; Save More; Food For Less 4; Sak'n Save; EZ Shops 6; Kwik Shops 3; 7-Eleven 3; Town & Country 4.
Other Chain Stores-American Handicrafts; Athletes Foot; B. Dalton; Bumper to Bumper; Caldwells; Carpet Center; Casual Aire, Inc.; Cloth World; CMC Stereo; Color Tile; Cook Paint; Extension One; Firestone; First Serve; Flowerama; Foot Locker; Freeman Factory Outlet; Glidden Paint; Goodyear Service; Hancock Fabrics; Harding Glass; Harper Fabrics; Jenkins Music; Kaybee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Litwins; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Paint; Pier 1 Imports; Pro Am Partstop; Radio Shack; Robinsons Shoes; Sherwin-Williams; Singer; So-Fro Fabrics; Russell Stover; Susie's Casuals; Sutherland Lumber; Swiss Colony; Tandy Leather; Team Electronics; Topps & Trowsers; Wolfes Jewelry; Zale's Jewelry; A.J. August; Tango Boutique; The Gap; Foxmoor; Fashion Conspiracy; Adler's; Extension I.

14 - NEWSPAPERS: CAPITAL-JOURNAL (m) 67,595; (S) 76,419; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William Osborne III, Adv. Dir., CAPITAL-JOURNAL, Sixth & Jefferson Sts., Topeka, KS 66607; Tel. (913) 295-1111.
National Representative: Branham/Newspaper Sales.

WELLINGTON

1 - LOCATION: Sumner County. E&P Map C-3. County Seat. S central Kansas near Oklahoma; 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpk.

2 - TRANSPORTATION: Railroads-Rock Island, Santa Fe.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,212; Loc. Est. 8,797
County 80 Cen. 24,928; Loc. Est. 26,545

4 - HOUSEHOLDS:
City 80 Cen. 3,332; Loc. Est. 3,601
County 80 Cen. 9,413; Loc. Est. 10,278

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$20,000,000

6 - PASSENGER AUTOS: County 14,447

7 - ELECTRIC METERS: Residence 3,169

8 - GAS METERS: Residence 2,948

9 - PRINCIPAL INDUSTRIES: Railroad Shops; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-TG&Y; Wal-Mart.
Chain Supermarkets-Dillon's; IGA; Wellington Discount Foods.
Other Chain Stores-Oklahoma Tire & Supply; Firestone.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,023; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Jackson Mitchell, Pub. & Ed., NEWS, 113 W. Harvey; PO Box 368, Wellington, KS 67152; Tel. (316) 326-3326.
National Representative: Landon Associates.

WICHITA

1 - LOCATION: Sedgwick County. E&P Map C-3 (MSA). County Seat. 161 mi. SE of the geographical center of the continental United States; 190 mi. SW of Kansas City, MO. On I-35, I-135, I-235; Kansas Tpke; U.S. Hwys. 54, 81; State Hwys. 15, 42, 96; 254.

2 - TRANSPORTATION: Railroads-(Freight service only) Santa Fe; Missouri Pacific; Burlington-Northern; Oklahoma Kansas Texas Railroad.
Motor Freight Carriers-54.
Intercity Bus Lines-Trailways.
Airlines-TWA, American; America West; Frontier; Continental; Air Midwest; Republic; United; Emerald Air.

3 - POPULATION:
Corp. City 80 Cen. 279,835; Loc. Est. 294,407
County 80 Cen. 367,088; Loc. Est. 385,678
MSA 80 Cen. 411,313; Loc. Est. 433,579
PMA-ABC. (80) 806,425; (84) 834,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 110,306; Loc. Est. 118,893
County 80 Cen. 137,744; Loc. Est. 148,359
MSA 80 Cen. 153,831; Loc. Est. 165,940
PMA-ABC. (80) 301,288; (84) 314,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$15,800,000,000
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 227,391

7 - ELECTRIC METERS: Residence 160,331

8 - GAS METERS: Residence 138,708

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Labor Force 211,200; Construction 8,600; Transportation Equip. (Inc. Aircraft) 32,900 ($485); All Manufacturing 54,400 ($418).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11 - TAP WATER: Soft.

12 - RETAILING: Downtown Shopping Centers-8 blocks on Douglas Ave.; 1 N and 1 S on Water St.; Topeka Ave.; Emporia Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amidon Plz.(5)	4	Safeway
Blvd. Plaza(16)	2	IGA
Brittany Ctr.(13)	6	Safeway
Central Hgts.(18)	6	IGA
Eastgate(29)	5	Dillon, Ardan's
Indian Hills(12)	3	IGA
Ken-Mar(20)	4	Woolworth, IGA
Lincoln Hgts.(25)	3	Gessler, Barner's
Marina Lakes(28)	4	Furr's Cafeteria
Mill Creek(11)	5	
Morris Town(12)	4	Carl Bell's
Normandie(28)	4	TG&Y, Safeway
Parklane(59)	4	Alco, Cloth World
Pawnee Plz.(20)	2	Revco, IGA
Plaza del Sol(17)	4	Chi Chi's, Computerland
Plaza West(26)	3	IGA, TG&Y
Prairie Vlg.(21)	5	Dillon, Calhoun's
Seneca Sq.(31)	4	Dillon
Sweetbriar(40)	4	IGA, Skaggs
Towne East Square(120)	5	Dillard's, Sears, JCPenney
Towne West Square(99)	3	Dillard's, Mont. Ward, JCPenney
Twin Lakes(57)	4	Sears
Westlink(27)	6	Dillons, Calhoun's
Westway(23)	4	Safeway, Skaggs
Wichita Mall(43)	3	Skaggs, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers every evening to 9; Macy's (downtown)-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward 2; Sears 3; JCPenney 2; Dillard's 2; Calhoun's 4.
Discount Stores-Alco 4; K mart 4; TG&Y Family Centers 9; Target 2.
Variety Stores-Woolworth 2; TG&Y 3.
Chain Drug Stores-Hart 2; Skaggs 5; Gessler's 4; Cummings 4; Revco 8.
Chain Supermarkets-Dillons 18; Safeway 13; Associated Grocers 14; IGA 19; Leeker's 2; Bestyet 3.
Convenience Stores-Quick Trip 43; Town & Country 22; Kwik Shops 15; Johnson's 11; 7-Eleven 5.
Other Chain Stores-Ardan 2; A.J. August 2; Baker's Shoes 2; Bernina Sewing Centers 2; Casual Corner 2; Cloth World 3; Cricket Alley 4; Gallenkamp 3; Gallery Shoes 3; Garnett Auto Supply 9; Gordon's Jewelers 2; Hanover Shoes 2; Heaven Cent 2; Helzberg's 3; Jo-Ann Fabrics 2; Kinney Shoes 3; Lerner 2; Otasco 7; Payless Shoe Source 7; Royal Optical 2; Russell Stover 2; Radio Shack 12; Shirt Shacks Unlimited 4; Whitlock Auto Supply 3; Wilson's Jewelers 2; World Bazaar 2; Zales 4; Woolf Bros; Yale's Weddings 3; Woman's World 2.

14 - NEWSPAPERS: EAGLE-BEACON (m) 123,777; (S) 188,028; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mary McCoy, Natl. Adv. Mgr., EAGLE-BEACON, PO Box 820, Wichita, KS 67201; Tel. (316) 268-6381; Telecopier (316) 268-6234.
National Representative: Knight-Ridder.

WINFIELD

1 - LOCATION: Cowley County. E&P Map C-3. County Seat. Educational medical center. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State 15.

2 - TRANSPORTATION: Railroads-AT&SF; Frisco.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
City 80 Cen. 10,736; Loc. Est. 11,004
CZ-ABC. (80) 10,736; (84) 10,600
RTZ-ABC. (80) 24,206; (84) 25,600
County 80 Cen. 36,824; Loc. Est. 38,616
City & RTZ-ABC. (80) 34,942; (84) 36,200

4 - HOUSEHOLDS:
City 80 Cen. 4,172; Loc. Est. 4,258
County 80 Cen. 13,897; Loc. Est. 14,975
CZ-ABC. (80) 4,172; (84) 4,100
RTZ-ABC. (80) 8,592; (84) 9,000
City & RTZ-ABC. (80) 12,764; (84) 13,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$84,347,000
Savings & Loan	3	$85,000,000

6 - PASSENGER AUTOS: County 19,428

7 - ELECTRIC METERS: Residence 5,708

8 - GAS METERS: Residence 4,521

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 600 ($400); Food Proc. 250 ($270); Metal Prods. 550 ($350); Aircraft 600 ($300); Medical 800 ($275); Plastics 300 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Lake water, fairly soft.

12 - RETAILING: Principal Shopping Center-7 blocks on 2 sts.
Shopping Centers-Winfield Plaza.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Centers 7 days.

13 - RETAIL OUTLETS: Department Stores-Kerr-Calvert; JCPenney; Litwin's; C.R. Anthony; Montgomery Ward.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Dillons; Boogaarts; Wheeler's IGA.
Other Chain Stores-Oklahoma Tire; Western Auto.

14 - NEWSPAPERS: COURIER (e) 6,153; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd Craig, Adv. Mgr., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.
National Representative: Landon Associates.

KENTUCKY SURVEYS

METROPOLITAN STATISTICAL AREAS

Clarksville-Hopkinsville, Tenn.-Ky.-Montgomery County, Tenn.; Christian County, Ky.
Evansville, Ind.-Ky.-Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky.
Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd, Carter and Greenup Counties, Ky.; Lawrence County, Ohio.
Lexington-Fayette-Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.
Louisville, Ky.-Ind.-Bullit, Jefferson, Oldham and Shelby Counties, Ky.; Clark, Floyd and Harrison Counties, Ind.
Owensboro-Daviess County.

PRIMARY METROPOLITAN STATISTICAL AREA

Cincinnati, Ohio-Ky.-Ind.-Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	271	283	293
5-14 Years	651	591	611
15-24 Years	585	700	724
25-44 Years	732	991	1,025
45-64 Years	645	686	709
65 and Over	336	410	424
TOTAL	3,220	3,661	3,786

Based on U.S. Census

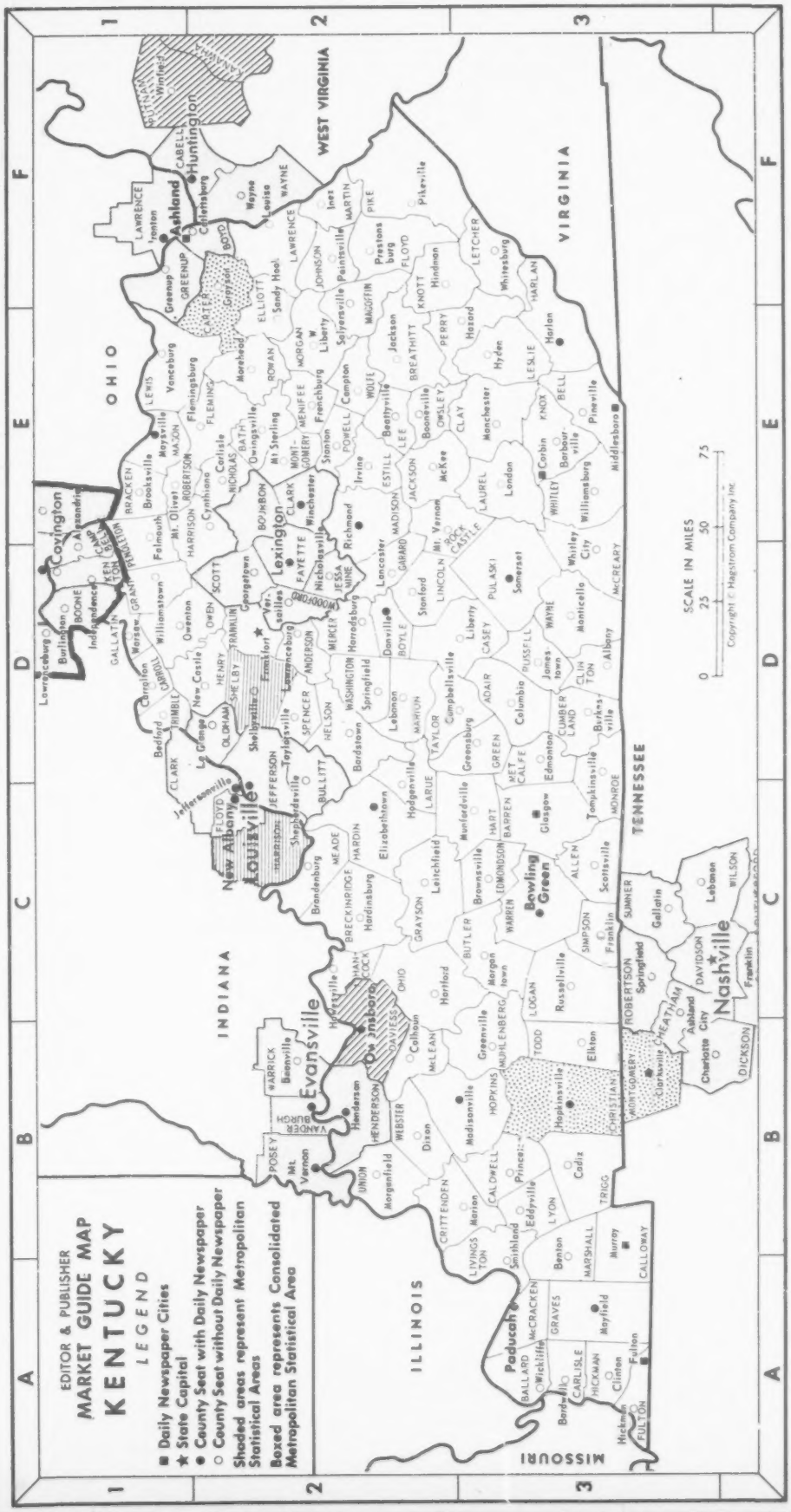
RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	399	656	931
General Mdse	817	1,192	1,772
Food	1,434	2,490	4,173
Automobiles	1,258	2,292	3,331
Gasoline Stations	543	1,021	1,895
Apparel	274	438	659
Furniture	271	456	689
Eat-Drink Places	393	772	1,504
Drugs	232	354	603
TOTAL SALES	6,161	10,492	16,947

ASHLAND

1 - LOCATION: Boyd County. E&P Map F-1 (In Huntington-Ashland, WV-KY-OH MSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52 and State Hwys. 168 and 5.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk & Western; Barge Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tri-State Airport, 10 mi. from Ashland; USAir; Piedmont; Tri-State Aviation.



3 - POPULATION:
Corp. City 80 Cen. 27,064; Loc. Est. 26,335
CZ-ABC: (80) 55,213; (84) 53,600
RTZ-ABC: (80) 148,343; (84) 157,800
MSA 80 Cen. 336,410; Loc. Est. 340,394
County 80 Cen. 55,513; Loc. Est. 55,636
City & RTZ-ABC: (80) 203,556; (84) 211,400

4 - HOUSEHOLDS:
City 80 Cen. 10,620; Loc. Est. 10,574
County 80 Cen. 19,960; Loc. Est. 20,404
MSA 80 Cen. 119,007; Loc. Est. 123,137
CZ-ABC: (80) 20,270; (84) 19,800
RTZ-ABC: (80) 48,527; (84) 52,200
City & RTZ-ABC: (80) 68,797; (84) 72,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$327,220,588
Savings & Loan	4	$123,346,576

6 - PASSENGER AUTOS: County 28,231

7 - ELECTRIC METERS: Residence 18,792

8 - GAS METERS: Residence 9,302

9 - PRINCIPAL INDUSTRIES: Steel Sheets; Mine Equip.; Chemicals; Brick; Air Prod.; Activated Carbon; Nickel Prod.; Leather; Garments; Oil Refining; Railroading; RR Car Repair; Coke Mfg.; Show Case and Store Fixtures.
Principal Industrial Pay Days-Fn.; 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.
Neighborhood Shopping Centers-Winchester Ave., 25th to 30th Sts.; 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks; 13th St., Lexington to Oakview 3 blocks; 17th St. at Blackburn Ave.; 13th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenup Mall(16)	6	Murphy Mart, K mart, Heck's
Ashland Plz.(10)	6	Hill's
Midtown Mall(12)	NA	
Oakview	NA	Thrift Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon.; Food every night.

13 - RETAIL OUTLETS: Department Stores-C.H. Parsons; Sears; JCPenney; Star Store; K mart.
Variety Stores-Murphy.
Discount Stores-Heck's; Hill's.
Chain Drug Stores-Revco 2; Thrift 2; SupeRx; Begley Drugs.
Chain Supermarkets-Musselter's, Kroger 2; Miller's; Co-ops; Gateway 2; Key Mkts.; Foodland 6; IGA 3; Cardinal 4.
Other Chain Stores-Walker's; Nobil's; Goodrich; Firestone; Pic-Way Shoes.

14 - NEWSPAPERS: INDEPENDENT (e) 24,865; (S) 27,117; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: H. Kelly Voiers, Ret. Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.
National Representative: Branham/Newspaper Sales.

BOWLING GREEN

1 - LOCATION: Warren County. E&P Map C-3. County Seat. Agricultural section. University town; tourist center; 60 mi. N of Nashville; 115 mi. S of Louisville; 40 mi. S of Mammoth Cave Nat'l Park. On U.S. Hwys. 31 W, 68 & 231. State Hwys. 67, 71, 80, 234; I-65 and Green River Pkwy.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; freight & piggyback service.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 40,450; Loc. Est. 42,595
CZ-ABC: (80) 40,450; (84) 40,400
RTZ-ABC: (80) 154,754; (84) 160,700
County 80 Cen. 71,828; Loc. Est. 75,637
City & RTZ-ABC: (80) 195,204; (84) 201,100

4 - HOUSEHOLDS:
City 80 Cen. 14,313; Loc. Est. 15,224
County 80 Cen. 24,833; Loc. Est. 26,784
CZ-ABC: (80) 14,313; (84) 14,400
RTZ-ABC: (80) 54,355; (84) 57,000
City & RTZ-ABC: (80) 68,668; (84) 71,400

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$386,540,366
Savings & Loan	2	$130,192,260

6 - PASSENGER AUTOS: 37,000.

7 - ELECTRIC METERS: Residence 15,090

8 - GAS METERS: Residence 14,409

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 1,000; Auto Parts 1,850; Laundry Equipment 150; Controls 486; Crane and Excavator Manufacture 115; Auto Assembly 1,400; Bakery 200; Portable Heaters 160; Heavy Equipment Parts 155.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 20. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Parts of State, College and Main Sts. & Public Square; 31 W Bypass, Nashville, Russellville & Scottsville-Louisville Roads; Fairview Ave., Broadway.
Neighborhood Shopping Centers-Broadway; Bypass-31 W Alternate; Russellville Rd.; Scottsville Rd., 31 W South, Fairview Avenue.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bowling Green	NA	Schnucks
Fairview Plaza(19)	NA	Reeves, K mart
Western Gtwy.(15)	NA	Rose's, Houchen's, Taylor Drug
Bowling Green Center(11)	NA	Kroger
Kings Plaza(15)	NA	Revco, Winn-Dixie
Northgate Ctr.	NA	Gibson's, Reeves
Greenwood	NA	JCPenney, Osco, Caster-Knott, Snyders, Wal-Mart
Brite Center	NA	Winn-Dixie, Rite Aid

Principal Shopping Days-Mon., Fri. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Caster-Knott; Rose's; K mart; Snyder's; Wal-Mart.
Discount Stores-Gibson; Dollar General; Sportswear Mart.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Osco; Begley's; Revco; Rite Aid.
Chain Supermarkets-Kroger's; Houchins 6; Reeves 4; Key Market; Bros. IGA; Tucker's Minit Mkts. 2; Schnucks; Jr. Foods. Winn-Dixie 2; Big Star 2.
Other Chain Stores-Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams; Pittsburgh Paint; S&H Green Stamps; Goodyear; Zale's Jewelers; Radio Shack; Western Auto; Adams Shoes; Hancock Fabric; Pic Way; Payless Golden Farley; Behr's; Poppe Shoppe; Connie Shoes; B. Dalton Bookseller; Naturlizer; B&B Service Center; Hallmark; Morrisons; Merle Norman; Grandma Loves Cookies; General Nutrition Center; Ormand, Musicland; Gallenkamp Shoes; Clifford's Jewelry; Brook; Command Performance; Kinney Shoes; Earring Tree; Waldenbooks; World Bazaar; Embrys; Clifford's Keepsake; Hickory Farms; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Bottomhalf; Baskin Robbins; The Junction; Piecegoods Store; Dollar General; Riherd's; Kay's Jewelry; C&H Rausch; Stevensons; Shop Sticks; Bresslers; Zanderman's; Lovemotes; Auto Shack; Computerland; Jo Ann Fabrics; Smokestop Winners; Nutri-System; Fresher Cooker; Regis Hair Salon; Petland.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 23,975; (S) 20,798; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mary Gaines, Nat'l Adv. Mgr., DAILY NEWS, 813 College St., Bowling Green, KY 42101; Tel. (502) 781-1700.
National Representative: Branham/Newspaper Sales.

CORBIN

1 - LOCATION: Whitley & Knox Counties. E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N Knoxville, TN, 100 mi. S On U.S. Hwys. 25, 25-E, 25-W & State Hwys. 5, 90, 26,312, Interstate 75.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tennessee Air.

3 - POPULATION:
Corp. City 80 Cen. 8,075; Loc. Est. 8,595
Counties 80 Cen. 63,635; Loc. Est. 65,444
Whitley 80 Cen. 33,396; Loc. Est. 34,345
Knox 80 Cen. 30,239; Loc. Est. 31,099

4 - HOUSEHOLDS:
City 80 Cen. 3,211; Loc. Est. 3,514
Counties 80 Cen. 21,283; Loc. Est. 22,404
Whitley 80 Cen. 11,338; Loc. Est. 11,968
Knox 80 Cen. 9,945; Loc. Est. 10,436

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$151,000,000

6 - PASSENGER AUTOS: Knox Co. 10,065; Whitley Co. 15,794

7 - ELECTRIC METERS: Residence 3,192

8 - GAS METERS: Residence 5,009

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Electrical Prod. (325 emp.) ($189); Woven Wire Prod. 279 ($210), Greeting Cards 1,157 ($201); National Cash Register NA ($223); Certainteed Products NA ($220).
Principal Industrial Pay Days-Sat., 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-90; Fall 30-70; Winter 20-60. First killing frost, Oct. 3. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.
Neighborhood Shopping Centers-In East, North and West Corbin.
Principal Shopping Days-Sat., Mon., Fri., and railroad paydays, twice monthly.
Stores Open Sundays-Drug, Grocers, Department and Discount Stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Simpson; Daniel's; Rose's; Heavy Equipment; Whayne Supply.
Variety Stores-Dollar Stores; Southern Dollar Stores.
Discount Stores-Howard Bros.; K mart; Lowe's.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-IGA 2; Convenient Super 2; Piggly Wiggly; Kroger's; Pic Pac; Winn-Dixie.

14 - NEWSPAPERS: TIMES-TRIBUNE (e-mon to fri; S) 7,371; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James L. Crawford, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Corbin, KY 40701; Tel. (606) 528-2464.
National Representative: Thomson Newspapers.

COVINGTON

1 - LOCATION: Kenton County. E&P Map D-1 (In Cincinnati, OH-KY-IN PMSA). N Kentucky across Ohio River from Cincinnati, OH. U.S. Hwys. 25, 27, 42, 127, I-75, I-71 service the area. Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Louisville & Nashville; Southern.
Airlines-American; Delta; Eastern; North Central; Piedmont; TWA; United; USAir.
Bus Lines-Greyhound; Trailways; Transit Authority of Northern Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 49,013; Loc. Est. 48,335
County 80 Cen. 137,058; Loc. Est. 138,722
PMSA 80 Cen. 1,401,403; Loc. Est. 1,433,733
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,505; Loc. Est. 19,063
County 80 Cen. 48,062; Loc. Est. 49,714
PMSA 80 Cen. 498,649; Loc. Est. 521,483

5 - BANKS	NUMBER	DEPOSITS
Savings	40	N.A.
Savings & Loan	35	N.A.

6 - PASSENGER AUTOS: County 70,495

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Kenton County: Covington 15 blocks; Erlanger & Elsemere 6 blocks; Ludlow 4 blocks; Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crestview Mall	NA	McAlpins
Edgewood(8)	9	K mart, Gray Drug
Expressway(11)	7	Kroger
Florence Mall	12	JCPenney, Sears, Pogues, Gray Drug, Lerner, Shillito's
Latonia(10)	4	Meijer Square, Value City, Walgreens
Newport(42)	1	JCPenney, Kroger, Walgreens
Newport Mall(9)	1	Thriftway Mkt., Becker Drugs
Zayre	5	Zayre, Walgreens, McHales

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All in shopping centers, Mon. through Sat. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue & Dayton open Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McAlpins; Covington & Newport; Shillito's; Pogues; Sears.
Discount Stores-Van Leunenhs; Meijer Square; K mart; Zayre; Value City; Gold Circle.
Variety Stores-Kresge; Woolworth; Ben Franklin.
Chain Drug Stores-SupeRx; Walgreens; Becker, Sav-All.
Chain Supermarkets-Kroger 8; Thriftway 3; IGA 7; Food Mart; Stop-N-Go 9; Remke's 2; King Kwik 8; U-Tote-M Foods 7; Larry's Foods 2.
Other Chain Stores-Goodrich; Goodyear; Firestone; Western Auto; Richman Bros.; Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Harolde's; Gallenkamp Shoes.

14 - NEWSPAPERS: KENTUCKY POST (e) 47,125; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: George McIlveen, Adv. Dir., KENTUCKY POST, 421 Madison Ave., Covington, KY 41011; Tel. (606) 292-2600.
National Representative: Gannett Newspaper Advertising Sales.

DANVILLE

1 - LOCATION: Boyle County. E&P Map D-2. County Seat. 36 mi. SSW of Lexington.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,942; Loc. Est. 14,094
CZ-ABC. (80) 12,942; (84) 13,100
RTZ-ABC. (80) 66,718; (84) 68,400
County 80 Cen. 25,066; Loc. Est. 26,279
City & RTZ-ABC: (80) 79,660; (84) 81,500

4 - HOUSEHOLDS:
City 80 Cen. 4,750; Loc. Est. 5,181
County 80 Cen. 8,816; Loc. Est. 9,434
CZ-ABC: (80) 4,750; (84) 4,900
RTZ-ABC. (80) 23,441; (84) 24,200
City & RTZ-ABC: (80) 28,191; (84) 29,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$147,447,271
Savings & Loan	2	$63,742,068

6 - PASSENGER AUTOS: County 12,585

7 - ELECTRIC METERS: Residence 8,984

8 - GAS METERS: Residence County 7,119

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage of all manufacturing employees $240). Textile 650; Glass 350; Shoe 405; Furniture 146; Distribution 923; Appliance 650; Auto 826; Conveyor 355.
Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Center-4 blocks on Main; 1 on N 4th; 1 on S 4th; 1 on N 3rd; 1 on S 3rd.
Neighborhood Shopping Centers-1 block on S 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenleaf	2	Super Key Mkt., Greenleaf Furniture
Danville Manor	2	Rose's, Winn-Dixie, Watson's, Begley's
Danville Sq.	2	Wal-Mart, Pic 'N Pay, Revco, Radio Shack
Ridgefield	3	Kroger, K mart, Taylor Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Danville Manor, Danville Square & Ridgefield every weekday night and Sunday.

13 - RETAIL OUTLETS: Department Stores-Hub-Frankels; Louisville Store; Rose's; Heck's; Wal-Mart; K mart; Watson's.
Chain Supermarkets-Kroger; Pic Pac; Super Key Market; Winn-Dixie; Foodtown.
Other Chain Stores-Dollar General; Goodyear; Sherwin-Williams; Devoe Paint; Pic 'N Pay Shoes; Behr's; Cato; Adams Shoes; Lowe's; Sears Catalog; Montgomery Ward Catalog; JCPenney Catalog.

14 - NEWSPAPERS: ADVOCATE-MESSENGER (e-mon to fri) 11,876; KENTUCKY-ADVOCATE (S) 12,718; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Elliott, Adv. Mgr., ADVOCATE-MESSENGER, 326 W. Walnut, Danville, KY 40422; Tel. (606) 236-2551.
National Representative: Landon Associates.

ELIZABETHTOWN

1 - LOCATION: Hardin County. E&P Map C-2. County Seat. Military (Fort Knox), industrial, agricultural and tourist area; in central Kentucky at crossroads, I-65 (north & south), and Bluegrass and Western Pkwy. (Hwy. 62-east & west).

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-All major lines at Louisville (40 miles).

3 - POPULATION:
Corp. City 80 Cen. 15,380; Loc. Est. 16,225
PMA-ABC. (80) 98,737; (84) 100,400
County 80 Cen. 88,917; Loc. Est. 93,802

4 - HOUSEHOLDS:
City 80 Cen. 5,788; Loc. Est. 6,172
County 80 Cen. 24,610; Loc. Est. 26,687
PMA-ABC. (80) 28,098; (84) 29,200

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$100,000,000
Commercial	7	$200,000,000

6 - PASSENGER AUTOS: County 39,066

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Rubber Belts; Electric Cable; Magnets; Sealants; Ice Cream; Clothing.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70. First killing frost, Nov. 7. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby Shopping Centers(No. of Stores)-Helmwood Plaza (23); Elizabethtown Plaza (22); North Mulberry (6); Redmar Plaza (20); Radcliff Plaza (15).
Principal Shopping Days-Thur., Fri., & Sat.
Best Food Days-Mon. & Thur.
Stores Open Evenings/Sundays-Discount and most Supermarkets open until 9 p.m. (Major discounters & Super Mkts. open until 6 p.m. Sun.). Major Shopping Centers until 9 every evening.

13 - RETAIL OUTLETS: Department Stores-The People's Store 2; Sears.
Discount Stores-Rose; K mart; Heck's; Wal-Mart.
Variety Stores-TG&Y; Murphy's Mart; Sears Surplus Store.
Chain Drug Stores-Taylor; SupeRx; Begley's; Walgreens.
Chain Supermarkets-IGA; Kroger 2; Winn-Dixie 2; Houchein's 4; Convenient 2; Kwik Shop 4.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Ethan Allen Gallery; Montgomery Ward; True Value Hardware; Coast-to-Coast Hardware; Sears.

14 - NEWSPAPERS: NEWS-ENTERPRISE (e-mon to fri) 15,487; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabethtown, KY 42701; Tel. (502) 769-2312.
National Representative: Landon Associates.

FRANKFORT

1 - LOCATION: Franklin County, E&P Map D-2, State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects most of city. On U.S. hwys. 60, 421, 127 & I-64.

2 - TRANSPORTATION: Railroads-L&N; F&C. **Motor Freight Carriers**-7. **Intercity Bus Lines**-Greyhound; Trailways. **Airlines**-Eastern; Piedmont; Delta; Frontier; all at Bluegrass Field, Lexington (17 miles from Frankfort).

3 - POPULATION:
Corp. City 80 Cen. 25,973; Loc. Est. 27,635
County 80 Cen. 41,830; Loc. Est. 44,506
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,392; Loc. Est. 11,272
County 80 Cen. 15,681; Loc. Est. 17,272

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$378,000,000
Savings & Loan	2	$124,000,000

6 - PASSENGER AUTOS: County 22,863

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 9,362

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Distilling 700 ($210); State Gov't. 10,200 ($217); Underwear 900 ($185); Auto Machinery, Gauges, Brakes, Appliances 600 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-80; Summer 65-95; Fall 47-80; Winter 20-42.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Sq.(15)	3	Kroger, JCPenney, Taylor
Century Plaza(9)	3	Wal-Mart, Buy-Low Foods, Behr's
Eastwood(18)	3	Sears, Gateway, Begley Drug
Frankfort Plaza(8)	1	Radio Shack, Yagel Hdwe.
Winn-Dixie(6)	3	Winn-Dixie
Capital Center(6)	3	Winn-Dixie, K mart, Rite Aid
Brighten Park Mall(15)	4	Taylor Drug, Kroger, Ace Hdwe.
Ridgeview(1)	3	Heck's

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; St. Clair Fashions. **Variety Stores**-Wal-Mart. **Discount Stores**-K mart; Heck's. **Chain Drug Stores**-Walgreens; Rexall; Taylor 2; Begley; Rite Aid. **Chain Supermarkets**-Kroger 2; Winn-Dixie 2; Gateway; Pic Pac; Buy-Low. **Other Chain Stores**-Singer; Goodyear; Sherwin-Williams; LeRoy's; Adams Shoes; Midas; Firestone; Lowes; Family Dollar; Dollar General; Behr's; Sportsweat Mart; Fashion Big.

14 - NEWSPAPERS: STATE JOURNAL (e-mon to fri; S) 10,351; sworn Sept. 30, 1983. **Local Contact** for Advertising and Merchandising Data: C.A. McClain, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556. **National Representative**: Landon Associates.

FULTON, KY-
SOUTH FULTON, TN

1 - LOCATION: Fulton County (KY) and Obion County (TN). E&P Map A-3. 45 mi. SE of Paducah; 125 mi. N of Memphis, TN On U.S. Hwys. 51, 45; State Hwys. 94 and 307 and Purchase Parkway.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf Amtrak. **Motor Freight Carriers**-7. **Intercity Bus Lines**-Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 5,872; Loc. Est. 5,680
Fulton, KY 80 Cen. 3,137; Loc. Est. 3,040
S. Fulton, TN 80 Cen. 2,735; Loc. Est. 2,640
Counties 80 Cen. 41,752; Loc. Est. 42,067
Fulton, KY 80 Cen. 8,971; Loc. Est. 8,800
Obion, TN 80 Cen. 32,781; Loc. Est. 33,267

4 - HOUSEHOLDS:
Cities 80 Cen. 2,401; Loc. Est. 2,331
Fulton, KY 80 Cen. 1,308; Loc. Est. 1,280
S. Fulton, TN 80 Cen. 1,093; Loc. Est. 1,051
Counties 80 Cen. 15,463; Loc. Est. 15,919
Fulton, KY 80 Cen. 3,384; Loc. Est. 3,361
Obion, TN 80 Cen. 12,079; Loc. Est. 12,558

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$90,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: Counties: Fulton, KY 4,136; Obion, TN 21,321 (All Vehicles)

7 - ELECTRIC METERS: Residence Fulton, KY 1,794; S. Fulton, TN 1,229

8 - GAS METERS: Residence Fulton, KY 1,081; S. Fulton, TN 945

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 837; Dairy 150; Seed Packaging 350; RR 250; Printing 110; Misc. 175.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carr Plaza(3)	3	Wal-Mart, SupeRx
So. Fulton(11)	1	Otasco
Southern Vlg.(8)	1	Southside Drugs

13 - RETAIL OUTLETS: Department Stores-Leader Store; Kasnow; P.N. Hirsch; Sears; K. Homra. **Variety Stores**-Ben Franklin. **Discount Stores**-Wal-Mart; Dollar General Store. **Chain Drug Stores**-City Drug; Southside Drug; Evan's Rexall; SupeRx. **Chain Supermarkets**-Big John; Pic Pac. **Other Chain Stores**-Noffel's; Family Shoes; Goodyear; Sherwin-Williams; Roper Television; Wood Television; Irene's Women's Apparel; Huddleston's Electrical & Hdwe.; Fulton Hdwe.; Graham Furn.; Wade Television; Otasco.

14 - NEWSPAPERS: LEADER (e-mon to fri) 2,866; sworn Mar. 31, 1984. **Local Contact** for Advertising and Merchandising Data: William Mitchell, Asst. Pub., LEADER, State Line & Washington Sts., Fulton, KY 42041; Tel. (502) 472-1121. **National Representative**: Landon Associates.

GLASGOW

1 - LOCATION: Barren County, E&P Map C-3, County Seat. Agriculture & manufacturing area. SC portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90, and 249; 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.

2 - TRANSPORTATION: Railroads-L&N. **Motor Freight Carriers**-2. **Intercity Bus Lines**-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,958; Loc. Est. 14,123
PMA-ABC: (80)34,009; (84) 35,200
County 80 Cen. 34,009; Loc. Est. 35,422
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,864; Loc. Est. 5,149
PMA-ABC: (80)12,267; (84)12,800
County 80 Cen. 12,267; Loc. Est. 13,116

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$155,612,000
Savings	5	$155,612,000
Savings & Loans	3	$63,828,550

6 - PASSENGER AUTOS: County 16,522

7 - ELECTRIC METERS: Residence 4,632

8 - GAS METERS: Residence 3,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Automotive 1,450; Axle 335; Building Materials 70; Electronics 620; Feed, Meal, Fertilizers 62; Food Processing 218; Printing 400; Textiles 575; Woodworking 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct. Last killing frost, late March.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Happy Valley(65)	2	Houchen's
Park Avenue(12)	1	S&H Stamps, Houchen's
Central	3	K mart, Houchen's, Watsons
Grinstead's(7)	2	Begley Drug, Cato
Glasgow Square(6)	2	Wal-Mart

Principal Shopping Days-Fri., Sat., Sun. **Stores Open Evenings**-Fri., downtown; nightly at shopping centers.

13 - RETAIL OUTLETS: Department Stores-National: JCPenney; Lerman Bros.; Bernards; Ira Watson Stores. **Variety Stores**-Newberry's; Dollar General; Family Dollar. **Discount Stores**-Heck's; Wal-mart; K mart. **Chain Drug Stores**-Ely's Walgreens 4; Begley's; Geo. J. Ellis Riteway Drugs; Glasgow Prescription; Towne & Country. **Chain Supermarkets**-Houchen's 4; IGA; Jr. Foods; Mint Mart.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,030; (S) 7,004; Mar. 31, 1984 ABC. **Local Contact** for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 100 Commerce Dr., Glasgow, KY 42141; Tel. (502) 678-5171. **National Representative**: Papert Companies.

HARLAN

1 - LOCATION: Harlan County, E&P Map E-3, County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On state Hwys. 72, 38; U.S. Hwys. 119, 421.

2 - TRANSPORTATION: Railroads-Louisville & Nashville. **Motor Freight Carriers**-4. **Intercity Bus Lines**-Bristol-Jenkins Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 3,024; Loc. Est. 2,928
CZ-ABC: (80) 4,234; (84) 4,000
RTZ-ABC: (80) 37,655; (84) 38,400
County 80 Cen. 41,889; Loc. Est. 41,951
City & RTZ-ABC: (80) 41,889; (84) 42,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,191; Loc. Est. 1,201
CZ-ABC: (80) 1,607; (84) 1,500
RTZ-ABC: (80) 12,242; (84) 12,700
County 80 Cen. 13,849; Loc. Est. 14,179
City & RTZ-ABC: (80) 13,849; (84) 14,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$74,120,000

6 - PASSENGER AUTOS: County 15,892

7 - ELECTRIC METERS: Residence, 1,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining, 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. & Temp.-Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave. **Shopping Centers**-3 mi. S of town on U.S. 421; Shopping Center 4 miles S on US 421, Kroger, K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mack's Family Center(7)	2	Mack's, Ben Franklin
Village Center	NA	Radio Shack, K mart, Kroger
Woodland Plaza(15)	1	A&P, Sears, TG&Y

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's; K mart. **Discount Stores**-Dixie; Dollar General; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar. **Variety Stores**-TG&Y; Newberry; Majic Mart. **Chain Drug Stores**-Lee (Rexall); Creech (Walgreens); Super X. **Chain Supermarkets**-A&P; Mack's; Cas Walker's; Kroger. **Other Chain Stores**-Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; Pope Cawood; McComb Supply Co.; Lee Furniture; Cato's.

14 - NEWSPAPERS: ENTERPRISE (e) 7,231; Mar. 31, 1984 ABC. **Local Contact** for Advertising and Merchandising Data: Jim Kennedy, Adv. Dir., ENTERPRISE, PO Drawer E, Harlan, KY 40831; Tel. (606) 573-4510. **National Representative**: Landon Associates.

HENDERSON

1 - LOCATION: Henderson County (In Evansville IN-KY MSA). E&P Map B-2, County Seat. 300 mi. from Chicago, 140 mi. from Louisville, 160 mi. from St. Louis.

2 - TRANSPORTATION: Railroads-L&N and IC. **Intercity Bus Lines**-Greyhound; Evansville and Ohio Valley. **Airlines**-Eastern; USAir; Evansville. Loc. Airport for pvt. planes.

3 - POPULATION:
Corp. City 80 Cen. 24,834; Loc. Est. 26,174
CZ-ABC: (80) 24,834; (84) 24,800
RTZ-ABC: (80) 34,904; (84) 35,800
MSA 80 Cen. 276,252; Loc. Est. 282,594
County 80 Cen. 40,849; Loc. Est. 41,967
City & RTZ-ABC (80) 59,738; (84) 60,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,453; Loc. Est. 10,211
County 80 Cen. 14,688; Loc. Est. 15,446
MSA 80 Cen. 101,528; Loc. Est. 106,204
CZ-ABC: (80) 9,453; (84) 9,500
RTZ-ABC: (80) 10,879; (84) 11,300
City & RTZ-ABC: (80) 20,332; (84) 20,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$210,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 21,972

7 - ELECTRIC METERS: Residence 10,880

8 - GAS METERS: Residence 9,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furniture Mfg. 250 ($100); Needle Industries 250 ($90); Plastics 800 ($130); Aluminum Rendering 600 ($185); Axle Assembly 350 ($165) Steel Products (wheel rims) 300 ($165).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 block square bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Old Orchard Shopping Center. **Principal Shopping Days**-Fri., Sat. **Stores Open Evenings**-Department-Mon., Fri.; Food, Supermarkets-Daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears. **Variety Stores**-J.J. Newberry; Ben Franklin. **Discount Stores**-Kuhn Bros.; Big G; K mart; Wal-Mart; Heck's. **Chain Drug Stores**-Dunnaway's Walgreens; Haag's; Sav Rite; Slaver. **Chain Supermarkets**-Dixie Marts; Sureway 3; Dick's Finer Foods 3; D&M Family Foods; Del's Key Market. **Other Chain Stores**-Goodyear; Western Auto; Audubon Tire Center; Ewing Tire Center; Mac's Apparel; Montgomery Ward Catalog; Valley Firestone; Big G (home improvement); Young's Family Center (clothing).

14 - NEWSPAPERS: THE GLEANER (m-tues to sat) 10,738; (S) 13,285; Mar. 31, 1984 ABC. **Local Contact** for Advertising and Merchandising Data: Steve Austin, Adv. Dir., THE GLEANER, 455 Klutey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000. **National Representative**: Story & Kelly-Smith.

HOPKINSVILLE

1 - LOCATION: Christian County, E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY MSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41 & 41A; State Hwys. 80, 91, 107, 109.

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville. **Motor Freight Carriers**-6. **Intercity Bus Lines**-Greyhound; Bowling Green-Hopkinsville.

3 - POPULATION:
Corp. City 80 Cen. 27,318; Loc. Est. 27,538
CZ-ABC: (80) 27,318; (84) 27,800
RTZ-ABC: (80) 73,722; (84) 75,500
County 80 Cen. 66,878; Loc. Est. 67,415
MSA 80 Cen. 150,220; Loc. Est. 154,834
City & RTZ-ABC: (80) 101,040; (84) 103,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,955; Loc. Est. 10,037
County 80 Cen. 19,646; Loc. Est. 20,206
MSA 80 Cen. 46,844; Loc. Est. 49,438
CZ-ABC: (80) 9,955; (84) 10,200
RTZ-ABC: (80) 22,047; (84) 22,700
City & RTZ-ABC: (80) 32,002; (84) 32,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$247,394,637
Savings & Loan	2	$88,782,002

6 - PASSENGER AUTOS: County 23,840

7 - ELECTRIC METERS: Residence 22,241

8 - GAS METERS: Residence 9,372

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lighting 500; Clothing 350; Milling 65; Springs 150; Wire 500; Plastic 128; Rivets 107; Bowling Balls 223; Furniture-Hardware 150; Synthetic Graphite 30; Non-Woven Textiles 78; Metal Extrusion 25; Furniture 35; Auto Fascias 100; Paper Products 50; Hydraulics 20.

10 - CLIMATE: Average Temp.-Winter 32-40, Summer 74-79.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Nearby Shopping Areas-Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall; Brick Yard Plaza.
Stores Open Evenings-Mon. through Sat. 9-9; Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Cayce Yost; Dollar Store 2.
Discount Stores-Big K; Wal-Mart.
Variety Stores-Woolworth; Kress; Dollar; Triangle; Heck's.
Chain Drug Stores-Walgreens; Thrif-T 2; Rite-Aid; Wood's Rexall; Revco; Medicine Shoppe; Begley; Sav-More.
Chain Supermarkets-Kroger; IGA 3; Joiners; Houchen's; Wyndall's; Drury Bros.; Minit-Mkts. 7; Sav-A-Lot; Martins Cee Bee; Winn-Dixie; Giles.
Other Chain Stores-Auto: Firestone, Goodyear; Furniture: Herb Hays, Keach, Edna's, Boulevard, Furniture Outlet; Women's Wear: Thrifty Shop, Klein's, Arnolds, Carothers, Quin, Stuart's, Unicorn, Buck's, Brooks, That's All, Social Butterfly, Jackson Purchase, Occasions, Ky Miss; Men's Wear: Wade's, Boyd's, Marshall's; Shoes: Burnett, Nobil, Butler's, Pic-Way; Other: Golden-Farley, Briggs-Stanfill, Sears (catalog), Singer, JoAnn Fabrics, Paper Mill, Radio Shack, Sherwin-Williams, Waldenbooks.

14 - NEWSPAPERS: KENTUCKY NEW ERA (e) 15,827; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William E. Renshaw, Dir. of Sales, KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.
National Representative-Landon Associates.

LEXINGTON

1 - LOCATION: Fayette County, E&P Map D-2. (In Lexington-Fayette MSA). County Seat. Second largest city in Kentucky. Shipping and wholesale center for central and E Kentucky. Livestock and general farming; horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956; I-64 & 75; Blue Grass Parkway.

2 - TRANSPORTATION: Railroads-Chesapeake and Ohio; Southern Railway; Louisville & Nashville.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Piedmont; USAir; Frontier; ComAir; Tennessee Airways; Allegany; United.

3 - POPULATION:
City/County 80 Cen. 204,165; Loc. Est. 206,996
CZ-ABC: (80) 204,165; (84) 210,200
RTZ-ABC: (80) 319,042; (84) 333,900
MSA 80 Cen. 318,136; Loc. Est. 321,870
City & RTZ-ABC: (80) 523,207; (84) 544,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 75,440; Loc. Est. 78,209
CZ-ABC: (80) 75,440; (84) 78,400
RTZ-ABC: (80) 109,345; (84) 115,400
MSA 80 Cen. 113,924; Loc. Est. 117,912
City & RTZ-ABC: (80) 184,785; (84) 193,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,121,758,899
Savings & Loan	5	$292,446,322

6 - PASSENGER AUTOS: County 113,962

7 - ELECTRIC METERS: Residence 77,829

8 - GAS METERS: Residence 52,344

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services and Mining 33,800; Mfg. 28,500; Construction 6,400; Comm.,Util 4,200; Agriculture 5,521; Govt. 30,900.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14. Last killing frost, May 4.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade.
Neighborhood Shopping Centers-3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. & Tates Creek Pike; 1 block on Harrodsburg Pike Lafayette Centers; 5 blocks on Winchester Pike; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Pike at old city limits; 3 blocks on Zandale; 1 block on Versailles Pike; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Pike; 5 blocks on Eastland, New Circle Rd. & Winchester Pike; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Broadway	2	Begley, Winn-Dixie
Lafayette Sq.(10)	3	Rexall Drug
Southland	3	Welgo, Kroger, Foodtown, A&P
Chevy Chase	1	Kroger
Meadowthorpe(5)	2	Winn-Dixie
Idle Hour	3	Winn-Dixie
Eastland(55)	2	Woolworth, Kroger, Winn-Dixie, Begley
Lakeview Plz.(11)	3	K mart, Kroger
Zandale(25)	4	Begley Drug, Warehouse Foods
Gainesway Mall(22)	4	Foodtown
Gardenside(60)	4	Heck's, Kroger
Imperial(2)	3	Begley Drug
Hi-Acres(15)	4	Gateway
Turfland(41)	3	Mont.Ward, McAlpin, JCPenney, Randall's
Romany Rd.	2	Randall's
Lexington(46)	2	McAlpin, Randall's
Fayette(80)	4	Shillito's, Sears, Stewarts
Crossroads Plaza(19)	4	Randall's, Begley Drug
N. Park(26)	3	Hills, Kroger, SupeRx
S. Park(25)	4	Hills, Kroger, Begley
Woodhill(30)	4	Foodtown, Service Merchandise
Civic Center Shops(32)		

Principal Shopping Days-Department stores: Mon. & Sat.; Food: Wed., Fri. & Sat.
Stores Open Evenings-Downtown: Mon. & Fri.; Eastland: Mon., Thur. & Fri.; Southland: Fri.; Chevy Chase: Fri.; Meadowthorpe: every night; Zandale: Fri.; Turfland, Fayette and Lexington Civic Center: every night ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Wolf Wile; Stewarts; Snyders; Montgomery Ward; Sears; Welgo 3; Shillito's; McAlpin 2; Meyer's; JCPenney; Hill's 2.
Discount Stores-K mart 3; Heck's 3; Gold Circle; Ardan 2; Service Merchandise; Hill's 2.
Variety Stores-Woolworth 2; Southern Dollar 3; Ben Franklin; TG&Y.
Chain Drug Stores-Walgreens 2; SupeRx 2; Heck's 3; Begley 10; Rite-Aid 3; Taylor Drugs 4.
Chain Supermarkets-Kroger 7; Winn-Dixie 6; Mini-Marts 3; Buy-Low 2; Convenient 19; Randall's 6; Gateway; Foodtown 5; Kentucky Food Store 11; PDQ 2; Bestway; Pic Pac 4.
Other Chain Stores-Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Shackleton's (musical supplies); Pittsburgh Plate Glass; Porter Paint Service; Sherwin Williams; Edison Shoes; Firestone; Lerner's; Midas; Richman Bros. (clothing); S&T Stores; Florsheim Shoes; Piece Goods Shop, Inc. 3.

14 - NEWSPAPERS: HERALD-LEADER (m) 109,114; (S) 132,912; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Fred Hull, Adv. Dir., HERALD-LEADER, Main & Midland, Lexington, KY 40507; Tel. (606) 231-3100.
National Representative: Knight Ridder Newspaper Sales.

LOUISVILLE

1 - LOCATION: Jefferson County.(In Louisville KY-IN MSA) E&P Map C-2, and D-2. Industrial and wholesale center. Fort Knox (Army) Training Center, and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W, 42, 69, 62, 150, 460, I-64, I-65 (Kentucky Turnpike), I-71, I-264.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Southern; B&O; C&O; Illinois Central; Conrail; Kentucky & Indiana.
Motor Freight Carriers-Ohio River Freight (Tonnage (80) 155,906,719); Port of Louisville (Tonnage (80) 7,694,745).
Intercity Bus Lines-Greyhound; Blue Motor Coach; Continental Trailways.
Airlines-Eastern; TWA; Piedmont; Ozark; Delta; United; USAir; Air Kentucky; Hughes Air Republic; Continental; Florida Express; American; Ozark; Wright Airlines.

3 - POPULATION:
Corp. City 80 Cen. 298,840; Loc. Est. 279,585
CZ-ABC: (80) 781,065; (84) 750,400
RTZ-ABC: (80) 587,604; (84) 616,800
County 80 Cen. 684,793; Loc. Est. 689,734
MSA 80 Cen. 956,844; Loc. Est. 969,095
City & RTZ-ABC: (80) 1,368,669; (84) 1,367,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,178; Loc. Est. 114,269
County 80 Cen. 250,478; Loc. Est. 257,980
MSA 80 Cen. 340,989; Loc. Est. 353,013
CZ-ABC: (80) 285,758; (84) 277,300
RTZ-ABC: (80) 190,986; (84) 202,500
City & RTZ-ABC: (80) 476,744; (84) 479,800

5 - BANKS	NUMBER	DEPOSITS
Banks	8	$557,140,000

6 - PASSENGER AUTOS: County 379,311

7 - ELECTRIC METERS: 298,965

8 - GAS METERS: 233,088

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Products 10,000; Fab. Metal Prods 7,900; Mach. Elec. & Non-Elec. 21,400; Tobacco Prods. 6,500; Chem. Prods. 7,600; Construction 280,300; Trans. Comm. & Utilities 15,700; Transportation Equip. 6,600; Wholesale & Ret. Trade 21,500; Printing & Pub 7,100; Lumber & Wood Prods. 3,600.
Principal Industrial Pay Days-Tues. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7. Last killing frost, Apr. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway, Chestnut, Walnut, Liberty, Jefferson, Market, Main; Shelbyville Rd., bet. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. bet. Waterson X-way & Page's Lane.
Neighborhood Shopping Areas-Beechmont; Bonnycastle; Churchill Downs; Cresent Hill; Dixie Highway; Fairgrounds; Highlands; St. Matthews; Shelby Street; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Parkway; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd.; Preston; Bardstown Rd.; Taylorsville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Algonquin Manor(40)	4	Roses, Winn-Dixie, McCrory
Auburndale(9)	NA	Kroger, SupeRx
Bacon's Shively(18)	8	Bacon's, Winn-Dixie
Bashford Manor(70)	7	Bacon's, Target, Warehouse of Groceries, Snyder's
Bittersweet(20)	NA	Winn-Dixie, U.S. Dollar
Bluegrass Manor(5)	8	Designer Depot
Bon Air Manor(21)	NA	Melton Mkt.
Breckinridge	NA	Winn-Dixie
Brownsboro Rd.(39)	NA	Winn-Dixie
Camelot(14)	NA	Winn-Dixie
Chenoweth Plz.	NA	
Charleston	NA	Goodyear
Cliftboro	NA	Kroger, SupeRx
Colonial Manor	NA	Kroger, Taylor's
Crestwood Station	NA	Winn-Dixie, Begley's, Wal-Mart
Dahlem(12)	NA	
Dixie Manor(41)	8	Stewart's, Snyder's, Winn-Dixie, Walgreens, Service Merchandise
DuPont Village	NA	Buy Low Grocery, Levy Lumber
Eastland(16)	NA	Pic-Pac
Galleria(60)	NA	Bacon's, Byck's, SupeRx
Gardiner Lane(22)	5	Kroger, Cloth World, Woolworth, Melton's, Taylor Drugs
Gateway Plaza	NA	Gateway Supermarket
Glengarry	NA	Key Mkt., Dollar General
Grantline Plaza	NA	K mart, Winn-Dixie
Green Tree Mall(78)	5	JCPenney, Sears, O.G. Wilson, Snyder's
Hikes Point Plz.(13)	7	Woolworth, T.J. Maxx
Holiday Manor(31)	7	Kroger, SupeRx
Hurstbourne(36)	NA	Valu, Walgreens
Indian Trail(33)	8	Winn-Dixie, Kroger, Snyder's
Iroquois Manor(48)	6	Kresge, Walgreens, Warehouse of Groceries, Winn-Dixie
J-Town Center(30)	14	Gateway, Winn-Dixie, Target
Jeffersontown Village	NA	Kroger, K mart
Jefferson Mall(106)	12	JCPenney, Sears, Shillito Rike's, Stewart's, Walgreens
K mart Plaza	5	K mart, Buy Low
Knob View(11)	NA	Kroger
LaGrange Sq.	NA	Gateway, Key Mkt.
Louisville's First	NA	Kroger, Walgreens
Lynnview(24)	NA	Gateway
The Mall(74)	8	Dawahares, JCPenney, Stewart's, O.G. Wilson
Maryville(15)	NA	Dollar General
McMahan Ctr(18)	NA	Gateway Supermarket, Radio Shack
McMahan Plz.	NA	Kroger
Medical Plaza(19)	NA	
Mid-City Mall(32)	3	Zayre, Winn-Dixie, Kresge
Middletown Plaza	NA	Gateway Supermarket, Dollar General
New Albany Plaza	NA	Winn-Dixie, Taylor Drugs
Okolona(9)	NA	IGA
Outerloop(30)	NA	
Oxmoor Center(126)	8	Stewart's, Sears, Shillito Rike's
Plainview Center	NA	Kroger, Taylor Drugs
Plantation(9)	NA	
Poplar Level(24)	NA	
Poplar Plaza(9)	NA	Buy Low Foods
Preston Center(7)	NA	Dollar General
Preston Manor	NA	
Preston Park	NA	Target
Prospect Point	NA	Winn-Dixie
Raceland Mall(34)	9	
Rockford Plaza(10)	NA	Key Mkt.
Rolling Hills Plaza(7)	NA	Kroger, Hancock Fabric
St. Denis(5)	NA	Winn-Dixie
St. Matthews Triangle(12)	NA	Woolworth
Shaker Heights	NA	Gateway Supermarket
Shawnee(5)	NA	Winn-Dixie, Taylor's
Shelbyville Rd.(25)	7	Evans Furniture, Gateway
Silver Hts.(14)	NA	Key Mkt., Walgreens
Southland Terr.(24)	8	JCPenney, Kroger, Walgreens, Woolworth, Levy Brothers
Southwich	NA	
Stonefield Sq.	NA	Winn-Dixie
Tradewinds(12)	NA	Kroger
Tradewinds West	NA	Kroger
Tymberwood	NA	SupeRx, T.J. Maxx, Kroger
Value City(4)	3	Walgreens, Winn-Dixie
Value Mall	NA	
Watts(8)	NA	
Westchester(8)	NA	Winn-Dixie
Westland Mall(45)	10	Target
Valley Station	NA	Winn-Dixie, Sears
Village Sq.(8)	NA	Kroger
Village West(10)	NA	Gateway
Westport(50)	NA	K mart
Youngtown Ctr.	2	Bacon's, Austin's, Woolworth

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Mon.-Sat.; Downtown Mon.

13 - RETAIL OUTLETS: Department Stores-Outlets Ltd Mall 35; Stewart's 5; Snyder's 4; Bacon's 5; JCPenney 4; Sears 3; Shillito Rike's 2.
Discount Stores-Target 7; K mart 11; Value City 2; Zayre 3.

Variety Stores-Woolworth 4; Kresge; McCrory 2; Ben Franklin 2; Star; Dollar General 14; Thrift 10; Rose's.
Catalog Showroom Stores-Service Merchandise 2; Wilson's 3.
Chain Drug Stores-Taylor 32; Walgreens 18; Super Rx 16; Otto 10; Rouben's Drug World; Wish's 2; Harding; Cox's 2; Jones Apothecary 7; Louisville Apothecary 3; Oak 3; Zegart 3; Mill Discount 3.
Chain Supermarkets-Kroger 35; Melton's Food Marts 8; Winn-Dixie 31; Pic Pac 12; Convenient 100.
Voluntary Chain Supermarkets-Key 20; Gateway 9; Majik 17; Valu Supermarkets 4; Buy Low Foods 2.
Other Chain Stores-Men's Apparel and Furnishings: National Shirt 6, Loevenhart's, Richman Bros. 3, Geoffrey Schilling, Schupp & Snyder, Fashion Post 2, Levy Bros. 3, Martin's, Rodes 2, Strauss 2, Chapps East Ltd.; Shoes: Hardy 2, Payless 4, Florsheim 4, Thom McAn, Kinney 2, Boston 3; Women's Apparel: Lerner 4, Lane Bryant, Joy Shop 2, Fashion Shop 6, Hurlingham Ltd., Hytken's, Byck's 4, She, Sportswear Mart 4; Paint: Sherwin-Williams 3, Devoe 3, DeHart 2, Porter 13, Jefferson Wallpaper; Auto Supplies: Firestone 15, Western Auto 4, Goodyear 19, B.F. Goodrich 11, Midas Muffler 5, Big O Tires 11, Gil Mueller 2, Fleenor's 4, Toohey's 2; Home Furnishing: Hubbuch in Kentucky, Bensinger's 3, Carriage House, Crossroads 2, Evans 4, Furniture Liquidators 6, Furniture Showrooms, Heleringer's, Kelly & Cohen 4, Kinnaird & Francke 3, Rhodes-Burford 2, Smith 8; Candy: Russell Stover 4, Fanny Farmer, Barton, Rebecca Ruth 2; Other: Spiegel Catalog 2, Radio Shack 18, Sound Systems.

14 - NEWSPAPERS: COURIER-JOURNAL (m) 177,286; TIMES (e) 135,869; COURIER-JOURNAL (S) 329,998; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. Dir., COURIER-JOURNAL & TIMES, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4386.
National Representative: Sawyer-Ferguson-Walker.

MADISONVILLE

1 - LOCATION: Hopkins County, E&P Map B-2, County Seat. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY Tpke. & Pennyrile Parkway. On U.S. Hwys. 41, 41-A, 62; State Hwy. 85; 50 mi. S of Evansville; 80 mi. N of Nashville; 150 mi. SW of Louisville.

2 - TRANSPORTATION: Railroads-Illinois Central; Seaboard/L & N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 16,979; Loc. Est. 18,027
CZ-ABC: (80) 16,979; (84) 17,000
RTZ-ABC: (80) 33,898; (84) 35,700
County 80 Cen. 46,174; Loc. Est. 47,327
City & RTZ-ABC: (80) 50,877; (84) 52,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,498; Loc. Est. 6,993
County 80 Cen. 16,552; Loc. Est. 17,381
CZ-ABC: (80) 6,498; (84) 6,600
RTZ-ABC: (80) 11,881; (84) 12,600
City RTZ-ABC: (80) 18,379; (84) 19,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$186,299,214
Savings & Loan	2	$66,196,440

6 - PASSENGER AUTOS: County 22,578

7 - ELECTRIC METERS: Residence 7,297

8 - GAS METERS: Residence County 9,530

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 375; Commercial Clothes Dryers 150; Coal Mining 3,741; Medical Center 1,410; Agriculture 1,150; Aircraft Engines 150; Canning; Air Conditioning 200; Paper Filters 50.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Square(26)	1	Winn-Dixie, Revco, K mart, Watsons
Madisonville(5)	2	SupeRx, Wal-Mart
Brairwood(11)	NA	Kroger, SupeRx
Parkway(43)	1	Roses, JCPenney, Harvey's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri., Shopping Center-every night.
Stores Open Sundays-Supermarkets, drug, shopping centers.

13 - RETAIL OUTLETS: Department Stores-Harvey's; Baker & Hickman; JCPenney; Jere's; P.N. Hirsch; Young's; Watson's; T.B.A. Service Store; Furniture: Jordan's, McGary Bros., Price, Legate.
Chain Drug Stores-Robard's Walgreens 2; SupeRx; Revco.
Discount Stores-Walmart; Revco; K mart; Roses.
Chain Supermarkets-Kroger; Big Star; Sureway 2; Shop-Rite; IGA 4; Pantry 19; Winn-Dixie.
Other Chain Stores-Goodyear; Firestone; Singer Co.; Baynhams (shoes); Stag Shop; Dollar General Store; Family Shoes; W.H. Arnold; The Vogue; Needlewoman Fabrics; Pic-Way Shoes; Papermill; Sears (catalog); Kuesters.

14 - NEWSPAPERS: MESSENGER (e) 11,279; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David A. Clevenger, Adv. Dir., MESSENGER, 221 S. Main, PO Box 529, Madisonville, KY 42431; Tel. (502) 821-6833.
National Representative: Landon Associates.

MAYFIELD

1 - LOCATION: Graves County, E&P Map A-3, 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky. 25 mi. W of Lake Tabacco; Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-5.
Passenger Bus Lines-Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,705; Loc. Est. 10,726
County 80 Cen. 34,049; Loc. Est. 34,156
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,425; Loc. Est. 4,486
County 80 Cen. 12,775; Loc. Est. 13,060

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$108,443,265
Savings & Loan	2	$121,730,098

6 - PASSENGER AUTOS: County 16,991

7 - ELECTRIC METERS: Residence 4,839

8 - GAS METERS: Residence 5,352

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Clothing 700; Rubber 1,100; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days-Clothing Manufacturers-Wed. Others-Fri.

10 - CLIMATE: First killing frost, Oct. 22. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks around court house square and 4 W on Broadway; 1 S on 8th St.; At South End 4 S on Paris Highway: Mayfield Plaza, South Mayfield; East Shopping Center, East Broadway.
Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anderson & Son; Vincent's; P.N. Hirsch; Wal-Mart; Gibson's; K mart.
Discount Stores-Gibson; Young Blood.
Chain Drug Stores-Super D; Gibson's; Wilson Rexall; SupeRx.
Chain Supermarkets-Smith's 2; Watson's; Rogers; Burgess; Young-Binods; Sureway 2; England's; Smith's No Frills.
Other Chain Stores-Michelson's; P & H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (catalog); Lindsey's; Goodyear; Firestone; Mayfield Tire Center; Pic 'N Pay Shoes; Montgomery Ward (catalog); Druther's; Ward-Elkins; Myers Lumber Co; Dunn Furniture.

14 - NEWSPAPERS: MESSENGER (e) 7,347; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Dan Matthews, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.
National Representatives: General Advertising Service.

MAYSVILLE

1 - LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati, OH. On State Hwys. 8, 10 & 11; U.S. Hwys. 68, 62 & 52; 60 mi. NW of Lexington.

2 - TRANSPORTATION: Railroads-T.T.I.; Chesapeake & Ohio; Amtrak.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,983; Loc. Est. 8,442
County 80 Cen. 17,760; Loc. Est. 18,288
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,120; Loc. Est. 3,378
County 80 Cen. 6,360; Loc. Est. 6,750

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$112,072,060
Savings & Loan	1	$20,000,000

6 - PASSENGER AUTOS: County 8,268

7 - ELECTRIC METERS: Residence County 8,122

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 289 (N.A.); Pulleys, Power Trans. 1,100 ($350); Bicycle, Auto Parts 290 ($275); Milk Condenser, Canning ($300); Shoes 445 (N.A.); Limestone Mining 200 ($325); Power Plants 600 ($400); Hospital 230 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. An. Avg. 52.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maysville Plaza	3	K mart, Cinema 4
Bluegrass Center(12)	4 4	Kroger, Sears
Forest Ave.	1	Murphy Mart Clyde's, Super Valu, Begley's
Maysville Downtown(100)		JCPenney, G.C. Murphy, Sundry Store

Principal Shopping Days-Sat., Mon. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Klines; JCPenney.
Variety Stores-G.C. Murphy.
Discount Stores-Heck's; K mart; Murphy Mart.
Chain Drug Stores-Begley's; Sundry.
Chain Supermarkets-Kroger; Clyde's Super Valu 4; IGA.

14 - NEWSPAPERS: LEDGER-INDEPENDENT (m) 7,966; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Lee Watters, Adv. Dir., LEDGER-INDEPENDENT, 41-43 W. Second St., PO Box 518, Maysville, KY 41056; Tel. (606) 564-9091.
National Representative: Landon Associates.

MIDDLESBORO

1 - LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states-KY, VA and TN. Center for light manufacturing, coal, lumber, tobacco and cattle. Rich agricultural section. 230 mi. from Cincinnati; 110 mi. from Bristol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

2 - TRANSPORTATION: Railroads-Southern (freight); Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,251; Loc. Est. 12,443
CZ-ABC: (80) 12,251; (84) 12,000
RTZ-ABC: (80) 73,800; (84) 77,600
County 80 Cen. 34,330; Loc. Est. 34,460
City & RTZ-ABC: (80) 86,051; (84) 89,600

4 - HOUSEHOLDS:
City 80 Cen. 4,452; Loc. Est. 4,650
County 80 Cen. 11,407; Loc. Est. 11,733
CZ-ABC: (80) 4,452; (84) 4,400
RTZ-ABC: (80) 24,487; (84) 26,100
City & RTZ-ABC: (80) 28,939; (84) 30,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$148,054,000
Savings & Loan	3	$120,177,000

6 - PASSENGER AUTOS: County 12,375

7 - ELECTRIC METERS: Residence 6,252

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tanning 350 ($225); Mining 1,500 ($450); Garments 180; Food 150 ($200); Elastic 150 ($160); Plastic 100; Tourist 200; Metal Fabricating 125 ($300); Bottling 115 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-25 E- mile section N of downtown and 4 block section of Cumberland Ave., downtown.
Neighborhood Shopping Centers-Cumberland Square; Village Square; Manor; Middlesboro Mall.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Rose's; Wal-Mart; Belk's; K mart; John's Store.
Variety Stores-Woolworth; Dollar General; Hallmark.
Chain Drug Stores-Lee's (Rexall); SupeRx; Kroger.

Chain Supermarkets-Kroger; A&P; Battles; Piggly-Wiggly; Schneider's Food Basket.
Other Chain Stores-Sterchi's (furniture); Pic 'N Pay Shoes; Cato's; Ashleys; Radio Shack; Ball Bros. (furn.); Clifford's (jewelers); Shoe Show; C & H Ranch (jewelry); Fashion Bug (clothes); Goody's (clothes); Caylor Music; Fotol; Curtis-Mathes.

14 - NEWSPAPERS: DAILY NEWS (e) 8,323 Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Earl Burchfield, Pub., DAILY NEWS, 120 N. 11th St., PO Box 579, Middlesboro, KY 40965; Tel. (606) 248-1010.
National Representative: Landon Associates.

MURRAY

1 - LOCATION: Calloway County, E&P Map B-3. In W part of state, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Parkway (toll road). Southern gateway to land between the Lakes Federal recreation area.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Intercity Bus Lines-Brooks Bus Lines; Greyhound.
Motor Freight Carriers-Paschall Overnight; Harper McClean.
Airlines-Sunbird Airlines (based at Kyle Field, Local Airport with 5,000 ft. strip).

3 - POPULATION:
Corp. City 80 Cen. 14,248; Loc. Est. 14,908
County 80 Cen. 30,031; Loc. Est. 30,661
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,873; Loc. Est. 4,979
County 80 Cen. 10,766; Loc. Est. 11,242

5 - BANKS	NUMBER	DEPOSITS
Banks	2	$237,566,145
Savings & Loan	3	$734,766,100

6 - PASSENGER AUTOS: County 27,315

7 - ELECTRIC METERS: Res. 5,610; County 8,481

8 - GAS METERS: Propane 2,425; Natural Gas 3,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Toys 800 ($215); Women's Designer Clothes 250 ($160); Textiles, Popcorn Processing; Tobacco; Adhesives; Oil Filters; Educational Center; Original Stock and Stockingnettes; Specialty Work Gloves 200 ($165); Engines 750 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

11 - TAP WATER: Alkaline, very soft, abundant.

12 - RETAILING: Principal Shopping Areas-7 block area in downtown business district (around court square); 9 blocks along S 12th St. (U.S. 641); 10 block area extending from intersection of N 12th St. (U.S. 641) and Chestnut St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(13)	NA	Storey's Food Giant, Sears
Central(8)	NA	K mart, Kroger, JCPenney
Dixieland(20)	NA	Buckingham-Ray
Northside(6)	NA	IGA, Murray Home & Auto
Southside(8)	NA	Sherwin-Williams, IGA

Principal Shopping Days-Mon., Thur. and Fri.
Stores Open-Friday evenings and Sunday. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Lerman Bros.; National Stores; Settle-Workman; Bright's; Behrs; Western Auto; JCPenney.
Discount Stores-K mart; Wal-Mart; Freds; Uncle Jeffs; Big Mac's.
Variety Stores-P. N. Hirsch; Murray Home & Auto Supply; Jeffrey's.
Chain Drug Stores-Revco; Begley's; Payless.
Chain Supermarkets-Kroger; Big John; Jim Adams; IGA.
Other Supermarkets-Storey's Food Giant; Parker's Market; Owens Food Market; D&T Warehouse; Sav-A-Lot.
Other Chain Stores-Goodyear; Minnens; Payless Shoe Source; Lindsey Jewelry; Michelson's Jewelry, Bookmart; Cherry's; Singer Sewing Center; Big B Cleaners; Uncle Lee's Sporting Goods; Coast-to-Coast; Radio Shack; Auto Shack.

14 - NEWSPAPERS: LEDGER & TIMES (e) 7,711; sworn Mar. 31, 1984
Local Contact for Advertising and Merchandising Data: Walter L. Apperson, Pub., LEDGER & TIMES, 1001 Whitnell Ave., Box 1040, Murray, KY 42071; Tel. (502) 753-1916.
National Representative: Landon Associates.

OWENSBORO

1 - LOCATION: Daviess County. E&P Map B-2. (In Owensboro MSA) County Seat. 2 Colleges. Farming, manufacturing, and industrial center in W Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, IN. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56 & 81; Audubon & Green River Parkways.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Evansville & Ohio Valley Bus; Delta Coach (charter); Audubon Trails Coach Lines.
Airlines-Allegheny Commuter.
Water-American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid America Terminals of Kentucky; Owensboro River Rail Terminal.

3 - POPULATION:
Corp. City 80 Cen. 54,450; Loc. Est. 57,547
CZ-ABC: (80) 55,411; (84) 55,300
RTZ-ABC: (80) 189,817; (84) 193,300
County/MSA 80 Cen. 85,949; Loc. Est. 87,535
City & RTZ-ABC: (80) 245,228; (84) 248,600

4 - HOUSEHOLDS:
City 80 Cen. 20,118; Loc. Est. 21,764
County/MSA 80 Cen. 30,208; Loc. Est. 31,823
CZ-ABC: (80) 20,557; (84) 20,700
RTZ-ABC: (80) 65,879; (84) 67,800
City & RTZ-ABC: (80) 86,436; (84) 88,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$330,005,419
Commercial	3	$436,824,000

6 - PASSENGER AUTOS: County 46,678

7 - ELECTRIC METERS: Residence 20,817

8 - GAS METERS: (City total) 23,667

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Aluminum Fabricating 152; Bakery 128; Bottling 106; Brick & Tile 102; Chemical 269; Distilleries 501; Electric Utilities 309; Electronics 302; Grain Processing 105; Lamps & Tubes 1206; Furniture Mfg. 390; Food Processing 267; Grain Processing 105; Hospitals 1,615; Meat Packing 513; Natural Gas 787; Plastics 135; Publishing & Printing 177; Small Electric Motors 500; Steel Fabricating 1,016; Telephone Services 435; Tobacco 503.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 26. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-3 blocks on Main St.; 2 on Frederica St.; 1 on Allen St.; 1 on St. Ann St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Audubon Plaza(6)	2	Kroger, Peoples Drug, K mart
Commerce Plaza(4)	2	Heck's, Kroger, SupeRx
Gabe's(9)	1	Wyndall's Mkt., Star Furn., Peoples Drug
Lincoln Mall(11)	2	Winn-Dixie
Shawnee Park(7)	3	Wyndall's Mkt., Taylor Drug
Sherwood Plaza(2)	3	Wetzel's Mkt., Wal-Mart
S. Frederica(10)	2	IGA, Cloth World
Stop-N-Shop(6)	1	Wyndall's Mkt.
The Thatch(10)	1	Little Old Gift Shoppe, Hubbards
Towne Sq. Mall(58)	3	Sears, JCPenney, Bacon's, Andersons
Village West(10)	2	Wetzel's Mkt., Ashley's, Kuesters, Dollar General
Villa Point(3)	3	Wyndall's, Hook's
Wesleyan Park(25)	2	Kroger, SupeRx, Hecks, K mart, C.H. Rauch, Radio Shack
Williamsburg Sq.(12)	2	Baptist Book Store
Wyndall's(9)	2	Wyndall's Mkt., Dollar General, Barstone's

Neighborhood Shopping Centers-2 blocks on Frederica St. at 10th; 2 on E 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores).
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers open 6 nights a week and Sunday afternoons.

13 - RETAIL OUTLETS: Department Stores-Anderson's; Sears; JCPenney; Bacon's.
Variety Stores-Dollar General.
Discount Stores-Heck's; Ashley's; Wal-Mart; K mart.
Chain Drug Stores-Peoples 2; Hook's; Taylor's; SupeRx 2; Osco.
Chain Supermarkets-Winn-Dixie; Kroger 3; Wyndall's 5; Taylor (IGA) 2; Wetzel's 4; Convenient 5; Key 3; Ray's IGA; Stop'n Go 6; Kwik-Pik 7.
Other Chain Stores-Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Zale's; Kay Jewelry; Hancock Fabrics; Singer Co.; Radio Shack; Goodyear; Young's; Shoe World; Ben Franklin; Lowe's; Central Tractor; Jaccard's Jewelry; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Swiss Colony; Sherwin-Williams; Regis Beauty Salon; Waldenbooks; Thom McAn; Kinney Shoes; Barkers Shoes; Brooks; Jean Nicole; Foxmoor; S&T Store; Spencer Gifts.

14 - NEWSPAPERS: MESSENGER-INQUIRER (m) 33,427 (S) 34,291; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Hugh T. Hawkins, Adv. Mgr., MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.
National Representative: Branham/Newspaper Sales.

PADUCAH

1 - LOCATION: McCracken County. E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi, 185 mi. from Memphis, 175 mi. S of St. Louis. On U.S. Hwys. 45, 60, 62, 68; I-24; and State Hwys. 284, 358.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf; CB&Q; Paducah and Illinois; L&N.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Brooks; Southern Trailways.
Airlines-Air Kentucky; Britt; Resort Air.

3 - POPULATION:
Corp. City 80 Cen. 29,315; Loc. Est. 28,728
CZ-ABC: (80) 48,700; (84) 47,000
RTZ-ABC: (80) 194,411; (84) 195,900
County 80 Cen. 61,310; Loc. Est. 61,845
City & RTZ-ABC: (80) 243,111; (84) 242,900

4 - HOUSEHOLDS:
City 80 Cen. 12,050; Loc. Est. 12,116
County 80 Cen. 23,459; Loc. Est. 24,188
CZ-ABC: (80) 19,135; (84) 18,600
RTZ-ABC: (80) 71,457; (84) 72,700
City & RTZ-ABC: (80) 90,592; (84) 91,300

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$480,000,000
Savings & Loan	2	$185,000,000

6 - PASSENGER AUTOS: County 36,446

7 - ELECTRIC METERS: Residence 17,195

8 - GAS METERS: Residence 18,158

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Whly. Wage N.A.)-Uranium Separation 1,400; Railroad Shop 600; Shoes 487; Dresses 120; Barges 566; TVA 545; Textile Machy. 120; Milk Products 113; Brewery 250; Soft Drink Bottling 152; Aluminum and Zinc Castings 150; Wire Manufacturing 149; Plastic Products 153.

10 - CLIMATE: First killing frost, Oct. 24. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 6 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal Point(8)	NA	Ben Franklin, Rexall
Hannan Plaza(5)	NA	Kroger, SupeRx
Paducah Mall(28)	NA	Big John's, Radio Shack
Paducah Square(5)	NA	Wal-Mart
Farmers Mkt.(8)	NA	Farmers Mkt.
Kentucky Oaks Mall(60)	6	Sears, Meis, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Finkel's Fair; Meis; Snyder.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-SupeRx; Pay Less 8; Rite Aid Bill's 2.
Discount Centers-K mart; HillMark; Wal-Mart; Service Merchandise.
Chain Supermarkets-Kroger; Wonder Food Giant 3; Bigg's; Farmers; Myrick's; Big Star; Big John's; Schnuck's.
Other Chain Stores-Goodyear; General Tire Co.; Foy-Johnston; Pittsburgh Plate Glass; Red Spot Paint & Glass; Sherwin-Williams; Singer Co.; Firestone; Lowe Bros.; S&H Green Stamps; Wickes; Pic-Way.

14 - NEWSPAPERS: PADUCAH SUN (e-mon to fri) 32,456; (S) 36,576; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Talmadge Martin, Adv. Mgr., PADUCAH SUN, 408 Kentucky Ave., Paducah, KY 42001; Tel. (502) 443-1771.
National Representative: Branham/Newspaper Sales.

RICHMOND

1 - LOCATION: Madison County. E&P Map E-2. County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

2 - TRANSPORTATION: Railroads-L & N (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,705; Loc. Est. 22,320
County 80 Cen. 53,352; Loc. Est. 54,864

4 - HOUSEHOLDS:
City 80 Cen. 6,359; Loc. Est. 6,824
County 80 Cen. 16,809; Loc. Est. 17,693

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$228,000,000
Savings & Loan	1	$63,500,000

6 - PASSENGER AUTOS: County 30,500

7 - ELECTRIC METERS: Residence 19,100

8 - GAS METERS: Residence 6,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Whly. Wage)-Foundry Eqpt. 113 ($265); Batteries 180 ($330); Tool & Stamping 136 ($210); Paint Coating 184 ($300); Army Depot 518 ($378); Miniature Lamps 365 ($319); Drugs & Dry Cleaning 130 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 72-90; Fall 44-68; Winter 0-35.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main, First, Second and Third Sts.
Neighborhood Shopping Centers-Big Hill Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(20)	1	Begley, Big Apple, Winn-Dixie, Rose's
Shopper's Village(15)	1	Wal-Mart, IGA, Pic-N-Pay
Waco	10	A&B Market
Kirksville	10	Click's Groc.
Berea	12	Purkeys, IGA, Heck's, TG&Y
Richmond Plaza(6)	2	Super-Valu, Begley, K mart, S&T Hdwe.
College Park	2	Convenient, Singer

Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lerman Brothers; Ken-Car; Rose's.
Variety Stores-Ben Franklin.
Discount Stores-Furniture City; Heck's; K mart; Wal-Mart; TG&Y.
Chain Drug Stores-Begley 2; SupeRx.
Chain Supermarkets-Kroger; Big Apple; Super Valu; IGA; Gateway; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Sears (catalog); Leroy's; Montgomery Ward (catalog); C&H Rauch; Radio Shack; Napa; Pic'N Pay; Convenient; Minit Mart; Singer.

14 - NEWSPAPERS: REGISTER (e) 9,079; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Harry Johnson, Mktg. Dir., REGISTER, 380 Big Hill Ave., Richmond, KY 40475; Tel. (606) 623-1669.
National Representative: General Advertising Service, Inc.

SOMERSET

1 - LOCATION: Pulaski County. E&P Map D-3. Agricultural, resort, manufacturing area. S central section of state; On Lake Cumberland, 75 mi. S of Lexington. On U.S. Hwy. 27; Cumberland Parkway (toll road). Kentucky Hwy. 80, 26 mi. to I-75.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 10,649; Loc. Est. 10,935
CZ-ABC: (80)10,649; (84)10,100
RTZ-ABC: (80)35,154; (84)38,800
County 80 Cen. 45,803; Loc. Est. 46,686
City & RTZ-ABC: (80)45,803; (84)48,900

4 - HOUSEHOLDS:
City 80 Cen. 3,943; Loc. Est. 3,707
County 80 Cen. 16,126; Loc. Est. 16,756
CZ-ABC: (80)3,943; (84)3,800
RTZ-ABC: (80)12,183; (84)13,600
City & RTZ-ABC: (80)16,126; (84)17,400

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$225,100,443
Savings & Loan	2	$264,048,668

6 - PASSENGER AUTOS: County 23,192

7 - ELECTRIC METERS: County Residence 26,311

8 - GAS METERS: Residence 2,753

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Whly. Wage)-Glass Plant 230 ($340); Clothing 1,150 ($240); Auto Parts 100 ($240); Plumbing Fixtures 235 ($325); Furniture 251 ($250); Coal 80 ($350); Groceries 75 ($200); Houseboats 100 ($250); Charcoal 168 ($260); Dairy Prod. 96 ($265); Air Conditioners 800 ($340).
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Ann. Min. & Max. Temp.-28-88.

11 - TAP WATER: Soft, lake water.

12 - RETAILING: Principal Shopping Centers-Downtown Somerset (Food Fair, True Value Hardware, Midway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Square(4)	NA	K mart, Kroger, SupeRx
Somerset Mall(50)	NA	JCPenney, Belk
Somerset Plz (12)	NA	Wal-Mart, Watson's
Tradewind(27)	NA	Rose's, Winn-Dixie

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Tradewind Shopping Ctr., Somerset Mall, Somerset Plaza, Cumberland Square every night.

13 - RETAIL OUTLETS: Department Stores-Rose's; Watson's; JCPenney; Belk-Simpson.
Discount Stores-Paul's Discount; Wal-Mart; Midway Discount; K mart.
Variety Stores-Rose's; Dollar General.
Chain Drug Stores-SupeRx; Begley 3; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Food Fair 4; Convenient Mart 3; Mac's Village Pantry 4; IGA; Minit Mart; Big Apple.
Other Chain Stores-Goodyear; Sears; Montgomery Ward; Cato's; S&T Hardware; Kentucky Food Stores; Singer Co.; Sherwin-Williams; Pic 'N Pay Shoes.

14 - NEWSPAPERS: COMMONWEALTH-JOURNAL (e-mon to fri) 9,966; (S) 6,248; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Herschel Whitis, Adv. Mgr., COMMONWEALTH-JOURNAL, 110 E. Mt. Vernon St., Somerset, KY 42501; Tel. (606) 678-8191.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Clark County. (In Lexington-Fayette MSA). E&P Map E-2. County Seat. Agricultural center. 8 mi. N of Kentucky River; On U.S. Hwy. 60; Interstate 64 & 75.

2 - TRANSPORTATION: Railroads-C&O; L&N. **Motor Freight Carriers**-2. **Intercity Bus Lines**-Greyhound.

3 - POPULATION:
City 80 Cen. 15,216; Loc. Est. 15,998
County 80 Cen. 28,322; Loc. Est. 28,593
MSA 80 Cen. 318,136; Loc. Est. 321,870

4 - HOUSEHOLDS:
City 80 Cen. 5,704; Loc. Est. 6,116
County 80 Cen. 9,893; Loc. Est. 10,207
MSA 80 Cen. 113,924; Loc. Est. 117,912

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$153,704,001
Savings & Loan	2	$39,142,409

6 - PASSENGER AUTOS: County 14,281

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,900

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners Construction 388; Manufacturing 4,144; Insurance, Real Estate 306; Textiles 500; Fertilizers 100; Transportation, Communications & Public Utilities 1,127; Wholesale, Retail Trade 2,114; Services 1,963; Government 1,753; Tobacco 1,500.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: First killing frost, Oct. 11. Last killing frost, Apr. 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boonesboro Plz.(2)	NA	IGA, Day Drugs
Meadowbrook(1)	NA	U-Save
Winchester Plaza(16)	NA	Winn-Dixie, Rose's Watson's, Begley's
Shopper's Village(12)	3	Wal-Mart, Foodtown, Pic & Pay Shoes
Town & Country	3	K mart, Kroger

13 - RETAIL OUTLETS: Department Stores-Vic Bloomfield & Son; Belk-Simpson; JCPenney. **Variety Stores**-Newberry; Dollar General; Rose's; Wal-Mart; Watson's; K mart. **Chain Drug Stores**-Begley; SupeRx. **Chain Supermarkets**-Kroger; IGA; Pic-Pac; U-Save; Winn-Dixie; Gaunce Maxi Mart; Foodtown; Convenient Food Mart. **Other Chain Stores**-Firestone; Goodyear; Pic & Pay Shoes; Leroy's Jewelers.

14 - NEWSPAPERS: SUN (e) 7,018; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Robert Heisler, Adv. Dir., SUN, PO Box 747, Winchester, KY 40391; Tel. (606) 744-3123.
National Representative: Landon Associates.

Editor & Publisher
REACHES
more people now than ever before.

LOUISIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Alexandria-Rapides Parish.
Baton Rouge-Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes.
Houma-Thibodaux-Lafourche and Terrebonne Parishes.
Lafayette-Lafayette and St. Martin Parishes.
Lake Charles-Calcasieu Parish.
Monroe-Ouachita Parish.
New Orleans-Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes.
Shreveport-Bossier and Caddo Parishes.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	349	361	380
5-14 Years	809	717	757
15-24 Years	677	846	891
25-44 Years	827	1,131	1,192
45-64 Years	677	745	784
65 and Over	305	404	426
TOTAL	3,644	4,204	4,430

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	356	663	1,252
General Mdse.	984	1,669	2,958
Food	1,819	3,079	5,591
Automobiles	1,480	2,707	5,216
Gasoline Stations	511	858	1,722
Apparel	437	675	1,189
Furniture	328	553	1,042
Eat./Drink Places	518	997	2,068
Drugs	249	405	768
TOTAL SALES	7,213	12,417	23,505

ABBEVILLE

1 - LOCATION: Vermilion Parish. E&P Map B-4. Parish Seat. Oil & gaswells. Rice mills, sugar & syrup factories. Trapping, agriculture & livestock. On Vermilion River, 65 mi. SW of Baton Rouge, 20 mi. S of Lafayette.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-SAIA; Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 12,391; Loc. Est. 13,983
Parish 80 Cen. 48,458; Loc. Est. 52,475

4 - HOUSEHOLDS:
City 80 Cen. 4,415; Loc. Est. 4,950
Parish 80 Cen. 16,170; Loc. Est. 17,918

5 - BANKS

	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	7	$259,564,000

6 - PASSENGER AUTOS: Parish 24,445.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Rice Mills; Farming; Oil Producers; Textile Plant; Fishing Port.
Principal Industrial Pay Days-1st & 15th Monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan. Last killing frost, Mar.

11 - TAP WATER: Soft (City).

12 - RETAILING: Principal Shopping Centers-Abbeville by-Pass & Lyman St.; Washington St.; Veterans Memorial Dr.; By-Pass Hwy. 14; Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Abbeville(2)	NA	Winn-Dixie, TG&Y, K&B Drugs
Lafitte(6)	NA	Eckerd's, West Bros., Ricks IGA
Lastarrnco(4)	NA	Sears, Vee's 5&10
Oaklawn	NA	Wal-Mart
Westgate(4)	NA	National, Burger Chef

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-West Bros.; Murphys; Anthonys; TG&Y; Wal-Mart; Otasco.
Discount Stores-Payless; Shoe Town.
Variety Stores-Vee's.
Chain Drug Stores-Eckerd's; K&B; Thrift-T-Way; Cashway.
Chain Supermarkets-Winn-Dixie; National; IGA; AG.
Other Chain Stores-Green Light; Sears; 7-Eleven; Stop & Shop.

14 - NEWSPAPERS: MERIDIONAL (e-tues to fri) 6,821; (S) 6,988; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: David Goff, Adv. Mgr.; Jack Spence, Pub.; MERIDIONAL, PO Box 400, Abbeville, LA 70510; Tel. (318) 893-4223.
National Representative: Papert Companies.

ALEXANDRIA-PINEVILLE

1 - LOCATION: Rapides Parish. (In Alexandria MSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River; 200 mi. NW of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28.

2 - TRANSPORTATION: Railroads-L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental Trailways; Harlan.
Airlines-Delta; Royale; Chaparral.

3 - POPULATION:
Corp. Cities 80 Cen. 63,599; Loc. Est. 67,290
Alexandria 80 Cen. 51,565; Loc. Est. 53,583
Pineville 80 Cen. 12,034; Loc. Est. 13,707
CZ-ABC: (80) 68,702; (84) 73,600
RTZ-ABC: (80) 132,186; (84) 243,700
Parish/MSA 80 Cen. 135,282; Loc. Est. 140,628
City & RTZ-ABC: (80) 300,888; (84) 317,300

4 - HOUSEHOLDS:
Cities 80 Cen. 29,559; Loc. Est. 24,682
Alexandria 80 Cen. 18,291; Loc. Est. 19,348
Pineville 80 Cen. 4,376; Loc. Est. 5,072
Parish/MSA 80 Cen. 44,759; Loc. Est. 47,633
CZ-ABC: (80) 24,452; (84) 26,400
RTZ-ABC: (80) 73,763; (84) 78,500
City & RTZ-ABC: (80) 98,215; (84) 104,900

5 - BANKS

	NUMBER	DEPOSITS
Commercial	4	$754,339,000
Savings & Loan	4	$435,684,839

6 - PASSENGER AUTOS: Parish 66,196.

7 - ELECTRIC METERS: Residence & Bus. 39,562.

8 - GAS METERS: Residence & Bus. 27,573.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bakery Products 450; Bottlers 175; Concrete Products 190; Lumber and Creosote Products 1,150; Furniture and Fixtures 300; Meat and Poultry Products 600; Steel and Metal Products 900; Wood Products-Millwork 300; Gov't Agencies 3,500; Detergents 200; Liner Board 500; Printing, Publishing and Allied 300.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-94; Summer 57-98; Fall 30-93; Winter 11-92. First killing frost, Dec. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on Main, Third and Fourth St.; Garden District Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alexandria(60)	NA	JCPenney, Sears
MacArthur Vlg.(29)	NA	TG&Y, Eckerd Drug, Kroger
Southgate Mall(3)	NA	Wal-Mart, Winn-Dixie, Mont. Ward
Southside(11)	NA	Food Mart
Westgate(17)	NA	A&P, K mart
Edgewood Plaza	NA	Piggly Wiggly, Ben Franklin, Pearson Drug
Pineville Plaza	NA	Kroger, Wackers, Eckerd
Ingrams	NA	Nichols, Ingram Supermkt.

Principal Shopping Days-Sat., Thur., Mon.
Stores Open Evenings-Every night.

13 - RETAIL OUTLETS: Department Stores-Wellan's; Weiss & Goldring; Sears; JCPenney; Green's; Montgomery Ward; Gus Kaplan; Beall's.
Discount Stores-Howard Bros.; Wal-Mart; K mart; H.J. Wilson; Target.
Variety Stores-C.G. Murray; TG&Y; Ben Franklin.
Chain Drug Stores-Red Cross; Pearson's 8; K&B 2; Eckerd 3.
Chain Supermarkets-A&P 3; Kroger 2; Market Basket; F&F 2; The Food Mart 3; Food Service 6; Salley's 3; Winn-Dixie 2; Piggly Wiggly.
Other Chain Stores-Auto: Firestone; Goodyear; Goodrich; Sewing: Singer Co; Shoes: Edison Brothers; Hardy; Kinney; Gallenkamp; Jewelers: Gem; Gordon; Sweeney; Women's Apparel: Lerner's; Music: Radio Shack; Newsom; Musicland; Building Materials: Lowe's; Nutrition: General Nutrition Centers.

14 - NEWSPAPERS: TOWN TALK (m) 41,639; (S) 42,201; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: W. Richard Chapman, Pet. Adv. Mgr.; TOWN TALK, PO Box 7558, Alexandria, LA 71306; Tel. (318) 487-6397.
National Representative: Branham/Newspaper Sales.

BASTROP

1 - LOCATION: Morehouse Parish. E&P Map B-1. Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N and W of Baton Rouge; 120 mi. E of Shreveport; 125 mi. W of Jackson, MS; 183 mi. S and E of Little Rock, AR. On U.S. Hwy. 165; State Hwy. 2 and 139.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Arkansas, Louisiana and Missouri.
Motor Freight Carriers-Red Ball; Steve Thompson; Great Western.
Airlines-Delta; Republic. Texas International, Royal (Airport, 23 mi. at edge of Monroe, La.).

3 - POPULATION:
City 80 Cen. 15,527; Loc. Est. 16,637
CZ-ABC: (80) 15,527; (84) 16,000
RTZ-ABC: (80) 38,587; (84) 39,100
Parish 80 Cen. 34,803; Loc. Est. 36,586
City & RTZ-ABC: (80) 54,114; (84) 55,100

4 - HOUSEHOLDS:
City 80 Cen. 5,454; Loc. Est. 5,928
Parish 80 Cen. 11,611; Loc. Est. 12,516
CZ-ABC: (80) 5,454; (84) 5,700
RTZ-ABC: (80) 12,868; (84) 13,200
City & RTZ-ABC: (80) 18,322; (84) 18,900

5 - BANKS

	NUMBER	EST. DEP.
Commercial	4	$115,219,000
Savings & Loan	1	$32,207,000

6 - PASSENGER AUTOS: Parish 19,353.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Making & Converting 1,800 ($293). Also Chemicals; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Men's Pants 350 ($148).
Principal Industrial Pay Days-Thur.; 1st & 15th.

10 - CLIMATE: Av. Min. & Max. Temp.-Winter 21-75; Summer 68-98.

11 - TAP WATER: Natural, soft.

12 - RETAILING: Principal Shopping District-3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Magnolia(13)	NA	Big Star, West Bros.
Washington Sq.(10)	NA	Safeway, TG&Y, Otasco, Kent's

Neighborhood Shopping Centers-7 blocks W of Center on W Madison; 8 N of center on N Washington; 10 E of center on E Madison; 18 N & E at Cherry Ridge & McCreight; 18 S on S Washington; 25 W on Hwy. 165.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Seligman's; JCPenney.
Discount Stores-Howard Bros.; Kent's; Fred's; Wal-Mart; West Bros.
Variety Stores-Murphy's; TG&Y.
Chain Supermarkets-Piggly Wiggly; Big Star; Dixie Dandy; Safeway.
Other Chain Stores-Western Auto; Otasco; Pastrop Tire (Goodrich); Goodyear; Firestone.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 6,937; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Chapman, Vice Pres., ENTERPRISE, 119 E. Hickory; PO Box 311, Bastrop, LA 71220; Tel. (318) 281-4421.
National Representative: None.

BATON ROUGE

1 - LOCATION: East Baton Rouge Parish. (MSA). E&P Map C-3. State Capital and Parish Seat. Deep water port. 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico; lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

2 - TRANSPORTATION: Railroads-Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Continental; Republic; American; Royale.

3 - POPULATION:
Corp. City 80 Cen. 219,486; Loc. Est. 234,095
PMA-ABC: (80) 366,191; (84) 408,600
RTZ-ABC: (80) 317,840; (84) 348,100
Parish 80 Cen. 366,164; Loc. Est. 330,536
MSA 80 Cen. 493,973; Loc. Est. 531,990
PMA & RTZ-ABC: (80) 684,031; (84) 756,700

4 - HOUSEHOLDS:
City 80 Cen. 78,595; Loc. Est. 85,443
PMA-ABC: (80) 124,346; (84) 140,100
RTZ-ABC: (80) 97,437; (84) 107,900
Parish 80 Cen. 124,337; Loc. Est. 135,778
MSA 80 Cen. 164,040; Loc. Est. 180,699
PMA & RTZ-ABC: (80) 221,783; (84) 248,000

5 - BANKS

	NUMBER	DEPOSITS
Savings	12	$2,878,357,286
Savings & Loan	10	$786,610,000

6 - PASSENGER AUTOS: Parish 235,681.

7 - ELECTRIC METERS: Residence 170,146.

8 - GAS METERS: Residence 94,057.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemicals & Petroleum 15,175 ($503); Mfg. 26,425 ($421); Const. 24,000; Trans., Comm., Util. 10,700; Trade 46,000; Govt. 47,325.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp-Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-5 blocks on Third; 6 on Main; 4 on N. Blvd.; Main Suburban; Florida Blvd.
Neighborhood Shopping Area-Choctaw & Planks Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plant Rd. from 2,500 to 4,000; Government St. from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr.; 7,100 to 7,500 Florida St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Marche Mall(103)	4	D.H. Holmes, Mont. Ward
Forest-McCall	3	A&P, Rexall
Delmont Village	NA	D.H. Holmes, Woolworth, Winn-Dixie
Broadmoore	5	National, TG&Y
University(15)	3	A&P, TG&Y
Choctaw(13)	3	A&P, TG&Y
Twin Cedars	3	Winn-Dixie, TG&Y
Laurel Lea(18)	6	Laurel Lea Mkt., Rexall
Tynes	5	B.R. Furn.
Acadian Plaza	3	Rexall, National
Foster	4	Griffith's, National
Mid-City	4	7-Eleven
Goodwood	4	Joe D's, Sleep Shop, Romano's
Greenway	8	Foodtown, TG&Y
Plank Road Mall(4)	6	Morgan & Lindsey, A&P
Rebel	4	
Southdowns(15)	5	Duby Furniture
Broadwood(10)	NA	Food Town
Cedar Crest(9)	NA	Phil-A-Sak
Central(16)	NA	TG&Y, Winn-Dixie
Claitors	NA	TG&Y
Cloverleaf(19)	NA	Howard Bros.
Cole's Plaza	NA	Cracker Barrel
Colonial	NA	Nat'l Food, Kent's
Corporate Mall(4)	NA	
Cortana Mall (140)	NA	JCPenney, Dillard, Goudchaux's
Drusilla(7)	NA	Stop & Go Mkt.
Florida Plaza(10)	NA	Red Wing Shoes
Florida-Sharp	NA	
Highland South	NA	TG&Y, Winn-Dixie
Interstate	NA	TG&Y, Winn-Dixie
Jefferson Plaza	NA	A&P
Merrydale	NA	A&P, TG&Y
Monterey Village(9)	NA	A&P, Howard Bros., Eckerd
Northpark	NA	Eckerd
Ogden Park	NA	Western Auto
Perkins Road	NA	Nat'l Food
Prescott-Beechwood	NA	TG&Y
Quick and Handy	NA	Stop & Go
Scenic	NA	Nat'l Food, TG&Y
Seneca(10)	NA	Phil-A-Sak
Sherwood Forest(7)	NA	TG&Y, Winn-Dixie
Sherwood Plz.(13)	NA	Katz & Besthoff
Sherwood South(11)	NA	A&P, Eckerd's, TG&Y
Stanford Ave.	NA	Little Gen'l
Village Green(6)	NA	Winn-Dixie, TG&Y
Village Sq.(83)	NA	Katz & Besthoff, Wilson's
Westmoreland(15)	NA	A&P, D.H. Holmes
Plaza(10)	NA	

13 - RETAIL OUTLETS: Department Stores-Holmes 3; Goudchaux's 2; Sears; Montgomery Ward; JCPenney; Dillards.
Discount Stores-Kent Dollar Stores; Wilson's Whsl. & Dist.; Gibson's; Howard Bros.; K mart 5.
Variety Stores-Woolworth; Kress; Morgan-Lindsay; McCrory; TG&Y.
Chain Drug Stores-Walgreen's 2; Rexall 9; K&B 7; Eckerd 8; Griffin's 3; Kare 5; Medicine Shoppe 2.
Chain Supermarkets-A&P 13; Winn-Dixie 8; National Food 9; 7-Eleven; Kroger 6; Community 2; Cracker Barrel 4; Phil-A-Sak 14; Stop & Go 10; Albertsons; Acadiene.
Other Chain Stores-Shoes: Thom McAn, Baker, Women's Apparel: Lerner, Mangel's, Stein's, Jewelry: Gordon's, Busch, Zale's; Other: Singer Co., G.R. Kinney, Russell Stover, S&H Green Stamps.

14 - NEWSPAPERS: ADVOCATE (m) 82,071; STATE TIMES (e) 37,922; ADVOCATE (S) 132,428; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Nola, Natl. Adv. Mgr.; STATE TIMES and ADVOCATE, 525 Lafayette St., Baton Rouge, LA 70821; Tel. (504) 383-1111.
National Representative: Branham/Newspaper Sales.

BOGALUSA

1 - LOCATION: Washington Parish. E&P Map D-3. 71 mi. NE of New Orleans. On State Hwys. 10, 21, 60 & 1075; 30 mi. to Lake Pontchartrain Causeway to New Orleans.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Intercity Bus Lines-Greyhound Bus; Continental Trailways.
Motor Freight Carriers-4.
Waterway-Pearl River Canal to Gulf of Mexico.

3 - POPULATION:
Corp. City 80 Cen. 16,976; Loc. Est. 17,393
CZ-ABC: (80) 21,772; (84) 21,600
RTZ-ABC: (80) 125,500; (84) 136,500
Parish 80 Cen. 44,207; Loc. Est. 46,706
City & RTZ-ABC: (80) 147,272; (84) 158,100

4 - HOUSEHOLDS:
City 80 Cen. 6,331; Loc. Est. 6,573
Parish 80 Cen. 15,399; Loc. Est. 16,631
CZ-ABC: (80) 7,995; (84) 8,000
RTZ-ABC: (80) 41,305; (84) 45,500
City & RTZ-ABC: (80) 49,300; (84) 53,500

5 - BANKS | **NUMBER** | **EST. DEP.**
Commercial | 3 | $263,000,000

6 - PASSENGER AUTOS: Parish 22,595

7 - ELECTRIC METERS: Residence 8,426

8 - GAS METERS: Residence 8,518

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Papermaking, Box & Bag Mfg. 1,000 ($345); Lumbering 600 ($220); Agriculture (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Fdry.; Wholesale Nursery; Freshwater Catfish Raising; Electrical Assembly Plant; Seafood Packing; Garment Factory; Pump-Valve Mfg.
Principal Industrial Pay Days: 1st and 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores) | **Miles from Downtown** | **Principal Stores**
Pine Tree Plz.(12) | 1 | Winn-Dixie, Sears, Eckerd, Radio Shack
Pleasant Hill | 2 | Bogalusa Home Super, White Auto
Northgate(12) | 1 | Piggly-Wiggly, TG&Y, Bill's Dollar Store
Shopyard Square(9) | 1 | A&P, Super 5 & 10, Katz & Besthoff, Payless Shoes
Eastgate | 20 | Winn-Dixie, McCrory's, Goodyear
Riverside | 22 | National Mkt., Sears, TG&Y

13 - RETAIL OUTLETS: Department Stores-Rosenblum's; Berenson's; Goldman's; JCPenney; Case Shoes; Diana Shop; Cato's.
Discount Stores-Ashley's; Fred's; Dollar General Store.
Variety Stores-Super 5 & 10; TG&Y; Bill's Dollar Store.
Chain Drug Stores-Walgreens; Rexall 2; Eckerd; Starns; Katz & Besthoff.
Chain Supermarkets-A&P; National Tea; Winn-Dixie; Piggly-Wiggly; Bogalusa Home Super 3.
Other Chain Stores-Sears (catalog); Rosenblum's (ready-to-wear); Western Auto; Goodyear; Goodrich; Montgomery Ward (catalog); Dixie Auto-Lec; Townsend Music; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,987; (S) 9,059; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Seal, Adv. Dir., NEWS, 525 Avenue F, PO Box 820, Bogalusa, LA 70427; Tel. (504) 732-2565.
National Representative: None.

CROWLEY

1 - LOCATION: Acadia Parish. E&P Map B-3. Midway between New Orleans and Houston, Texas. Baton Rouge 93 mi.; Alexandria, 80 mi. N Of U.S. Hwy. 90, Old Spanish Trail; State Hwy. 26.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Texas International; La Gros Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,036; Loc. Est. 16,960
CZ-ABC: (80) 16,036; (84) 16,200
RTZ-ABC: (80) 104,499; (84) 113,300
Parish 80 Cen. 56,427; Loc. Est. 59,784
CZ & RTZ-ABC: (80) 120,535; (84) 129,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,411; Loc. Est. 5,774
Parish 80 Cen. 18,117; Loc. Est. 19,616
CZ-ABC: (80) 5,411; (84) 5,500
RTZ-ABC: (80) 33,744; (84) 36,900
City & RTZ-ABC: (80) 39,155; (84) 42,400

5 - BANKS | **NUMBER** | **DEPOSITS**
Savings & Loan | 2 | $145,702,000
Commercial | 3 | $53,000,000

6 - PASSENGER AUTOS: Parish 37,196

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Food Proc. 869; Retail 1,669; Personal Serv. 981; Govt. 881; Transp. & Util. 550; Oil Prod. & Refining 515; Agriculture 3,050; Garment Mfg. 420.

10 - CLIMATE: Min. & Max. Temp.-10 year average, year-round Min. 57; Max. 85.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores) | **Miles from Downtown** | **Principal Stores**
A&P(6) | NA | A&P, Ben Franklin
Gateway | NA |
Northpark(9) | NA | Winn-Dixie
Wager's(4) | NA | Wager's Phcy., Sears
Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Nichols; Beall; West Bros.; Mervine Kahn; Sears (catalog); Goodyear; Western Auto; Montgomery Ward (catalog).
Variety Stores-Ben Franklin.
Discount Stores-Howard's; Wal-Mart; Murphy Mart.
Chain Drug Stores-Eckerd 2.
Chain Supermarkets-National Food; A&P; Winn-Dixie; Shop Rite 2.

14 - NEWSPAPERS: POST-SIGNAL (e-tues to fri) 5,623; (S) 6,141; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Milo A. Nickel, Pub., POST-SIGNAL, 602 N. Parkerson Ave., Crowley, LA 70526; Tel. (318) 783-3450.
National Representative: None.

FRANKLIN

1 - LOCATION: St. Mary Parish. E&P Map C-4. S part of state, County Seat.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 9,584; Loc. Est. 10,313
Parish 80 Cen. 64,395; Loc. Est. 68,602

4 - HOUSEHOLDS:
City 80 Cen. 3,062; Loc. Est. 3,332
Parish 80 Cen. 20,096; Loc. Est. 21,890

5 - BANKS | **NUMBER** | **DEPOSITS**
Commercial | 2 | $59,007,000
Savings & Loan | 1 | $19,542,000

6 - PASSENGER AUTOS: Parish 32,616

7 - ELECTRIC METERS: Residence 3,290

8 - GAS METERS: Residence 3,762

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Cane Black Mfg.; Steel Fabrication; Salt Mining; Gas & Oil Processing; Electr. Pur. Plant; Water Transportation.

10 - CLIMATE: Average-Min.-Max. Summer 60-100, Winter 25-70. Av. Rainfall 66 in. annually.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Blakesley-Main St. St Brown Castille.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Louis Wormser's; Marx Silverman; A. Friedman; West Bros.; Sears (catalog); Acme; Montgomery Ward (catalog); Murphy Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Eckerd; Cashway.
Chain Supermarkets-A&P; National; Gus's Big Star; IGA; Robie's; Lombardo's; Ledet's.
Other Chain Stores-White Bros.; Western Auto; Auto-Lec.

14 - NEWSPAPERS: BANNER-TRIBUNE (e-mon to fri) 3,500; sworn Sept. 22, 1983.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Pub., BANNER-TRIBUNE, 111 Wilson St., PO Box 566, Franklin, LA 70538; Tel. (318) 828-3707.
National Representative: None.

HAMMOND

1 - LOCATION: Tangipahoa Parish. E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center, home of Southeastern Louisiana University. SE portion of state, 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190; Interstates 12 and 55.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Southern Greyhound, Elderidge's.

3 - POPULATION:
Corp. City 80 Cen. 15,043; Loc. Est. 17,293
PMA-ABC: (80) 83,156; (84) 92,500
Parish 80 Cen. 80,698; Loc. Est. 87,246

4 - HOUSEHOLDS:
City 80 Cen. 4,507; Loc. Est. 5,313
Parish 80 Cen. 25,963; Loc. Est. 28,728
PMA-ABC: (80) 26,674; (84) 30,000

5 - BANKS | **NUMBER** | **DEPOSITS**
Commercial | 4 | $357,889,000
Savings & Loan | 4 | $85,694,000

6 - PASSENGER AUTOS: Parish 42,072

7 - ELECTRIC METERS: Residence 4,587

8 - GAS METERS: Residence 3,537

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,394; Retail & Wholesale Trade 5,318; Govt. 2,440; Agricultural 2,969; Construction 651; Transportation 440; Mining 74; Fin., Ins. & Real Estate 475; Services & Misc. 952.

10 - CLIMATE: Ozone Belt-Av. low temp. 51; av. high 82. First killing frost, Nov. 21. Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very soft; 99.8 pure; not fluoridated.

12 - RETAILING: Neighborhood Shopping Center-1100 W Thomas to 1900 W Thomas St.

Nearby Shopping Centers

Name (No. of stores) | **Miles from Downtown** | **Principal Stores**
Ponchatoula(15) | 6 | TG&Y
Channel(20) | 1 | American Dept., Sunflower
Hammond Sq. Mall(73) | 1 | Sears, D.H. Holmes, JCPenney
Town & Country Plaza(31) | NA | Winn-Dixie, TG&Y, Beall's
West Gate(3) | 1 | Nat'l Food, Freds
Bogue Falaya(32) | 20 | Nat'l Food, Beall's
Westside | NA | K mart, K&B Drugs, Delchamps

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All major dept. stores.
Principal Industrial Pay Days-1st & 15th.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rosenblum's; Sears; Anthony's; D.H. Holmes.
Discount Stores-Direct Factory; K mart; Wal-Mart.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Walgreens; Eckerd; K&B Drug.
Chain Supermarkets-A&P; Winn-Dixie; National Food; Handi-Pak 2; Sunflower; Delchamps.
Other Chain Stores-Auto Accessories; Goodrich; Goodyear; Firestone; General Tire; Bill's Dollar Stores (Walker Variety); Wickes Lumber; Montgomery Ward (catalog); United Dollar; TG&Y; Smart & Thrifty; Otasco; Radio Shack; Zale's Jewelry; Sherwin-Williams; Lowe's.

14 - NEWSPAPERS: STAR (e-mon to fri) 11,582; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Chris Bond, Adv. Dir., STAR, 200 SW Railroad Ave., PO Box 1149, Hammond, LA 70401; Tel. (504) 345-2333.
National Representative: Papert Companies.

HOUMA

1 - LOCATION: Terrebonne Parish. (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans); oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90, State Hwy. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-7.
Airlines-Charlie Hammonds.

3 - POPULATION:
Corp. City 80 Cen. 32,602; Loc. Est. 35,621
Parish 80 Cen. 94,393; Loc. Est. 103,135
PMA-ABC: (80) 94,393; (84) 104,100
MSA 80 Cen. 176,876; Loc. Est. 193,849
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,013; Loc. Est. 12,265
Parish 80 Cen. 29,285; Loc. Est. 32,786
PMA-ABC: (80) 29,285; (84) 32,600
MSA 80 Cen. 54,676; Loc. Est. 61,367

5 - BANKS | **NUMBER** | **DEPOSITS**
Commercial | 5 | $612,518,000
Savings & Loan | 4 | $124,424,862

6 - PASSENGER AUTOS: Parish 49,313

7 - ELECTRIC METERS: Residence 35,183

8 - GAS METERS: Residence 25,122

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Gas & Oil Processing; Agriculture; Seafood. Average employment 42,245; Avg. Wkly. Wage-$295.

10 - CLIMATE: Av. Temp. 69. Av. Rainfall 5.16 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Downtown, 8 blocks on E. Main, 6 blocks off Main. **Neighborhood Shopping Centers**-Grand Gaillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name (No. of stores) | **Miles from Downtown** | **Principal Stores**
Sundberry(4) | NA | Nat'l Foods, Dollar General
Colonial Acres(17) | NA | Dollar General, Howard's Shoetown
Lynn Park(9) | NA | Winn-Dixie, West Bros., Bealls, K&B, TG&Y
Tunnel Blvd.(5) | NA | TG&Y, Winn-Dixie
Grand Caillou | NA | A&P, Murphy
Southland(45) | 3 | Sears, Woolworth, Holmes, Shainberg's, JCPenney, Zale's
Concord Plaza | 3 | Winn Dixie, Bealls, K & B, Shoetown
Southland Plaza | 3 | Delchamps, Revco
Caillou Plaza | 4 | Delchamps, Revco
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Southland Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; West Bros.; Montgomery Ward; Holmes; Godchaux's; Western Auto; Goodyear; Howard Bros.; TG&Y; Beall's.
Discount Stores-Dollar General; Wilson's; Murphy's Mart; Handy City; Hill Behan; K mart; Gaylord's; TG&Y.
Variety Stores-Woolworth; Murphy's Mart; TG&Y; Leonard Krower.
Chain Drug Stores-K&B 2; Eckerd's 2; Kare Pharmacy.
Chain Supermarkets-A&P 3; Winn-Dixie 4; National 2; IGA; Big Star 6; La Food Store 2.
Other Chain Stores-Lerner's; Gordon's Jewelry; Singer Co.; Kinney Shoes; Butler Shoes; Shainbergs; Miller-Whol.; Wilson's Distributors; Thom McAn; Radio Shack; Hausmann's Jewelers; Kay Jewelers; Zale's.

14 - NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-mon to fri) 20,753; (S) 22,833; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ed Warren, Adv. Dir., COURIER AND TERREBONNE PRESS, PO Box 2717, Houma, LA 70361; Tel. (504) 879-1557.
National Representative: Papert Companies.

JENNINGS

1 - LOCATION: Jefferson Davis Parish. E&P Map B-3. Parish Seat. Agriculture, wholesale and oil center. SW portion of state, 200 mi. W of New Orleans; 120 mi. SW of Baton Rouge; 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State Hwy. 108; I-10.

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-TTA. (Lake Charles Terminal).

3 - POPULATION:
Corp. City 80 Cen. 12,401; Loc. Est. 13,426
CZ-ABC: (80) 12,401; (84) 12,800
RTZ-ABC: (80) 49,893; (84) 52,600
Parish 80 Cen. 32,068; Loc. Est. 34,184
City & RTZ-ABC: (80) 62,294; (84) 65,400

4 - HOUSEHOLDS:
City 80 Cen. 4,148; Loc. Est. 4,507
Parish 80 Cen. 10,392; Loc. Est. 11,300
CZ-ABC: (80) 4,148; (84) 4,300
RTZ-ABC: (80) 16,170; (84) 17,300
City & RTZ-ABC: (80) 20,318; (84) 21,600

5 - BANKS | **NUMBER** | **DEPOSITS**
Commercial | 4 | $97,006,934
Savings & Loan | 1 | $30,133,192

6 - PASSENGER AUTOS: Parish 16,750

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 3,840

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85;

Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; floundated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 5 on N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piggly Wiggly(4)	NA	Piggly Wiggly, Big Star, Sears
Zigler(5)	NA	TG&Y
Jennings(5)	NA	Weill Dept., TG&Y, Winn-Dixie, Eckerd, West Bros.
Jennings Vlg.(4)	NA	Murphy's Mart, A&P, K&B, Shoe Towne

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-West Bros.; Weills; Silvermans; Nichols; Gervais Smart Shop.
Variety Stores-Morgan & Lindsey; TG&Y; Wal-Mart.
Discount Stores-Howard Bros.
Chain Drug Stores-Phenix Rexall; Eckerd's; K&B.
Chain Supermarkets-A&P; Piggly Wiggly; Daley's; Winn-Dixie; Big Star; Cormier's; IGA.
Other Chain Stores-Western Auto; Swifts Shoe; Betty Lee Shoes; Frank West Furniture; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,733; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Oberst, Pub., NEWS, 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.
National Representative: None.

LAFAYETTE

1 - LOCATION: Lafayette Parish. (In Lafayette MSA). E&P Map B-3. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; I-49, I-10; State Hwys. 92, 93, 94, 96, 98, 182; 160 mi. W of New Orleans.

2 - TRANSPORTATION: Railroads-So. Pacific; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Lafayette; Trailways.
Airlines-Royale; Continental; Metro; Hammond.

3 - POPULATION:
Corp. City 80 Cen. 81,961; Loc. Est. 90,810
CZ-ABC: (80) 109,660; (84) 124,000
RTZ-ABC: (80) 140,468; (84) 152,900
Parish 80 Cen. 150,017; Loc. Est. 166,214
MSA 80 Cen. 190,231; Loc. Est. 210,623
City & RTZ-ABC: (80) 250,128; (84) 276,900

4 - HOUSEHOLDS:
City 80 Cen. 28,479; Loc. Est. 32,089
Parish 80 Cen. 50,497; Loc. Est. 57,116
MSA 80 Cen. 62,503; Loc. Est. 70,847
CZ-ABC: (80) 37,439; (84) 42,500
RTZ-ABC: (80) 45,331; (84) 50,000
City & RTZ-ABC: (80) 82,770; (84) 92,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$1,549,720,573
Commercial	7	$1,559,811,000

6 - PASSENGER AUTOS: Parish 74,046

7 - ELECTRIC METERS: Residence City 35,062

8 - GAS METERS: Residence, City 27,083

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Oil Industry 5,350; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days-Fri., Sat., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14. Last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Oil Center, Johnston St., Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acadian Vlg.(7)	NA	Winn-Dixie, TG&Y
Acadiana Mall(83)	NA	Sears
Four Corners	NA	National Foods
Fiesta Vlg.(11)	NA	Bed & Bath
Galeries Lafayette(1)	NA	U Mark It
Grande Marche(14)	NA	Bealls
La Promenade(26)	NA	Brown's Jewelers
La Villa Espanela(15)	NA	Sandy Austin Ltd.
Northgate(34)	NA	JCPenney, TG&Y, Weingarten's Mkt., Mont Ward
Oil Center(20)	NA	The Fair, Bealls, Weingarten's
South College(15)	NA	Emile Joseph's, Walgreens, Nat'l
Winn Wood(12)	NA	Hancock, Conn's
Woodland Village(9)	NA	Elle's, Rattan Arts
Boulevard(70)	NA	Piccadilly Bros., Kroger

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Abdalla's; Heymann's; Montgomery Ward; JCPenney; Sears; The Fair; Beall's; Wormser's; Goudchaux; Selber Bros.; D.H. Holmes.
Variety-Woolworth; Murphy's; McCrory; Ben Franklin; TG&Y; Walgreens; United Dollar; Katz & Bestoff.
Discount Stores-Gibson's; Wal-Mart; Kroger's Family Center; K mart; Howard's.
Chain Drug Stores-Eckerd's 3; Walgreens 2; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff.
Chain Supermarkets-A&P; National 2; National Brand 15; Winn-Dixie 2; Heymanns; IG Foods 14; Kroger 2; Weingarten 3; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-Eleven stores); Delchamps.

14 - NEWSPAPERS: ADVERTISER (e) 32,083; (S) 40,617; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Meche, Adv. Mgr., ADVERTISER, PO Box 3268, Lafayette, LA 70502; Tel. (318) 235-8511.
National Representatives: Thomson Newspapers, Inc.; Papert Companies.

LAKE CHARLES

1 - LOCATION: Parish seat of Calcasieu Parish (MSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico; 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165 and State Hwys. 14, 27; I-10 & 210.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Kansas City Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways.
Freight Steamship Lines-81 Call at Port.
Airlines-Rryale; Metro Transit Aviation of Lake Charles.

3 - POPULATION:
Corp. City 80 Cen. 75,051; Loc. Est. 79,974
CZ-ABC: (80) 116,650; (84) 119,100
RTZ-ABC: (80) 176,392; (84) 193,400
Parish/MSA 80 Cen. 167,048; Loc. Est. 180,640
City & RTZ-ABC: (80) 293,042; (84) 312,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,463; Loc. Est. 28,166
Parish/MSA 80 Cen. 56,339; Loc. Est. 60,700
CZ-ABC: (80) 40,331; (84) 41,500
RTZ-ABC: (80) 57,199; (84) 63,600
City & RTZ-ABC: (80) 97,530; (84) 105,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$1,209,081,775
Commercial	6	$1,175,388,678

6 - PASSENGER AUTOS: Parish 107,032

7 - ELECTRIC METERS: Residence 42,759

8 - GAS METERS: Residence 26,000

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Non-Farm Employees 59,000; Mining 2,300; Construction 4,700; Mfg. 9,200; Trade 14,000; Finance & Insurance 3,000; Services 10,900; Govt. 10,400.
Principal Pay Day-Fri.

10 - CLIMATE: Mean Annual Av. Temp. of last 10 years, 68.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Mall; Ryan St.; Prien Lake Mall; Southgate, Ryan St.; 14 Park Plaza, Hwy. 14.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central City	NA	TG&Y
Downtown Mall(68)	NA	Sears, Muller's
East Town(6)	NA	Anthony's
G.T.Northgate	NA	
Gulfway(5)	NA	Kroger
K mart Plz.	NA	K mart, Bealls
Mid City	NA	Pak-A-Sak Mkt.
Oak Park(6)	NA	Market Basket
Park Plz.(9)	NA	Weingarten's Mkt., Howard's, TG&Y
Prien Lake(46)	NA	JCPenney, Mont.Ward
Second Ave.	NA	
Southgate(21)	NA	The Fair, TG&Y, Weingarten's
12th Street	NA	Kroger
Westpoint(13)	NA	Gibson

Principal Shopping Days-Tues., Thur., Sat.
Stores Open Evenings-Thur. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Muller's; Sears; The Fair 2; JCPenney; W.F. Beall 2; White House; Montgomery Ward; Anthony's.
Discount Stores-Sel-Mart; Men's Discount Shop; Howard Bros. 2; Shoe Town; K mart; Wal-Mart.
Variety Stores-Perry's 2; TG&Y 5; Woolworth; Cost Plus.
Chain Drug Stores-Walgreens 2; Eckerd 3; K&B.
Chain Supermarkets-Weingarten's 4; Market Basket 4; Kroger 3; Theriot's 11; Abe's 3; Smitty's 3; Winn Dixie 2.
Other Chain Stores-Lerner; Gordon's Jewelers; Thom McAn; Gem Jewelry; Western Auto 6; S&H Green Stamps; Shoe Town; Newstadt's; Jean's; United Jewelers; Firestone; Uniroyal; Goodyear; White's Auto; A-V Wilson.

14 - NEWSPAPERS: AMERICAN-PRESS (m) 42,391; (S) 46,749; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Delaney, Adv. Dir., AMERICAN PRESS, 327 Broad St., PO Box 2893, Lake Charles, LA 70602; Tel. (318) 439-2781.
National Representative: None.

MINDEN

1 - LOCATION: Webster Parish. E&P Map B-1, County Seat. 30 mi. E. of Shreveport.

2 - TRANSPORTATION: Railroads-La. & Ark.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 15,074; Loc. Est. 16,510
Parish 80 Cen. 43,631; Loc. Est. 45,567
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,523; Loc. Est. 5,820
Parish 80 Cen. 15,692; Loc. Est. 17,168

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$240,000,000
Bldg.	2	$25,000,000

6 - PASSENGER AUTOS: Parish 23,802

7 - ELECTRIC METERS: Residence Est. 15,830

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Wells; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Rubber; Paper.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-6 blocks downtown on Main and Broadway; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Homer Road(22)	NA	Shuler Dixie Dandy, Piggly Wiggly
Park City(12)	NA	Safeway, Beall's, Otasco, Eckerd
West Plz.(3)	NA	West-Co.
East Union(12)	NA	Piggly Wiggly

13 - RETAIL OUTLETS: Department Stores-Beall's; TG&Y; West & Co.; Montgomery Ward; Sears; Otasco.
Discount Stores-West-Co.; Wal-Mart; Dollar General.
Chain Drug Stores-Eckerd; City Rexall; K & B; Wal-Mart.
Chain Supermarkets-Dixie Dandy; Piggly Wiggly; Safeway.
Other Chain Stores-Goodyear; Hers Unique; Pay Less Shoes; Western Auto; Kenwin Ladies; Radio Shack; Toledo Tackle.

14 - NEWSPAPERS: PRESS-HERALD (e-mon to fri) 4,863; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Bill Specht, Asst. Pub., PRESS-HERALD, 109 Dixie St., Minden, LA 71055; Tel. (318) 377-1866.
National Representative: Papert Companies.

MONROE

1 - LOCATION: Ouachita Parish. (In Monroe MSA). E&P Map B-2. Parish Seat. Northeast Louisiana on Ouachita River; 74 mi. W of Vicksburg MS; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165, I-20; State Hwy. 15.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf; A&LM; Missouri Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.
Airlines-Delta; Republic; Royale.

3 - POPULATION:
Corp. City 80 Cen. 57,597; Loc. Est. 60,909
CZ-ABC: (80) 78,604; (84) 80,500
RTZ-ABC: (80) 264,226; (84) 283,100
Parish/MSA 80 Cen. 139,241; Loc. Est. 146,109
City & RTZ-ABC: (80) 342,830; (84) 363,600

4 - HOUSEHOLDS:
City 80 Cen. 19,639; Loc. Est. 20,992
Parish/MSA 80 Cen. 47,322; Loc. Est. 50,772
CZ-ABC: (80) 27,716; (84) 28,600
RTZ-ABC: (80) 87,196; (84) 94,500
City & RTZ-ABC: (80) 114,912; (84) 123,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$889,279,044
Savings & Loan	4	$318,164,429

6 - PASSENGER AUTOS: Parish 71,768

7 - ELECTRIC METERS: Monroe and W. Monroe 28,671

8 - GAS METERS: Monroe and W. Monroe 28,382

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 7,900; Services 7,900; Wholesale 4,125; Construction 3,775; Retail 8,900; Finance, Ins. & Real Est. 3,500; Transp. Comm. & Util 2,550; Mining 425; Gov't 9,875.

10 - CLIMATE: Min. & Max. Tem ,.-Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-50; First killing frost, Nov. 2. Last killing frost, Feb. 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-5 blocks on DeSiard.
Neighborhood Shopping Centers-No. of Blocks: DeSiard Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W Monroe 2; Jackson St., 3; Louisville Ave., 24; McGuire, W Monroe, 2; Westgate, W Monroe 1; Plum St. 1; Cypress St., W Monroe 10; McMillian Mall 3; North; 18th St. 6; Oliver Road 3.; N 7th St.; W Monroe 4; Thomas Road 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fast Gate(18)	NA	Safeway, Fair Dept., K&B Drug, Fields, Shainberg's
Forsythe	NA	Safeway
K mart Plz.(5)	NA	Lakeshore Drugs, K mart
Lakeshore	NA	Piggly Wiggly
McMillan(32)	NA	K&B Drug, Murphy Mart, A&P, Beall's
Mid City Plz.(4)	NA	Beall's, Sears, JCPenney
North Gate(15)	NA	TG&Y, Highfills
Southgate(4)	NA	
Southside(10)	NA	West's Dept., Safeway, Otasco
Twin City(58)	NA	Mont. Ward, Selber's Morgan Lindsey, G.C. Murphy, Levine's
Wilson's(10)	NA	Country Market
Highland(17)	NA	Fields, D & E, Brookshire's
18th St(11)	NA	Brookshire's, Kroger, Sav-On, Eckerd
Howard Bros. W. Monroe)(4)	NA	Howard Bros., Piggly Wiggly
Hogan's(3)	NA	Hogan's Disc. Foods
Geneva's(3)	NA	Brookshire's, Eckerd, Geneva's

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Palace; Montgomery Ward; Sears; JCPenney; Haddad's; Shainberg; West's; The Fair; Beall's 2; Fred's; Levine's; Selber's; Wellan's.
Discount Stores-Howard Bros. 4; Dollar General; K mart; Wilson's; Geneva's 2; Wal-Mart.
Chain Drug Stores-K&B 3; Howard Bros.; Med-Save 5; Rexall 2; D&E 3; Sav-On; Eckerd 2; Revco.
Chain Supermarkets-A&P; Safeway 6; Piggly Wiggly 2; Brookshire's 3; Kroger 2; Country Market; Big Star 3; Budget Foods.
Other Chain Stores-Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; Rhealee Millinery; Binswanger Glass; Selber's; Singer; Murphy's Mart 4; Color Tile; Handy City; Otasco 3; TG&Y 4; Pittsburgh Plate Glass; Baker's Shoes; Browse-A-Bit; Kent's; Cloth World; Wickes; Lowe's; Murray Place; Goldring Jewelers; The Pipe Shop.

14 - NEWSPAPERS: NEWS-STAR-WORLD (m) 40,741; (S) 46,511; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jimmy Skeen, Ret. Adv. Dir., NEWS-STAR-WORLD, 411 N. 4th St.; PO Box 1502, Monroe, LA 71201; Tel. (318) 362-0214.

National Representative: Gannett Newspaper Advertising Sales.

MORGAN CITY

1 - LOCATION: St. Mary Parish. E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge. On U.S. 90.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Perry's Flying Service; Hammond Air.

3 - POPULATION:
Corp. City 80 Cen. 16,114; Loc. Est. 16,983
Parish 80 Cen. 64,395; Loc. Est. 68,602

4 - HOUSEHOLDS:
City 80 Cen. 5,353; Loc. Est. 5,712
Parish 80 Cen. 20,096; Loc. Est. 21,890

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$426,000,000
Savings & Loan	4	$515,000,000

6 - PASSENGER AUTOS: Parish 32,616

7 - ELECTRIC METERS: Residence 5,396

8 - GAS METERS: Residence 5,176

9 - PRINCIPAL INDUSTRIES: Industry (No. of Plants)-Chemicals 6; Food 17; Pub/ & Ptg. 4; Lumber Prod. 4; Furniture, Metal Working 2; Machinery 12; Transp. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fabrication Yards 6. Avg. weekly wage $400 (all industries compete with offshore and base pay is constant).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Guarisco-Evans (14)	0	Sears, Walgreens, Nationals, Murphy's
Colonial Plz.(8)	0	TG&Y, Zale's, Anthony's
Business Prof.(5)	NA	
Eastgate(8)	1	Winn-Dixie, Bealls, West Bros., Shoe Town
Inglewood Mall	1	

Other Shopping Centers-Cannata's Shopping Ctr., Bay on Vista Pl.; Norman Shopping Village, Patterson; St. Mary Plaza Shopping Center; Bayou Vista.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-West Bros. 2; Howard Bran Discount; Wal Mart; TG&Y 2; Kroger; C. R. Anthony 2.
Chain Supermarkets-Kroger; National; Winn-Dixie 2; Delchamps.
Variety Stores-Morgan & Lindsey.
Chain Drug Stores-Walgreens 3; Eckerd; K&B 2.
Other Chain Stores-Montgomery Ward (catalog); JCPenney (catalog); Sears (catalog); Singer Co.; White's Auto; Western Auto; Merle Norman Cosmetics; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Payless; Zale's; Cato; Firestone.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 6,739; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Ed. & Pub., REVIEW, PO Box 948, 1014 Front St., Morgan City, LA 70381; Tel. (504) 384-8370.
National Representative: Papert Companies.

NEW IBERIA

1 - LOCATION: Iberia (Govt. Seat) Parish. E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 150 mi. from New Orleans; 110 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; LaPorte.
Airlines-Continental; Royal Airlines; Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 32,766; Loc. Est. 36,756
CZ-ABC: (80) 38,949; (84) 41,100
RTZ-ABC: (80) 47,182; (84) 49,700
Parish 80 Cen. 63,752; Loc. Est. 69,518
City & RTZ-ABC: (80) 86,131; (84) 90,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,685; Loc. Est. 12,149
CZ-ABC: (80) 12,552; (84) 13,500
RTZ-ABC: (80) 14,103; (84) 14,900
Parish 80 Cen. 19,915; Loc. Est. 22,263
City & RTZ-ABC: (80) 26,655; (84) 28,400

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$374,885,757
Savings & Loan	5	$1,361,281,880

6 - PASSENGER AUTOS: Parish 43,792

7 - ELECTRIC METERS: City Residence 11,600; Parish 18,000

8 - GAS METERS: City Residence 11,873; Parish 16,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 2,100 ($320); Food 1,465 ($210); Supply House (Oil) 721 ($215); Sugar Mills 800 ($160); Salt Mines 500 ($275); Pepper Sauce Plants 425; Port of New Iberia 3,500 ($275); Airport & Industrial Park 800 ($250). Total laborers 32,350.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29. Last killing frost, Apr. 3.

11 - TAP WATER: Slightly alkaline; hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jeanerette	10	Wormser, Weill's Ben Franklin, Robie Star, Winn-Dixie
Shoptown	1	National, Hancocks's, Western Auto, Broussard's
Torride(31)	1	TG&Y, Beall's, Mont. Ward, Radio Shack, Sears, Sherwin-Williams
Iberia Mall(16)	1	West-Gibson, A&P, Eckerds
K mart	2	K mart
Kroger	1	Kroger
West Park	1	Howards, Eckerd, Winn-Dixie
Town & Country	1	A&P, Katz & Bestoff
Iberia Plz.(19)	2	Wal-Mart, Delchamps

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: Department Stores-Abdalla's; Monsour's; Guiotta's; Oubre Furniture; Home Furniture; Anthony's; Broussard's; West; Beall's; Wormser.
Discount Stores-Howard Bros.; Wicke's; West; K mart; Wal-Mart; Kroger; Otasco.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Eckerd 4; Kare's; Kroger Phcy.; Medicine Shoppes; K&B.
Chain Supermarkets-I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; Kroger; Family Store; IGA; Delchamps.

14 - NEWSPAPERS: DAILY IBERIAN (e) 15,064; (S) 16,050; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Will Chapman, Adv. Mgr., DAILY IBERIAN, 926 E. Main St., New Iberia, LA 70561; Tel. (318) 365-6773.
National Representative: Papert Companies.

NEW ORLEANS

1 - LOCATION: Orleans Parish (In New Orleans MSA). E&P Map D-4, Parish Seat. Seaport. Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi; 70 mi. to Gulf of Mexico via Mississippi River-Gulf Outlet channel lying between river and Lake Pontchartrain; 95/ mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi. On U.S. Hwys. 61, 51, 91, 11 and 90. State Hwys. 1, 2, 30, 31 and 33; I-10.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Chicago & Northwestern; Illinois Central; Kansas City Southern; Louisiana Southern; Louisville & Nashville; Southern; S.P.; Missouri Pacific; Missouri; Kansas; Texas; Santa Fe; Southern Pacific; Union Pacific.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-110.
Airlines-Air New Orleans; American; Aviateca; Continental; Delta; Dolphin; Eastern; General Aviation; LACSA; Northeastern; Northwest; Pan American; Piedmont; Republic; Royale; Sahsa-Honduras; Southwest; TACA Int'l; Texas-International; TWA; United; USAir.
Steamship Lines-100 regularly scheduled lines. Approx. 15 common carrier barge lines-numerous others on charter.

3 - POPULATION:
City/Parish 80 Cen. 557,927; Loc. Est. 579,396
PMA-ABC: (80) 1,282,305; (84) 1,368,100
MSA 80 Cen. 1,256,353; Loc. Est. 1,330,074
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/Parish 80 Cen. 206,435; Loc. Est. 219,420
MSA 80 Cen. 439,079; Loc. Est. 475,073
PMA-ABC: (80) 446,948; (84) 479,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	37	$6,928,370,000
Savings & Loan	47	$4,496,900,000

6 - PASSENGER AUTOS: Parish 239,573

7 - ELECTRIC METERS: Residence 195,591

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prod. 500 (N.A.); Durable Goods 25,900 ($339); Stone, Clay & Glass Prod. 2,500 ($355); Fabric Metal 3,700 ($423); Machinery 3,300 (N.A.); Trans. Equip. 14,200 (N.A.); Ship & Boat Bldg. 9,800 ($314); Other Durable Goods 1,700 (N.A.); Nondurable Goods 18,200 ($316); Food Prod. 7,600 ($261); Apparel & Textile Prod. 2,200 ($135); Paper Prod. 1,200 ($317); Printing & Pub. 3,300 ($280); Chemical Prod. 2,100 ($574); Petroleum Prod. 1,500 (N.A.); Other Nondurable Goods 300 (N.A.); Non-Manufacturing 461,000 (N.A.).

10 - CLIMATE: Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks adjacent to Canal Street.
Neighborhood Shopping Centers-Atlantic Thrift; Aurora Mall; Canal Center; Carolyn Park; Claiborne & Washington; Colonial; Continental Plaza; Crescent Airline; Lake Terrace; Lake Vista; Lakeshore; Metairie; Mid-City; Oak Street; Oaksides; Parkchester; K mart; Trading Post; Village Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airline Park	8	Woolworth, Winn Dixie
Airline Village	4	Lionel Playworld
Bagne Falaya Plaza(40)	NA	West, Beall's, National/Canal Vlg.
Belle Promenade	13	D.H. Holmes, JCPenney JCPenney
Carrollton	1	JCPenney, Gus Mayer
Clearview	8	Sears, Maison Blanche
Donna Villa	7	TG&Y, Winn-Dixie
Elmwood	10	K mart, Levitz, Lawhorn, A&P, Home Depot, Marshall's
Gentilly-Elysian Fields	3	A&P, Maison Blanche, Gaylord's, True Value
Gentilly Woods Mall	4	Labiches, Gaylord's, Walgreen, National/Canal Vlg.
M.A. Green	10	TG&Y, Western Auto
Harrison Ave.	5	Winn-Dixie, K&B
Kenilworth Mall	6	A&P, K&B
Kenner Plaza	12	Gaylord's
Lakeside	7	Holmes, Godchaux's, JCPenney
North Side Plz.	45	Beall's, Eckerd, Winn-Dixie
Oakwood	2	Sears, Holmes, Godchaux
One Canal Place	NA	Gucci, Brooks Bros., Kreeger's, Saks 5th Ave.
Plaza Lake Forest	8	Maison Blanche, Holmes, Sears, Leonard Kroner
Plaza La Place	26	K mart, K&B, Delchamps
Plaza "190"	45	Roses, K&B
Ponchartrain Plz.	30	K mart
Riverlands Ctr.	26	K mart, TG&Y, Eckerd, Beall's, Winn-Dixie
St. Charles Plz.	20	K mart, K&B, Delchamps
St. Tammany Sq.	40	K mart, K&B, Delchamps
South Clairborne	1	Kents, TG&Y
Uptown Sq.	5	D.H. Holmes, Godchaux, Kreegers
Village Aurora Westside	4 2	Walgreen Maison Blanche, Marshall's

Principal Shopping Days-Thur., Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Maison Blanche; D. H. Holmes; Sears; Krauss; JCPenney; Labiches; Gus Mayer; Bealls; Howards; J.A. West; Godchaux; Kreegers; Brooks Bros.; Saks 5th Ave.; Rubenstein Bros.; Porter-Stevens.
Variety Stores-McCrory's; Murphy's 5; Woolworth 9; TG&Y 15; Kresge.
Discount Stores-Barker's; K mart; Gaylords; Kent's; Leonard Kroner; Wilson's.
Chain Drug Stores-Kalz & Betshoff 38; Walgreen Louisiana 18; Rexall 2; Fasullo 4; Eckerd 26.
Chain Supermarkets-Breux Mart 4; Winn-Dixie 35; A&P 15; Schwegman 11; National/Canal-Villere 19; 7-Eleven 31; Tenneco 7, Li'l General 11; Time-Saver 82; Delchamps 9.
Other Chain Stores-Goodrich; Firestone; Goodyear; Mangels; Singer Co.; Pittsburgh Plate Glass; Home Depot; Houseworks; Solo; Marshall's; J. Brannon; Western Auto; Thom McAn; Sherwin-Williams Paints; National Shirts; Lerner's; S&H Green Stamps; Top Value Stamps; One-Hour Martinizing; Gordon's; Zale's; Kinney; Chess King; The Limited; Bakers; Butler's.

14 - NEWSPAPERS: TIMES-PICAYUNE/STATES-ITEM (all day-mon to fri) 279,302; (sat) 249,076; THE TIMES-PICAYUNE (S) 339,506; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel (504) 586-3785.
National Representative: Newhouse Newspapers Metro Suburbia.

OPELOUSAS

1 - LOCATION: St. Landry Parish. E&P Map B-3. Parish Seat. Shipping, wholesale and small mfg. center. South-central part of state; 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwys. 167, 190; State Hwys. 5, 7, 22, 45, 40 and 219; I-49.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific; Texas & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways; Greyhound; Opelousas.
Airlines-Charter Service; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 18,903; Loc. Est. 19,836
Parish 80 Cen. 84,128; Loc. Est. 90,811
PMA-ABC: (80) 113,843; (84) 117,200

4 - HOUSEHOLDS:
City 80 Cen. 6,438; Loc. Est. 6,612
Parish 80 Cen. 26,823; Loc. Est. 29,649
PMA-ABC: (80) 36,580; (84) 38,200

5 - BANKS	NUMBER	DEPOSITS
City	3	$325,810
Parish	9	$211,290

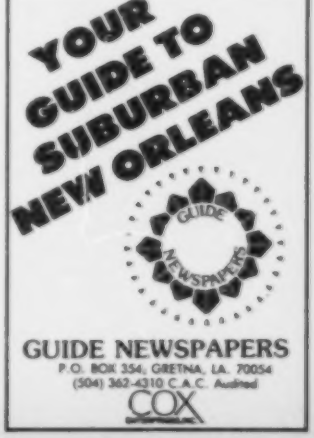
6 - PASSENGER AUTOS: Parish 41,775

7 - ELECTRIC METERS: Residence 7,200

8 - GAS METERS: Residence 6,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 800 ($160); Lumber & Wood Prod. 300 ($160); Drug Mfg. 200 ($160); Chemical (Fertilizer) 100 ($160); Natural Gas Rty. 125 ($200); Pipe Fittings & Valves 300 ($200); Oil Ind. 800 ($300).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 53-102; Fall 34-90; Winter 22-80. First killing frost, Nov. 29. Last killing frost, Mar. 17.



11 - **TAP WATER:** Alkaline; fluoridated.

12 - **RETAILING:** **Principal Shopping Centers**-4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy. 167 & Heather; Hwy. 167 & Creswell.
Neighborhood Shopping Centers-3 blocks W Landry; 2 S Union; 2 Washington Rd.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indian Hill(7)	NA	Dixieland IGA
St. Landry	NA	Wal-Mart, K&B Delchamps
Vista Village(20)	NA	Winn-Dixie, TG&Y, West Brothers, A&P

Principal Shopping Days-Department Stores Fri. & Sat.; Food Sat., Mon. & Wed.

13 - **RETAIL OUTLETS:** **Department Stores**-Sears (catalog); Abdalla's; Anthony's; West Bros.; W. F. Beall.
Variety Stores-Vee's; TG&Y.
Discount Stores-Dollar General; Howard Bros.; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd 3; Thrif-t-way; K&B.
Chain Supermarkets-National Food; A&P; Kroger; Winn-Dixie; Delchamps.
Other Chain Stores-Mangel's (women's); Singer Co.; Dimmick Auto Supply; Pope Auto Supply; Montgomery Ward (catalog); Otasco; Sears.

14 - **NEWSPAPERS:** WORLD (e-mon to fri) 16,137; (S) 16,535; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy. 167 South, PO Box 1179, Opelousas, LA 70570; Tel. (318) 942-4971.
National Representative: Papert Companies.

PINEVILLE
See ALEXANDRIA

RUSTON

1 - **LOCATION:** Lincoln Parish. E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20, U.S. 80 & 167.

2 - **TRANSPORTATION:** **Railroads**-Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; Sailer.

3 - **POPULATION:**
Corp. City 80 Cen. 20,585; Loc. Est. 23,570
Parish 80 Cen. 39,763; Loc. Est. 43,182
Demographic information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 6,557; Loc. Est. 6,564
Parish 80 Cen. 12,280; Loc. Est. 13,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$115,477,663
Commercial	5	$335,000,000

6 - **PASSENGER AUTOS:** Parish 20,555

7 - **ELECTRIC METERS:** Residence 6,717

8 - **GAS METERS:** Residence 6,238

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Saw Mill & Related 155; Wood Processing 320; Construction 1,200; Petroleum Prod. 240; Gas-Oil 200; Glass 300; Soft Drink 60; Transportation 140; Agricultural Prod. 54; Wholesale Trade 250; Retail Trade 2,300; Colleges 2,000; Insurance 300.

10 - **CLIMATE:** First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - **TAP WATER:** Very soft.

12 - **RETAILING:** **Principal Shopping Centers**-2 blocks along W. Calif. Ave.; Village Plaza Shopping Center (15 stores); North Park Mall; I-20 Shopping Center; Ruston Shopping Center (11 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Village Plaza Center (Mon.-Fri.); North Park Mall and Safeway (Mon.-Sat.); Drive in Groceries; Safeway; A&P (Mon.-Sun.); Wal-Mart; K mart.

13 - **RETAIL OUTLETS:** **Department Stores**-JCPenney; Lewis; Beall's; Fred's.
Variety Stores-Murphys.
Discount Stores-Wal-Mart; Value Mart; K mart.
Chain Drug Stores-Rexall; Walgreen's; K&B; Gibson.
Chain Supermarkets-Piggly Wiggly 2; A&P; Safeway 2; Jiffy Mart; Handee Mart 6; 7-Eleven; Dixie Dandy; County Market.
Other Chain Stores-Rose Oil; Sears (catalog); Goodyear; Montgomery Ward (catalog); Goodrich; Otasco; Ollinger Co.; Wickes Lumber; Sherwin Williams; Radio Shack; Cato's.

14 - **NEWSPAPERS:** LEADER (e-mon to fri) 7,650; (S) 7,739; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jimmy Watson, Adv. Mgr., LEADER, 208 W Park Ave., PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353.
National Representative: None.

SHREVEPORT

1 - **LOCATION:** Caddo Parish (In Shreveport MSA). E&P Map A-2; Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River, 220 mi. NE of Houston; 190 mi. E of Dallas, 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2 - **TRANSPORTATION:** **Railroads**-Missouri Pacific; St. Louis & Southwestern; Louisiana & Arkansas; Kansas City Southern; Illinois Central Gulf; Southern Pacific.
Airlines-American; Delta; Royale.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways.

3 - **POPULATION:**
Corp. City 80 Cen. 205,815; Loc. Est. 215,832
CZ-ABC: (80) 308,166; (84) 326,400
RTZ-ABC: (80) 568,485; (84) 612,900
MSA 80 Cen. 333,015; Loc. Est. 343,700
Parish 80 Cen. 252,249; Loc. Est. 262,600
City & RTZ-ABC: (80) 876,651; (84) 939,300
Demographic information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
City 80 Cen. 74,649; Loc. Est. 80,009
Parish 80 Cen. 90,694; Loc. Est. 98,200
MSA 80 Cen. 117,391; Loc. Est. 128,500
CZ-ABC: (80) 108,775; (84) 116,400
RTZ-ABC: (80) 195,845; (84) 213,300
City & RTZ-ABC: (80) 304,620; (84) 329,700

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$385,000,000
Commercial	12	$5,075,000,000

6 - **PASSENGER AUTOS:** Parish 158,618

7 - **ELECTRIC METERS:** Residence 119,000

8 - **GAS METERS:** Residence 107,000

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture, Oil; Gas; Lumber; Retail Trade; Manufacturing; Food Products, 2,000 ($300); Apparel 900 ($250); Lumber 2,500 ($275); Printing 1,100 ($300); Chem. & Petrol. 1,600 ($325); Metal Prod., Machy. 27,000 ($350); Other 4,500 ($275).

10 - **CLIMATE:** Min. & Max. Temp.-Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11 - **TAP WATER:** Slightly alkaline, soft; not fluoridated.

12 - **RETAILING:** **Principal Shopping Centers**-7 blocks on Texas St.; 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.
Neighborhood Shopping Centers-(Shreveport & Bossier)-Cedar Grove, 6 blocks on 70th St.; Centenary, 5 on E. Kings Hwy.; Bossier City, main dist. is 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. & Sunnybrook; Lakeshore at Lakeshore Dr. & Jewella Rd.; Greenwood Rd., 3; Glenwood, 3,300 on Line Ave.; Heart O'Bossier at Barksdale Blvd. & Benton Rd.; Southfield, 1 sq. block at Youree Dr. & Southfield Rd.; Uptown; 5,800 on Line Ave.; Eastgate Plaza; Mall St. Vincent; Madison Park, 3,800 Gilbert; Fairway, 2700 Benton Rd., Bossier City; Greenwood Plaza, Greenwood Rd. & Westwood Dr.; Westwood, Jewella & Greenwood Rd.; Shreve Island, Capt. Shreve Drive & Reilly Lane; Old River Center, & Kings Hwy. at Southfield; Freestate Unit 1, Freestate Industrial Park; North Market Plaza, 3 on North Mkt. St.; 2 on Old Minden Rd. & Highway 80, Bossier City; Shreve City Regional Center, Shreveport-Barksdale Highway; Southside Village, Mansfield Rd. & Jewella; South Park Mall, Jewella Rd. & Mackley Ln.; Mid Town Plaza, Kings Hwy. & Mansfield Rd.; K mart Plaza, Mansfield & Flournoy-Lucas Rds. in Shreveport; Eastgate Ctr., Hwy. 1 & 70th St.; Mall St. Vincent, Kings Hwy. & St. Vincent; Pierremont Mall, Line Ave at Southfield; Quail Creek, Shreveport-Barksdale Hwy.; TG&Y, Airline Dr. & Hwy. 80 in Bossier City, 1 mi. distant Heart O'Bossier Center; Pierre Bossier Mall, Airline & Hwy. 80.
Principal Shopping Days-Mon., Fri., Sat.

13 - **RETAIL OUTLETS:** **Department Stores**-Sears 3; JCPenney 2; Rubenstein's 3; Hearne 2; Sellers 3; Beall's 6; Dixie Stores 2; Palais Royal 4; Yearwood's; Dillard 3; Montgomery Ward.
Variety Stores-Woolworth 2; Kress; Burt's 5; TG&Y 7.
Discount Stores-United Jewelers 2; Gibson's; Wilsons 2; K mart 3.
Chain Drug Stores-Lewis 5; Walgreens 2; Normore; Barksdale 3; G&H; Chuck Snyder's 4; Rexall 3; McKeller Sunset; Plaza; Shreve Island; Tri-State; Uptown; Medic 11; Mitchell's 2; Eckerd 9; Albertsons-Southco 2; K&B 5.
Chain Supermarkets-Safeway 2; Kroger 5; Brookshire 10; Best-Yet 5; 7-Eleven 50; Albertsons-Southco 2.
Other Chain Stores-Pants Parlor; Goldrings 2; Haspel; Lee Martin's 3; Male Shop; Jordan & Booth; Rosenblath's; The Ranch; Pants Place; Casual Corner; Western Auto; Autolec; Firestone; Goodrich; Goodyear; Int'l. Harvester; White Auto; Otasco; Florsheim; Thom McAn; Singer; Necchi; Zale's Jewelers; DuPont Paint; Sherwin-Williams; Pittsburgh Plate Glass; Russell Stover Candies; Jarman Shoes; The Glidden Co.; Margolis Shoes; Bell Bros. Shoes; S&H Green Stamps; Wilson's.

14 - **NEWSPAPERS:** TIMES (m) 79,462; JOURNAL (e) 25,936; TIMES (S) 110,079; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Benoit Lynn, Nat'l. Adv. Mgr., JOURNAL and TIMES, 222 Lake St., Shreveport, LA 71130; Tel. (318) 459-3364.
National Representative: Gannett Newspaper Advertising Sales.

SLIDELL

1 - **LOCATION:** St. Tammany Parish. (In New Orleans MSA) E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstates 10, 12, 59; State Hwy. 433.

2 - **TRANSPORTATION:** **Railroads**-SOU, GM&O.
Intercity Bus Lines-Greyhound.

3 - **POPULATION:**
Corp. City 80 Cen. 26,718; Loc. Est. 34,188
Parish 80 Cen. 110,554; Loc. Est. 125,550
MSA 80 Cen. 1,256,353; Loc. Est. 1,330,074

4 - **HOUSEHOLDS:**
City 80 Cen. 8,295; Loc. Est. 9,998
Parish 80 Cen. 35,576; Loc. Est. 41,440
MSA 80 Cen. 439,079; Loc. Est. 475,073

5 - **BANKS** N.A.

6 - **PASSENGER AUTOS:** Parish 79,022

7 - **ELECTRIC METERS:** City 4,100

8 - **GAS METERS:** N.A.

9 - **PRINCIPAL INDUSTRIES:** N.A.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15. Last killing frost, Mar. 2.

11 - **TAP WATER:** N.A.

12 - **RETAILING:**
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northside Plz.(22)	NA	Winn-Dixie, TG&Y, Beall's
Plaza 190(17)	NA	A&P, Rose's, K&B, Sears
Tammany Mall (26)	NA	A&P, Mont. Ward, West Bros. Dept.
Sunflower(4)	NA	Sunflower, K mart
Midtown(12)	NA	Wal-Mart, Shoetown, Fasullo Drug

13 - **RETAIL OUTLETS:** **Department Stores**-Sears, West Bros, Montgomery Ward.
Discount Stores-K mart; Wal-Mart; Howard Brodiscount; TG&Y.
Chain Supermarkets-A&P; Sunflower Mkt.; Winn-Dixie; National; Delchamps.
Other Chain Stores-Radio Shack; Shoetown.

14 - **NEWSPAPERS:** SENTRY-NEWS (m) 6,815; (S) 7,156; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Steve Kent, Adv. Dir., SENTRY-NEWS, 3640 Pontchartrain Dr., Hwy. 11 South; PO Box 910, Slidell LA 70459; Tel. (504) 643-4918.
National Representative: U.S. Suburban Press.
TIMES (e) 5,079; (S) 5,900; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jerry Pye, Adv. Mgr., TIMES, 1441 Short Cut Rd.; PO Box 490, Slidell, LA 70459; Tel. (504) 643-5224.
National Representative: Papert Companies.

THIBODAUX

1 - **LOCATION:** Lafourche Parish. (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Agriculture, commercial fishing and oil and gas production center; light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2 - **TRANSPORTATION:** **Railroads**-Southern Pacific; Texas and Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Toche-Greyhound Lines.

3 - **POPULATION:**
Corp. City 80 Cen. 15,810; Loc. Est. 17,711
PMA-ABC: (80) 50,065; (84) 53,800
Parish 80 Cen. 82,483; Loc. Est. 90,714
MSA 80 Cen. 176,876; Loc. Est. 193,849

4 - **HOUSEHOLDS:**
City 80 Cen. 5,119; Loc. Est. 5,752
PMA-ABC: (80) 15,491; (84) 16,800
Parish 80 Cen. 25,391; Loc. Est. 28,581
MSA 80 Cen. 54,676; Loc. Est. 61,367

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$698,258,634
Savings & Loan	4	$216,640,381

6 - **PASSENGER AUTOS:** Parish 45,116

7 - **ELECTRIC METERS:** Residence 5,800

8 - **GAS METERS:** Residence 4,832

9 - **PRINCIPAL INDUSTRIES:** Industry, Steel Fabrication; Agricultural Machinery; University Education; Candy; Fertilizer; Oil, Gas And Related Industries; Commercial Fishing; Sugar Cane; Shipbuilding.

10 - **CLIMATE:** Annual mean temp. 68. Highest average temp. June-96; lowest average temp. Dec.-27.

11 - **TAP WATER:** Alkaline; hard.

12 - **RETAILING:** **Principal Shopping Centers**-8 blocks on West 3rd St.; 3 blocks on Green and St. Philip Sts. (35 Stores).
Neighborhood Shopping Centers-Food Town 4; Johnson 5; Nicholls 7; Peltier 11; Rieux 12; Lafourche Plaza 2.
Nearby Shopping Centers-Southland Mall-Holmes, Godchaux's, Kirschtmann's, Sears, Woolworth, Shainberg's, Miller-Wohl, Arthur Coplon, Katz & Besthoff, Sugarland-TG&Y, Family Center, Winn-Dixie, Eckerd's, Bill's Dollar Stores.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.

13 - **RETAIL OUTLETS:** **Department Stores**-Arthur Coplon, Jake's, Woll's; TG&Y; Sears (catalog); Montgomery Ward (catalog); K mart.
Discount Stores-West Gibson; Howard.
Variety Stores-Morgan & Lindsey; National Dollar Store; TG&Y; Walker's.
Chain Drug Stores-West Bros.; D&M 2; Lafourche; Eckerd; Katz & Besthoff; Southland Walgreens 2.
Chain Supermarkets-Rouses; L&N Food Stores; St. Charles Super Mkt.; A&P; National Food Stores; Winn-Dixie 2; IGA; Delchamps; Audubon.
Other Chain Stores-Goodyear; Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Philip Morris.

14 - **NEWSPAPERS:** COMET (e-mon to fri) 11,903; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Lancon, Adv. Mgr., COMET, 705 W. 5th St., PO Box 5238, Thibodaux, LA 70302; Tel. (504) 447-4055.
National Representative: None.

Newspapers change every year. So do their markets.

For the latest newspaper market data, you need the

Editor & Publisher MARKET GUIDE

MAINE SURVEYS

METROPOLITAN STATISTICAL AREAS

Bangor-Bangor, Brewer and Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.

Lewiston-Auburn-Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns in Androscoggin County.

Portland-Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns in Cumberland County; Buxton, Hollis and Old Orchard Beach towns in York County.

Portsmouth-Dover-Rochester, N.H.-Me.-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, Me.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	85	79	82
5-14 Years	203	179	186
15-24 Years	179	206	214
25-44 Years	239	302	314
45-64 Years	205	239	239
65 and Over	114	141	146
TOTAL	994	1,125	11,171

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

End of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwe.	138	248	478
General Mdse.	225	368	707
Food	546	837	1,613
Automotive	467	729	1,421
Gasoline Stations	187	294	486
Apparel	87	122	257
Furniture	76	116	225
Eat-Drink Places	146	261	502
Drugs	76	103	199
TOTAL SALES	2,233	3,636	7,048

AUBURN

See LEWISTON

AUGUSTA

1 - LOCATION: Kennebec County. E&P Map B-4. Capital of the state; County Seat. On Kennebec River, 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 201, 202, 200, 11, 104, 105, 17; Maine Tpke., I-95.

2 - TRANSPORTATION: Railroads-Maine Central.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Air New England; Bar Harbor.

3 - POPULATION:
Corp. City 80 Cen. 21,819; Loc. Est. 19,759
CZ-ABC: (80) 24,321; (84) 23,400
RTZ-ABC: (80) 224,174; (84) 234,500
County 80 Cen. 109,889; Loc. Est. 112,989
City & RTZ-ABC: (80) 248,495; (84) 257,900

4 - HOUSEHOLDS:
City 80 Cen. 8,405; Loc. Est. 7,080
County 80 Cen. 38,579; Loc. Est. 40,709
CZ-ABC: (80) 9,378; (84) 9,100
RTZ-ABC: (80) 76,983; (84) 81,700
City & RTZ-ABC: (80) 86,361; (84) 90,800

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$108,290,000
Savings & Loan	1	$460,931,000
Commercial	6	$157,326,000

6 - PASSENGER AUTOS: County 63,245

7 - ELECTRIC METERS: Residence 30,031

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage N.A.)-Cotton 1,202; Paper Products 635; Publishers and Printers 225; Food Processing 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots and Shoes 1,038; Electrical 267; Iron Fabrication 245; Telephone 156; IRS 175.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Plz.(15)	NA	Giguere's, K mart
Capitol(13)	NA	Service Merchandise, Shaw's
Turnpike Mall(12)	NA	Sears, Zayre's, Cottle's

Neighborhood Shopping Centers-Cony St., State St., Western Ave., Bangor St.
Principal Shopping Days-Wed., Thur., Fri.
Principal Shopping Night-Thur., Shopping Centers open every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Chernowsky's; Frank X Pomerleau.
Variety Stores-McLellan's.
Discount Stores-Rix; Zayre; K mart; Service Merchandise.
Chain Drug Stores-LaVerdiere's 2; Lovell's; Brooks Super Drug.
Chain Supermarkets-Cottle's 3; Mister Market; Borden's 2; Shaw's; Giguere's.
Other Chain Stores-Firestone; Goodrich; Bass Shoe; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss; Grossman's VIP.

14 - NEWSPAPERS: KENNEBEC JOURNAL (m) 18,495; Apr. 2, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Von Deck, Adv. Dir., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.
National Representative: Landon Associates.

BANGOR

1 - LOCATION: Penobscot County (MSA) E&P Map C-4. On Penobscot River; 60 mi. NE of Augusta; connected with city of Brewer by 2 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2; I-95; State Hwys. 9, 15, 100, 178, 222.

2 - TRANSPORTATION: Railroads-Maine Central; Bangor & Aroostook.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Cyr; Citibus.
Airlines-Delta; Bar Harbor Airlines; Federal Express; Trans America (Charters); United; Valley.

3 - POPULATION:
Corp. City 80 Cen. 31,643; Loc. Est. 32,194
CZ-ABC: (80) 72,009; (84) 70,200
RTZ-ABC: (80) 357,098; (84) 362,500
County 80 Cen. 137,015; Loc. Est. 141,883
MSA 80 Cen. 83,919; Loc. Est. 86,612
City & RTZ-ABC: (80) 429,107; (84) 432,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,772; Loc. Est. 11,470
County 80 Cen. 45,974; Loc. Est. 48,736
MSA 80 Cen. 28,362; Loc. Est. 29,908
CZ-ABC: (80) 24,343; (84) 24,000
RTZ-ABC: (80) 122,272; (84) 125,400
City & RTZ-ABC: (80) 146,615; (84) 149,400

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$450,524,000
Savings & Loan	1	$41,301,000
Commercial	5	$514,292,000

6 - PASSENGER AUTOS: County 75,226

7 - ELECTRIC METERS: Residence 21,940

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather/Leather Products 2,200; Paper & Allied Products 1,100; Machinery/Electrical & Nonelectrical 800; Food Processing 500; Printing & Publishing 400; Textiles 300; Other Misc. Manufacturing 400; Total Manufacturing 5,700; Government 10,400; Services 8,900; Retail & Wholesale 9,600; Transportation & Public Utilities 2,600; Finance & Insurance 1,500; Contracting & Construction 1,100; Total Nonmanufacturing 34,100; Total Non-Farm Labor Force 39,000. (Greater Bangor Area)

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-70; Winter -20-44. First killing frost, Sept. 8. Last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 3 on Hammond; 6 on State; 4 on Harlow St.; 2 on Exchange; Central Broad; Bangor Mall, Bangor Shopping Center; Westgate Mall; Airport Mall Shopping Plaza; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bangor Mall(80)	5	Sears, Porteous, JCPenney
Broadway(13)	3	Zayre, T.J. Maxx
Westgate Mall(9)	2	Mars, IGA
Airport Mall(28)	3	Rich's, Freese's
Maine Square Plaza(10)	5	Bass Shue, Goldsmith's
K mart	4	K mart, PriceKutter
North Brewer(3)	3	IGA, LaVerdiere's
Brewer Mall(18)	4	Doug's, Bob's Hardware
Twin City Plz.(17)	4	Wellby's
Stillwater Ave. Plz.	6	Giguere's
University Mall(6)	10	Ames, Doug's
Ellsworth(11)	23	Zayre
Ellsworth Mill Mall	9	Body Shop, Brown's
Maine Coast Mall(21)	23	Ames, IGA
Belfast(3)	35	JCPenney, IGA

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Principal Stores, Sun. & major holidays.
Stores Open Evenings-Shopping Centers evenings till 9.

13 - RETAIL OUTLETS: Department Stores-Freese's 2; Sears; Porteous; JCPenney.
Chain Drug Stores-Brooks; Miller; Ohmart & Hinkley 2; La Verdiere's 4; Wellby 4; CVS 2.
Discount Stores-K mart; Rich's; Zayre; Mars.
Outlets-Bass Shoe 2; Brand Name Fashion; Dexter Shoe; Hathaway Shirt; Emple Knitting; Quoddy Shoes.
Chain Supermarkets-IGA Foodliner 2; Shop 'n Save (Doug's) 7; PriceKutter 3.
Other Chain Stores-Thom McAn; Fayva Shoe; Standard Shoe; Kinney Shoe; Baker Shoe; Anderson-Little; Benoits; Ward Bros.; The Gap; Hit or Miss; Spencer Gifts; Radio Shack; Zale's Jewelry; G.M. Pollack & Son; Days; Gordon Jewelers; So-Fro Fabrics, T.J. Maxx; Marianne's; Baskin Robbins; Brooks Fashion; B. Dalton; Designs by Levi; Fields Hosiery; Foxmoor Casuals; Mothercare; The Weathervane; Chess King; Hickory Farms; GNC; Colortile Nutri-System; Service Merchandise; Sherwin Williams; Trustworthy 2; Steego Auto Parts; CAP Auto.

14 - NEWSPAPERS: NEWS (m-mon to fri) 76,782; (wknd) 89,845; Mar. 31, 1984 ABC.
Local Contact for Advertising and Marketing Data: Kenneth L. MacMannis, Mktg. Dir., NEWS, 491 Main St., Bangor, ME 04401; Tel. (207) 942-4881
National Representative: Sawyer-Ferguson-Walker Co.

BIDDEFORD-SACO

1 - LOCATION: York County. E&P Map B-5. Residential center on Saco River, 6 mi. from its mouth; 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2 - TRANSPORTATION: Railroads-B & M.
Motor Freight Carriers-13.
Intercity Bus Lines-Biddeford & Saco; Greyhound; Maine Trailways; Brunswick Transportation.

3 - POPULATION:
Corp. Cities 80 Cen. 32,559; Loc. Est. 33,709
Biddeford 80 Cen. 19,638; Loc. Est. 19,992
Saco 80 Cen. 12,921; Loc. Est. 13,717
CZ-ABC: (80) 32,559; (84) 31,600
RTZ-ABC: (80) 15,530; (84) 17,300
City & RTZ-ABC: (80) 48,089; (84) 48,900
County 80 Cen. 139,666; Loc. Est. 143,212

4 - HOUSEHOLDS:
Cities 80 Cen. 13,040; Loc. Est. 10,370
Biddeford 80 Cen. 7,950; Loc. Est. 6,166
Saco 80 Cen. 5,190; Loc. Est. 4,204
County 80 Cen. 66,833; Loc. Est. 52,042
CZ-ABC: (80) 11,633; (84) 11,400
RTZ-ABC: (80) 5,796; (84) 6,400
City & RTZ-ABC: (80) 17,429; (84) 17,800

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$1,000,000,000
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 87,929

7 - ELECTRIC METERS: Residence: Biddeford and Saco 14,670

8 - GAS METERS: Bottled gas used.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precision Products 1,560 ($328); Textiles 1,273 ($240); Leather 1,470 ($224); Fabricated Metal Products 716 ($341); Aerospace 250 ($346); Apparel 325 ($211); Building Fabricators 100 (N.A.); Cardboard Boxes 100 (N.A.).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Saco Valley(13)	0	Zayre, Shaw's
5 Points(11)	2	IGA, Rich's
Me. Mall(104)	15	Jordan M., Sears

Principal Shopping Days-Downtown-Fri.; Shopping Centers-6 nights.

13 - RETAIL OUTLETS: Department Stores-R.H. Reny.
Variety Stores-Woolworth; Wellwoods; Bookland.
Chain Drug Stores-Central-Colonial Phcy. 2; Laverdiere 2; Brooks 2; Wellby.
Discount Stores-Zayre; Rich's.
Chain Supermarkets-Shop 'N Save; Farm Store; Shaw's; Paul's Food Center; Jos. Sneider; IGA Foodliner; Foodland.
Other Chain Stores-Shoes: Butler, Colonial; Jewelry: Day's, Youland's; Furniture: Warren, Potter's; Western Auto; Goodyear; Sherwin-Williams; Diamond National; The Men's Shop; Noyes Tire.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e) 14,903; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, Alfred Rd., Biddeford, ME 04005; Tel. (207) 282-1535.
National Representative: Landon Associates.

BRUNSWICK

1 - LOCATION: Cumberland County. E&P Map B-5. 27 mi. E of Portland; Harbor, Port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 17,366; Loc. Est. 18,614
CZ-ABC: (80) 35,352; (84) 35,900
RTZ-ABC: (80) 20,671; (84) 22,400
County 80 Cen. 215,789; Loc. Est. 225,675
City & RTZ-ABC: (80) 56,023; (84) 58,300

4 - HOUSEHOLDS:
City 80 Cen. 5,843; Loc. Est. 5,502
County 80 Cen. 78,704; Loc. Est. 84,271
CZ-ABC: (80) 12,137; (84) 12,500
RTZ-ABC: (80) 7,395; (84) 8,200
City & RTZ-ABC: (80) 19,532; (84) 20,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$97,114,000
Savings & Loan	2	$64,298,000
Savings	6	$169,048,000
Credit Unions	5	$20,000,000

6 - PASSENGER AUTOS: County 128,996

7 - ELECTRIC METERS: Residence 6,500

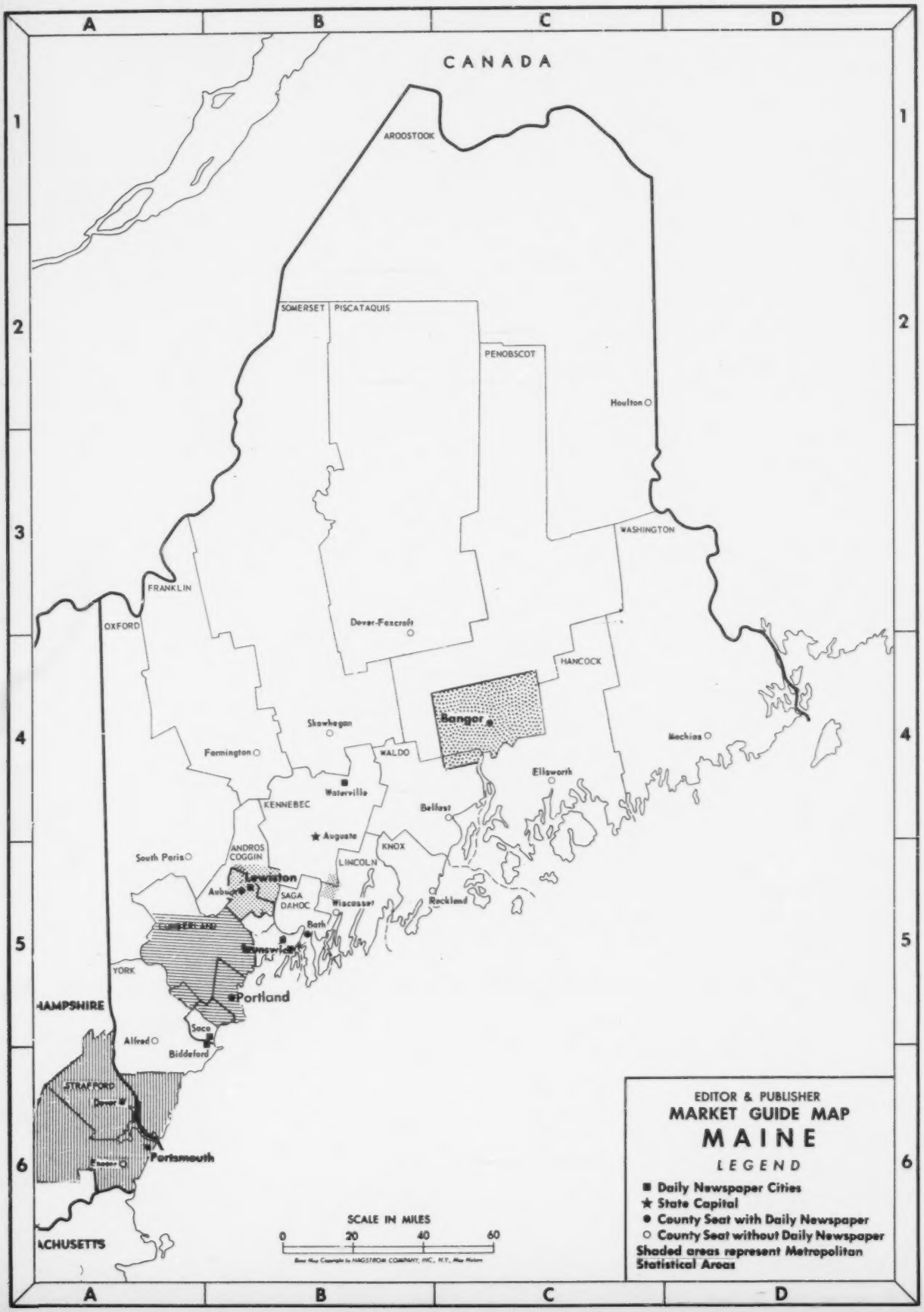
8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipbuilding; Sportswear; Shoes; Papermaking; Children's Clothing; Artist's Brushes.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Cook's Corner, 17 stores (Sears, Holiday Inn); JCPenney; Route 1 Kings.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat. 9 a.m. to 9 p.m.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CANADA
AROOSTOOK
SOMERSET
PISCATAQUIS
PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
Dover-Foxcroft
HANCOCK
Bangor
Skowhegan
Farmington
Machias
WALDO
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
South Paris
ANDROS
COGGIN
KNOX
LINCOLN
Lewiston
Auburn
SAGA
DAHOC
Wiscasset
Rockland
Bath
CUMBERLAND
YORK
Portland
Saco
Alfred
Biddeford
STRAFFORD
Dover
Portsmouth
HAMPSHIRE
MASSACHUSETTS
SCALE IN MILES
0
20
40
60
EDITOR & PUBLISHER
MARKET GUIDE MAP
MAINE
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

13 - RETAIL OUTLETS: Department Stores-Senter's; JCPenney; Sears; Grand City.
Chain Drug Stores-General Sales; Combined Sales; Welby Super Drug; CVS; Drapeau's; LaVerdiere's.
Variety Stores-Grand City; Newberry.
Discount Stores-Kings.
Chain Supermarkets-Shaws; Cottle's.
Other Chain Stores-G.M. Pollack & Sons; Day's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; L&A Tire; Lamey-Wellahan; Beaconway Fabrics; Radio Shack; Fayva; Bookland; Poore Simons.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 13,534; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Daniel H. Snow, Vice Pres., TIMES-RECORD, Industry Rd., Brunswick, ME 04011; Tel. (207) 729-3311.
National Representative: Landon Associates.

LEWISTON-AUBURN

1 - LOCATION: Androscoggin County. (MSA). E&P Map B-5. County Seat. Industrial, wholesale and agricultural center. SW inland Maine; 135 mi. from Boston, MA; 350 mi. from New York City, NY.

2 - TRANSPORTATION: Railroads-Maine Central.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Hudson.
Airlines-Bar Harbor.

3 - POPULATION:
Corp. Cities 80 Cen. 63,609; Loc. Est. 63,269
Lewiston 80 Cen. 40,481; Loc. Est. 40,327
Auburn 80 Cen. 23,128; Loc. Est. 22,942
CZ-ABC: (80) 63,609; (84) 60,800
RTZ-ABC: (80) 200,150; (84) 210,000
County 80 Cen. 99,657; Loc. Est. 100,464
MSA 80 Cen. 84,690; Loc. Est. 85,021
City & RTZ-ABC: (80) 263,750; (84) 270,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 23,451; Loc. Est. 23,361
Lewiston 80 Cen. 14,960; Loc. Est. 14,894
Auburn 80 Cen. 8,491; Loc. Est. 8,467
County 80 Cen. 35,233; Loc. Est. 36,431
MSA 80 Cen. 30,325; Loc. Est. 31,271
CZ-ABC: (80) 23,451; (84) 22,700
RTZ-ABC: (80) 69,599; (84) 73,700
City & RTZ-ABC: (80) 93,050; (84) 96,400

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$165,514,614
Commercial	4	$73,099,000

6 - PASSENGER AUTOS: County 52,700

7 - ELECTRIC METERS: Residence 40,082

8 - GAS METERS: Residence 4,288

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe Mfg. 4,000; Textiles 1,600; Electronics 1,000; Wire Goods 110; Almanacs, Calandars, Diaries 500; Bakery Products 700; Paper Boxes 200; Carbonated Beverages 200; Metal Stamping 550; Plastics 1,500; Printing 1,500; Milk Processing 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8. Last killing frost, May 2.

11 - TAP WATER: Slightly acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers
Lewiston-Approx. 2 mi. on Lisbon St.; 2 mi. on Main St.; Lewiston Mall; Promenade Mall; Northwood Park; Bonneau's.
Auburn-Main; N Main; Court; Turner; Center St. Plaza; Auburndale Ctr.; K mart Ctr., Auburn Mall.
Principal Shopping Days-Department-Mon., Fri., Sat. Food-Wed., Fri., Sat.
Stores Close-Mon. a.m.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Thur., Fri.; some Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Bradlees; JCPenney; Porteous, Mitchell & Braun; Ward Bros.
Variety Stores-Kresege; Big L; Mac's; Valu Plus; Laverdieres 2.
Discount Stores-K mart; Bradlees; Zayre.
Chain Drug Stores-CVS 2; Clark's 2; Big L 2; Valu Plus; Lovell.
Chain Supermarkets-Foodtown 3; Sampson's 11; Shaw's 2; Cottle's 2.
Other Chain Stores-Dodge Clothes (men's); Day's Jewelry; Lamey-Wellehan (shoes) 2; Evergreen; Footloose; Fayva; Dexter; Thom McAn; Fanny Farmer; Owen Moore 2; Deering Ice Cream; Friendly Ice Cream; Baskin-Robbins Ice Cream; So-Fro Fabrics 2; Bookland 2; Waldenbooks; Radio Shack; Hit or Miss; Athletic Attic; Brooks Fashion (women's); Carlyle Jewelry; Chess King (men's); Earring Tree; Fields Hosiery; Foxmoor (women's); The Gap (M/W clothing); General Nutrition; Hickory Farms; Kay-Bee Toys; Kinney Shoes; Lowrey Piano/Organ; Marianne (women's clothes); Merle Norman Cosmetics; Mothercare (maternity); Musicland; Ormond (women's); Pearl Vision; Phone Center; G.M. Pollack (jewelry); Spencer Gifts; Tourraine (women's); Weathervane (women's); Zale's Jewelry.

14 - NEWSPAPERS: SUN (m) 34,529; JOURNAL (e) 12,830; SUNDAY (S) 41, 575; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gerald P. Michaud, Mktg. Dir., SUN/ JOURNAL/SUNDAY, 104 Park St., Lewiston, ME 04240; Tel (207) 784-5411.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Cumberland County. E&P Map B-5 (MSA). County Seat. 108 mi. E of Boston, MA. On U.S. Hwy. 1; Interstate Hwys. 9, 26, 100 and 302.

2 - TRANSPORTATION: Railroads-Boston & Maine; Maine Central; Grand Trunk.
Motor Freight Carriers-(Interstate) 20.
Freight Steamship Lines-7.
Intercity Bus Lines-Greyhound; Trailways; Vermont Transit.
Airlines-Delta; Air New England; Bar Harbor Airlines; People Express; United.

3 - POPULATION:
Corp. City 80 Cen. 61,572; Loc. Est. 63,057
CZ-ABC: (80) 113,951; (84) 109,200
RTZ-ABC: (80) 270,299; (84) 289,900
County 80 Cen. 215,789; Loc. Est. 225,675
MSA 80 Cen. 193,831; Loc. Est. 202,521
City & RTZ-ABC: (80) 384,250; (84) 399,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,419; Loc. Est. 25,155
County 80 Cen. 78,704; Loc. Est. 84,271
MSA 80 Cen. 71,266; Loc. Est. 77,654
CZ-ABC: (80) 44,222; (84) 42,700
RTZ-ABC: (80) 94,166; (84) 102,400
City & RTZ-ABC: (80) 138,388; (84) 145,100

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$875,995,000
Savings & Loan	3	$206,419,000
Credit Union	NA	$207,544,000
Commercial	5	$775,014,000

6 - PASSENGER AUTOS: County 128,996

7 - ELECTRIC METERS: Residence 109,000

8 - GAS METERS: Residence 11,190

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Metals & Machy. 4,800; Food Prods. 2,500; Paper 2,600; Leather & Prod. 1,400; Lumber & Wood Prod. 800.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Between Longfellow and Monument Squares; Maine Mall.
Neighborhood Shopping Areas-Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Ave. Plaza(6)	NA	Paul's
Lunt's Plz.(5)	NA	Shop 'N Save
Maine Mall(120)	NA	Sears, JCPenney Jordan Marsh, Filenes
North Gate(11)	NA	Shaw's Mkt., Wellwood
Northport(6)	NA	
Pine Tree(19)	NA	Zayre, Shaw's
Rainbow Mall(20)	NA	
West Gate(9)	NA	Shaw's Mkt., Wellwood 5&10
Mill Creek	NA	Shaw's Mkt., King's
Falmouth	NA	Shaw's Mkt., King's
K mart(2)	NA	K mart, Shop 'N Save
Westbrook(6)	NA	Bradlee's, Shop 'N Save

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thur.; Supermarkets-nightly.

13 - RETAIL OUTLETS: Department Stores-Benoit's; Sears; Owen Moore; Rines Bros.; Porteous Mitchell & Braun; Jordan Marsh; Ward Brns.
Variety Stores-Woolworth; Wellwood.
Discount Stores-Zayre; King's; Bradlee's; Foden's; Romanow's; K mart; Child World; Marshall's; Toys 'R Us.
Chain Drug Stores-Welby's 3; Dudley-Weed 2; LaVerdiere's 5; Lovell's.
Chain Supermarkets-Shop 'N Save 7; Geo. C. Shaw 7; IGA 2; Heartland.
Other Chain Stores-Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Consumer Value Stores; Lerner's; Baker Shoe; Stowell's Jewelry; Foxmore Casuals; Hanover Shoe; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale's Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

14 - NEWSPAPERS: PRESS-HERALD (m) 59,014; EXPRESS (e) 28,722; TELEGRAM (S) 127,826; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., PRESS-HERALD, EXPRESS and TELEGRAM, 390 Congress St.; PO Box 1460, Portland, ME 04104; Tel. (207) 775-5811.
National Representative: Landon Associates.

SACO

See BIDDEFORD

WATERVILLE

1 - LOCATION: Kennebec County. E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; I-95. 18 mi. N. of Augusta; 56 mi. E of Bangor.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Bar Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 17,779; Loc. Est. 17,959
CZ-ABC: (80) 26,851; (84) 26,400
RTZ-ABC: (80) 87,902; (84) 92,300
County 80 Cen. 109,889; Loc. Est. 112,989
City & RTZ-ABC: (80) 114,753; (84) 118,700

4 - HOUSEHOLDS:
City 80 Cen. 6,201; Loc. Est. 5,389
County 80 Cen. 38,579; Loc. Est. 40,709
CZ-ABC: (80) 9,456; (84) 9,700
RTZ-ABC: (80) 29,678; (84) 31,200
City & RTZ-ABC: (80) 39,134; (84) 40,600

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 63,245

7 - ELECTRIC METERS: Residence 13,990

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pulp & Paper 1,539; Molded Wood Fibre Products 1,050; Woolen Fabric Mfg. 550; Shirt Makers 800; Wooden Products 270; Railroad Repair Shop 400; Medical Center 1,100; Two colleges 585.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 54-100; Fall 33-78; Winter 30-42.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Main St.; Silver St.; College Ave.; Kennedy Memorial Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm Plz.(10)	NA	Cottle's, K mart, JCPenny
Concourse(17)	NA	Zayre, Cottle's
JFK Mall(14)	NA	A&P, Blake Hdwe., Rich's

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri., Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Butler's; Sterns; Levine's; Seluke's of Maine.
Discount Stores-K mart; Zayre; Rich's; JCPenny.
Chain Drug Stores-LaVerdiere's; CVS 2.
Chain Supermarkets-Cottle's; A&P; IGA; Giguere's.
Other Chain Stores-Radio Shack; Mr. Paperback; Consumer Auto Parts; Steego; So-Fro Fabrics; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (m) 26,119; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Cindy Stevens, Asst. Adv. Dir., SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.
National Representative: Landon Associates.

MARYLAND SURVEYS

METROPOLITAN STATISTICAL AREAS

Baltimore-Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's Counties.
Cumberland, Md.-W.Va.-Allegany County, Md.; Mineral County, W.Va.
Hagerstown-Washington County.
Washington, D.C.-Md.-Va.-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, Va.; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, Va.; Calvert, Charles, Frederick, Montgomery and Prince Georges Counties, Md.

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.-includes Philadelphia, Pa.-N.J. PMSA, Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; Wilmington, Del.-N.J.-Md. PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1985
Under 5 Years	345	272	284
5-14 Years	815	649	679
15-24 Years	682	797	834
25-44 Years	997	1,252	1,309
45-64 Years	787	850	891
65 and Over	298	396	414
TOTAL	3,924	4,216	4,411

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	338	531	998
General Mdse.	1,490	2,037	3,582
Food	2,077	3,198	5,784
Automobiles	1,780	2,825	5,421
Gasoline Stations	686	1,210	2,418
Apparel	504	687	1,205
Furniture	464	628	1,777
Eat-Drink Places	740	1,257	2,597
Drugs	386	516	974
TOTAL SALES	9,480	14,377	27,280

ANNAPOLIS

1 - LOCATION: Anne Arundel County (In Baltimore MSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2 - TRANSPORTATION: Railroads-Chessie System; ConRail.
Motor Freight Carriers-4.
Intercity Bus Lines-Baltimore & Annapolis; Trailways; Greyhound.
Airlines-Delta; Eastern; American; TWA; Texas Int'l; USAir; United; British Airways.

3 - POPULATION:
Corp. City 80 Cen. 31,740; Loc. Est. 33,764
CZ-ABC: (80) 62,398; (84) 65,300
RTZ-ABC: (80) 40,789; (84) 46,300
County 80 Cen. 370,775; Loc. Est. 384,642
MSA 80 Cen. 2,199,531; Loc. Est. 2,260,465
City & RTZ-ABC: (80) 103,187; (84) 111,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,430; Loc. Est. 13,657
County 80 Cen. 121,028; Loc. Est. 128,520
MSA 80 Cen. 765,830; Loc. Est. 804,997
CZ-ABC: (80) 21,261; (84) 22,300
RTZ-ABC: (80) 12,988; (84) 15,100
City & RTZ-ABC: (80) 34,249; (84) 37,400

5 - BANKS	NUMBER	EST. DEP.
Savings	N.A.	$522,200,000
Savings & Loan	N.A.	$386,700,000
Total Number of Banks	13	N.A.

6 - PASSENGER AUTOS: County 239,056

7 - ELECTRIC METERS: County Res. 126,880

8 - GAS METERS: County Res. 49,399

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fort Meade 16,000; Radar & Electronics 15,000; 13,000; USNA (including Middies) 6,000; US Naval Station; US Naval Security over 10,000; US Dept. of Motor Vehicles over 1,000; US Coast Guard; Md. State Gov't; Synthetic Fibers 227; Undersea Warfare Eqpt. 950; Communications Research & Development 600; Copper Refining 163.
Principal Industrial Pay Days-Govt. 15 & 30; Wkly, Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov. Last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers 3 blocks on Main St., 3 on West St.; 1 on Maryland Ave.; 1 on State Circle; Parole Plaza; Forest Plaza.
Neighborhood Shopping Centers-4 blocks on West St.; Stores in Eastport, W. Annapolis Hillsmere.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis(85)	NA	Hecht, Mont Ward, JCPenney
Colonial Parole(10)	NA	Kaleidoscope Fabric, Garfinkle
Eastport(12)	NA	Safeway, Drugfair, Hi Gear
Forest Plz.(16)	NA	Hechinger's, Giant Food
Parole S.C.(30)	NA	Sears, K mart, Woodward & Lothrop, W. Blair, Magruder's

Principal Shopping Days-Thur., Fri., & Sat.
Stores Open Evenings-Mon., Thur. & Fri.
Stores Open Sundays-Discount.

13 - RETAIL OUTLETS: Department Stores-Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkels; JCPenney; Caldor.
Discount Stores-Murphy Mart; K mart.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Kitchin's; Rite-aid 2; Nationwide; Homewood; Giant Food Pharmacy; Revco; Leader Drugfair.
Chain Supermarkets-A&P 2; Acme 3; Safeway 3; Food Fair; Giant Foods 4; 7-Eleven 2; Convenient Food Mart 3; Magruder's; Shoppers Food Warehouse; Grauls.
Other Chain Stores-Firestone; Goodyear; Western Auto; Hi-Gear; Radio Shack; Best; Entre Corp; Ralph Lauren Polo Shop; Singer; Montgomery Ward; Penn Jersey.

14 - NEWSPAPERS: CAPITAL (e) 36,091; Apr. 1, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr., CAPITAL, 213 West St.; PO Box 911, Annapolis, MD 21404; Tel. (301) 268-5000.
National Representatives: Landon Associates.

BALTIMORE

1 - LOCATION: Independent City in Baltimore MSA which includes Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's counties. E&P Map C-1. Nation's ninth city. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest foreign tonnage port and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York; 95 mi. S of Philadelphia; and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking, financial and insurance community. Nationally ranked as a certified test market.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Penn-Central; Canton (freight); Western Maryland; Baltimore & Annapolis; Conrail (freight).
Motor Freight Carriers-160 (Interstate).
Freight Steamship Lines-110 (Scheduled liner services).
Intercity Bus Lines-MTA (with bus lines); Greyhound; McMahon Transp.; Trailways; Baltimore Motor Coach; Clyde's Charter.
Airlines-American; Delta; Eastern; TWA; United; USAir, Ozark; Piedmont; Air Virgina; British Airways; Peoples Express; World Airways; Republic; Northeastern; Western and 15 other airlines.

3 - POPULATION:
Corp. City 80 Cen. 786,775; Loc. Est. 774,526
County 80 Cen. 655,615; Loc. Est. 693,676
MSA 80 Cen. 2,199,531; Loc. Est. 2,260,465
SUN:
PMA-ABC. (80) 1,761,753; (84) 1,758,000
NEWS AMERICAN:
CZ-ABC. (80) 1,525,563; (84) 1,498,700
RTZ-ABC. (80) 707,285; (84) 770,400
City & RTZ-ABC. (80) 2,232,848; (84) 2,269,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 281,414; Loc. Est. 283,242
County 80 Cen. 237,371; Loc. Est. 257,116
MSA 80 Cen. 765,830; Loc. Est. 804,977
SUN:
PMA-ABC. (80) 625,214; (84) 629,100
NEWS AMERICAN:
CZ-ABC. (80) 546,980; (84) 542,300
RTZ-ABC. (80) 232,035; (84) 255,000
City & RTZ-ABC. (80) 779,015; (84) 797,300

5 - BANKS	NUMBER	DEPOSITS
Holding Co.	11	$12,867,000,000
Savings & Loan	13	$1,858,349,000
Financial & Real Estate Corp.	3	$6,557,000,000

6 - PASSENGER AUTOS: MSA 1,215,299

7 - ELECTRIC METERS: Residence 810,649

8 - GAS METERS: Residence 507,915

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal Ind. 21,893 ($545); Food Products 12,350 ($377); Apparel & Textile 9,567 ($235); Transportation Eqp. 8,251 ($529); Elect. Eqpt. 24,152 ($528); Printing & Pub. 13,000 ($346); Machinery 10,669 ($405); Chemicals & Allied Products 10,123 ($456); Transportation & Public Utilities 53,346 ($428); Wholesale Trade 54,905 ($401); Retail Trade 160,933 ($177); Finance Ins. & Real Estate & Mining 57,855 ($326); Services, Fed. Govt., 51,696 ($431); State govt. 58,045 ($284); Local govt. 80,678 ($267).
Principal Pay Days-Fri., Thur.; 1st, 16th

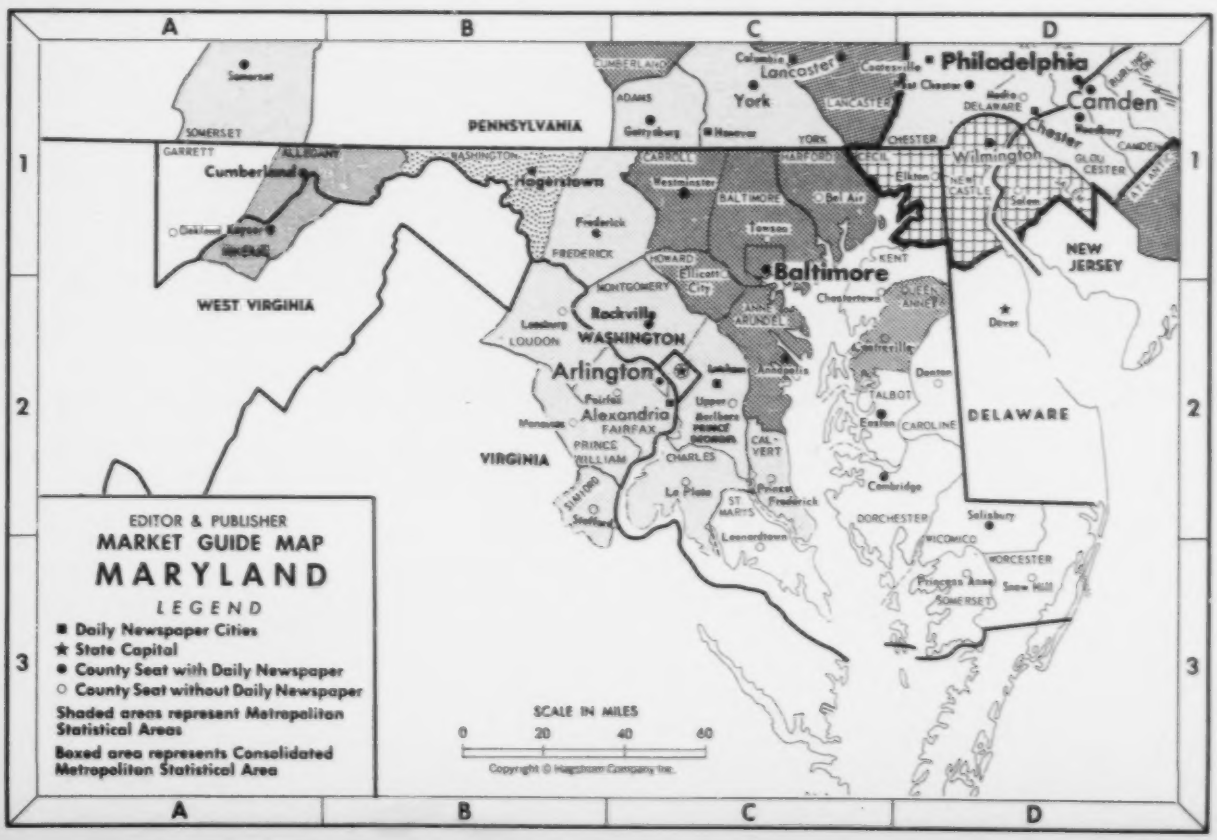
10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct 27. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Harborplace: Two pavilions with 60 retail shops, 50 over-the-counter and take-out food shops, and 10 restaurants and cafes. Downtown: Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from North to South, and 4 blocks East to West.
Shopping Centers-Cross Keys Village, Mondawmin Mall, Reisterstown Road Plaza.
Principal MSA Shopping Areas and Shopping Centers
Anne Arundel County: Major shopping areas-Annapolis, Glen Burnie, Pasadena, Laurel. Shopping Centers-Annapolis Mall, Glen Burnie Mall, Harundale Jumper's Mall, Laurel Centre, Parole Plaza.
Baltimore County: Major Shopping Areas-Baltimore, Dundalk, Reisterstown, Towson. Shopping Centers-Dundalk Shopping Center, Eastpoint Mall, Eudowood Plaza, Golden Ring Mall, Hunt Valley Mall, Kenilworth Bazaar, Loch Raven Plaza, North Plaza Mall, Parkville, Reisterstown, Security Square Mall, Towson Plaza, Westview Mall, White Marsh Mall.
Carroll County: Major Shopping Areas-Westminster, Eldersburg, Hampstead. Shopping Centers-Carrolltowne Towne Center, Crossroad Square, 140 Village, Westminster.
Harford County: Major Shopping Areas-Edgewood, Bel Air, Fallston, Joppatowne. Shopping Centers-Campus Hills, Edgewood, Harford Mall.
Howard County: Major Shopping Areas-Ellicott City, Columbia. Shopping Centers-Chatham Mall, Columbia Mall, Golden Triangle, Normandy, Oakland Mills Village Center, Owen Brown Village Center, Saint John's Plaza, Wilde Lake Village Green.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis Mall	15	Garfinckel's, Hecht, Mont. Ward
Carrolltowne	17	K mart, A&P
Chatham Mall	12	K mart, Cook's, Giant
Columbia Mall	15	Hecht's, Woodward & Lothrop
Eastpoint Mall	6	Hutzler's, JCPenney, Hochschild-Kohn
Eudowood Plaza	7	Mont. Ward
Glen Burnie Mall	9	A&P, Mont. Ward
Glen Burnie Center	8	Sears, Giant
Golden Ring Mall	9	Mont. Ward, Hecht's, Stewart's
Harford Mall	30	Mont. Ward, Hochschild-Kohn
Harundale Mall	8	Hochschild-Kohn
Hunt Valley	15	Bamberger's, Sears
Jumper's Mall	9	K mart, Grand Union



EDITOR & PUBLISHER
MARKET GUIDE MAP
MARYLAND

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed area represents Consolidated Metropolitan Statistical Area

Kenilworth Bazaar	8	Hochschild-Kohn
Laurel Centre	25	Hecht's, JCPenney
Northwood	4	Hecht's
Reisterstown Rd.	8	Hecht's, Stewart's
Security Sq. Mall	8	Woolworth, Sears, JCPenney, Hecht's
Towson Plaza	8	Hutzler's, Hecht's
Westview Mall	6	Hutzler's, Stewart's
White Marsh	15	Bamberger's, Woodward & Lothrop

Stores Open Evenings-Downtown-Mon. & Thur. Most suburban stores open six evenings. Some food chains open 24 hours.

13 - RETAIL OUTLETS: Dept. Stores-Bamberger's 2; Hecht's 9; Hochschild's 8; Hutzler's 6; JCPenney 6; Montgomery Ward 10; Sears 8; Woodward & Lothrop 3; Caldor 5; Bradlees 4; Marshalls 2.
Discount Stores-Aid 28; Ames 4; Cooks 5; Epstein's 7; K mart 12; Murphy's Mart 6.
Variety Stores-Ben Franklin 6; G.C. Murphy 13; S.S. Kresge 5; Woolworth 15.
Chain Drug Stores-Drug Fair 27; Giant 28; Howard and Morris 6; Revco 21; Rite-Aid 95; Sav-A-Lot 7; People's 3.
Chain Supermarkets-A&P 31; Brown's 7; Food-A-Rama 34; Giant 35; Mars 8; Safeway 19; 7-Eleven 84; Valu Food 5; Kash 'N Carry 6; Farm Fresh 3; Santoni's 5.
Other Chain Stores-Auto Supplies: Firestone/Ezrine 24; Goodyear 11; Hi-Gear 4; Kimmel 9; Merchant's Tire 17; Midas Muffler 13; Pep Boys 7; Penn-Jersey 5; RPS 17; Western Auto 8. Furniture: Fradkin Bros.; Garon's Ethan Allen 4; Levenson & Klein 3; Scan 3; Shaivitz 3; Shiller's 3; This End Up 5; Towne & Country 2; Unclaimed Freight Co. 7. Appliances: Ash Himelfarb 3; G.E.-Hotpoint 4; Ritchie Lumber & Building Supply 3. Jewelry: Edward Arthur 3; Bailey, Banks & Biddle; Oscar Caplan & Sons 3; S & N Katz-Castelberg's 12; Kay Jewelers 8; Shaw's Keepsake Jewelers 4; Stieff-D.P. Paul 7. Shoes: Florsheim 7; Hahn 7; Hanover 11; Hess 15; Selwyn 4; Shoe World 7; Thom McAn 17. Health Clubs: Holiday Spas 5; Metro Nautilus Fitness Centers 6. Miscellaneous Clothing Stores: Cushner's; Farbers; Finkelstein's; Hamburger's; Jos A. Bank; Kuppenheimer; Lane Bryant; Linda Lynn; Pants Corral; Pat Arnolde's Talls; Princess Shops; Weltzler's; Young Men's Stores.

14 - NEWSPAPERS: SUN (m-mon to fri) 185,510; (e-mon to fri) 163,672; (m-sat) 179,509; (e-sat) 131,644; (S) 407,436; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peter L. Stegner, SUN, 501 N. Calvert St., Baltimore, MD 21278 (301) 332-6000.
National Representatives: Million Market Newspapers.
NEWS-AMERICAN (e-mon to fri) 124,354; (m-sat) 96,245; (S) 161,244; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Hugh Brannan, Jr.,Gen. Adv. Mgr., NEWS-AMERICAN, 301 E. Lombard St., Baltimore, MD 21203; Tel. (301) 528-8000.
National Representative: Hearst Advertising Service.

CAMBRIDGE

1 - LOCATION: Dorchester County, E&P Map C-2, County Seat. Electronics, agricultural, sea food, timber, manufacturing area. On Choptank River near Chesapeake Bay; U.S. Hwy. 50; State Hwy. 16.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Waterways-Cambridge Port Authority for deep-water import-export traffic.

3 - POPULATION:
Corp. City 80 Cen. 11,703; Loc. Est. 12,168
County 80 Cen. 30,623; Loc. Est. 31,739
CZ-ABC. (80)11,703; (84)11,700
RTZ-ABC. (80)18,920; (84)19,300
City & RTZ-ABC: (80) 30,623; (84) 31,000

4 - HOUSEHOLDS:
City 80 Cen. 4,446; Loc. Est. 4,453
County 80 Cen. 11,329; Loc. Est. 11,982
CZ-ABC: (80) 4,446; (84) 4,500
RTZ-ABC: (80) 6,883; (84) 7,100
City & RTZ-ABC: (80) 11,329; (84) 11,600

5 - BANKS	NUMBER	EST. DEP.
Saving & Loan	3	$80,000,000
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 15,631

7 - ELECTRIC METERS: Residence 10,750

8 - GAS METERS: Residence, 1,581

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 2,000 ($185); Wire Cloth 325 ($175); Shirts 600 ($195); Food Processing 1,200 ($185); Printing 350 ($280); Total Co. Av. Wkly. Wage ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown-4 blocks on one street.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(20)	1	Super Safeway, Ames, Drug Fair
Shoal Creek(10)	1	Mont Ward, Acme, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri. to 8 p.m.; Shopping Centers-every night to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Sears; Montgomery Ward.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Drug Fair.
Discount Stores-Ames.
Chain Supermarkets-Super Safeway; Quick Shops 5; Acme; 7-Eleven; Meatland.
Other Chain Stores-Montgomery Ward (catalog); Revco; Mor-Value.

14 - NEWSPAPERS: BANNER (e-mon to fri) 7,650; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Travis O. Rockney, Pres., BANNER, 320 High St., PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.
National Representative: Landon Associates.

CUMBERLAND

1 - LOCATION: Allegany County (In Cumberland, MD-WV MSA). E&P Map A-1. County Seat. Railroad and industrial center of Western Maryland. On the Potomac River. 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40 and 48; Horseshoe Trail U.S. 220.

2 - TRANSPORTATION: Railroads-B&O; C&O.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Allegany County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 25,933; Loc. Est. 25,326
CZ-ABC. (80) 45,296; (84) 44,200
RTZ-ABC. (80) 122,790. (84) 126,100
County 80 Cen. 80,548; Loc. Est. 82,819
MSA 80 Cen. 107,782; Loc. Est. 110,406
City & RTZ-ABC: (80) 168,086; (84) 170,300

4 - HOUSEHOLDS:
City 80 Cen. 10,669; Loc. Est. 10,776
County 80 Cen. 29,669; Loc. Est. 31,200
MSA 80 Cen. 39,107; Loc. Est. 41,002
CZ-ABC: (80) 17,597; (84) 17,300
RTZ-ABC: (80) 42,072; (84) 43,500
City & RTZ-ABC: (80) 59,669; (84) 60,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$201,902,025
Commercial	7	$255,827,109

6 - PASSENGER AUTOS: County 42,633

7 - ELECTRIC METERS: Residence 31,120

8 - GAS METERS: Residence 27,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tire Plant 1,980; PPG Industries 900; Railroad 2,200; Pulp & Paper 2,100; Ballistics Laboratory 900.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(70)	9	JCPenney, K mart, Everly's, Sears
Cumberland(70)	NA	Gee Bee, Burtons, Wolf
La Vale Plz.(26)	9	Safeway, McCrory, People's Drug
Searstown(20)	9	Acme Mkt., Thrift Drug
White Oaks(7)	2	Acme, Thrift Drug
Hills Plz.(5)	3	Hills, A&P

Principal Shopping Days Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur. (Center City); Nearby shopping centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Everly's; JCPenney.
Variety Stores-Murphy; McCrory.
Discount Stores-Hills; Gee Bee; Hecks; K mart.
Chain Drug Stores-People's 2; Thrift 3; Revco Drug Fair 2; Rite Aid 3.
Chain Supermarkets-A&P 5; Acme 3; Foodland 2; Foodliner (IGA); Safeway; Davis.
Other Chain Stores-Nobil Shoe; Lerner's; Zale's Jewelry; Wolf Furniture; Kay Jewelers; Pearle Vision Center; Hanover Shoe; Camelot Music; Waldenbook; Hickory Farms; Kinney Shoe; Radio Shack; Super Shoes; Gordon Jewelers; Thom McAn; Chess King; Fashion Bug; Foxmoor; General Nutrition; 16 Plus.

14 - NEWSPAPERS: NEWS (m) 14,514; TIMES (e) 18,204; (m-sat) 29,848; (S) 36,388; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Buckley, Adv. Mgr., NEWS and TIMES, 7-9 S. Mechanic St., Cumberland, MD 21502; Tel. (301) 722-4600.
National Representative: Landon Associates.

EASTON

1 - LOCATION: Talbot County, E&P Map C-2, County Seat. On Avon River; manufacturing and farming area. 38 mi. W of Salisbury. On State Hwys. 37, 328, 331 & 333; I-50.

2 - TRANSPORTATION: Railroads-Baltimore & Eastern; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,536; Loc. Est. 8,130
CZ-ABC. (80) 7,536; (84) 7,800
RTZ-ABC. (80) 41,211; (84) 43,000
County 80 Cen. 25,604; Loc. Est. 26,668
City & RTZ-ABC: (80) 48,747; (84) 50,800

4 - HOUSEHOLDS:
City 80 Cen. 3,125; Loc. Est. 3,187
County 80 Cen. 9,934; Loc. Est. 10,554
CZ-ABC: (80) 3,125; (84) 3,300
RTZ-ABC: (80) 15,028; (84) 15,800
City & RTZ-ABC: (80) 18,153; (84) 19,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 16,832

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Canning Fruits & Vegetables; Seafood Packing; Brick Mfg.; Tile; Hosiery; Clothing; Furniture; Farming (tomatoes, corn, wheat); Nurseries; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. 1. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glebe Road	NA	A&P, Sears, Drug Fair
Talbottown	NA	JCPenney, Hess
Tred Avon Square	NA	Acme Peebles

Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Peebles.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-A&P; Acme; Safeway.

14 - NEWSPAPERS: STAR-DEMOCRAT (m-mon to fri) 12,452; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Hrycyk, Gen. Mgr., STAR-DEMOCRAT, 1 Airpark Dr., Easton, MD 21601; Tel. (301) 822-1500.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Frederick County, (In Washington, DC-MD-VA MSA). E&P Map B-1, County Seat. At intersection of U.S. Hwys. 40, 15, 240, 340, I-70, I-270; 42 mi. NW of Washington, D.C.; 45 mi. W of Baltimore.

2 - TRANSPORTATION: Railroads-Chessie System (C&O; B&O; WM).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Air Charter-Fred. Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 27,557; Loc. Est. 31,044
CZ-ABC: (80) 28,086; (84) 29,500
RTZ-ABC: (80) 264,854; (84) 290,200
County 80 Cen. 114,263; Loc. Est. 122,262
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
City & RTZ-ABC: (80) 292,940; (84) 319,700

4 - HOUSEHOLDS:
City 80 Cen. 10,417; Loc. Est. 11,904
County 80 Cen. 37,269; Loc. Est. 40,924
MSA 80 Cen. 1,173,172; Loc. Est. 1,254,199
CZ-ABC. (80) 10,647; (84) 11,300
RTZ-ABC. (80) 87,654; (84) 97,000
City & RTZ-ABC. (80) 98,301; (84) 108,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,724,827,810
Savings & Loan	7	$2,889,736,691

6 - PASSENGER AUTOS: County 73,320

7 - ELECTRIC METERS: 59,361

8 - GAS METERS: 4,385

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Biological Research 1,819 ($421); Cement Limestone 954 ($300); Clothing 772 ($135); Aluminum 910 ($418); Shoes 620 (N.A.); Insurance 451 ($220); Conveying 372 ($240); Foods 210 ($175); Dairy Products 165 ($218); Communications 303 ($165).
Principal Pay Days-1st & 15th, weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11 - TAP WATER: Nearly neutral; very soft.

12 - RETAILING: Principal Shopping Areas-Downtown: 8 blocks on 2 streets, 160 stores.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Francis Scott Key Mall(95)	2	Woolworth, Hess, Sears, Gee Bees
Frederick Shoppers World(4)	2	Carmack-Jays, Towers, Revco
County Sq.(7)	1	Giant, K mart
Frederick Ctr.(30)	2	People's, Woolworth, Murphy's Mart
Frederick Towne Mall(77)	3	JCPenney, McCrory, Mont Ward, Eyerley's
Monocay Vlg.	0	Mor-Value
Patrick(4)	0	Drug Fair
Prospect	0	People's Drug, Safeway

Stores Close-Downtown, Wed. afternoon.
Stores Open Evenings-Downtown-Fri.; Malls-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Routzahn's; JCPenney; Parsons; Eyerley's; Montgomery Ward; Hess's; Gee Bees; Anderson Little; Murphy's Mart.
Variety Stores-McCrory; Woolworth.
Discount Stores-Wise; Gee Bees.
Chain Drug Stores-Peoples Service 3; Drug Fair; Revco; Rea and Derick; Rite Aid.
Chain Supermarkets-Martins; Farm Fresh; Safeway 2; Weis Mkt. 3; Giant; Carmack-Jays 2; Mor-Valu.
Other Chain Stores-Singer Co.; Sherwin-Williams; Thom McAn; Kinney; Glick; Melart; High's Dairy Prod.; 7-Eleven; Pants Corral; Sidney's; Radio Shack.

14 - NEWSPAPERS: POST (m) 21,827; NEWS (e) 14,642;Comb. (m&e) 36,469; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Mull, Adv. Dir., NEWS and POST, 200 E. Patrick St., Frederick, MD 21701; Tel. (301) 662-1177.
National Representative: Landon Associates.

HAGERSTOWN

1 - LOCATION: Washington County (MSA). E&P Map B-1, County Seat. Fruit and agricultural belt; miscellaneous manufacturing. NW part of state; 72 mi. W of Baltimore; 70 mi. NW of Washington, DC; 73 mi. S of Harrisburg, Pa.; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 64, 65, 632.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
Intercity Bus Lines-Greyhound.
Airlines-Henson Air Lines.

3 - POPULATION:
Corp. City 80 Cen. 34,132; Loc. Est. 34,336
CZ-ABC: (80) 72,638; (84) 73,700
RTZ-ABC: (80) 137,029; (84) 145,300
County/MSA 80 Cen. 113,086; Loc. Est. 115,883
City & RTZ-ABC: (80) 209,667 (84) 219,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,965; Loc. Est. 14,414
CZ-ABC: (80) 26,957; (84) 27,600
RTZ-ABC: (80) 47,357; (84) 50,500
County/MSA 80 Cen. 39,957; Loc. Est. 41,920
City & RTZ-ABC: (80) 74,314; (84) 78,100

5 - BANKS	NUMBER	EST. DEP.
Commercial (Major)	5	$400,277,000
Commercial (Small)	2	$32,871,000
Savings & Loan	5	$228,200,000

6 - PASSENGER AUTOS: County 62,341

7 - ELECTRIC METEPS: County 48,048

8 - GAS METERS: County 8,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 13,200; Transportation, Communication & Utilities (excl. railroads) 2,224; Contract Construction 2,318; Wholesale Trades 2,112; Retail Trades 6,555; Finance, Insurance & Real Estate 1,170; Services & Other (incl. State & local govt.) 13,200; Federal Govt. 1,151.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Sept. 11. Last killing frost, May 4.

11 - TAP WATER: Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District-1 1/2 blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Long Meadow(35)	2	Sears
K mart Plz.(3)	1	K mart
S. Hagerstown(12)	2	
Valley Mall(90)	2	JCPenney, Eyerly's
Zayre Center(11)	1	Zayre, Giant Food

Principal Shopping Days-Thur., Fri. Sat.
Stores Open Evenings-Downtown-Mon., Fri.; Shopping center-Mon. through Sat. Food and drug stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Eyerly's; Montgomery Ward; JCPenney; Routzahn's 2; Sears.
Variety Stores-McCrory 2; Kresge's.
Discount Stores-K mart; Zayre.
Chain Drug Stores-People's 3; Drug Fair; Revco 3; Dart Drug; Rea and Derick.
Chain Supermarkets-A&P; Martin's 3; Safeway; 7-Eleven 5; High's Dairy 8; Weis 2.
Other Chain Stores-Women's Clothing: Brooks; Shoes: Thom McAn, Gallenkamps, Kinney, Hanover, Super Shoes; Tire/ Battery/Accessories: Goodyear, Firestone, Furniture/Appliances: Routzahn's, Grand Piano & Furniture; Jewelry: Kay's, Melarts 3; Miscellaneous: Lowe's Lumber & Appliances, Singer Sewing, Radio Shack 2, Lumber Yard, Channel Home Ctr., Moore's.

14 - NEWSPAPERS: HERALD (m-mon to fri) 18,758; (m-sat) 38,519; MAIL (e-mon to fri) 23,902; (S) 39,019; Mar. 31, 1984 ABC.
Local Contact for Market Information: Clarence Cropper, Display Adv. Mgr., HERALD-MAIL, 100 Summit Ave.; PO Box 439, Hagerstown, MD 21740; Tel. (301) 733-5131.
National Representative: Landon Associates.

LANHAM

1 - LOCATION: Prince George's County (In Washington DC-MD-VA MSA), E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Conrail; Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Major airlines at Washington DC.

3 - POPULATION:
Corp. City 80 Cen. 33,531; Loc. Est. N.A.
County 80 Cen. 665,071; Loc. Est. 678,553
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
PMA-ABC: (80) 665,071; (84) 663,400

4 - HOUSEHOLDS:
City 80 Cen. 11,169; Loc. Est. N.A.
County 80 Cen. 224,789; Loc. Est. 234,507
MSA 80 Cen. 1,173,172; Loc. Est. 1,254,199
PMA-ABC: (80) 224,789; (84) 226,400

5 - BANKS	NUMBER	EST. DEP.
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 401,205

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wholesale & Retail Trade 55,000; Services 30,000; State & Local Gov't. 49,000; Federal Gov't. 25,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27. Last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Prince George's Plaza.
Neighborhood Shopping Centers-Carrolton Mall; BelAir; Beltway Plaza; Capital Plaza; Dodge Park; Eastover; Iverson Mall; Freestate Mall; Langley Park; Laurel Plaza; Laurel Center; Marlow Heights, Penn-Mar; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plaza.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart; Zayre.
Chain Drug Stores-People's; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: PRINCE GEORGE'S JOURNAL (m-mon to fri) 39,552; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, JOURNAL NEWSPAPERS, Springfield VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKVILLE

1 - LOCATION: Montgomery County (In Washington DC-MD-VA MSA), E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington DC.

3 - POPULATION:
Corp. City 80 Cen. 43,811; Loc. Est. 47,326
PMA-ABC: (80) 579,053; (84) 601,100
County 80 Cen. 579,053; Loc. Est. 611,863
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865

4 - HOUSEHOLDS:
City 80 Cen. 14,885; Loc. Est. 15,765
PMA-ABC: (80) 207,195; (84) 217,200
County 80 Cen. 207,195; Loc. Est. 224,111
MSA 80 Cen. 1,173,172; Loc. Est. 1,254,199

5 - BANKS	NUMBER	EST. DEP.
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 431,359

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services 73,000; Wholesale & Retail Trade 61,000; Federal Gov't. 44,000; State & Local Gov't. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winer 20-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-White Flint Mall.
Neighborhood Shopping Centers-Congressional Plaza; Hilliandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntly Square; Village Mall; Lake Forest Mall; Loehman Plaza.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-People's; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P; Grand Union.

14 - NEWSPAPERS: MONTGOMERY JOURNAL (m-mon to fri) 38,297; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, JOURNAL NEWSPAPERS, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SALISBURY

1 - LOCATION: Wicomico County, E&P Map D-2, County Seat. Agricultural and poultry area; medical & wholesale center. Eastern part of state. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 16,429; Loc. Est. 17,461
CZ-ABC: (80) 32,369; (84) 34,300
RTZ-ABC: (80) 166,362; (84) 176,300
County 80 Cen. 64,540; Loc. Est. 66,826
City & RTZ-ABC: (80) 198,731; (84) 210,600

4 - HOUSEHOLDS:
City 80 Cen. 6,543; Loc. Est. 7,075
County 80 Cen. 22,876; Loc. Est. 24,268
CZ-ABC: (80) 11,642; (84) 12,400
RTZ-ABC: (80) 59,438; (84) 63,600
City & RTZ-ABC: (80) 71,080; (84) 76,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$254,902,000
Savings & Loan	5	$159,043,000

6 - PASSENGER AUTOS: County 36,137

7 - ELECTRIC METERS: Residence District 21,625

8 - GAS METERS: Residence 4,416

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Wicomico County-Federal Govt. 209 ($440); State Govt. 1,967 ($199); Local Govt. 2,485 ($242); Private Sector 21,752 ($223); Contract Construction 1,292 ($217); Manufacturing 5,699 ($234); Durable 1,567 ($314); Non Durable 4,132 ($204); Transportation 1,537 ($335); Wholesale 1,367 ($299); Retail 5,208 ($165); Fin., Ins. & Real Estate 917 ($228); Services & other 5,728 ($215).
Principal Pay Days-Fri., Wed. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50, 55 acres Civic & Glen Aves, 3 Blks. Shoppers World.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Plz (5)	3	Ames Dept., A&P
Clairmont(6)	1	Drug Fair, Safeway
Downtown Plz(40)	NA	Hess, JCPenney
Salisbury Mall(75)	2	Sears, Hecht, Hutzler's, Warehouse, Food Mkt.
Waverly(16)	1	Super Giant Discount
Twilley(20)	2	Acme
Shopper's World(10)	3	K mart, A&P

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food, Salisbury Mall Stores, and K mart-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Hecht; Sears; Hutzler's.
Discount Stores-Super Giant; Moore's; Nichols; Ames; Lowe's Discount Land; K mart; Towers.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Rite Aid 2; Eckerd Drug; Drug Fair.
Chain Supermarkets-Safeway; Acme; A&P 2; Giant Super; Warehouse Food Mkt.
Other Chain Stores-Firestone; Goodrich; Singer; Barett Shoe; Castelberg's (jewelry); Penn-Jersey (auto parts); Pep Boys (auto parts); Pic 'N Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn; Toys R Us; Hub Furniture.

14 - NEWSPAPERS: TIMES (e) 26,081; (S) 28,880; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald H. Brown, Adv. Mgr., TIMES, Carroll St.; PO Box 1937, Salisbury, MD 21801; Tel. (301) 749-7171.
National Representative: Thomson Newspapers.

WESTMINSTER

1 - LOCATION: Carroll County, E&P Map C-1 (In Baltimore MSA). County Seat. Western Maryland College, Westminster Theological Seminary. Carroll County Farm museum. Manufacturing, warehousing & distribution center. Located in N central MD, 30 mi. W of Baltimore; 50 mi. N of Washington, D.C. On MD Routes 140, 30, 26, 97 & 27.

2 - TRANSPORTATION: Railroads-Chessie System (B.O. Western MD & Motor Freight Carrier. No mass transportation).
Motor Freight Carriers-16.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,808; Loc. Est. 10,085
PMA-ABC: (80) 96,356; (84) 108,000
County 80 Cen. 96,356; Loc. Est. 103,286
MSA 80 Cen. 2,199,531; Loc. Est. 2,260,465

4 - HOUSEHOLDS:
City 80 Cen. 3,323; Loc. Est. 3,928
PMA-ABC: (80) 30,631; (84) 34,700
County 80 Cen. 30,631; Loc. Est. 33,630
MSA 80 Cen. 765,830; Loc. Est. 804,997

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 63,034

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Industrial Power Tools 2,041; Rain Ware & Outerware 591; Book Distribution 590; Rubber Footware 474; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Altrasonic Cleaning 318.
Principal Industry Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Avg. Year 53.6; Snow Fall 27.8 First killing frost, Oct. 18. Last killing frost, April 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Westminster Ctr., U.S. Rte 140 & Englar Rd. (29 stores).
Neighborhood Shopping Centers-Carroll Plaza; 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
North Hanover Mall(25)	NA	Sears, Bon-ton, K mart, Kinney's

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Leggetts, Hub, JCPenney.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Leggetts.
Discount Stores-K mart; Woolworth; Ames.
Chain Drug Stores-Drug Fair; Rite Aid; Sentry.
Chain Supermarkets-A&P; Martins Food; Weis Markets; Safeway.
Other Chain Stores-Goodyear; RPS; Princes Shop; Fashion Bug.

14 - NEWSPAPERS: CARROLL COUNTY TIMES (m mon to sat) 18,018; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandisin, Data: Charles W. Baker, Adv. Mgr., CARROL COUNTY TIMES, 201 Railroad Ave., Westminster MD 21157; Tel. (301) 848-4400.
National Representative: Landon Associates U.S. Suburban Press, Inc.

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MASSACHUSETTS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fitchburg-Leominster-Ashby town in Middlesex County; Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns in Worcester County.

New Bedford-New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County; Marion, Mattapoisett and Rochester towns in Plymouth County.

Pittsfield-Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns in Berkshire County.

Springfield-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham towns in Hampden County; Northampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns in Hampshire County.

Worcester-Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boston-Boston, Chelsea, Revere cities and Winthrop town in Suffolk County, Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns in Middlesex County; Mansfield, Norton and Raynham towns in Bristol County; Lynn city; Lynnfield, Nahant and Saugus towns in Essex County; Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrok, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County. Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns in Plymouth County; Berlin, Bolton, Harvard, Hopedale, Lancaster, Meridon, Milford, Southborough and Uptown towns in Worcester County.

Brockton-Brockton city; Abington, Bridewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.

Fall River, Mass.-R.I.-Fall River city; Somerset, Swansea and Westport towns in Bristol County, Mass.; Little Compton and Tiverton towns in Newport County, R.I.

Lawrence-Haverhill, Mass.-N.H.-Lawrence, Haverhill and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, Mass. Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, N.H.

Lowell, Mass.-N.H.-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, Mass.; Pelham town in Hillsborough County, N.H.

Pawtucket-Woonsocket-Attleboro, R.I.-Mass.-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, Mass.; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, R.I.; Plainville town in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Mass.

Salem-Gloucester-Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns in Essex County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, Mass.-N.H.-Includes Boston, Mass. PMSA; Brockton, Mass. PMSA; Lawrence-Haverhill, Mass.-N.H. PMSA; Lowell, Mass.-N.H. PMSA; Nashua, N.H. PMSA; and Salem-Gloucester, Mass. PMSA.

Providence-Pawtucket-Fall River, R.I.-Mass.-Includes Fall River, Mass.-R.I. PMSA; Pawtucket-Woonsocket-Attleboro, R.I.-Mass. PMSA; and Providence, R.I. PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1985
Under 5 Years	470	337	346
5-14 Years	1,099	836	859
15-24 Years	980	1,101	1,132
25-44 Years	1,295	1,563	1,605
45-64 Years	1,212	1,173	1,205
65 and Over	633	727	747
TOTAL	5,689	5,737	5,894

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	585	776	1,757
General Mdse	1,850	2,361	5,001
Food	2,905	4,210	9,173
Automobiles	2,112	2,887	6,674
Gasoline Stations	794	1,290	3,105
Apparel	803	1,061	2,243
Furniture	685	729	1,646
Eat-Drink Places	1,226	1,328	4,551
Drugs	384	579	1,316
TOTAL SALES	13,298	18,474	42,433

ATHOL

1 - LOCATION: Worcester County. E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-2.
Intercity Bus Lines-Englander Coach.

3 - POPULATION:
Town 80 Cen. 10,634; Loc. Est. 10,588
County 80 Cen. 646,352; Loc. Est. 656,303
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Town 80 Cen. 3,894; Loc. Est. 4,089
County 80 Cen. 225,323; Loc. Est. 234,038

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$38,812,678
Savings & Loan	2	$51,301,158
Commercial	2	$51,000,000

6 - PASSENGER AUTOS: County 319,226

7 - ELECTRIC METERS: Residence 4,556

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Tools; Instruments; Toys; Plastics; Textile Machinery; Wood & Metal Furniture.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: First killing frost, Oct. 3. Last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 2 on Exchange St.
Neighborhood Shopping Centers-Upper Main St.; Crescent St.; Lord Pond Plaza; Main & Freedom Sts.; Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.
Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Thur. & Fri.
Stores Close-Wed.
Stores Open Evenings-Department-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Variety Stores-Skinner True Value.
Discount Stores-Mars Bargainland; M D Brooks Drugs.
Chain Supermarkets-IGA; Donelan's Supermarket; Stan's Sooper.
Other Chain Stores-Western Auto; W. E. Aubuchon; Sears Roebuck; Agway Stores; Mars Bargainland; Brooks Drug Stores; Sherwin-Williams Paint.

14 - NEWSPAPERS: NEWS (e) 5,606; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: John J. Michalski, Adv. Dir., NEWS, 225 Exchange St., Athol, MA 01331; Tel. (617) 249-3535.
National Representative: None.

ATTLEBORO

1 - LOCATION: Bristol County (In Pawtucket-Woonsocket-Attleboro RI-MA PMSA). E&P Map D-2, 32 mi. SW of Boston; 12 mi. N of Providence, RI. U.S. Hwy 1; State Hwys. 123, 118, 152; I-95-295-495.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Gatra.
Airlines-Mansfield Airport (6 mi.); No. Central Airport, RI (15 mi.); Hillsgrove, RI (30 mi.); Logan Intl. (40 mi.)

3 - POPULATION:
Corp City 80 Cen. 34,196; Loc. Est. 35,329
CZ-ABC: (80) 34,196; (84) 34,700
RTZ-ABC: (80) 67,243; (84) 71,500
PMSA 80 Cen. 307,403; Loc. Est. 333,843
County 80 Cen. 474,641; Loc. Est. 483,701
City & RTZ-ABC: (80) 101,439; (84) 106,200

4 - HOUSEHOLDS:
City 80 Cen. 11,898; Loc. Est. 12,500
County 80 Cen. 166,938; Loc. Est. 174,099
PMSA 80 Cen. 110,014; Loc. Est. 121,605
CZ-ABC: (80) 11,898; (84) 12,200
RTZ-ABC: (80) 22,269; (84) 23,900
City & RTZ-ABC: (80) 34,167; (84) 36,100

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$188,500,000
Savings & Loan	2	$83,729,316
Commercial	2	$151,496,421

6 - PASSENGER AUTOS: County 349,000

7 - ELECTRIC METERS: Residence 16,410

8 - GAS METERS: Residence 8,961

9 - PRINCIPAL INDUSTRIES: Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fabricated Metals; Paper Prods.; Electronics & Components; Computers; Rings; Plastic Products; Wage Earners 24,432; Av. Wkly. Wage $180-$205.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Park St.; 2 on S.Main St.; 14 on Pleasant; 2 on Union St.; 2 on N Main St.
Neighborhood Shopping Centers-Attleboro Falls; South Attleboro; Pine St., Attleboro; Norton Center, Mansfield; Foxboro; S Main St., Attleboro; Wilkins Cors., Plainville; Central Plaza, Seekonk; North Plaza, Kelley Blvd., North Attleboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant St.	1	Sears, IGA
Swansea Mall(85)	17	Caldor's, Apex, Sears
Tri-Boro Plz.(14)	3	K mart, Almac's
Fox Field Plaza	14	Foxboro Furn.
Fernandes Plz.	3	Mars Bargainland, Fernandes Mkt.
Walpole Mall(43)	20	Bradlees, Almy's
Taunton Mall(15)	15	Bradlees, Cherry, Rite Aid
Washington Plz.(7)	5	Radio Shack, Zayre, Thom McAn, Star Mkt.
Lincoln Mall(65)	15	Brooks Cherry Anderson Little
Route 6	17	Heartland Food
Route 44	8	Valueland

Principal Shopping Days-Dept. stores-Tues. through Fri.; Food stores-Mon. Thur. & Fri.
Stores Open Evenings-Wed. and Thur.

13 - RETAIL OUTLETS: Department Stores-London's; Mars.
Discount Stores-Gob Shop; Ann & Hope; Zayre; Kidstown; K mart; Caldor's; ADAP's (automotive).
Chain Drug Stores-Adam's; Brooks; Medicine Shoppe; Thayer Pharmacy; Rite Aid.
Chain Supermarkets-Almac 5; Stop'N Shop; Fernandes 3; Super Service 2; Star Mkt; Food Mart; Valueland; IGA; Shaw's; Heartland; Foodland.
Other Chain Stores-General Mills; Benny's; Gob Shops; Sears (catalog); Singer Co.; Goodyear; Goodrich; Sherwin-Williams; Thom McAn; Alpine Ski Shop; Radio Shack.

14 - NEWSPAPERS: SUN-CHRONICLE (e) 23,392; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Morrissey, Adv. Mgr., SUN-CHRONICLE, 34 S Main St., Attleboro, MA 02703; Tel. (617) 222-7000.
National Representative: Branham/Newspaper Sales.

BEVERLY-PEABODY

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). E&P Map E-1. Residential and industrial center. Located in the northeastern part of the state on the N side of Massachusetts Bay, 18 mi. from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62.

2 - TRANSPORTATION: Railroads-Boston and Maine.
Intercity Bus Lines-Michaud.
Motor Freight Carriers-42.
Airlines-Irish International; Northeast; United; TWA; Eastern; 14 mi. from Logan International Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 83,361; Loc. Est. 84,858
Beverly 80 Cen. 37,655; Loc. Est. 38,412
Peabody 80 Cen. 45,976; Loc. Est. 46,446
CZ-ABC: (80) 83,631; (84) 82,600
RTZ-ABC: (80) 27,439; (84) 27,900
PMSA 80 Cen. 258,175; Loc. Est. 269,760
County 80 Cen. 633,676; Loc. Est. 651,650
City & RTZ-ABC: (80) 111,070; (84) 110,500

4 - HOUSEHOLDS:
Cities 80 Cen. 29,382; Loc. Est. 29,501
Beverly 80 Cen. 13,578; Loc. Est. 13,775
Peabody 80 Cen. 15,804; Loc. Est. 15,726
County 80 Cen. 228,432; Loc. Est. 240,492
PMSA 80 Cen. 93,661; Loc. Est. 95,928
CZ-ABC: (80) 29,382; (84) 29,300
RTZ-ABC: (80) 9,336; (84) 9,600
City & RTZ-ABC: (80) 38,718; (84) 38,900

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$127,468,969
National	1	$22,300,000
Co-op	1	$33,344,000
Bay Bank	1	$588,248,660

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 30,621

8 - GAS METERS: Residence 15,544

9 - PRINCIPAL INDUSTRIES: Industry, No. of Emp.-**Beverly**-Shoe Machy. 1,300; Electronics 720; Metal Hydrides 250; Industrial Machinery 518; Fishing 470. Av. Wkly. wage $200. **Peabody**-Shoe $ Leather 1,995; Chemicals 197; Fabricated Metals 502; Paper Prods. 413; Apparel 300; Non-electric Machines 617; Transportation Equip. 266; Misc. Industries 11,592.
Principal Industrial Paydays-Thur., Fri.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. Annual precipitation 42 inches.

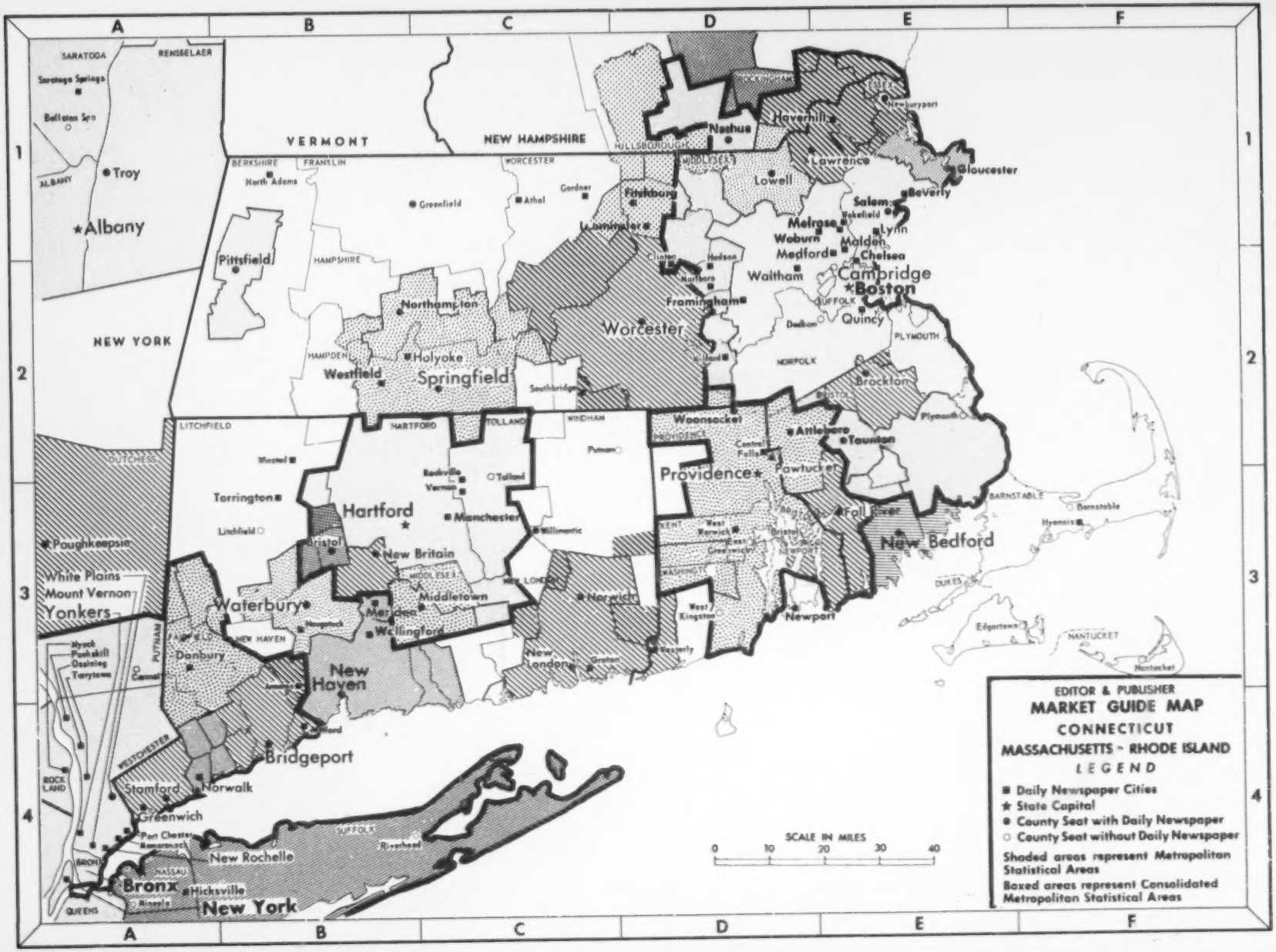
11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-North Beverly Plaza, 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing. Marshall's Shopping Center, North Beverly and Beverly Farms; Downtown Peabody-Main St. 6 blocks, Foster St. 4 blocks, Lowell St. 2 blocks, S Peabody, W Peabody, and Main Hwy. Route 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly		
North Shore	5	Jordan Marsh
N Beverly	1	Zayre
Endicott Plaza(22)	4	K mart
Danver's Plaza(15)	7	Almy's
Liberty Tree(108)	4	Ann & Hope, Lechmere
Beverly Plz.	NA	Star, Zayre
Cabot St.(6)	NA	
Peabody		
North Shore(87)	1	Jordan Marsh, Sears, Filenes, Almy's
Danvers Plz.(15)	4	Almy's
Endicott Plz.(22)	2	K mart
Liberty Tree Mall (108)	3	Ann & Hope, Lechmere
Syms Plaza	2	Mars Supermarket, Syms
Lowe Mart(9)	NA	Convenient Food Mart

Principal Shopping Days-Thur., Fri., Sat.


A
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SARATOGA
RENSSELAER
Saratoga Springs
Ballston Spa
ALBANY
Troy
Albany
VERMONT
NEW HAMPSHIRE
BERKSHIRE
FRANKLIN
WORCESTER
North Adams
Greenfield
Athol
Gardner
Fitchburg
Leominster
HILLSBOROUGH
Nashua
MIDDLESEX
Lowell
Haverhill
Newburyport
Lawrence
Gloucester
Beverly
Salem
Wakefield
Melrose
Lynn
Woburn
Malden
Medford
Chelsea
Waltham
Cambridge
Boston
Clinton
Hudson
Marlboro
Framingham
SUFFOLK
Quincy
Dedham
PLYMOUTH
NORFOLK
Brockton
Pittsfield
HAMPSHIRE
Northampton
Worcester
NEW YORK
HAMPDEN
Holyoke
Westfield
Springfield
Southbridge
Plymouth
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
Woonsocket
PROVIDENCE
Attleboro
Taunton
Central Falls
Pawtucket
Providence
Fall River
DUTCHESS
Torrington
Hartford
Manchester
Rockville
Vernon
Tolland
Willimantic
Putnam
Litchfield
Bristol
New Britain
Poughkeepsie
White Plains
Mount Vernon
Yonkers
MIDDLESEX
Middletown
Waterbury
Meriden
Wallingford
NEW LONDON
Norwich
KENT
West Warwick
East Greenwich
WASHINGTON
Bristol
NEWPORT
New Bedford
BARNSTABLE
Barnstable
Hyannis
DUKES
Edgartown
NANTUCKET
Nantucket
Newport
West Kingston
Westerly
New London
Groton
Danbury
NEW HAVEN
New Haven
Milford
PUTNAM
Ossining
Tarrytown
Nyack
Peekskill
Cornwall
FAIRFIELD
Bridgeport
WESTCHESTER
ROCKLAND
Stamford
Norwalk
Greenwich
Port Chester
Rye
Mamaroneck
New Rochelle
SUFFOLK
Riverhead
BRONX
NASSAU
Bronx
Hicksville
Bayside
QUEENS
New York
EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40

Stores Open Evenings-All shopping centers & plazas; Thur. for Almy's, Bell Market, most downtown stores; Fri. all.

13 - RETAIL OUTLETS: Department Stores-Almy; Filene's; Jordan Marsh; Sears; Bigelow & Washburn.
Discount Stores-Zayre; King's.
Chain Drug Stores-Eaton's; General Sales; Brook's; Mall; CVS; Osco.
Chain Supermarkets-A&P 2; Star Market; Bell; Star; Purity-Supreme 2; Harvestmarket; Stop & Shop.

14 - NEWSPAPERS: TIMES (e) 12,985; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancelone, Adv. Dir., TIMES, Dunham Road, Beverly, MA 01915; Tel. (617) 922-1234.
National Representative: U.S. Suburban Press.

BOSTON

1 - LOCATION: Suffolk County (PMSA). E&P Map E-2. State Capital, County Seat. Wholesale, education and research center, principal marketplace of New England.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); South Station (terminal on NYNH&H & B&A); District-owned Metropolitan Bay Transit Authority.
Motor Freight Carriers-More than 500 lines.
Intercity Bus Lines-Almeida; Boston; Worcester; Brushill; Canton & Bluehill; Englander Coachlines; MBTA; Michaud; Rapid Trans. Inc.; Sangees Trans; Shortline; Transit Bus Lines; Greyhound; Hudson; Johnson; Middlesex & Boston; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.
Airlines-Alitalia; USAir; American; British Airways; Delta; Eastern; Flying Tiger (freight); Irish; Lufthansa; Republic; New York Air; Northeastern; Northwest Orient; Pan American; Piedmont; Provincetown-Boston; Air Canada; TAP; Swissair; Trans-World; United; People Express.
Shipping-Port of Boston handles about 26 million short tons of cargo and approx. 10,500 passengers annually.
Steamship Lines and Agents-Major steamship lines serving the Port of New York also serve the Port of Boston.

3 - POPULATION:
Corp. City 80 Cen. 562,994; Loc. Est. 542,767
CZ-ABC: (80) 1,951,381; (84) 1,885,400
RTZ-ABC: (80) 1,848,399; (84) 1,891,000
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 650,142; Loc. Est. 660,758
City & RTZ-ABC: (80) 3,799,780; (84) 3,776,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 218,457; Loc. Est. 228,143
County 80 Cen. 251,929; Loc. Est. 262,169
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880
CZ-ABC: (80) 723,168; (84) 704,700
RTZ-ABC: (80) 616,097; (84) 637,100
City & RTZ-ABC: (80) 1,339,265; (84) 1,341,800

5 - BANKS	NUMBER	DEPOSITS
Savings	14	$5,280,759,000
Trust Companies	10	$2,597,372,000
Credit Union	113	N.A.
Cooperatives	115	$4,258,395,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Greater Boston 610,764

8 - GAS METERS: County 164,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 51,926; Construction 9,827; Trans., Comm. & Util. 35,704; Wholesale & Retail Trade 81,557; Fin. Ins. & Real Estate 66,153; Services 170,966.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 59-98; Fall 37-78; Winter 4-45. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone; Soft & slightly acid water. Total hardness 15 ppm. Calcium Carbonate; PH is 6.7 ppm.

12 - RETAILING: Central shopping district has over 9,000 retail establishments, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Centers are Downtown on Washington St. from Adams Sq. to Essex St. Department Stores: Jordan Marsh, Filene's; Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg; Jewelry: Roger's, E. B. Horn, Stowell's, Homer's, Descenza, Deprisco, Kay's; Variety: Kresge, Woolworth; Books: B. Dalton, Lauriat's, Barnes & Noble, Waldenbooks, Tello's.
Quincy Market & Faneuil Hall Marketplace: A major tourist attraction on the Boston waterfront with 125 stores & restaurants.
On Summer St., at Washington: Long Jewelers.
On Winter St., Edw. Case Shoe; Baker Shoe; Parklane Hosiery; Miles Card Shop; Tall Apparel Shop; Stowell's Jewelry; Homer's Jewelry; Sizes Unlimited; Osco Drug.
On Temple Pl., Women's Specialities. Also Dr. Scholl's; Singer Co.; Narrow Width.
On West St., Women's; Lane-Bryant; Burt Shoes.
On Tremont St. from School St. to Boylston St.; Men's: Sumner's; Shoes: Kay's-Newport, Cinderalla, Wilbar's.
Back Bay: On Copley Place: 97 Stores including Nieman-Marcus, Tiffany, Gucci, Casual Corner, Saint Laurent, Sack Theater Complex.
On Boylston St. from Tremont to Prudential Center: Wilbar Shoe; Arthur Murray Dance; Cook's Travel Serv.; Mont. Frost; Lloyd's Optical; Makanna-Linens; Kay's Newport; Florsheim Shoe; Louis Men's Elkins Shoe; Copley Camera; H. Poulson Stationery; at Prudential Center: Lord & Taylor; Saks 5th Ave.; Wallachs; Bally Shoe; Star Market.
On Newbury St. from Arlington: Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros. Women's Apparel: Stuart's Hurwitch Bros.
On Arlington St.: Paine Furniture; Shreve, Crump & Low; Gray Shop.
Neighborhood Shopping Centers-Charlestown; East Boston; Brighton; Roslindale; Roxbury; South Boston; West Roxbury; Dorchester; Hyde Park; Allston; Grove-Hall; Jamaica Plain; Mattapan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Burlington:		
Burlington Mall(103)	NA	Jordan Marsh, Filene's Lord & Taylor
In Chestnut Hill:		
Mall at Chestnut Hill(65)	NA	Filenes, Bloomingdale's
In Dedham:		
Dedham Mall(52)	NA	Sears, Bradlees, Woolworth
In Medford:		
Fellsway Plaza(23)	NA	Woolworth, CVS, Zayre
In Hanover:		
Hanover Mall(90)	NA	Sears, Zayre, Jordan Marsh
In Danvers:		
Liberty Tree(106)	NA	Ann & Hope, Lechmere, Star Mkt.
In Chelsea:		
Mystic Mall(45)	NA	Demoulas Mkt., Osco, K mart
In Natick:		
Natick Mall(58)	NA	Filene's, Sears, Woolworth
In Saugus:		
New England(25)	NA	Woolworth, Sears
In Revere:		
Northgate(28)	NA	Zayre, Almys, CVS
In Peabody:		
Northshore(97)	NA	Jordan Marsh, Sears, Almys, Filenes
In Stoneham:		
Redstone(27)	NA	Star Mkt, Caldor, Woolworth, Almys
In Framingham:		
Shopper's World (56)	NA	Jordan Marsh, Bradlees, Herman's
In Braintree:		
South Shore Plaza(110)	NA	Sears, Jordan Marsh, Lord & Taylor, Filenes
In Brockton:		
Westgate Mall(95)	NA	Jordan Marsh Bradlees
In Walpole:		
Walpole Mall(43)	NA	Almys, Bradlees

13 - RETAIL OUTLETS: Department Stores-Almys 14; Bloomingdale's 2; Filene's 8; Jordan Marsh 10; Sears 11; Lord & Taylor 3; Neiman-Marcus.
Discount Stores-Ann & Hope 2; Bradlees 24; Caldor 13; Lechmere 5; Marshall's 17; Zayre 21; K mart 12.
Men's Clothing-Brooks Brothers; Joseph Bank; Louis; Matini Carl; Milton's; J. Press; Wallach's Zareh.
Women's Clothing-Ann Taylor; Bonwit Teller; Casual Corner; Deerskin Trading; Leo Diutsh; Edward's Fur; Edward Kakas; Lane Bryant; Ludwig; Makanna; Roaman's; Roberts Furs; Anne Star; Charles Summer; The Talbots; Touraine; Jaeger; Yolanda; Loeham's; Hoffman's.
Family Clothing-Anderson-Little; Kennedy's; Simon & Sons; You & You; Guys & Dolls; Adam & Eve; The Gap; Wrangler Ranch.
Chain Drug Stores-Consumer Value Stores; Mail; Brooks; Archer Kent; Osco; Medi Mart; Rix; Thayer.
Chain Supermarkets-Stop & Shop 66; Demoulas 24; Purity Supreme 34; Star Mkt. 33; Shawl's 18; Angelos 19.
Furniture-Levitz 3; Paine Furniture 2; Allen Furn.; Rapids Furn.; Ruderman's 3; Summerfield's; Ethan Allen Stores; Scandinavian Design 5; Bradford 3; Cabot House 3; Loves.
Variety Stores-Woolworth.
Shoes-Bally; Baker's; Farber's; Charles Panza; Pappagalo; Richard's; Solby Bayes; Florsheim; French Shriner; Hanlon's Regal; Coward; Dr. Scholl's; Fayva; Knapp Shoes; Stride Rite; Thayer McNeil; Thom McAn; Edwin Case; Taymor's; George Davis.

14 - NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 148,683; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Morse, Adv. Dir., THE CHRISTIAN SCIENCE MONITOR, One Norway St., Boston, MA 02115; Tel. (617) 262-2300.
National Representative: None.
GLOBE (all day-mon to fri) 510,261; (m-sat) 456,039; (S) 793,151; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John F. Reid, Jr., Adv. Dir., GLOBE, 135 Morrissey Blvd., Boston, MA 02107; Tel. (617) 929-2000.
National Representatives: Million Market Newspapers.
BOSTON HERALD (m-mon fri) 325,086; (m-sat) 264,762; (S) 276,265; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas J. Smith, Vice Pres. Adv. & Mktg., BOSTON HERALD One Herald Square, Boston, MA 02106; Tel. (617) 426-3000.
National Representative: Branham/Newspaper Sales; Metropolitan Publishers Representatives.

BROCKTON

1 - LOCATION: Plymouth County, (PMSA). E&P Map E-2. Industrial center. SE part of the state; 19 mi. S of Boston on main route to Cape Cod from N and W.

2 - TRANSPORTATION: Railroads-Conrail.
Interstate Bus Lines-Mass. Bay Trans. Authority; Greyhound; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Express Service to Boston; Brockton to Logan Bus Service.
Airlines-At Logan Airport, Boston; All major American, Canadian & European lines.

3 - POPULATION:
Corp. City 80 Cen. 95,172; Loc. Est. 99,429
CZ-ABC: (80) 198,026; (84) 203,200
RTZ-ABC: (80) 219,721; (84) 243,100
PMSA 80 Cen. 182,891; Loc. Est. 191,715
County 80 Cen. 405,437; Loc. Est. 414,688
City & RTZ-ABC: (80) 417,747; (84) 446,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,955; Loc. Est. 32,549
County 80 Cen. 132,580; Loc. Est. 138,717
PMSA 80 Cen. 60,188; Loc. Est. 63,655
CZ-ABC: (80) 65,367; (84) 67,700
RTZ-ABC: (80) 70,015; (84) 78,400
City & RTZ-ABC: (80) 135,382 (84) 146,100

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$210,000,000
Savings & Loan	3	$113,031,600
Commercial	3	$50,608,370

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: Residence 29,283

8 - GAS METERS: Residence 14,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Leather Prod. 3,500 ($152); Clothing 1,692 ($156); Manufacturing 15,200-Metro Area ($162).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 46-90; Fall 25-87, Winter -9-65. First killing frost, Sept. 30. Last killing frost, Apr. 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-Westgate Mall; Downtown 12 blocks on Main St. and 12 side Sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza, Oak St. Shopping Center; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brockton East Plaza(20)	NA	Woolworth, Caldor, Channel Lumber
East-Way(10)	NA	Shaw's BPM
K mart Plaza(6)	NA	K mart
Park Plaza(9)	NA	T.J. Maxx, Service Merchandise
South(12)	NA	Shaw's
Tedeschi's	NA	Stop & Shop
Westgate(55)	NA	Kennedy's, Jordan Marsh, Bradlees
West(15)	NA	Sears, Shaw's
Oak Plaza(6)	NA	Fernandes Super

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Wed. & Fri.; Food & Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Jordan Marsh.
Variety Stores-Woolworth 2.
Discount Stores-Bradlees 2; Zayre; K mart; Stuarts; Caldor.
Chain Drug Stores-Dunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix.; Pharmacity 3.
Chain Supermarkets-Shaw's 3; Stop & Shop; Christy's 3; Fernandes 3; Columbia Farms; Purity-Supreme.
Other Chain Stores-Atherton's Furniture; K mart; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire, Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little; Grossman's; Somerville Lumber.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 60,066; (m-sat) 58,648; (S) 61,985; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul H. Daniels, Adv. Dir., ENTERPRISE, 60 Main St., PO Box 1450, Brockton, MA 02403; Tel. (617) 586-6200.
National Representative: Landon Associates.

CAPE COD
See HYANNIS

CHELSEA

1 - LOCATION: Suffolk County. E&P Map E-2 (In Boston PMSA). 3 mi. N of Boston; in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

2 - TRANSPORTATION: Railroads-Boston & Maine; Boston & Albany.
Intercity Bus Lines-M.B.T.A. Service Bus.
Airlines-Logan International Airport.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 25,431; Loc. Est. 24,057
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 650,142; Loc. Est. 660,758

4 - HOUSEHOLDS:
City 80 Cen. 9,715; Loc. Est. 9,708
County 80 Cen. 251,929; Loc. Est. 262,169
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$115,060,435
Savings & Loan	5	$178,007,903
Credit Unions	10	$24,515,461

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 11,996

8 - GAS METERS: Residence 8,719

9 - PRINCIPAL INDUSTRIES: Paper Products; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Processing; Wholesale Produce Mkts. Center; Rubber Pdts.; Sun Glass; Staple Guns; Wallpaper & Wallcoverings.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Broadway.
Neighborhood Shopping Centers-Prattville; Carv Sq. Mill Hill; Chelsea Sq.; Central & Everett Ave.; Revere Beach Pkwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mystic Mall(45)	NA	De Moulas, K mart, Osco

Parkway Plz.(21) NA Bradlees, Radio Shack
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Leading Department and Variety Stores-Bradlees; Rix; BD's.
Chain Drug Stores-Rexall 4; E&M.
Chain Supermarkets-Stop 'N Shop; IGA.; Blackstone; DeMoulas.
Discount Stores-Bradlees; K mart.
Other Chain Stores-Thom McAn; Radio Shack.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,471; Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Norman Brown, Adv. Mgr., RECORD, 270 Broadway, Chelsea, MA 02150; Tel. (617) 884-2416.
National Representative: None.

CLINTON

1 - LOCATION: Worcester County. (In Worcester MSA). E&P Map D-2. 15 mi. N of Worcester on Routes 70 and 110.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine.
Intercity Bus Lines-Worcester; Regional Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 12,771; Loc. Est. 12,732
County 80 Cen. 646,352; Loc. Est. 656,303
MSA 80 Cen. 402,918; Loc. Est. 407,390
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,662; Loc. Est. 4,740
County 80 Cen. 225,323; Loc. Est. 234,038
MSA 80 Cen. 137,858; Loc. Est. 147,397

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$484,000,000
Co-op	1	$15,000,000
Savings	2	$97,000,000
Credit Union	1	$21,000,000

6 - PASSENGER AUTOS: County 314,748 (1981)

7 - ELECTRIC METERS: Residence 4,964

8 - GAS METERS: Residence 2,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 200; Electronics 500; Cereal 200; Plastics 2,000; Wire Insulations 800.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1. Last killing frost, Mar. 1

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-6 blocks on High St. (35 stores), 1 block on Main St. (15 stores), 1 block on Union St. (4 stores), Chestnut Hill Plaza, Woodroff Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Town(40)	12	Sears
Lincoln Plaza(28)	10	Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. until 9:00 pm.

13 - RETAIL OUTLETS:
Variety Stores-Lincoln Drug.
Chain Drug Stores-MD Drug; Brooks.

14 - NEWSPAPERS: ITEM (e) 4,322; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: James C. Coulter, Pub., ITEM, 156 Church St., Clinton, MA 01510; Tel. (617) 368-0176.
National Representative: Landon Associates.

DEDHAM

1 - LOCATION: Norfolk County (In Boston PMSA) E&P Map D-2/E-2, County Seat. Manufacturing and residential area; on the Charles River; 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic; People Express.

3 - POPULATION:
Corp. City 80 Cen. 25,298; Loc. Est. 26,873
PMA-ABC: (80) 96,122; (84) 94,500
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 606,587; Loc. Est. 659,702
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,276; Loc. Est. 8,950
PMA-ABC: (80) 32,225; (84) 32,000
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880
County 80 Cen. 207,823; Loc. Est. 231,631

5 - BANKS	NUMBER	DEPOSITS
Commercial (Local)	4	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Envelopes; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery; Printing Ink; Cloth for Books; Floor Covering; Printing & Binding of Books; Foundry Work; Controls; Distribution & Warehousing; Food Processing; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost, Oct. 24. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dedham Mall(48)	9	Sears, Bradlee's, Radio Shack, Woolworth, Child World, Toys R Us
Dedham Plaza(33)	10	Woolworth, Zayre, Cherry & Webb, Touraine (CWT); Consumers Marketing
Lechmere Sales	10	Lechmere Sales, Filene's Basement
Walpole Mall(43)	16	Bradlees, Almy's, Stop & Shop

Principal Shopping Days-Wed. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Lechmere; Kline's.
Variety Stores-Woolworth.
Discount Stores-Paperama; Bradlee's; Almy's; Zayre; Filene's Basement; Consumers Marketing.
Chain Supermarkets-Star Mkt.; Stop & Shop; Roche Bros.; Farm Stand.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 12,214; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., TRANSCRIPT, PO Box 70, Dedham, MA 02026; Tel. (617) 329-5000.
National Representatives: Landon Associates; U.S. Suburban Press.

FALL RIVER

1 - LOCATION: Bristol County, (In Fall River, MA-RI PMSA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza.
Airlines-Delta; American; Eastern; Pan Am; TWA, United; USAir (via Providence or Boston).

3 - POPULATION:
Corp. City 80 Cen. 92,574; Loc. Est. 92,732
CZ-ABC: (80) 152,474; (84) 153,000
RTZ-ABC: (80) 20,194; (84) 22,500
PMSA 80 Cen. 127,253; Loc. Est. 129,536
County 80 Cen. 474,641; Loc. Est. 483,701
City & RTZ-ABC: (80) 172,668; (84) 175,500

4 - HOUSEHOLDS:
City 80 Cen. 34,895; Loc. Est. 35,887
County 80 Cen. 166,938; Loc. Est. 177,500
PMSA 80 Cen. N.A.; Loc. Est. 49,184
CZ-ABC: (80) 54,846; (84) 55,500
RTZ-ABC: (80) 6,519; (84) 7,200
City & RTZ-ABC: (80) 61,365; (84) 62,700

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$564,641,177
Savings & Loan	3	$335,946,849
Commercial	3	$355,377,056

6 - PASSENGER AUTOS: City 59,959

7 - ELECTRIC METERS: Residence 185,141

8 - GAS METERS: Residence 39,643

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,300 ($235); Garment 53,644 ($360); Gen. Mfg. ($350).
Principal Industrial Pay Days-Fri. & Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid Oct. Last killing frost, early Apr.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main, incl. S. Main Place, Academy Shpg. Ctr.; Flint-Pleasant St.; So. End-South Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fall River(12)	NA	Edgar's, Value Land
Harbour Mall(31)	NA	Bradlees, K mart
Indian Spring Plaza(13)	NA	Grand Central Mkt.
N. Dartmouth Mall(72)	NA	Sears, Zayre, JCPenney
Somerset Plaza(13)	NA	Bradlees, Stop & Shop
Swansea Mall(90)	NA	Sears, Edgar's, Caldor, Apex
K mart(14)	NA	K mart, Almac's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb 3; Sears 2; Edgar's 2; Caldor; Apex.
Discount Stores-Kerr Mills (Topps); Globe Mills; Zayre 2; Bradlees 2; Nira Whse.; K mart 3; Ann & Hope; CVS 5.
Variety Stores-Woolworth; McCrory
Chain Drug Stores-Adam 3; CVS 2.
Chain Supermarkets-Stop & Shop 3; Edwards Mkt.; Food Mart 3; Valueland; Almac's 3.
Other Chain Stores-Thom McAn; Liss Dept.; Sawyer's Men's; Morse Shoe; Firestone; Goodyear; Anderson Little; Zale's Jewelers; So-Fro Fabrics; Fayva Shoes; Hickory Farms; Kay Jewelers.

14 - NEWSPAPERS: HERALD NEWS (e) 38,949; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Gelinas, Mkting Dir., HERALD NEWS, 207 Pocasset St., Fall River, MA 02722; Tel. (617) 676-8211.
National Representative: Landon Associates.

FITCHBURG

1 - LOCATION: Worcester County (In Fitchburg-Leominster MSA). E&P Map D-1. County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Fitchburg State College; 45 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-B&M; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Englander; Johnson; Trailways; Short Line; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 39,580; Loc. Est. 38,840
CZ-ABC: (80) 74,088; (84) 73,300
RTZ-ABC: (80) 103,454; (84) 106,100
MSA 80 Cen. 106,343; Loc. Est. 107,671
County 80 Cen. 646,352; Loc. Est. 656,303
City & RTZ-ABC: (80) 177,542; (84) 179,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,323; Loc. Est. 14,485
County 80 Cen. 225,323; Loc. Est. 234,038
MSA 80 Cen. 31,252; Loc. Est. 39,043
CZ-ABC: (80) 26,846; (84) 26,800
RTZ-ABC: (80) 35,589; (84) 36,500
City & RTZ-ABC: (80) 62,435; (84) 63,300

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$264,597,000
Savings & Loan	1	$42,159,000
Co-operative	1	$59,211,000
Commercial	3	N.A.
Credit Unions	3	$119,644,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 15,065

8 - GAS METERS: Residence 10,322

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elec. Machy. 4,900; Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 54-81; Fall 33-56; Winter 22-42. First killing frost, Oct. 16. Last killing frost, Apr. 29.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping District-12 blocks on Main St. and several side streets for one block from Main; 80 stores.
Neighborhood Shopping District-Cleghorn District: Fairmont and Daniel Sts.; Water St. District: Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
John Fitch Plz.(18)	1	Heartland, Child World
Central Plz.(13)	1	DeMoula's, Stuart's
Parkhill Plz.(7)	2	Victory Mkts.
Searstown(30)	4	Sears, DeMoulas, Bradlees
No. Main St.	3	Farmers Whse., Marshall's
Twin City Plaza	1	K mart, Victory Mkt.
Wallace Plaza(6)	NA	DeMoulas, Rich's

Principal Shopping Days-Fri. & Sat.; Food Thur. & Fri.
Stores Open Evenings-Department Stores-Thur. & Fri.; Food Stores-Wed., Thur. & Fri.

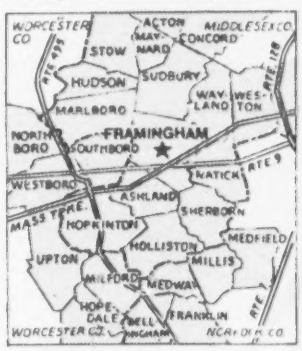
13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Woolworth.
Discount Stores-Marshall's; Stuart's; K mart; Bradlees.
Chain Drug Stores-Barone's 6; Freedom Drug 2; Giguere Drug 3; CVS 2.
Chain Supermarkets-Victory 6; DeMoulas 3.
Other Chain Stores-Firestone; Thom McAn 2; Fanny Farmer Candies; L. Grossman Sons; Child World; Anderson Little; Touraine; Radio Shack; Kay Jewelers; Bradlees; Piece Good Shops; Capitol Prime Value; Duffy's.

14 - NEWSPAPERS: SENTINEL-ENTERPRISE (e) 23,746; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mark LaPrade, Adv.Mgr., SENTINEL-ENTERPRISE, 808 Main St., PO Box 507, Fitchburg, MA 01420; Tel. (617) 343-6911.
National Representative: Thomson Newspapers.

FRAMINGHAM

1 - LOCATION: Middlesex County (In Boston PMSA); E&P Map D-2. 20 mi. W of Boston; 20 mi. E of Worcester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135, 495. Two interchanges on U.S. 90 Mass. Tpke.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.



Middlesex News
(e) 48,774
(S) 54,726 ABC 3/ 31/ 84

3 - POPULATION:
Corp. City 80 Cen. 65,113; Loc. Est. 66,262
PMA-ABC: (80) 190,521; (84) 190,900
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 1,367,034; Loc. Est. 1,385,027
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,943; Loc. Est. 24,814
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880
PMA-ABC: (80) 65,692; (84) 66,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$172,817,000
Savings	4	$285,732,000
Co-operative	2	$76,635,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 32,794

8 - GAS METERS: Residence 16,440

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Products

3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11 - TAP WATER: Neutral, soft and hard (2 sources).

12 - RETAILING: Principal Shopping Center-4 miles on Route 9 (400 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(10)	NA	Cumberland Farms
Deerskin Plz.(11)	NA	Unfinished Furn., Tony Roma's
Framingham Mall(28)	NA	Lechmere, Filene's
Nobscott(13)	NA	Wonder Mkt.
Pinefield(14)	NA	Purity Mkt.
Shopper's World(53)	NA	Jordan Marsh, Bradlee's
Sherwood Plz.(26)	NA	Zayre, Heartland
Mini Mall(9)	NA	Medi Shack, Papa Ginos
Natick Mall(38)	NA	Sears, Star Mkt., Filene's, Anderson Little
Temple Plz.(8)	NA	Stop & Shop, Medi-Mart, Aries
Cloverleaf Mktpl.(16)	NA	Burlington, Service Mdse., Paperama
Natick(12)	NA	Rix, Stop & Shop

Principal Shopping Days-Mon., Thur. & Fri.
Stores Open Evenings-Shopping Centers every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Jordan Marsh; Anderson-Little; Filene's; Lechmere.
Discount Stores-K mart; Caldor; Rich's; Bradlee's; Marshall's; Zayre; Service Mdse.; Consumers; Building 19.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.
Chain Supermarkets-Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt. 2; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.
Other Chain Stores-Herman's Sporting Goods; Levitz Furniture; Plywood Ranch; Diamond International; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stewell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button; Channel Homes; Somerville Lumber; Taymor's Shoes; Hoffman's; Toys 'R Us; Liss; Cherry Webb & Touraine.

14 - NEWSPAPERS: NEWS (e-mon to fri) 48,774; (S) 54,726; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Shea, Adv. Dir., THE MIDDLESEX NEWS, 33 New York Ave.; PO Box 800, Framingham, MA 01701; Tel. (617) 872-4321.
National Representatives: Landon Associates.

GARDNER

1 - LOCATION: Worcester County, E&P Map C-2. Residential center. On Routes 2, 68, 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

7 - TRANSPORTATION: Railroads-Boston and Maine; Transit Service to Boston.
Motor Freight Carriers-30.
Intercity Bus Lines-New England Trailways; Englander Coach; Wilson Bus; Vermont transit; Bonanza Bus; MART.

3 - POPULATION:
Corp. City 80 Cen. 17,900; Loc. Est. 17,520
CZ-ABC. (80) 17,900; (84) 17,200
RTZ-ABC: (80) 25,055; (84) 26,100
County 80 Cen. 646,352; Loc. Est. 656,303
City & RTZ-ABC: (80) 42,955; (84) 43,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,038; Loc. Est. 7,040
CZ-ABC. (80) 7,038; (84) 6,800
RTZ-ABC: (80) 8,200; (84) 8,500
County 80 Cen. 225,323; Loc. Est. 234,038
City & RTZ-ABC. (80) 15,238; (84) 15,300

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,003,703
Co-Operative	2	$22,851,000
Savings & Loan	2	$15,270,277
Commercial	2	$560,467,000

6 - PASSENGER AUTOS: County 314,748 (1981)

7 - ELECTRIC METERS: Residence 7,473

8 - GAS METERS: Residence 1,216

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furniture & Fixtures 3,018; Machy. 728; Paper & Pdts. 314; Misc. Mfg. 528.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1. Last killing frost, May 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on S Main St.; 1 on Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardner Plaza(12)	NA	Brook's, JCPenney The Fair, Donelans
Timpany Plaza(1E)	NA	Rich's, Almy's, Stop & Shop
Pearson Triangle	NA	Food Farm
Pearson Blvd.(3)	NA	Grossman, R. Smith

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Wed. aft. summer-downtown.
Stores Open Evenings-Downtown-Thur. until 9; Centers daily until 9 or 10; Food daily until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Goodnow-Pearson; Rose's; Almy's; J.A. LeBlanc; La Chance.
Discount Stores-Rich; The Fair.
Chain Drug Stores-Rexall 2; Brooks 2; Eckerd.
Chain Supermarkets-Donelans; Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 6.
Other Chain Stores-Aubuchon; Grossman's.

14 - NEWSPAPERS: NEWS (e) 8,260; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James D. Murphy, Adv. Mgr., NEWS, 309 Central St., Gardner, MA 01440; Tel. (617) 632-8000.
National Representative: Landon Associates.

GLOUCESTER

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). E&P Map E-1. Fishing, manufacturing, and resort center. On S side of Cape Ann Peninsula on State Hwys. 133, 127 & 128; 30 mi. NE of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Community Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 27,768; Loc. Est. 28,454
CZ-ABC. (80) 34,113; (84) 34,300
RTZ-ABC: (80) 8,422; (84) 8,600
County 80 Cen. 633,632; Loc. Est. 651,650
City & RTZ-ABC: (80) 42,535; (84) 42,900
PMSA 80 Cen. 258,175; Loc. Est. 269,768

4 - HOUSEHOLDS:
City 80 Cen. 10,517; Loc. Est. 11,820
County 80 Cen. 228,432; Loc. Est. 240,492
CZ-ABC. (80) 13,307; (84) 13,500
RTZ-ABC: (80) 3,064; (84) 3,200
City & RTZ-ABC: (80) 16,371; (84) 16,700
PMSA 80 Cen. 93,661; Loc. Est. 95,928

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,153,000
Cooperative	1	$38,200,000
Commercial	2	$95,188,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 12,055

8 - GAS METERS: Residence 5,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage N.A.)-Food Processing 1,386; Machinery Trades 596; Service 1,494.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main St.
Neighborhood Shopping Centers-East Main St.; Washington St.; Bass Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore	18	Jordan Marsh, Stop & Shop
Beverly Plaza	12	Zayre, Star Mkt.
Liberty Tree Mall(108)	15	Ann & Hope, Lechmere
K mart	15	K mart, DeMoulas
A&P Plaza(7)	NA	DeMoulas
Gloucester(6)	NA	Stop & Shop, Ames

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Goldman's, Empire.
Discount Stores-Ames.
Chain Drug Stores-Birch; Connor's 2; Brook's; CVS.
Chain Supermarkets-A&P; Stop & Shop; IGA; Cape Ann.

14 - NEWSPAPERS: TIMES (e) 11,827; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (617) 283-7000.
National Representative: U.S. Suburban Press.

GREENFIELD

1 - LOCATION: Franklin County, E&P Map G-1, County Seat. Industrial center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston; Terminus of Route 91, on Hwys. 2, 5 & 10.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-10.
Intercity Bus Lines-Vermont Transit; Englander; Greenfield-Worcester; Boston.

3 - POPULATION:
Corp. City 80 Cen. 18,436; Loc. Est. 18,881
CZ-ABC. (80) 30,005; (84) 30,000
RTZ-ABC. (80) 41,408; (84) 43,600
County 80 Cen. 64,317; Loc. Est. 65,449
City & RTZ-ABC. (80) 71,413; (84) 73,600

4 - HOUSEHOLDS:
City 80 Cen. 7,214; Loc. Est. 7,119
County 80 Cen. 24,228; Loc. Est. 25,231
CZ-ABC. (80) 11,615; (84) 11,700
RTZ-ABC. (80) 15,165; (84) 16,200
City & RTZ-ABC. (80) 26,780; (84) 27,900

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$202,200,000
Savings & Loan	1	$31,213,605
Commercial	4	$89,300,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 8,830; County 24,200

8 - GAS METERS: Residence 3,140

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tap & Die 1,642; Silver 160; Machine Parts 407; Small Tools 1,672; Papermaking 580; Electrodes Components 250; Insurance 650.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Rum Plaza(5)	1	CVS, Stop & Shop, Tempo Fashions
Greenfield Plz.(3)	1	Rite Aid, Food Mart
Kings Plaza(8)	1	Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Wilson's; Sears; JCPenney.
Variety Stores-McClellan.
Chain Drug Stores-Rite Aid; Brooks; CVS; Fays.
Discount Stores-Railroad Salvage; Ames.
Chain Supermarkets-A&P; IGA; Stop & Shop; Food Mart; Carroll's.
Other Chain Stores-R&R Jewelry; Kinney; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire; Aubuchon.

14 - NEWSPAPERS: RECORDER (e) 15,192; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mark Iacuessa, Adv. Dir., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.
National Representative: Landon Associates.

HAVERHILL

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map E-1, NE part of state on Merrimack River. 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-17.
Water-7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines-Mass.; Michuard; Trailways of N.E.; Appleyard Bus Line; Bos. Com.
Airports-North Andover and Haverhill (Charter Service).

3 - POPULATION:
Corp. City 80 Cen. 46,865; Loc. Est. 48,420
CZ-ABC. (80) 46,865; (84) 47,200
Bal. in PMA-ABC. (80) 156,428; (84) 167,500
Total PMA-ABC. (80) 203,293; (84) 214,700
PMSA 80 Cen. 339,090; Loc. Est. 353,773
County 80 Cen. 633,632; Loc. Est. 651,650
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,261; Loc. Est. 18,340
County 80 Cen. 228,432; Loc. Est. 240,492
PMSA 80 Cen. 118,912; Loc. Est. 125,619
CZ-ABC. (80) 17,261; (84) 17,500
Bal. in PMA-ABC. (80) 52,608; (84) 58,600
Total PMA-ABC. (80) 69,869; (84) 76,100

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	$12,600,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 31,696

8 - GAS METERS: Residence 12,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather & Shoe 8,200; Paper Pdts. 468; Electric 5,000; others 4,750 ($22,250,000 yearly wages); Computers 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Merrimack St.; 4 on Washington St.; 1 on River St.; 2 on Emerson St.; 2 on Essex St.; 2 on Main St.; 2 on Water St.; 2 on Winter St ; 2 on White St.

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haverhill Plaza (21)	2	CVS, Thom McAn, Grossman's
Westgate Center (14)	2	DeMoulas Mkt. K mart
Methuen Mall(100)	12	Sears, Howlands, Anderson-Little Filene's Jordan Marsh
Rockingham Mall(24)	NA	Bradlees, Stop & Shop

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat.; Dept. and all other-Fri.; some Tues. eve.

13 - RETAIL OUTLETS: Department Stores-Mitchell's; Maguire's Bradford; Jordan Marsh; Sears; Cummings; Howland's.
Discount Stores-Zayre; King's; K mart; Caldor; Bradlee's; Building 19.
Chain Drug Stores-Consumer Valu; Freedom Drug.
Chain Supermarkets-Butcher Boy; Harvest Mkt.; De Moulas Mkt. 3.
Other Chain Stores-Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Merchandise; Grossman's (building supply).

14 - NEWSPAPERS: GAZETTE (e) 15,721; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David B. Winder, Ret. Adv. Mgr., or Robert O'Neil, Adv. Dir., GAZETTE, 447 W. Lowell Ave, Haverhill, MA 01830; Tel. (617) 374-0321.
National Representatives: Landon Associates; U.S. Suburban Press.

HOLYOKE

1 - LOCATION: Hampden County (In Springfield NSA). E&P Map B-6. Industrial center; on U.S. Hwys. 5,202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N of Mass. Tpk., Exit 4.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-50.

Intercity Bus Lines-Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.
Airlines-Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 44,678; Loc. Est. 43,725
PMA-ABC. (80) 149,625; (84) 145,300
County 80 Cen. 443,018; Loc. Est. 453,292
MSA 80 Cen. 515,259; Loc. Est. 530,957

4 - HOUSEHOLDS:
City 80 Cen. 16,615; Loc. Est. 17,082
County 80 Cen. 158,027; Loc. Est. 165,497
MSA 80 Cen. 182,849; Loc. Est. 196,017
PMA-ABC. (80) 54,084; (84) 53,000

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	10	$786,767,935

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,292.

8 - GAS METERS: Residence 24,299.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage N.A.)-Food 705; Textile Mill Prod. 1,140; Apparel 917; Furniture 243; Paper Prod. 3,998; Printing & Pub. 3,450; Chemical 250; Rubber Prod. 2,734; Primary Metal 1,125; Fabr. Metal 975; Machy. (Ex. Elec.) 1,853; Elec. Machy. 171; Utilities 328; Misc. 3,217.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-18 blocks on six streets; Holyoke Mall at Ingleside (180 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plz.(7)	4	Plywood Ranch, Food Mart
Main Gate	4	Big-Y
Zayre(11)	4	Zayre
So. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Caldor, Bradlees
Hampden Plz.	NA	Shop Rite
Holyoke Plaza	NA	McDonald's
Holyoke Mall(21)	NA	Sears, JCPenney, Steiger's, G. Fox, Service Mdse.
Lincoln Plaza(4)	NA	Stop & Shop
Mountain Farms	10	Mall Cinemas
South St.(12)	NA	Food Mart, Zale's
K mart Plaza	NA	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Some Fri.

13 - RETAIL OUTLETS: Department Stores-A. Steiger; JCPenney; Sears; G. Fox; Service Merchandise.
Discount Stores-Zayre; K mart; Caldor; Bradlee's; Mars.
Chain Supermarkets-Stop & Shop; Food Mart 3; Big Y 2; Pats 2; Shop Rite 2.
Other Chain Stores-Thom McAn; Fanny Farmer; Sherwin-Williams; Rucki's; Archer Kent; Grossman's; Mall Drug; Fayva Shoes; Hit or Miss; Dora Dale; Medi Mart; CVS; Rite Aid; Cumberland Farms; 7 Eleven; Dairy Mart.

14 - NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 26,608; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Roy, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map D-2. 26 mi. to Boston; 16 mi. to Worcester. State Hwys. 85 & 62; I-495.

2 - TRANSPORTATION: Intercity Bus Lines-Hughes.

3 - POPULATION:
Town 80 Cen. 16,408; Loc. Est. 16,719
County 80 Cen. 1,367,034; 1,385,027
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
Town 80 Cen. 5,320; Loc. Est. 5,544
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$94,594,000
Savings	1	$30,235,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 5,076

8 - GAS METERS: Residence 3,347

9 - PRINCIPAL INDUSTRIES: Textiles; Plastics; Tools; Chemicals; Electronics; Automotive.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Ctr.(12)	1	Victory Mkt., Mars Bargainland
Heritage Mall	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gould's; Hudson Dress Shoppe; Redwood; Boston Furniture; Poplin's Furniture.
Variety Stores-Godlin's.
Discount Stores-Arthur's; Mar's Bargainland; Brook's.
Chain Drug Stores-Rexall.
Chain Supermarkets-IGA; Food Farm; Victory Mkt.
Other Chain Stores-Aubuchon's.

14 - NEWSPAPERS: SUN (e) 2,791; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Frank A. Epps, Adv. Dir., SUN, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Landon Associates.

HYANNIS
CAPE COD

1 - LOCATION: Barnstable County. E&P Map F-3. 50 mi. from New Bedford; 60 mi. from Brockton. 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Bonanza; Plymouth & Brockton.
Passenger Steamship Lines-2.
Airlines-Gull Air; Provincetown-Boston; 3 Air Taxis.

3 - POPULATION:
Hyannis 80 Cen. 10,662; Loc. Est. 12,589
PMA-ABC. (80) 147,925; (84) 168,600
Area Includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Wellfleet, Yarmouth-all in Barnstable County.
County 80 Cen. 147,925; Loc. Est. 156,458
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Hyannis 80 Cen. N.A.; Loc. Est. 4,046
County 80 Cen. 58,556; Loc. Est. 63,451
PMA-ABC. (80) 58,556; (84) 67,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	7	N.A.
Savings & Loan	4	N.A.
Co-operative	6	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 92,000

8 - GAS METERS: Residence 30,000

9 - PRINCIPAL INDUSTRIES: Building; Fishing; Candles; Cement Prod; Novelties; Boats; Cranberries; Electronics; Plastic Packaging; Tourism & Resort; Marine Research.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Cape Cod Mall, Hyannis; Downtown Hyannis and outlying shopping centers.
Neighborhood Shopping Centers-Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham Orleans; Wellfleet; Provincetown; S. Yarmouth; Sandwich.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wareham(12)	30	Cornwell's, A&P, Angelo's
Falmouth Mall(26)	20	Bradlees, Angelo's, A&P, Stop & Shop
South Yarmouth Plaza(10)	5	Bradlees, Angelo's, Stop & Shop
Buzzards Bay	15	A&P
Dennisport	10	Bradlees, Angelo's
Harwichport	13	Buttner's, A&P, Angelo's
Chatham	20	Chatham Furn., A&P
Orleans	20	Mid-Cape Center, A&P, Stop & Shop
Provincetown	50	
Cape Cod Mall (80)	NA	Sears, Woolworth, Marshalls, Filene's, Jordan Marsh

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thur., Sat. Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-K mart; Bradlee 4; T.J. Maxx; Marshall's.
Chain Drug Stores-Rexall 10; Brooks 5; CVS 5; Dunnington Drug 5; Osco Drug; Thayer Pharmacies 3.
Chain Supermarkets-A&P 10; Stop & Shop 4; Angelo's 9; Star Mkt.
Other Chain Stores-Buttners; Puritan Clothing; Anderson-Little; Kinney Shoes; Consumer Value; Lerner's; Cherry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Radio Shack; Thom McAn; Hickory Farms; Mid Cape Center; Grossmans.

14 - NEWSPAPERS: CAPE COD TIMES (e-mon to fri; m-sat) 35,861; (S) 41,735; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: George Vagenas, Adv. Dir., CAPE COD TIMES, 319 Main St., Hyannis, MA 02601; Tel. (617) 775-1200.
National Representative: Branham/Newspaper Sales.

LAWRENCE

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map D-1. County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 28, 110, 113, 114, 125, 133; Interstate Routes 93 and 495; 27 mi. NW of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-68.
Intercity Bus Lines-Trailways; Greyhound; Hudson; Michaud; Trombly.

3 - POPULATION:
Corp. City 80 Cen. 63,175; Loc. Est. 63,525
PMA-ABC. (80) 186,169; (84) 190,800
RTZ-ABC. (80) 105,153; (84) 110,100
PMSA 80 Cen. 339,090; Loc. Est. 353,773
County 80 Cen. 633,632; Loc. Est. 651,650
PMA & RTZ-ABC. (80) 291,322; (84) 300,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,798; Loc. Est. 25,041
County 80 Cen. 228,432; Loc. Est. 240,492
PMSA 80 Cen. 318,912; Loc. Est. 125,619
PMA-ABC. (80) 64,557; (84) 66,900
RTZ-ABC. (80) 34,764; (84) 36,900
PMA & RTZ-ABC. (80) 99,721; (84) 103,800

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$834,264,514
Commercial	6	$1,805,357,614
Cooperative	3	$381,890,857

6 - PASSENGER AUTOS: City est. 35,000 (1981)

7 - ELECTRIC METERS: Residence 62,000

8 - GAS METERS: Residence 30,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 2,835; Manufacturing 41,800; Transportation 4,700; Wholesale Trade 3,510; Retail Trade 18,136; Finance 3,900; Service 15,500; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chemicals & Allied 1,660; Plastic & Rubber 3,256; Leather 5,618; Fabricated Metal 1,161; Machinery 4,808; Electrical Mach. 11,635.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers-Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, N.H.; Rt. 114 in Lawrence; Rte. 213 Methuen.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Essex Plaza(4)	1	DeMoulas, Stuart's
Merrimack Plz.(3)	5	DeMoulas, Almy's
No. Andover Mall(7)	4	DeMoulas, Bradlees, T.J. Maxx
Rockingham Mall(24)	10	Channel Home Ctrs., Cherry Webb & Touraine, Bradlees
Salem Plaza(11)	9	DeMoulas
Shawsheen Plz.(8)	1	DeMoulas, Lrss, New England Stores
Zayre	2	Zayre, Messina's, Osco
K mart(2)	10	K mart, Market Basket
Methuen Mall(100)	5	Sears, Jordan Marsh, Filene's Basement
Caldor	5	Caldor, Market Basket
Zayre	2	Zayre, Barcelos Mkt.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tue. & Fri.; Food 6 nights.
MA-NH Shopping Centers-open every evening and Sunday 1 to 6.

13 - RETAIL OUTLETS: Department Stores-Caldor; Sears; Almy's; Bradlees; Howland; Jordan Marsh; Filene's Basement Store.
Variety Stores-Woolworth.
Discount Stores-Stuart's; Marshall's; Zayre 2; K mart; T.J. Maxx; Filene's Basement Store.
Chain Drug Stores-Osco; Adams; Pharmacity; Nahill 2; CVS 5; Med-X 2; Birch; Rite-Aid.
Chain Supermarkets-Messina's; Purity Supreme; De Moulas 5; DeMoulas/Market Basket 2; Barcelos 2.
Other Chain Stores-ADAP; McQuades; Cherry & Webb 3; Thom McAn 2; Scott's; Fanny Farmer; Smith's; Sherwin-Williams; Allied Radio Shack 4; Color Tile; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music; Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Fields Hosiery; Foxmoor; General Nutrition; Hallees Air Step; Hickory Farms; Hudsons; Kay Jewelers; Kiddie Photo; Kinney Shoe; Lauriets; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; N.E. Piano & Organ; Ormonds; Pearl Vision Ctr.; R&R Jewelers; Sackett's Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Sportique; Walden Book; The Gap; Zale's Jewelers; Baskin Robbins; Hanover Shoe; Male Stop; Orange Bowl; Play 'n Learn; Swiss Pretzel; Orange Julius; This End Up.

14 - NEWSPAPERS: EAGLE-TRIBUNE (e) 56,230; (S) 57,764; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Chester J. Zembruski, Adv. Dir., EAGLE-TRIBUNE, PO Box 100, Lawrence, MA 01842; Tel. (617) 658-1000, ext. 154.
National Representative: Story & Kelly-Smith.

LOWELL

1 - LOCATION: Middlesex County (In Lowell, MA-NH PMSA). E&P Map D-1. County Seat. 28 mi. N of Boston at confluence of Merrimack and Concord Rivers. On Routes 3, 4, 110, 133; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine; NYNH & H; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Massachusetts Bay Transp. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Transp. Authority.

3 - POPULATION:
City 80 Cen. 92,418; Loc. Est. 92,799
CZ-ABC. (80) 225,320; (84) 230,200
RTZ-ABC. (80) 141,431; (84) 146,600
PMSA 80 Cen. 243,142; Loc. Est. 251,932
County 80 Cen. 1,367,034; Loc. Est. 1,385,027
City & RTZ-ABC. (80) 366,751; (84) 376,800

4 - HOUSEHOLDS:
City 80 Cen. 32,691; Loc. Est. 34,703
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 77,319; Loc. Est. 82,205
CZ-ABC. (80) 71,934; (84) 74,000
RTZ-ABC. (80) 44,158; (84) 46,000
City & RTZ-ABC. (80) 116,092; (84) 120,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$588,900,000
Savings & Loan	1	$179,000,000
Savings	6	$371,500,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Government 3,903; Agriculture 32; Contract Construction 1,044; Manufacturing 15,406; Comm., Util., Transp. 1,307; Wholesale Trade 7,012; Finance, Ins., Real Est. 1,38?; Service 8,189.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16. Last killing frost, Apr. 26.

11 - TAP WATER: Neutral; low in minerals; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Central St.; 5 on Merrimack St.; 5 on Middlesex St.; Alexander's (4 stores); Central Plaza (8 stores); Sunrise (9 stores); Sears (4 stores).
Nearby Shopping Centers-Lowell Plaza, Rte. 495 Connector; Stadium Plaza, Jct. Rte. 38 & 495; Sunrise Shopping Center, Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plaza, Jct. Rtes. 3 & 110, Chelmsford; Towne Plaza, Rte. 3A, Billerica; Tewksbury Shopping Center, Rte. 38 Tewksbury; Wilmington Plaza, Rte. 38, Wilmington; Pelham Plaza, Rte. 38, Pelham, N.H.
Enclosed Malls-Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Every Night except Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Cherry & Webb; Caldor; Sears 2; T.J. Maxx 2; Jordan Marsh 2; Bradlees 3; JCPenney 2; Marshall's 4.
Discount Stores-Zayre 2; Stuarts 4; Brooks; Mars 2; K mart 2.
Variety Stores-Woolworth.
Chain Drug Stores-Page's 2; Brook's; Osco 2; Birch Drug 2; Rite-Aid; CVS 5.
Chain Supermarkets-Alexander's 4; Demoulas 9; Purity Supreme 2; Lowell Warehouse; Heartland Food Warehouse.
Other Chain Stores-Scott Jewelry; Goodrich; Goodyear; Firestone; Sherwin-Williams; Capital Warehouse; Channel Lumber; Child World 2; Kent Jewelers; McQuades (clothing); Fayva Shoe 4; Service Merchandise; Waldenbooks; Thom McAn 5; Confectionary: Brigham's; Candyland; Fanny Farmer.

14 - NEWSPAPERS: SUN (n) 57,338; (S) 54,303; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James I. O'Hearn, Gen. Mgr., SUN, 15 Kearney Sq., Lowell, MA 01852; Tel. (617) 458-7100.
National Representative: Story & Kelly-Smith.

LYNN

1 - LOCATION: Essex County, E&P Map E-1 (In Boston PMSA). 10 mi. N of Boston; 4 mi. from Route 1 and circumventing Hwy. 128. Also served by Hwys. 1A, 129.

2 - TRANSPORTATION: Railroads-MBTA Rail.
Intercity Bus Lines-Mass. Bay Transit Authority.
Airlines-7 mi. to Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 78,471; Loc. Est. 76,637
CZ-ABC: (80) 121,001; (84) 116,200
RTZ-ABC: (80) 267,853; (84) 263,500
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 633,632; Loc. Est. 651,650
City & RTZ-ABC: (80) 388,854; (84) 379,700

4 - HOUSEHOLDS:
City 80 Cen. 30,421; Loc. Est. 30,521
County 80 Cen. 228,432; Loc. Est. 240,492
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880
CZ-ABC: (80) 45,097; (84) 43,600
RTZ-ABC: (80) 97,362; (84) 96,700
City & RTZ-ABC: (80) 142,459; (84) 140,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$560,171,000
Co-op	2	$46,300,000
Savings	2	$654,190,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Turbines; Jet Engines; Research; Shoes and Allied Products; Electronics; Plastics; Bakery Products; Lobster Wholesaling; Metal Products; Precision Machine Tooling; Fluorescent Lamps; Medicine; Clothing.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-50; Summer 61-95; Fall 40-61; Winter 14-33.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Market St., Monroe St.; Lynnway; Boston St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vinnin Sq.(30)	3	Star Mkt., Bradlees
Vinnin Sq. Annex	3	Stop & Shop
Lynngate Plz.(10)	1	Stop & Shop
N.E. Shpg.	4	Sears, Stop & Shop, Filene's
Broadway	1	Stop & Shop
Danvers Plaza(15)	7	Almy's, Woolworth, Purity Supreme
Liberty Tree Mall (Danvers)(100)	7	Ann & Hope, K mart, Lechmere Sales
Northshore (Peabody)(87)	7	Jordan Marsh, Sears, Stop & Shop, Filenes
Northgate(30)	5	Almy's, Zayre
Hawthorne(20)		Caldor, Heartland

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Thur., most Fri.; Discount Stores-Every night and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Caldor 2.
Variety Stores-Woolworth; New England Stores 3.
Discount Stores-Zayre 3; Rich's; Bradlee; Jerry's; Randy's; Factory Shoe; Siesta Shop; Tri City Sales.
Major Size Specialty Stores-Ruoks; Empire; Hoffmans; Jerry's.
Chain Drug Stores-Eaton; CVS; Medimart; Osco 2.
Chain Supermarkets-Stop & Shop 5; Star Mkts. 4; Richdale 6; Purity Supreme 2; Demoulas; Heartland.
Other Chain Stores-Clothing: Jordan Marsh, Filene, Newberry, Zayre, Kennedy 2, Ronks 3, Loehmann's, Lerner's, Anderson Little, National Shirt Shops; Paint, Town 2, Sherwin-Williams 2; Tobacco: Bond Hill; Candy: Connolly; Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, Colman's, Hermans; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Case, Royce, Wilbur, Flag, Thayer McNeill, Bakers, French Shriner, Taymor; Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler, Speedy Muffler; Furniture: Levitz, C.F. Tomkins.

14 - NEWSPAPERS: ITEM (e-mon to fri) 29,646; (e-sat) 26,571; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Eugene Hastings, Nat'l. Adv. Mgr., ITEM, 38 Exchange St.; PO Box 951, Lynn, MA 01903; Tel. (617) 593-7700.
National Representatives: Landon Associates.

MALDEN

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map E-2. On Malden River. 5 mi. from Boston.

2 - TRANSPORTATION: Railroads-MBTA; Boston & Maine.
Motor Freight Carriers-13.
Intercity Bus Lines-Mass. Bay Transp. Authority; Hudson.
Airlines-All major lines (Boston).

3 - POPULATION:
City 80 Cen. 53,386; Loc. Est. 53,008
PMA-ABC: (80) 53,386; (84) 52,300
County 80 Cen. 1,367,034; Loc. Est. 1,385,027
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,746; Loc. Est. 21,114
PMA-ABC: (80) 20,746; (84) 20,500
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$340,000,000
Commercial	6	$500,000,000
Other	2	$331,000,000

6 - PASSENGER AUTOS: County Est. 990,000 (1981)

7 - ELECTRIC METERS: Residence 15,400

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Constr. 1,243 ($350); Mfg. NA ($280); Trans. Com. & Util. 1,187 ($320); Wholesale & Retail Trade 3,528 ($300); Fin., Ins. & R.E. 716 ($225); Services 4,500 ($300); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. Annual payroll $364,000,000 (town).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Pleasant St.; Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave; Highland Ave.

Other Shopping Centers-Townline Plaza, Northgate, New England, Bryant Terrace, Stuart's Village.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Child World; Stuart's; Caldor; Hallmark.
Discount Stores-Sparks; Medic-Fair; FFDC; Big L.
Variety Stores-FFC.
Chain Drug Stores-Big L; Liggett's.
Chain Supermarkets-Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.
Other Chain Stores-Thom McAn; Radio Shack; Hanlon's Shoes; Anderson-Little; National Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,910; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., or Gregory A. Krollman, Adv. Mgr., NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press.

MARLBOROUGH

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map D-2. Situated 26 mi. W of Boston, 16 mi. E of Worcester. State Hwys. 20, 9, 85, I-495, I-290.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Hughes, Boston & Worcester.

3 - POPULATION:
Corp. City 80 Cen. 30,617; Loc. Est. 31,984
County 80 Cen. 1,367,034; Loc. Est. 1,385,027
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
City 80 Cen. 10,925; Loc. Est. 11,906
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880

5 - BANKS	NUMBER	EST. DEP.
Savings	1	$40,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Computers; Paper Products; Shoes; Sporting Goods; Boxes; Stamped Metal Prod.; Metal Plate Prod; Scale Models; Chemicals; Tool & Die; Research; Electronics; Plastics; Containers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Post Road(19)	13	Big Discount, Rich's
Indian Head(8)	NA	Stop & Shop, Marshall's

Principal Shopping Days-Thur., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Golden's; Jobber's Outlet; Concannon's.
Variety Stores-Godin's.
Discount Stores-Rich's; Marshall's; Adams Brook Discount; Zayre.
Chain Drug Stores-Rexall; Bouvier; Medi Mart; Medicine Shoppe; CVS.
Chain Supermarkets-Stop & Shop 2; IGA; Big D; Victory Markets.
Other Chain Stores-Town Paint; Everett Auto; Consumer Auto Parts.

14 - NEWSPAPERS: ENTERPRISE (e) 4,216; (wkly) Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Frank A. Epps, Adv. Dir., ENTERPRISE, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Landon Associates.

MEDFORD

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

2 - TRANSPORTATION: Railroads-MBTA; Boston & Maine.
Motor Freight Carriers-12.
Intercity Bus Lines-Mass. Bay Transp. Authority; Hudson.

3 - POPULATION:
Corp. City 80 Cen. 58,076; Loc. Est. 56,579
PMA-ABC: (80) 58,076; (84) 55,600
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 1,367,034; Loc. Est. 1,385,027
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,206; Loc. Est. 19,929
PMA-ABC: (80) 20,206; (84) 19,500
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$173,282,141
Commercial	7	$454,000,000

6 - PASSENGER AUTOS: County Est. 990,000 (1981)

7 - ELECTRIC METERS: 19,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric. & Mining; Constr.; Manufacturing; Transp. Comm. & Util.; Whol. & Ret.; Finance, Ins. & Real Est.; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Riverside Ave.; 4 on High St.; 2 on Main St.; 1 on Forest St.; 1 on Salem St.; Wellington Circle; Steven's Sq.
Neighborhood Shopping Centers: Steven's Sq.; Harvard Sq.; West Medford Sq.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fellsway Plz.(22)	1	Zayre, Stop & Shop
Food Masters/ Turnstyle(3)	1	Turnstyle
Meadow Glenn(50)	1	Bradlee's, Marshall's
Medford(17)	1	Woolworth, Liberty
Mystic Mall(20)	1	K mart, Market Basket
Wellington Circle(4)	1	First National, Child World
Town Line Plz.	1	Star

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Marshall's.
Discount Stores-Zayre; Osco; Almy's; Bradlees.
Variety Stores-Child World; N.E. Stores.
Chain Drug Stores-Liggett-Rexall 2; Consumer Valu; Craddock 2; Archer-Kent; Pharma City.
Chain Supermarkets-Edwards; Stop & Shop 2; Johnnie's; Heartland.
Other Chain Stores-Lerner's; Thom McAn; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 5,723; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir., MERCURY, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: U.S. Suburban Press, Inc.; Landon Associates.

MELROSE

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map E-2. 7 mi. from Boston. On U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-9.
Intercity Bus Lines-Mass. Bay Transportation Authority; Service Bus Lines; Saugus Transit.
Airlines-All at Boston Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,055; Loc. Est. 29,325
PMA-ABC: (80) 30,055; (84) 28,800
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 1,367,034; Loc. Est. 1,385,027

4 - HOUSEHOLDS:
City 80 Cen. 10,649; Loc. Est. 10,607
PMA-ABC: (80) 10,649; (84) 10,300
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	2	N.A.

6 - PASSENGER AUTOS: City 9,000 (Est.)

7 - ELECTRIC METERS: Residence 12,000 (Est.)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: 414 firms; 4,980 employees; Annual Payroll $104,000,000. Mfg. Chemicals; Transistors; Radios; Food Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-Main St., Franklin St., Essex St., W Wyoming Ave.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Variety Stores-Woolwood.
Chain Drug Stores-CVS; Big 2; Brooks.
Chain Food Stores-Gallahoe's; Cerretoni's 4.

14 - NEWSPAPERS: NEWS (e-mon to fri) 1,941; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Mgr., Gregory A. Hollman, Adv. Mgr., MELROSE EVENING NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.
National Representatives: Landon Associates; U.S. Suburban Press.

MILFORD

1 - LOCATION: Worcester County (In Boston PMSA). E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Grayline; Milford Framingham Bus; Brush Hill, Milford-Boston P&B Bus.
Airlines-Hopedale Airways.
Motor Carriers-3.

3 - POPULATION:
City 80 Cen. 23,390; Loc. Est. 25,261
PMA-ABC: (80) 82,161; (84) 85,000
County 80 Cen. 646,352; Loc. Est. 656,303
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
City 80 Cen. 8,216; Loc. Est. 8,870
County 80 Cen. 225,323; Loc. Est. 234,038
PMA-ABC: (80) 26,496; (84) 27,700
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$118,000,000
Commercial	3	$109,000,000
Savings & Loan	1	$84,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 9,171

8 - GAS METERS: Residence 3,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Loom Mfg. 700; Shoes 350; Glass 300; Mfg. Scientific Inst. 982; Hospital Care 977.

10 - CLIMATE: Min. & Max. Temp. 10 winter avg.; 90 summer avg.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Milford Plaza(12)	1	Sears, Stop & Shop
Shoppers World(53)	16	Bradlees, Jordan Marsh
Natick Mall(38)	16	Filene's, Sears
Auburn Mall(57)	17	Outlet, Sears
Worcester Galleria	18	
Walnut Hill Mall	12	

Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Mon. through Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Mars; K mart; Calico Corner; Zayre; Hit or Miss; Casual Male; Piece Goods; Bradlees; Sears Outlet Store; Bargains; Marshall's.
Chain Drug Stores-Big L; Brooks Discount; Med X; Lincoln Pharmacy; Thayer Pharmacy; Adams Drug.
Chain Supermarkets-Stop & Shop; Almacs; 9 to 9; Fernandes; Iandolis; Big D; Value King; Star Market; Ricci's.

14 - NEWSPAPERS: NEWS (e) 13,532; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Roy F. Lowell, Pub. & Pres., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 883-4524.
National Representative: Landon Associates.

NEW BEDFORD

1 - LOCATION: Bristol County, (MSA). E&P Map E-3. Situated on Buzzards Bay, 56 mi. S of Boston. On I-95 and Mass. 140.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-23.
Intercity Bus Lines-New England Transportation; Southeastern Regional Transit Authority; Medeiros; Greyhound; American Eagle.
Freight Steamship Lines-9.
Airlines-Provincetown-Boston Airlines; National Air; Gulf Air.

3 - POPULATION:
Corp. City 80 Cen. 98,478; Loc. Est. 99,105
CZ-ABC: (80) 140,485; (84) 139,700
RTZ-ABC: (80) 80,769; (84) 91,700
County 80 Cen. 474,641; Loc. Est. 483,701
MSA 80 Cen. 130,549; Loc. Est. 132,111
City & RTZ-ABC: (80) 221,254; (84) 231,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,388; Loc. Est. 33,491
County 80 Cen. 166,938; Loc. Est. 174,099
MSA 80 Cen. 60,573; Loc. Est. 50,182
CZ-ABC: (80) 51,933; (84) 52,100
RTZ-ABC: (80) 27,262; (84) 31,100
City & RTZ-ABC: (80) 79,195; (84) 83,200

5 - BANKS	NUMBER	DEPOSITS
Savings	18	$1,551,768,000
Savings & Loan	1	$45,990,000
Commercial	12	$898,116,000

6 - PASSENGER AUTOS: County 234,119

7 - ELECTRIC METERS: Res. & Comm. 68,196

8 - GAS METERS: Res. & Comm. 43,402

9 - PRINCIPAL INDUSTRIES: Total wage earners 156,330; Apparel 8,500; Rubber Chemicals & Plastics 8,200; Metals & Machy. 7,000; Food Prod. 2,000; Construction 4,487; Govt. 12,500; Transp. & Pub. Util. 7,400; Financial & Real Est. 6,321; Services 8,900; Fishing 3,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Purchase St. (Spring to Middle), 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
Neighborhood Shopping Centers-24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N Dartmouth Mall(72)	5	Sears, Zayre JCPenney
King's Hwy.	4	King's, Shaw's
Berdon Plaza(8)	3	Almac's
Rio Plaza(2)	3	Food Mart
K mart	4	K mart, Almac's
Shaw's	3	K mart
Smith Mill	NA	Bed & Bath, Fashion Barn
Wareham Plz.(12)	15	Ames

Principal Shopping Days-Thur., Fri., & Sat.
Stores Open Evenings-Thur.; Some Fri.; Shopping centers and Supermarkets-every night.

13 - RETAIL OUTLETS: Department Stores-Star Store 2; Cherry-Webb & Touraine 2; Sears; Peerless.
Discount Stores-Cow; Discount; Mars Bargainland 2; Zayre; King's Dept. Store; K mart 2; Ann & Hope.
Variety Stores-Woolworth.
Chain Drug Stores-Brooks 5; Rite Aid 3; Osco.
Chain Supermarkets-A&P; Stop & Shop; Angelo's; Shaw's Supermarkets 3; Fernandes 2; Almac's 3; Food Mart 3; Super Place.
Other Chain Stores-Singer Co.; Benny's; National Hard goods; Ray Jewelry; ADAP; C&R Fashions; Grossman; Plywood Ranch; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; Fashion Barn; Peerless Clothing; Sawyer's.

14 - NEWSPAPERS: STANDARD-TIMES (e-mon to fri) 48,395; (m-sat) 48,055; (S) 51,813. Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Cooklay, Adv. Dir., STANDARD-TIMES, 555 Pleasant St., New Bedford, MA 02742; Tel. (617) 997-7411.
National Representative: Branham/Newspaper Sales.

NEWBURYPORT

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Route 1 and Shore Line Route 1A.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Boston & Maine Transp. Co.; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 15,900; Loc. Est. 16,366
CZ-ABC: (80) 28,136; (84) 28,100
RTZ-ABC: (80) 58,703; (84) 63,500
County 80 Cen. 633,632; Loc. Est. 651,650
PMSA 80 Cen. 339,090; Loc. Est. 353,773
City & RTZ-ABC: (80) 86,839; (84) 91,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,892; Loc. Est. 6,393
County 80 Cen. 228,432; Loc. Est. 240,492
PMSA 80 Cen. 118,912; Loc. Est. 125,619
CZ-ABC: (80) 10,322; (84) 10,500
RTZ-ABC: (80) 21,061; (84) 22,900
City & RTZ-ABC: (80) 31,383; (84) 33,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$52,582,000
Savings	3	$42,303,422

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 5,222

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry & No. of Wage Earners-Apparel 323; Furniture 131; Plastics 136; Leather Prod. 1,058; Leather Mfg. 153; Elec. Mchy. 1,472; Transp. incl. Marine 622; Silversmiths 351; Govt. and Railroad 1,280; Self-Employed Domestic and Family 2,000; Local Agricultural 180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(11)	NA	First Nat'l, Mars
Port Plaza(16)	NA	K mart, Shaw's

Stores Open Evenings-Fri.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-H.W. Pray.
Discount Stores-K mart.
Chain Drug Stores-Brooks.
Chain Supermarkets-Shaw's.

14 - NEWSPAPERS: NEWS (e) 11,455; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., NEWS, 23 Liberty St., Newburyport, MA 01950; Tel. (617) 462-6666.
National Representative: U.S. Suburban Press.

NORTH ADAMS

1 - LOCATION: Berkshire County, E&P Map B-1. In NW corner of state. Industrial and shopping center. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2 - TRANSPORTATION: Railroads-Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza; Vermont Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,063; Loc. Est. 18,025
CZ-ABC: (80) 35,532; (84) 35,000
RTZ-ABC: (80) 13,217; (84) 13,400
County 80 Cen. 145,110; Loc. Est. 148,339
City & RTZ-ABC: (80) 48,749; (84) 48,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,638; Loc. Est. 6,401
County 80 Cen. 52,400; Loc. Est. 63,451
CZ-ABC: (80) 12,726; (84) 12,600
RTZ-ABC: (80) 4,682; (84) 4,500
City & RTZ-ABC: (80) 17,408; (84) 17,100

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$151,244,539
Commercial	3	$240,143,590

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 18,150

8 - GAS METERS: Residence 7,479

9 - PRINCIPAL INDUSTRIES: Electrical; Textile; Paper; Leather; Machinery; Chemicals; Employees: 6,580. Non-Agriculture 14,850; Non-Manufacturing.
Principal Industrial Pay Days-Wed., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 50-95; Fall 30-80; Winter -10-45. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(North Adams)-3 blocks on Main St., and following adjacent streets: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shopping District: 4 blocks on Park St., 1 on Center St., 4 on Summer St.; Williamstown: 1 on Spring St., Colonial Shopping Center on State Rd. between N Adams and Williamstown.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Adams Plaza(3)	NA	Price Chopper,
Artery Arcade(4)	NA	Adams Super Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Robert's Co.; Shea's; England Bros.
Discount Stores-Zayre; K mart.
Variety Stores-Newberry; Woolworth.
Chain Supermarkets-Adams; Price Chopper; Grand Union; P&C.
Other Chain Stores-Goodrich; Montgomery Ward; Firestone; Brook's Health & Beauty Aids; Agway; Big L; Rite Aid; Cumberland Farms; Radio Shack; Endicott-Johnson; Fayva.

14 - NEWSPAPERS: TRANSCRIPT (e) 11,166; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Walter Stred Jr., Adv. Dir., TRANSCRIPT, 124 American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.
National Representative: Landon Associates.

NORTHAMPTON

1 - LOCATION: Hampshire County (In Springfield MSA). E&P Map B-2. County Seat. Center of Pioneer Valley educational center in NW section of state. 17 mi. NW of Springfield; 90 mi. from Boston. Near Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9 & 66.

2 - TRANSPORTATION: Railroads-B&M (freight).
Motor Freight Carriers-5.
Western Mass. Bus Lines-Peter Pan; Vermont Transit; Greyhound; Trailways; Pioneer Valley Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 29,286; Loc. Est. 30,527
CZ-ABC: (80) 44,866; (84) 45,600
RTZ-ABC: (80) 54,491; (84) 58,800
MSA 80 Cen. 515,259; Loc. Est. 530,957
County 80 Cen. 138,813; Loc. Est. 145,937
City & RTZ-ABC: (80) 99,357; (84) 104,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; Loc. Est. 10,915
County 80 Cen. 44,253; Loc. Est. 47,807
MSA 80 Cen. 182,849; Loc. Est. 196,017
CZ-ABC: (80) 16,009; (84) 16,500
RTZ-ABC: (80) 14,851; (84) 16,200
City & RTZ-ABC: (80) 30,860; (84) 32,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: County 12,971

7 - ELECTRIC METERS: Residence 11,208

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brushes 700 ($234); Optical Goods 462 ($354); Crating & Pkg. 138 ($369); Print. & Pub. 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,238 ($297); Bottling 177 ($215).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-24 blocks on 10 streets.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsgate(7)	1	Bradlees, Stop & Shop
Amherst Campus Plaza	5	Stop & Shop,

Amherst Shoppers Park(15)	7	
Hampshire Mall (95)	5	K mart, JCPenney, Steigers
Pot Pourri(6)	1	
Hamp Plaza	2	Caldor, Food Mart
Hill & Dale(11)	1	Price Chopper

Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Department Stores-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Steigers.
Discount Stores-K mart; Serv-U; Bradlees; Caldor.
Chain Drug Stores-CVS; Brooks; Genovese; Fay's.
Chain Supermarkets-Big Y; Stop & Shop 2; Food Mart; Price Chopper.
Other Chain Stores-Sears; Sherwin-Williams, Service Merchandise; Paints; Pay Saver; Anderson-Little; Firestone; Grossman's; Agway; Aubuchon.

14 - NEWSPAPERS: HAMPSHIRE GAZETTE (e) 20,142; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael Staff, Adv. Dir., GAZETTE, 115 Conz St.; PO Box 299, Northampton, MA 01061; Tel. (413) 584-5000.
National Representative: Landon Associates.

PITTSFIELD

1 - LOCATION: Berkshire County (MSA), E&P Map B-2, County Seat. 35 mi. E of Albany on Route 20; 75 mi. NE of Danbury, CT on Route 7; 56 mi. W of Springfield, on Mass. Tpke. Center of Berkshire County. Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-New York & Boston; Western; New England; Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.

3 - POPULATION:
Corp. City 80 Cen. 51,974; Loc. Est. 501,276
CZ-ABC: (80) 74,672; (84) 72,700
RTZ-ABC: (80) 30,652; (84) 31,900
MSA 80 Cen. 83,490; Loc. Est. 83,854
County 80 Cen. 145,110; Loc. Est. 148,339
City & RTZ-ABC: (80) 105,324; (84) 104,600

4 - HOUSEHOLDS:
City 80 Cen. 19,436; Loc. Est. 18,260
County 80 Cen. 52,400; Loc. Est. 54,785
MSA 80 Cen. 30,146; Loc. Est. 33,704
CZ-ABC: (80) 26,932; (84) 26,400
RTZ-ABC: (80) 11,198; (84) 12,000
City & RTZ-ABC: (80) 38,130; (84) 38,400

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$291,600,000
Savings & Loan	2	$325,700,000
Commercial	3	$377,800,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms (Ann. Payroll), No. of Employees: Agric. & Mining 2 ($252,500) 50; Construction 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans. Comm. & Util. 50 ($6,000,000) 1,350; Whsle. Trade 60 ($3,750,000) 650; Ret. Trade 562 ($12,500,000) 4,100; Fin., Ins. and Real Est. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Pdts. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Ptg., Pub. 12 ($3,200,000) 300; Electrical NA ($207,000,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; North St.; Allendale; South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Main & Central	NA	England's
A-Z(8)	NA	Zayre, Adams Mkt.
Allendale(23)	NA	England Bros., T.J. Maxx, Sears
Berkshire Commons (20)	NA	
Bradlees(7)	NA	Bradlees, Stop & Shop
Pittsfield Plz.(8)	NA	Mont. Ward, Halperin's Furn.
K mart Plz.(9)	NA	K mart, Price Chopper

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-England Bros.; Sears.
Variety Stores-Newberry.
Discount Stores-Zayre; Bradlees; K mart; Ames.
Chain Drug Stores-Flynn Rexall; Brook's; CVS 2; Mall Drug; Rite Aid.
Chain Supermarkets-A&P; Adams 5; Stop & Shop; Price Chopper 4.
Other Chain Stores-Endicott-Johnson; Thom McAn; Firestone; Montgomery Ward (catalog).

14 - NEWSPAPERS: BERKSHIRE EAGLE (m) 31,977; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Betty Harrington, Adv. Mgr., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311.
National Representative-Landon Associates.

QUINCY

1 - LOCATION: Norfolk County (In Boston PMSA) E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 128 and Southeast Expressway.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak.
Motor Freight Carriers-76.
Intercity Bus Lines-MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.
Airlines-Major airlines at Boston's Logan Airport.

3 - POPULATION:
Corp. City 80 Cen. 84,743; Loc. Est. 90,857
CZ-ABC: (80) 176,681; (84) 176,400
RTZ-ABC: (80) 155,997; (84) 156,300
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 606,587; Loc. Est. 659,702
City & RTZ-ABC: (80) 332,678; (84) 332,700

4 - HOUSEHOLDS:
City 80 Cen. 33,492; Loc. Est. 36,904
County 80 Cen. 207,823; Loc. Est. 231,631
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880
CZ-ABC: (80) 64,405; (84) 64,900
RTZ-ABC: (80) 49,483; (84) 50,000
City & RTZ-ABC: (80) 113,890; (84) 114,900

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$374,194,000
Savings & Loan	2	$17,321,000
Commercial	5	$263,198,000
Co-op Banks	2	$210,921,000

6 - PASSENGER AUTOS: County 447,000

7 - ELECTRIC METERS: Residence 34,000

8 - GAS METERS: Residence 22,750

9 - PRINCIPAL INDUSTRIES: Construction 2,431; Manufacturing 8,003; Communications 1,218; Utilities, Sanitary 778; Wholesale Trade 1,690; Food stores 1,113; Restaurants 1,440; Retailing 1,682, Ins. and Real Estate 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Administration 2,079.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24. Last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway; 104 stores.
Neighborhood Shopping Areas-Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery: Approx 1 mile.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore (Braintree)	4	Sears, Filene's, Lord & Taylor, Jordan Marsh
Hanover Mall (Rte.53)(78)	12	Almy's, Zayre, Angelo's, Sears, Jordan Marsh
Hingham Plaza (Rte.53)(16)	8	Hoffman's, Bradlees, Building 19
Dedham Plaza (Rte.1)(48)	10	Zayre Tweeter, Inc., Medi-Mart
Quintree(13) (Braintree)	3	Zayre, Side One
President's Plz.(7)	3	Radio Shack, Bradlees
Queen Ann's Plz. (Norwell)(11)	9	Adams Drug, Caldor
Granite St.(22)	1	Osco, Star, Grossman's
Cushing Plaza(22) (Cohasset)	9	Casual Male
Harborlight Mall (Weymouth)(28)	7	Purity Supreme, CVS
Cobb's Corner (Canton)(24)	10	Marshalls, Shaw's, Colman's Sporting, Hoffman's, Caldor
Dedham Mall (Rte.1)(48)	11	Sears, Stop & Shop, Woolworth
Weymouth(Rte 53 at Rte 18)(10)	8	Channel Home Centers, Caldor
North River Plz. (Pembroke)(18)	21	Caldor, Stop & Shop, Shoe Town, T.J. Maxx
Kingsbury Plaza	23	Angelo's, Bradlees
Marshfield Plz.(14) Pharmacity	19	Angelo's, Marshall's
Pleasant Shops (Weymouth)	7	Marshall's, Purity Supreme

Other Shopping Centers (No. of Stores)-Pembroke Plaza (8); Grossman's (7); Seaside (7); Southern Artery (7); Rich's Plaza (15).
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Food & Almost all others-Thur. & Fri.; some Mon.; some every night.

13 - RETAIL OUTLETS: Department Stores-Bargain Center; Clothing: Remick's Sawyer's; Jordan Marsh, Filene's, Lord & Taylor.
Variety Stores-Woolworth; Osco.
Discount Stores-Zayre 3; Bradlees 3; Osco; Bargain Center; Paperama; Caldor 4.
Chain Supermarkets-Angelo's 11; Stop & Shop 12; Star Mkt. 2; Purity Supreme 4; Shaw's 7; Roxie's 2.
Chain Drug Stores-Osco 3; CVS 19; Sher; Rite Aide 3; Adams Drug 9; Medi-Mart 4.
Other Chain Stores-Building Supplies & Contractors: Sherwin-Williams, Norfolk Paint & Wallpaper, Channel Home Centers, Color Tile, Plywood Ranch, Grossman's, Tile City; Clothing Stores: Lerner's, T.J. Maxx, Anderson Little, Cummings; Automotive: Goodyear, Firestone, Merchants Tire, Duddy Tire, General Tire, Sullivan Tire; Shoe Stores: Edwin Case, Thom McAn, Child Teen, Hefferman's, Hanlon Shoes; Furn. & Appliances: Siesta Sleep Shop, Kincades, Tags Sleep; Jewelry: Rogers, Harts, Stone's; Fabrics: Ryder's.

14 - NEWSPAPERS: THE PATRIOT LEDGER (e-mon to fri) 89,111; (m-sat) 90,216; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George F. White, Adv. Dir., THE PATRIOT LEDGER, 13-19 Temple St., Quincy, MA 02169; Tel. (617) 786-7000.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). County Seat. E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Mass. Bay Transit Authority; Michaud.

3 - POPULATION:
Corp. City 80 Cen. 38,220; Loc. Est. 38,406
CZ-ABC: (80) 128,422; (84) 125,500
RTZ-ABC: (80) 117,968; (84) 119,700
PMSA 80 Cen. 258,175; Loc. Est. 269,768
County 80 Cen. 633,632; Loc. Est. 651,650
City & RTZ-ABC: (80) 246,390; (84) 245,200

4 - HOUSEHOLDS:
City 80 Cen. 15,065; Loc. Est. 15,287
County 80 Cen. 228,432; Loc. Est. 240,492
PMSA 80 Cen. 93,661; Loc. Est. 95,928
CZ-ABC: (80) 46,700; (84) 46,100
RTZ-ABC: (80) 40,517; (84) 41,400
City & RTZ-ABC: (80) 87,277; (84) 87,500

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$730,200,000
Savings & Loan	6	$90,000,000
Commercial	12	$461,552,339

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 34,377

8 - GAS METERS: Residence 22,259

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 7,147; Leather & Products 6,521; Machinery 5,521; Paper, Printing, Publishing 139; Chemicals 1,038; Plastics 357. Av. Wkly. Wage: $300.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9. Last killing frost, May 19.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore(54)	3	Jordan Marsh, Sears Newberry, Filene's
Beverly Plz.(19)	3	Zayre, Woolworth, Star
Danvers Plaza(12)	4	Almy's, Purity Supreme
Highland Plaza	2	Rich's, Mr. Grocer
Vinnin Plaza	2	Marshall's, Loehmann's, Rooks
Vinnin Sq.(30)	2	New England Stores, Stop & Shop
Liberty Tree Mall(115)	4	Lechmere, Ann & Hope, Levitz, Anderson Little, Radio Shack, Marshall's
East India Mall(14)	NA	Almy's, CVS
Russel Plaza(10)	5	Syms
Swampscott Mall(17)	2	Bradlees, Medi Mart, Fayva
Hawthorne Mall(20)	2	Caldor, Radio Shack, Heartland
Endicott Plaza(13)	5	K mart, DeMoulas
Bourbon Plaza(10)	4	Grossman's, Marshall's

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & Food-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Almy's; Empire Mahan's; Jordan Marsh; Filene's; Sears.
Discount Stores-Richs; Zayre; Jerry's; Lechemere; Bradlees; Levitz; Marshall's 2; Ann & Hope; K mart.
Chain Drug Stores-Eaton 7; Brooks 4; CVS 7; Pharmacity 2; Rexall 4.
Chain Supermarkets-Mr. Grocer 4; Stop & Shop 4; Star Market 3; Sunshine Country 2; Harvest Market 4, Purity Supreme 3; DeMoulas 4; Heartland 2.
Other Chain Stores-Thom McAn; Singer Co.; Sherwin-Williams; Kinney Shoe; Grossman's; Bell Shops; Touraine; Kay Jewelers; Goodyear; Firestone; Ted's Tire; R.H. Stearns; Sears, Brigham's; Kennedy's; Jordan Marsh; Filene's; Newberry; Zayre; Brooks; Radio Shack; CVS.

14 - NEWSPAPERS: NEWS (e) 30,938; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth R. Newbegin, Pub. Aff. Dir., NEWS, 155 Washington St., Salem, MA 01970; Tel. (617) 744-0600.
National Representative: Landon Associates.

SOUTHBRIDGE

1 - LOCATION: Worcester County, E&P Map C-2. On State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford, CT; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is Old Sturbridge Village, visited annually by over 500,000.

2 - TRANSPORTATION: Railroads-Providence & Worcester.
Intercity Bus Lines-Bonanza; Peter Pan.

3 - POPULATION:
Corp. City 80 Cen. 16,665; Loc. Est. 16,758
County 80 Cen. 646,352; Loc. Est. 656,303

4 - HOUSEHOLDS:
City 80 Cen. 6,225; Loc. Est. 6,381
County 80 Cen. 225,323; Loc. Est. 234,038

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings	3	$157,000,000

6 - PASSENGER AUTOS: City 12,893

7 - ELECTRIC METERS: Residence & Ind. 6,668

8 - GAS METERS: Residence 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Optical 3,570 ($184); Tools 500 ($195); Cutlery 650 ($164).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp. Spring 22-67; Summer 54-97; Fall 29-66; Winter -2-41. First killing frost Oct. 17. Last killing frost Mar. 30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Bunny(9)	1	Big Bunny Mkt.
Southbridge Plz.(11)	2	Park & Shop, The Fair
Sturbridge Plz.(5)	2	Ames, JCPenney, Iandoli Mkt.

Stores Open Evenings-Thur.
Discount Stores-Ames; The Fair.
Chain Supermarkets-Iandoli; Park'N Shop.
Other Chain Stores-Wyman Liquors; Latour Hardware.; JCPenney; Cantwell Hardware; Big L Discount; Aubuchon Hdwe.; Book Corner; Rite-Aid Pharmacy; Carvel; Radio Shack; Friendly Ice Cream; Brooks.

14 - NEWSPAPERS: NEWS (e) 6,360; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ron Chapdelaine, Sales Dir., NEWS, 25 Elm St., Southbridge, MA 01550; Tel. (617) 764-4325.
National Representative: U.S. Suburban Press.

SPRINGFIELD

1 - LOCATION: Hampden County (MSA). E&P Map C-2. County Seat. 136 mi. N of New York; 89 mi. W of Boston. State Hwys. 21, 57, 83, 116, 5, 20, 90, 91, 291, 391.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-173.
Intercity Bus Lines-Bonanza; Continental; Greyhound; Peter Pan; Trailways of New England; Vemont Transit.
Airlines-American; Best; Bar Harbour; Delta; Eastern; Continental; Northeastern; Pan Am; Pilgrim; Piedmont; People s; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 152,319; Loc. Est. 151,270
CZ-ABC: (80) 361,363; (84) 356,000
RTZ-ABC: (80) 288,881; (84) 293,400
County 80 Cen. 443,018; Loc. Est. 453,292
MSA 80 Cen. 515,259; Loc. Est. 530,957
City & RTZ-ABC: (80) 650,244; (84) 649,500

4 - HOUSEHOLDS:
City 80 Cen. 55,329; Loc. Est. 56,458
County 80 Cen. 158,027; Loc. Est. 165,497
MSA 80 Cen. 182,849; Loc. Est. 196,017
CZ-ABC: (80) 128,779; (84) 127,900
RTZ-ABC: (80) 95,108; (84) 97,200
City & RTZ-ABC: (80) 223,887; (84) 225,100

5 - BANKS	NUMBER	DEPOSITS
Savings	27	$4,129,206,000
Co-operative	9	$363,119,000
Commercial	10	$2,698,233,000
Federal Farm Loan	1	$1,218,111,000
Total Banks	46	$8,408,669,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance & Accessories 2,720; Food & Kindred Prod. 2,614; Textile Mill Prod. 2,459; Apparel 2,373; Lumber & Wood Prod. 704; Furniture & Fixtures 167; Paper & Allied Prod. 9,116; Printing & Publishing 7,111; Chemicals & Allied 3,089; Rubber Prod. 5,246; Leather & Leather Prod. 1,750; Stone, Clay & Glass Prod. 873; Primary Metal Industries 2,299; Fabr. Metal Prod. 11,183; Machy.(ex. electrical) 13,248; Electrical Machinery 3,279; Transp. 750; Prof. & Scientific 1,232; Misc. Mfg. 7,162.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11 - TAP WATER: Acid, very soft; minimum fluoride.

12 - RETAILING: Downtown Shopping Area-From Union St. on Main to Lyman St. Main; Dwight St. to E Columbus Ave. including all side sts. in this area, includes Baystate West Mall, Marketplace and Center Square.
Neighborhood Shopping Areas-(the "X" in Forest Park) Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.
Regional Enclosed Malls

Name (No. of stores)	Miles from Downtown	Principal Stores
Baystate West(53)	NA	Steiger, A.O. White, Loehmans
Eastfield Mall(73)	6	Anderson-Little, Sears, Steiger, JCPenney
Enfield Sq.(57)	8	G. Fox, Steiger, JCPenney
Fairfield Mall(60)	6	Anderson-Little, Caldor, Bradlees, Motomart
Hampshire Mall(40)	24	Steiger, JCPenney, K mart
Springdale Mall(20)	6	Lechmere, Bradlees Stop & Shop
Holyoke Mall(152)	8	Steiger, JCPenney, Sears, G. Fox

Major Strip Centers

Agawam(49)	3	Zayre, Food Mart
Boston Road(3)	6	K mart, Marshall's Bradlees, Stop & Shop
Century(21)	1	
Longmeadow Shops	6	Steiger
Ludlow(6)	10	Mars, Big Y
Springfield Plz.(37)	3	Steiger, K mart, Stop & Shop
Stateline Plz.(20)	8	Zayre, Levitz
Westfield Shops(16)	8	Steiger, JCPenney, K mart, Food Mart, Edwards, Ames

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Steiger; Sears; G. Fox; JCPenney.
Discount Stores-Bradlees; Caldor; Mars; Lechmere; Marshall's; Zayre; K mart, Ames.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Rite Aid; Parker; Ryan; Terminal; Triangles; Brooks; Genovese; CVS; Medi-Mart.
Chain Shoe Stores-Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney; Educator; Flagg Bros.; Huston's; Morse; Fava.
Chain Supermarkets-A&P; Edwards; Waldbaum's/Food Mart; Big Y; Food Basket; Stop & Shop; Shop-Rite; Price Chopper; Adams; Grand Union.
Chain Convenience Stores-Jane Alden; Dairy Mart; Lil Peach; Mini Food Basket; Open Pantry; Cumberland Farms; 7-Eleven.
Other Chain Stores-B.F. Goodrich; Firestone; Anderson Little; Peerless; Lerner's; Grossman's; Levitz Furn.; Paysaver; Stuart's; A.O. White; Stowell's Singer; Walden Books; Denby's; Child World; Toys-R-Us; Pier 1 Imports; Brooks; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack; Mars; Cohoes; Loehman's.

14 - NEWSPAPERS: UNION (m) 71,789; NEWS (e) 71,847; REPUBLICAN (S) 151,962; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dwight L. Brouillard, Adv. Dir., UNION, NEWS & SUNDAY REPUBLICAN, 1860 Main St., Springfield, MA 01101; Tel. (413) 788-1100.
National Representative: Newhouse Newspapers; Metro Suburbia.

TAUNTON

1 - LOCATION: Bristol County. E&P Map E-2. County Seat. On Taunton River, 34 mi. S of Boston.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-25.
Intercity Bus Lines-Brander; Union St. Railway; Bonanza; H&L Bloom; G.A.T.R.A.

3 - POPULATION:
Corp. City 80 Cen. 45,001; Loc. Est. 46,321
CZ-ABC: (80) 45,001; (84) 45,500
RTZ-ABC: (80) 66,821; (84) 73,200
County 80 Cen. 474,641; Loc. Est. 483,701
City & RTZ-ABC: (80) 111,822; (84) 118,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,795; Loc. Est. 16,704
County 80 Cen. 166,938; Loc. Est. 174,099
CZ-ABC: (80) 15,795; (84) 16,100
RTZ-ABC: (80) 20,954; (84) 23,000
City & RTZ-ABC: (80) 36,749; (84) 39,100

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$126,000,000
Cooperative	3	$105,000,000
Commercial	3	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6 - PASSENGER AUTOS: County 265,090 (1981)

7 - ELECTRIC METERS: Residence 16,936

8 - GAS METERS: Residence 9,242
(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Pdts. 685; Jewelry 450; Metals and Related Pdts. 1,380; Wholesale & Retail 3,050; Services 1,885; Construction 404; Finance, Ins. & Real Est. 471; Transp. & Util. 220; Av. Wkly. Wage N.A.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25. Last killing frost, May 1.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Centers-4 blocks on Main St.; 2 on Broadway; 2 on Weir St., 1 on Taunton Green.
Neighborhood Shopping Centers-Whittenton, North; Weir Village, South; E Taunton, East.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Raynham(6)	3	Brockton Mkt.
Rte. 44 Plaza	2	Brockton Mkt.
Trucchi's Plz.(12)	1	Trucchi's Mkt.
Taunton Mall(15)	1	Bradlees, Stop & Shop
Cape Rd. Plaza	3	K mart, Food Mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.; Food-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Bradlees; K mart; Caldor.
Variety Stores-Woolworth.
Chain Supermarkets-Stop & Shop; BPM 2; Trucchi's 2; Food Mart.
Chain Drug Stores-Brook's; Rite Aid; CVS.
Other Chain Stores-Goodyear; Benny's (auto supplies); Singer Co.; Fanny Farmer; Sears (catalog); Montgomery Ward (catalog); Goodrich; Firestone; Puritan Clothing; Radio Shack; Cherry & Webb; Pobers (Empire Clothing).

14 - NEWSPAPERS: GAZETTE (e) 13,966; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William A. White, Adv. Dir., GAZETTE, 5 Cohannet St., Taunton, MA 02780; Tel. (617) 822-7121.
National Representative: Thomson Newspapers.

WAKEFIELD

1 - LOCATION: Middlesex County. (In Boston PMSA) E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-B&M.

3 - POPULATION:
Corp. City 80 Cen. 24,895; Loc. Est. 24,992
County 80 Cen. 1,367,034; Loc. Est. 1,385,027
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
City 80 Cen. 8,650; Loc. Est. 8,769
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$43,310,039
Savings	2	$477,433,142
Co-Op	1	$13,821,276

6 - PASSENGER AUTOS: County Est. 990,000 (1981)

7 - ELECTRIC METERS: Residence 8,627

8 - GAS METERS: Residence 4,472

9 - PRINCIPAL INDUSTRIES: Type of Mfg.-Apparel; Lumber & Wood Pdts.; Furn. & Fixt.; Print., Pub.; Chemicals; Leather; Stone, Clay & Glass; Metal & Fabricating; Machinery (not elect.); Electrical Goods; Rattan Furniture; Shoes; Valves; Fibre Products and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Electrical Equipment and Apparatus; Furniture Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burlington Mall(64)	8	Filene's, Radio Shack, Jordan Marsh
New England(34)	5	Sears, Woolworth
Northshore(87)	12	Filene's, Sears, Jordan Marsh
Redstone(27)	2	Almy's, Caldor, Star Mkt.
Saugus	4	T.J. Maxx
Saugus Plaza(17)	4	Osco, Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Kline's.
Chain Supermarkets-Stop & Shop; IGA 2.

14 - NEWSPAPERS: ITEM (e-mon to fri) 7,100; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Ms. Willette Brooks, Adv. Dir., ITEM, 26 Albion St., Wakefield, MA 01880; Tel. (617) 245-0080.
National Representative: None.

WALTHAM

1 - LOCATION: Middlesex County (In Boston PMSA) E&P Map D-2. 9 mi. W of Boston; 5 mi. NW of Newton. On U.S. Hwy. 20; State Hwys. 128, 60, 117.

2 - TRANSPORTATION: Railroads-Amtrak; Local Transit Service: MBTA.
Motor Freight Carriers-10.
Intercity Bus Lines-MBTA, Boston & Worcester; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 58,200; Loc. Est. 57,654
CZ-ABC: (80) 58,200; (84) 56,900
RTZ-ABC: (80) 191,852; (84) 185,200
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762
County 80 Cen. 1,367,034; Loc. Est. 1,385,027
City & RTZ-ABC: (80) 250,052; (84) 242,100

4 - HOUSEHOLDS:
City 80 Cen. 20,594; Loc. Est. 20,830
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880
CZ-ABC: (80) 20,594; (84) 20,300
RTZ-ABC: (80) 66,730; (84) 64,900
City & RTZ-ABC: (80) 87,324; (84) 85,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$198,437,208
Savings	5	$128,434
Savings & Loan	3	$89,278,462
Co-operative	1	$4,898,618

6 - PASSENGER AUTOS: County Est. 900,000 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 26,274; Whole & Ret. 9,320; Contract Const. 1,141; Trans. & Comm. 1,302; Services: Research & Development 15,694; Gov't 6,354; Fin., Ins. & Real Estate 1,696; 200 Industrial Establishments in City.
Principal Industrial Pay Days-Thur., Fri.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-10 blocks on Moody St.; 13 on Main St; Lexington St.; River St.
Neighborhood Shopping Centers-Warren St.; Upper Main St.; Newton & Main Sts.; South St.; High St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arsenal Marketplace	4	Ann & Hope, Marshall's
Auburndale(8)	2	Star, Garb Drug
Chestnut Hill	6	Star, Stop & Shop, Bloomingdale's, Filene's
Newton Corner	4	Hi-Lo
Newton Centre	5	106 specialty shops
Newtonville	3	Star, Purity Supreme
Newton Nonantum	4	6 Blocks
Newton Highlands	5	Purity-Supreme, Siesta Sleep Shop
Newton Lower Falls	5	Grossman's
Newton Upper Falls	6	Marshall's
Watertown Mall(44)	4	Bradlees, Anderson-Little
River St. Plz.	2	Zayre, Osco, Anderson-Little
Wal-Lex(18)	2	Stop & Shop
Waltham Plz.(10)	2	Star Mkt., Osco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Wed. & Fri.; Furniture-Mon., Wed., Fri.; Food-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Grover Cronin; Bloomingdale's; Filene's.
Variety Stores-Woolworth.
Discount Stores-Zayre; Marshall's; Bradlees; Ann & Hope.
Chain Drug Stores-Osco; CVS; Garb; Hubbard; Heartland.
Chain Supermarkets-Star Mkt. 5; Stop & Shop 4; Purity Supreme 2; Waltham Super Market; Heartland.
Other Chain Stores-Thom McAn; Singer Sewing;

Sears; Cummings (Women's Fashions); Anderson-Little; Hanlon's Shoes; Hit or Miss (Women's Fashions); Radio Shack; Fayva; Firestone; Goodyear; Grossman's; Midas Muffler; Women's World Health Spa.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 13,469; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., NEWS-TRIBUNE, 18 Pine St., PO Box 69, Waltham, MA 02254; Tel. (617) 893-1670.
National Representatives: Landon Associates; U.S. Suburban Press.

WESTFIELD

1 - LOCATION: Hampden County. (In Springfield MSA). E&P Map B-2. 10 miles W of Springfield; on Hwys. 10, 20, 202, the MA Tpke. and I-91. Situated in the foothills of the Berkshires on Exit 3 of the MA Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Puter Pan-Springfield which is accessible to Greyhound, Vermont Transit, Interstate Trailways.
Airlines-American; United; Northeast; Trans-World; USAir; New England Air; Mass. Helicopter and daily airline flights to La Guardia at Bradley International Field.
Local Airport-Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations.

3 - POPULATION:
Corp. City 80 Cen. 36,465; Loc. Est. 39,125
County 80 Cen. 443,018; Loc. Est. 453,292
MSA 80 Cen. 515,259; Loc. Est. 530,957

4 - HOUSEHOLDS:
City 80 Cen. 12,404; Loc. Est. 13,516
County 80 Cen. 158,027; Loc. Est. 165,497
MSA 80 Cen. 182,849; Loc. Est. 196,017

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$800,000,000
Cooperative	1	$33,000,000
Savings & Loan	1	$635,000,000
Savings	3	$754,053,724

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence Est. 10,000

8 - GAS METERS: Residence Est. 8,000

9 - PRINCIPAL INDUSTRIES: Bicycles; School Furniture; Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gauges; Precision Parts; Envelopes and Stationery; Wholesale & Retail Lumber; Cigars; Radiators; Household Brushes and Cleaners; Fine Papers; Grinding Wheels & Greeting Cards; Computer Hardware Peripherals.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-100; Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11 - TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Plaza(15)	NA	First National, Ames
Big Y(6)	NA	Big Y Foods
Little River Plz.(6)	NA	Shop Rite, Genovese
Westfield Shops (16):	NA	Steiger's, Food Mart, JCPenney
K mart Plz.(6)	NA	K mart
Holyoke Mall	10	G. Fox, JCPenney, Sears, Steiger's

13 - RETAIL OUTLETS: Department Stores-Ames.
Variety Stores-K mart; Caldor; Newberry.
Chain Drug Stores-Rite Aid; Brooks; Genovese.
Chain Food Stores-Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; Shop Rite; Wemette's; Dairy Mart.
Other Chain Stores-Thom McAn; Sherwin-Williams; JCPenney; Singer Co.

14 - NEWSPAPERS: NEWS (e-mon to fri; m-sat) 6,757; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Sam Hinish, Adv. Dir. NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.
National Representative: Landon Associates.

WOBURN

1 - LOCATION: Middlesex County. (In Boston PMSA). E&P Map E-1. 10 mi. NW of Boston; State Hwys. 3, 128, 38; Interstate Hwy. 93.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Intercity Bus Lines-MBTA.

3 - POPULATION:
Corp. City 80 Cen. 36,626; Loc. Est. 36,756
County 80 Cen. 1,367,034; Loc. Est. 1,385,027
PMSA 80 Cen. 3,030,841; Loc. Est. 3,129,762

4 - HOUSEHOLDS:
City 80 Cen. 12,393; Loc. Est. 12,649
County 80 Cen. 476,201; Loc. Est. 493,707
PMSA 80 Cen. 998,915; Loc. Est. 1,155,880

5 - BANKS	NUMBER	EST. DEP.
Savings	6	$180,000,000
Commercial	10	$431,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 18,326

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Manufacturing; Gelatin.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27. Last killing frost, May 15.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Montvale Ave.; Bradlees Ctr.; E-Z Way Ctr.; Star Mkt.; Radio Shack; Osco; Toys 'R Us; Barnes & Noble; Woburn Mall (35 units); Lechmere Discount Fabric; De Moulas Mkt.
Neighborhood Shopping Centers-Central Sq.; S. End.; E. Woburn; N. Woburn.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant City Plz.(12)	NA	Zayre
Economy(70)	NA	Almy's, Lee Ward's
N. Woburn Plz.(6)	2	Zayre, Purity Mkt.
Woburn Plaza(19)	2	Star Mkt., Toys 'R Us
Burlington Village Mall(28)	4	Caldor, De Moulas, Loehman's
Burlington Mall (64)	5	Sears, Filene's, Lord & Taylor, Kennedy's, Herman's, Jordan Marsh
Crossroads Plz. (23)	3	Heartland, Ethan Allen, Value Mdse., Service Mdse.
Redstone Plz.(27)	NA	Woolworth, Almy's, Star Mkt., Caldor

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Gorin's; Lechemere.
Discount Stores-Zayre; Bradlees; Toys 'R Us.
Variety Stores-Gonins.
Chain Drug Stores-CVS; Osco; Big L.
Chain Supermarkets-Purity; Star; De Moulas.

14 - NEWSPAPERS: TIMES AND CHRONICLE (e-mon to fri) 15,991; Dec. 6, 1983 CAC.
Local Contact for Advertising and Merchandising: Thomas R. Kirk, Adv. Dir., TIMES and CHRONICLE, 25 Montvale Ave, Woburn, MA 01801; Tel. (617) 933-3700.
National Representatives: American Newspaper Representatives; U.S. Suburban Press, Inc.

WORCESTER

1 - LOCATION: Worcester County (MSA). E&P Map D-2. County Seat. Worcester County has 2 County Seats-Worcester and Fitchburg. Industrial, wholesale and educational center. Located central Massachusetts, 39 mi. W of Boston; 25 mi. S of Fitchburg; 52 mi. E of Springfield. On U.S. Hwy. 20; State Hwys 9, 12, 70, 110, 122, 122A, I-90, 190, 290.

2 - TRANSPORTATION: Railroads-Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers-About 180 Lines.
Intercity Bus Lines-Greyhound Lines; Continental Trailways; Worcester Regional Transit Authority; Peter Pan; A-B-C; Gray Lines.
Airlines-Bar Harbor; Euro-American Airfreight; Air Vermont; Ransome; Parker Helicopter Service.

3 - POPULATION:
Corp. City 80 Cen. 161,799; Loc. Est. 158,970
CZ-ABC. (80) 258,582; (84) 254,300
RTZ-ABC. (80) 335,605; (84) 346,500
City & RTZ-ABC. (80) 594,187; (84) 600,800
MSA 80 Cen. 402,918; Loc. Est. 407,390
County 80 Cen. 646,352; Loc. Est. 656,303
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,720; Loc. Est. 58,260
MSA 80 Cen. 137,858; Loc. Est. 147,397
County 80 Cen. 225,323; Loc. Est. 234,038
CZ-ABC. (80) 91,803; (84) 90,900
RTZ-ABC. (80) 115,840; (84) 120,400
City & RTZ-ABC. (80) 207,643; (84) 211,300

5 - BANKS	NUMBER	EST. DEP.
Savings	24	$1,825,232,000
Commercial	14	$1,429,006,000

6 - PASSENGER AUTOS: City 75,323; County 319,226

7 - ELECTRIC METERS: Residence 53,288

8 - GAS METERS: Residence 43,549

9 - PRINCIPAL INDUSTRIES: Industry, No. of workers; (Av. Wkly. Wage)-Machy. (Ex. Elec.) 10,600 ($347); Fabricated Metals 9,000 ($284); Primary Metals 2,200 ($345); Textile Prods. 3,500 ($223); Leather Prods. 2,100 ($181); Printing & Pub. 2,200 ($271).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3. Last killing frost, Apr. 26.

11 - TAP WATER: (City) Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Central Business District (Census Tract 17) (76 blocks in 285 acres).
Neighborhood Shopping Centers-10 blocks at Main and Park Ave.; 5 at W Boylston and Norton Co.; 2 at Lincoln and Burncoat; 6 at Pleasant and Chandler (Tatnuck Sq.); 2 at Grafton and Hamilton; 6 at Water and Millbury Sts.; 2 at Millbury and Greenwood; 2 at Burncoat and Quinapoxet.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plz.(8)	7	T.J. Maxx, LaBonte's
Country Club Plaza(13)	3	Caldor, Food World
County Plz.(6)	5	Mart, Price Rite
The Fair(11)	4	The Fair, Big Discount
Fairlawn(15)	4	Food Warehouse
Lawnfair(3)	1	Zayre, Price Rite
Lincoln Plaza(43)	3	R.H. White, Zayre
Webster Sq.(16)	3	Zayre, Iandoli's
White City(37)	3	Bradlees, Iandoli's
Grafton Hill Plz.(15)	3	Caldor, Zayre
Auburn Mall Pt.(58)	6	Sears, Caldor
Gold Star(5)	NA	Food Village
Worcester(102)	1	Filene's, Lerner, Jordan Marsh
West Boylston(9)	7	Iandoli's, The Fair

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Geo. Mdse.-Mon. through Sat.; Food-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Filene's; Sears; R.H. White; Jordan Marsh.
Discount Stores-Bradlees; Spag's; Zayre 4; The Mart 2; The Fair 2; Caldor 3.
Variety Stores-McCrory.
Chain Drug Stores-Vernon 2; Beacon 2; CVS 15; Rix; Monahan 5.
Chain Supermarkets-Stop & Shop; Price Rite 3; Iandoli's 9; Big Discount 7; Whitman's 2.
Other Chain Stores-Clothing: Anderson Little 2; Shacks 2; Wallachs; Chess King 2; Women's Wear Casual Corner, Lerner Shops, Lane Bryant; T.J. Maxx 2; Foxmoor 2; Cherry Webb & Touraine 2; Auto Accessories: Sears, Western Auto, Firestone; Shoes: Thom McAn 7; Kinney; Morse 2; Hanover; Fayva 3; Other: Fanny Farmer 2.

14 - NEWSPAPERS: TELEGRAM (m) 55,614; GAZETTE (e) 84,796; TELEGRAM (S) 122,631; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John P. Connolly, Gen. Adv. Mgr., TELEGRAM-GAZETTE, 20 Franklin St., Worcester, MA 01613-0666; Tel. (617) 793-9100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher
11 West 19th Street
New York, N.Y.
10011

MICHIGAN SURVEYS

METROPOLITAN STATISTICAL AREAS

Battle Creek-Calhoun County.
Benton Harbor-Berrien County.
Flint-Genesse County.
Grand Rapids-Kent and Ottawa Counties.
Jackson-Jackson County.
Kalamazoo-Kalamazoo County.
Lansing-East Lansing-Clinton, Eaton and Ingham Counties.
Muskegon-Muskegon County.
Saginaw-Bay City-Midland-Bay, Midland and Saginaw Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Ann Arbor-Washtenaw County.
Detroit-Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair and Wayne Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Detroit-Ann Arbor-Includes Ann Arbor PMSA and Detroit PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	805	685	684
5-14 Years	1,906	1,529	1,528
15-24 Years	1,577	1,793	1,792
25-44 Years	2,087	2,544	2,542
45-64 Years	1,757	1,795	1,795
65 and Over	750	912	911
TOTAL	8,882	9,258	9,252

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat. Hdwr.	1,144	1,683	2,673
General Mdse.	2,929	4,381	6,508
Food	4,710	6,608	10,093
Automobiles	4,409	7,433	12,046
Gasoline Stations	1,481	2,591	4,373
Apparel	1,086	1,642	2,435
Furniture	1,008	1,491	2,362
Eat-Drink Places	1,609	2,696	4,706
Drugs	751	1,050	1,675
TOTAL SALES	20,630	31,677	51,015

ADRIAN

1 - LOCATION: Lenawee County. E&P Map C-5. County Seat. Agriculture and dairy area. 59 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo. 210 mi. E of Chicago, in SE corner of state. On U. S. Hwy. 223; State Hwys. 34, 52.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-North Star.
Airlines-Betz; Morenci; Adrian Mnpl.; Tecuseh.

3 - POPULATION:
Corp. City 80 Cen. 21,186; Loc. Est. 20,871
CZ-ABC. (80) 21,186; (84) 20,500
RTZ-ABC. (80) 68,762; (84) 68,500
County 80 Cen. 89,948; Loc. Est. 88,778
City & RTZ-ABC. (80) 89,948; (84) 89,000

4 - HOUSEHOLDS:
City 80 Cen. 8,676; Loc. Est. 6,951
County 80 Cen. 30,044; Loc. Est. 30,266
CZ-ABC. (80) 7,241; (84) 7,100
RTZ-ABC. (80) 22,803; (84) 22,900
City & RTZ-ABC. (80) 30,044; (84) 30,000

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$210,000,000
Savings & Loan	2	$190,000,000

6 - PASSENGER AUTOS: County 46,383

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 9,466

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum 500 ($250); Auto Parts 2,562 ($300); Paper Pdts. 167 ($178); Laboratory Equipt. 269 ($230); Woodworking 894 ($235); Planting 80 ($215); Refrigeration 1,906 ($250); Screw Machine Pdts. 622 ($250); Plastic Parts Pdts. 904 ($230); Chemicals 330 ($210).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-69; Summer 60-72; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20. Last killing frost, May 1-10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Adrian Mall(50)	3	Sears, JCPenney, Woolworth
Adrian Plaza(7)	5	County Market, Super Valu
Delco Plaza	NA	
Southland Plz.(14)	NA	
Spielman(7)	NA	
Westgate(2)	NA	Kroger, K mart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Klines; Sears.
Discount Stores-K mart; Meijer's Thrifty Acres.
Variety Stores-Woolworth.
Chain Drug Stores-Muir's; SupeRx; Arbor Drugs; Rite Aid.
Chain Supermarkets-Kroger 2; Meijer's Thrifty Acres; Country Market.
Other Chain Stores-Firestone; Ace Hardware; Jo-Ann Fabrics; Singer Co.; Acme Paint; Auto Parts, Inc.; Allen Shoes; Osterman Jewelers; Fanny Farmer Candies; Mode O'Day; American Greetings; Pick Way; Quality Farm & Fleet; TG & Y; Valuland.

14 - NEWSPAPERS: TELEGRAM (e) 17,135; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Doug Farrell, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.
National Representative: Thomson Newspapers.

ALBION

1 - LOCATION: Calhoun County. (In Battle Creek MSA). E&P Map C-5, 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Republic at Jackson.

3 - POPULATION:
City 80 Cen. 3,999; Loc. Est. 3,521
County/MSA 80 Cen. 141,557; Loc. Est. 140,884

4 - HOUSEHOLDS:
City 80 Cen. 3,999; Loc. Est. 3,521
County/MSA 80 Cen. 51,123; Loc. Est. 52,100

5 - BANKS

	NUMBER	DEPOSITS
Commercial	2	$34,652,760
Savings & Loan	2	$15,573,295

6 - PASSENGER AUTOS: County 76,255

7 - ELECTRIC METERS: Residence 2,060

8 - GAS METERS: Residence 3,392

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundries 500; Wire Prod. 200; Insulation 250; Machine Tools 26. Ind. Wkly. Wages $255.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Superior St. & 1 west on 5 cross sts.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(3)	1	K mart

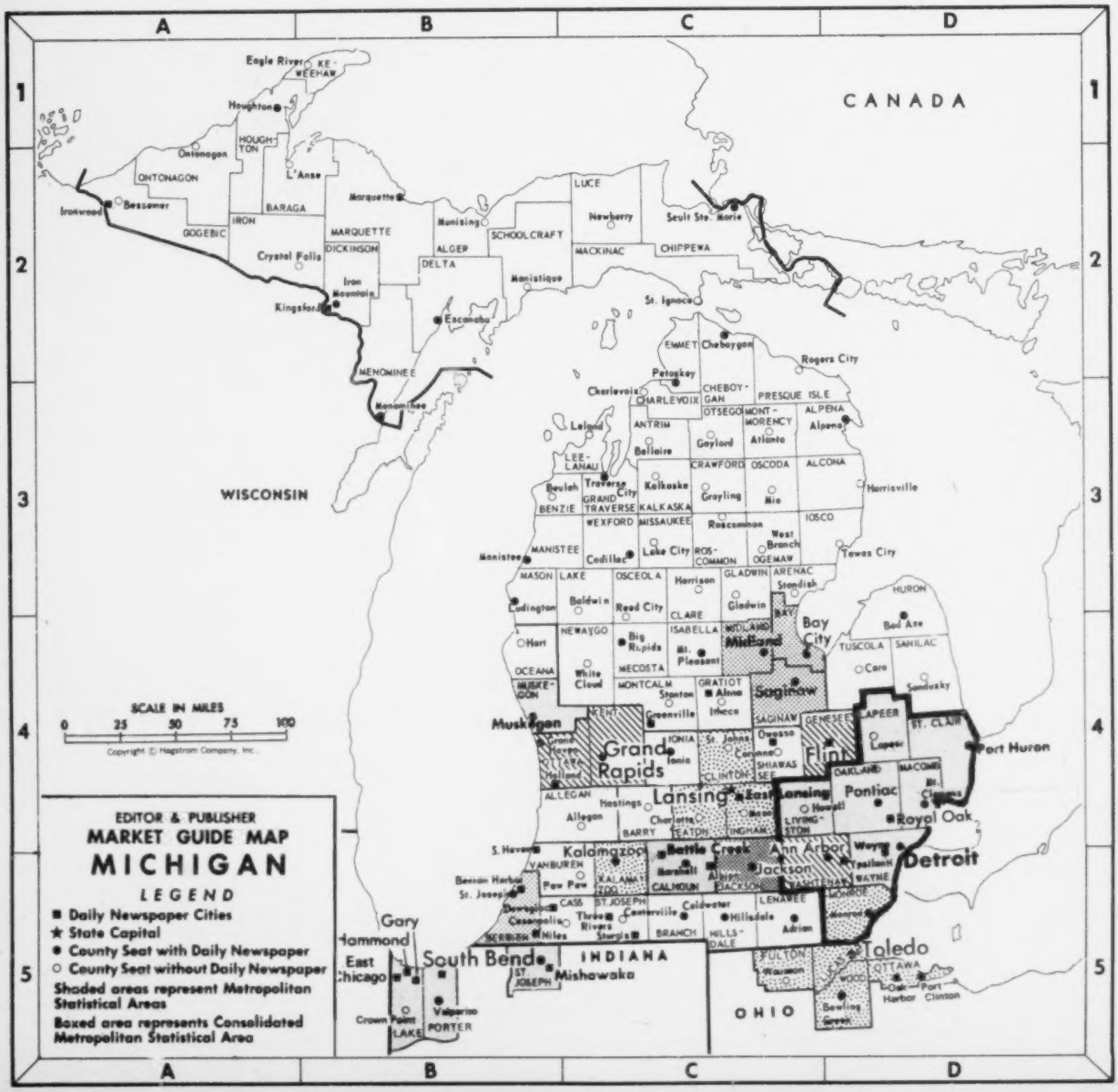
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Center and Food nightly.

13 - RETAIL OUTLETS: Chain Drug Stores-American Drug Discount; Perry's.
Chain Supermarkets-Felpausch; Foodland.
Other Chain Stores-Western Auto; Montgomery Ward (catalog); Nu Vision.

14 - NEWSPAPERS: EVENING RECORDER (e-mon to fri) 3,600; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Paul Bedient, Adv.Mgr., ALBION EVENING RECORDER, 111 W. Center St., Albion, MI 49224; Tel. (517) 629-3984.
National Representative: None.

ALMA

See MOUNT PLEASANT



ALPENA

1 - LOCATION: Alpena County, E&P Map D-3, County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2 - TRANSPORTATION: Railroads-Detroit and Mackinac.
Motor Freight Carrier-1.
Intercity Bus Lines-Great Lakes; Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 12,214; Loc. Est. 11,862
CZ-ABC: (80) 22,366; (84) 21,400
RTZ-ABC: (80) 33,276; (84) 34,100
County 80 Cen. 32,315; Loc. Est. 32,877
City & RTZ-ABC: (80) 55,642; (84) 55,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,574; Loc. Est. 3,869
County 80 Cen. 11,151; Loc. Est. 11,645
CZ-ABC: (80) 7,936; (84) 7,700
RTZ-ABC: (80) 11,613; (84) 12,000
City & RTZ-ABC: (80) 19,549; (84) 19,700

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$215,300,000
Savings & Loan	2	$51,200,000

6 - PASSENGER AUTOS: County 16,609

7 - ELECTRIC METERS: Residence 5,400

8 - GAS METERS: Residence 5,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 1,000 ($280); Machines 650 ($220); Auto Trim 130 ($160); Paper 200 ($220); Hardboard 550 ($240); Foundry 125 ($210).

10 - CLIMATE: Min. & Max. Avg. Temp.-Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpena Shopping Ctr.(15)	NA	Apex, Shoprite, Kresge
Giantway Plaza(4)	2	Giantway, Midway
Ripley Square(4)	1	A&P, Western Auto
Thunder Bay(5)	1	Super Foods, Revco
Alpena Mall(16)	1	K mart, JCPenney

Principal Shopping Days-Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vaughn; Kotwicki's.
Discount Stores-Big Wheel; Giantway; K mart.
Variety Stores-McLellan's; Kresge's; Ben Franklin; Disco; Western Auto; Gamble's.
Chain Drug Stores-Spen's Walgreens; Apex; Revco.
Chain Supermarkets-A&P; Midway 2; Super Foods; Perch's IGA; Lakeshore Spartan.
Other Chain Stores-Kinney Shoes; Three Sisters; Sherwin-Williams; Singer; Montgomery Ward (catalog); Sears (catalog); Gately's; Shiffrin-Willens; Western Auto; Radio Shack; Holiday Inn; Erb Lumber; Wickes Lumber; Fashion Bug; Beverleys.

14 - NEWSPAPERS: NEWS (e) 12,341; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward Robin, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.
National Representative: None.

ANN ARBOR

1 - LOCATION: Washtenaw County, (PMSA) E&P Map D-5, County Seat. Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. I-94 & 23; State Hwy. 14.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Brooks; Shortway; AATA.
Airlines-14 major airlines at Detroit Met. Airport (23 mi.).

3 - POPULATION:
Corp. City 80 Cen. 107,316; Loc. Est. 109,829
CZ-ABC: (80) 124,053; (84) 122,200
RTZ-ABC: (80) 234,688; (84) 238,200
County/PMSA 80 Cen. 264,748; Loc. Est. 264,424
CZ & RTZ-ABC: (80) 358,741; (84) 360,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,976; Loc. Est. 39,520
County/PMSA 80 Cen. 92,937; Loc. Est. 94,952
CZ-ABC: (80) 45,344; (84) 45,200
RTZ-ABC: (80) 78,984; (84) 80,800
CZ & RTZ-ABC: (80) 124,328; (84) 126,000

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$809,870,000
Savings & Loan	3	$602,700,000

6 - PASSENGER AUTOS: County 140,253

7 - ELECTRIC METERS: Residence 34,951

8 - GAS METERS: County 62,000

9 - PRINCIPAL INDUSTRIES: Appliance & Automotive; Bearings, Balls; Research & Dev. Space Transportation, Remote Sensing & X-Ray; Research & Dev. New Drugs; Microfilm Mfg.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct 24. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E Liberty St.; 1 on N University Ave.; 1 on Maynard; 3 on S University Ave.
Neighborhood Shopping Centers-Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; E Ann Arbor.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arborland(30)	NA	Service Mdse., Marshall's, Burlington Coat
Westgate(14)	NA	True Value Hdwe., Apex Drugs, Kroger
Maple Village(34)	NA	K mart
Briarwood(120)	NA	Sears, Hudsons, Lord & Taylor, JCPenney
Georgetown Mall(24)	NA	Apex Drugs, Kroger
Lamp Post(7)	NA	
Plymouth Green(9)	NA	Kroger, SupeRx
Plymouth Mall(24)	NA	Apex Drugs, Showerman's
Carpenter/ Packard(14)	NA	Farmer Jack, Best Products

Stores Open Evenings-Department Stores-Mon & Fri.; Briarwood-Mon. through Sat.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Klines; Jacobsons; JCPenney; Hudsons; Lord & Taylor.
Variety Stores-Kresge.
Discount Stores-K mart; Meijer's; Best Products; Service Mdse.
Chain Drug Stores-Richardson's 3; Food & Drug Mart; Apex.
Chain Supermarkets-Kroger 6; Farmer Jack 2; Meijer's.
Other Chain Stores-Singer Co.; Firestone; Fotomat; Gantos; J. Riggings; Englanders; Kinney; Winkelman's; Hughes & Hatcher; Bakers; Marshall's; Burlington Coat.

14 - NEWSPAPERS: NEWS (e) 49,141; (S) 57,208; Mar. 31, 1984 ABC.
Local Contact for Advertising & Merchandising Data: Gilbert Campbell, Mktg. Mgr., NEWS, 340 E. Huron St., Ann Arbor, MI 48104; Tel. (313) 994-6989.
National Representative: Newhouse Newspapers Metro Suburbia.

BAD AXE

1 - LOCATION: Huron County. E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 3,184; Loc. Est. 3,236
CZ-ABC: (80) 3,184; (84) 3,100
RTZ-ABC: (80) 39,410; (84) 38,800
County 80 Cen. 36,459; Loc. Est. 36,255
City & RTZ-ABC: (80) 42,594; (84) 41,900

4 - HOUSEHOLDS:
City 80 Cen. 1,185; Loc. Est. 941
County 80 Cen. 12,764; Loc. Est. 12,947
CZ-ABC: (80) 1,185; (84) 1,200
RTZ-ABC: (80) 13,646; (84) 13,400
City & RTZ-ABC: (80) 14,831; (84) 14,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$165,900,000
Savings & Loan	1	$130,345,155

6 - PASSENGER AUTOS: County 19,393

7 - ELECTRIC METERS: Residence County 19,134

8 - GAS METERS: Residence County 9,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machines 1,350 ($250); Food 30 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 66-77; Fall 48-56; Winter 24-31.

11 - TAP WATER: Hard (22 gr. per gal.); Iron (0.2 parts per million).

12 - RETAILING: Principal Shopping Center-Downtown Bad Axe on Huron Ave. (open til 9 pm on Fri.).
Neighborhood Shopping Centers-Westland-3/4 mile on West Huron (4 stores); Northgate, 1/2 N on M-53 (9 stores)
Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Polewach Stores; Kritzman's; Fishers Big Wheel; Montgomery Ward (catalog).
Discount Stores-American Discount; Mill End Store; Norman's Discount Clothing; K mart.
Variety Stores-Glass; Ben Franklin; Dibble's.
Chain Drug Stores-Perry Drugs.
Chain Supermarkets-Farmer Jack; Spartan.

14 - NEWSPAPERS: HURON TRIBUNE (e-mon to fri) 8,849; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Earl E.(Buz) Helwig, Adv. Mgr., HURON TRIBUNE, 211 N. Heistermann, Bad Axe, MI 48413; Tel. (517) 269-6461.
National Representative: Hearst Advertising Service.

BATTLE CREEK

1 - LOCATION: Calhoun County (MSA). E&P Map C-5. At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. Hwy. I-94; State Hwys. 37, 66, 196, 89, 96.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight); Grand Trunk (freight).
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Indian Trails.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 35,724; Loc. Est. 34,427
CZ-ABC: (80) 92,311; (84) 87,700
RTZ-ABC: (80) 164,604; (84) 162,600
County/MSA 80 Cen. 141,557; Loc. Est. 140,884
City & RTZ-ABC: (80) 256,915; (84) 250,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,124; Loc. Est. 14,060
County/MSA 80 Cen. 51,123; Loc. Est. 52,100
CZ-ABC: (80) 34,476; (84) 33,100
RTZ-ABC: (80) 55,982; (84) 55,800
City & RTZ-ABC: (80) 90,458; (84) 88,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$5,316,679,000
Savings & Loan	2	$800,209,000

6 - PASSENGER AUTOS: County 76,255

7 - ELECTRIC METERS: Residence 47,659

8 - GAS METERS: Residence 29,141

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 7,100; Mach. (non-elect.) 3,500; Metal 2,600; Paper 1,100; Av. Wkly. Wage $512.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 13-92; Summer 40-100; Fall 10-72; Winter -3-51. First killing frost, Oct. 13. Last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard; fluoridated. Twps., not fluoridated, very hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Michigan Ave., 3 on Capital Ave; Lakeview Square Mall.
Neighborhood Shopping Centers-3 blocks on Capital Ave. SW; 2 on Michigan Ave.; 3 on E Michigan & Porter St.; 1 on Capital NE; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W Michigan.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(24)	3	Woolworth, Muir, Felpausch
Lakeview	3	
Lakeview Square(82)	NA	Sears, JCPenney, J.L. Hudson
Urbandale Pl.(14)	3	Muirs, Felpausch
Meijer's Thrifty Acres	4	Meijer's

Principal Shopping Days-Wed., Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; J.L. Hudson; Herp's.
Discount Stores-Meijer's Thrifty Acres; K mart.
Variety Stores-Woolworth; Ben Franklin; G.L. Perry.
Chain Drug Stores-Muir's 3; Walgreens; Osco; Perry Drug; CVS.
Chain Supermarkets-Meijer; Cut Rate 4; Felpausch 4; Orchard Park 2; Jewel Foods.
Other Chain Stores-Shoes: Nobil's, Kinney, Butler's, Hanover's, Sibley's; Auto Supply: Firestone; Paint: Sherwin-Williams; Candy: Fanny Farmer, Fannie May.

14 - NEWSPAPERS: ENQUIRER (e-mon to fri) 29,919; (m-sat) 29,523; (S) 37,910; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J. F. Newman, Adv. Dir., ENQUIRER 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161.
National Representative: Gannett Newspaper Advertising Sales.

BAY CITY

1 - LOCATION: Bay County (In Saginaw-Bay City-Midland MSA). E&P Map C-4, County Seat. Industrial center. Situated on Saginaw River 3 mi. from its junction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, sea-going freighters & oil tankers. On U.S. Hwys. 23, I-75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Detroit & Mackinac; Grand Trunk; Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Indian Trails.
Airlines-United; Republic; Freedom; Simmons.

3 - POPULATION:
In PMA:
Corp. City 80 Cen. 41,593; Loc. Est. 38,249
CZ-ABC: (80) 78,776; (84) 73,700
Bal. In Bay Co.: (80) 41,105; (84) 41,600
Bal. in PMA-ABC: (80) 132,858; (84) 138,400
County 80 Cen. 119,881; Loc. Est. 117,677
MSA 80 Cen. 421,518; Loc. Est. 417,773
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
In PMA:
City 80 Cen. 15,545; Loc. Est. 14,647
County 80 Cen. 41,348; Loc. Est. 41,455
CZ-ABC: (80) 28,453; (84) 26,900
Bal. in Bay Co.: (80) 12,895; (84) 13,300
Bal. in PMA-ABC: (80) 47,751; (84) 50,200
MSA 80 Cen. 141,962; Loc. Est. 143,822

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 64,174

7 - ELECTRIC METERS: Residence 28,706

8 - GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Auto Parts Mfg. 4,900 ($420); Elec. Trans. & Welding Machinery 725 ($320); Wood Mfg. 200 ($300); Clothing Mfg. 220 ($210); Chemical Mfg. 700 ($360).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5. Last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington; 4 on Center; 3 on N Water; Hampton Square Mall on Center Ave. Road; 2 miles E Bay City.
Neighborhood Shopping Centers-6 blocks on Midland St.; 2 on N Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; 10 on Euclid; K mart Plaza.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Fri., Mon.; Discount Stores-6 nights; Hampton S Mall-evenings; Sunday.

13 - RETAIL OUTLETS: Department Stores-W.R. Knepp; JCPenney; Sears; Wiechmann's.
Discount Stores-Items Inc.; K mart; Unclaimed Freight Store; Meijer's Thrifty Acres.
Chain Drug Stores-Valley Walgreens; Clinton Discount; SupeRx.
Chain Supermarkets-Kroger 3; A&P; Ray's Food Fair 5.
Other Chain Stores-Paint: Sherwin-Williams, Stephen's Paint & Wallpaper; Shoes: Merit, Nobil, Kinney; Misc.: Fanny Farmer Candy, Singer, Zale's Jewelry, Firestone.

14 - NEWSPAPERS: TIMES (e) 39,796; (S) 45,499; Mar. 31, 1984 ABC.
Local Contact for Advertising and Marketing

Data: Eugene Elridge, Nat'l Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48706; Tel (517) 895-8551.
National Representative: Newhouse Newspapers Metro Suburbia.

BENTON HARBOR-ST. JOSEPH

1 - LOCATION: Berrien County, (MSA). E&P Map B-5, County Seat. Industrial and agricultural center. On U.S. Hwys. 12, 31, 33 and State Hwy. M-139; Interstate 94 & 196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail.
Motor Freight Carriers-17.
Intercity Bus Lines-Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride.
Airlines-Mississippi Valley.
Lake Shipping-Great Lakes vessels supply area on year round basis with coal, petroleum, cement, limestone and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3 - POPULATION:
Corp. Cities 80 Cen. 24,329; Loc. Est. 22,803
Benton Harbor 80 Cen. 14,707; Loc. Est. 13,829
St. Joseph 80 Cen. 9,622; Loc. Est. 8,974
PMA-ABC: (80) 209,441; (C4) 206,800
County/MSA 80 Cen. 171,276; Loc. Est. 167,955
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,893; Loc. Est. 8,202
Benton Harbor 80 Cen. 4,597; Loc. Est. 4,373
St. Joseph 80 Cen. 4,296; Loc. Est. 3,829
County/MSA 80 Cen. 60,276; Loc. Est. 60,502
PMA-ABC: (80) 72,846; (84) 72,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 89,412

7 - ELECTRIC METERS: Residence 65,795

8 - GAS METERS: Residence 31,328

9 - PRINCIPAL INDUSTRIES: Foundry; Heavy Machinery; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Gds.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfrs.; Ptg. Prod.; Hydraulic Pumps; Fruit Pkg.; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Transportation Equip. & production; Wineries; Food Processing.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping District-14 blocks on 8 streets.
Neighborhood Shopping Centers-Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairplain Plaza(30)	2	Woolworth
Benton Sq.(4)	4	Super Valu Food
Southtown(14)	2	Hilltop Foods
Fairplain(2)	4	Jewel Foods
Village Sq.(10)	7	Lakeshore Tru-Valu
Scottdale(5)	4	Ace Hardware
Orchard Mall(66)	1	JCPenney, Sears
Pipestone Center(4)	5	K mart, Meijer's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-In larger Shopping Centers

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Rimes.
Variety Stores-Woolworth; Murphy's.
Discount Stores-Tru-Valu; K mart; Bargain Center; The Hilltop.
Chain Drug Stores-Muir's; Osco; Revco; Walgreens.
Chain Supermarkets-Jewel Family Foods; Hilltop 3; Hardings; Super Valu; Meijer's.
Other Chain Stores-Little Irene; Sherwin-Williams; Nobil Shoes; Zale's; Goodyear; Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Radio Shack; Lifestyle; Curtis-Mathes; Payless Shoes; Baker Shoes; Beverly's; Footlocker; Gordon Jewelers; Homemaker Shop; Kinney Shoes; Lerner's Shop; Thom McAn; Naturalizer; Recordland; Richman Bros; Foxmoor; Susie's Casual; Chess King; Kaybee Toys; Card America; Hanover Shoes; General Nutrition; B.Dalton Books; Motherhood Maternity; Just Pants; Jean Nicole; Casual Corner; York Steak House.

14 - NEWSPAPERS: HERALD-PALLADIUM (e) 36,533; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William H. Rauh, Nat'l. Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400.
National Representative: Landon Associates.

BIG RAPIDS

1 - LOCATION: Mecosta County, E&P Map C-4, County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State College; Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 14,361; Loc. Est. 15,092
County 80 Cen. 36,961; Loc. Est. 36,653
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,120; Loc. Est. 2,616
County 80 Cen. 11,134; Loc. Est. 11,212

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$4,393,654
Commercial	2	$42,446,904

6 - PASSENGER AUTOS: County 14,548

7 - ELECTRIC METERS: Residence 12,038

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 22; Furniture 62; Box Mfg. 62; Tool & Die 19; Industrial Machinery & Equipment 140; Shoes 1,100; Canoes & Boats 35; University Faculty 561; University Service Staff 674.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11 - TAP WATER: Medium alkalinity, medium hardness.

12 - RETAILING: Principal Shopping Center-Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(14)	NA	K mart, Revco
Southland(8)	NA	Kroger

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-All Fri. evenings.

13 - RETAIL OUTLETS: Department Stores-Gamble's; JCPenney; Vaughan's; Klines.
Variety Stores-Dibble's; Woolworth.
Discount Stores-Giant Way; K mart.
Chain Supermarkets-Kroger; Giant; Eberhard.
Chain Drug Stores-Revco.
Other Chain Stores-Western Auto; Sears; Montgomery Ward.

14 - NEWSPAPERS: PIONEER (m) 5,264; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: John A. Batdorff, Pub., PIONEER, 502 N. State St., Big Rapids, MI 49307; Tel. (616) 796-4831.
National Representative: None.

CADILLAC

1 - LOCATION: Wexford County, E&P Map C-7. County seat, shopping, resort, wholesale and manufacturing center; 96 mi. N of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115 and M-55.

2 - TRANSPORTATION: Railroads-Conrail; Ann Arbor (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; North Star.

3 - POPULATION:
Corp. City 80 Cen. 10,199; Loc. Est. 10,758
County 80 Cen. 25,102; Loc. Est. 26,279

4 - HOUSEHOLDS:
City 80 Cen. 3,822; Loc. Est. 3,440
County 80 Cen. 8,983; Loc. Est. 9,639

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$282,000,000
Savings & Loan	2	$7,800,000

6 - PASSENGER AUTOS: County 13,529

7 - ELECTRIC METERS: County 12,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Malleable and Aluminum Castings; Furn.; Machine Prod.; Garments, Heaters; Air Conditioners; Aircraft Pallets; Cement Prod.; Cabinets; Tools & Dies; Material Handling Devices; Rubber Prod.; Canvas Prod.; Show Cases & Metal Trim. 3,250 employees.
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Av. Winter 18; Summer 69.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mitchell St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cadillac Sq.(7)	NA	Hamady
K mart Plaza(4)	NA	K mart
Oleson(3)	NA	Oleson Foods
Giantway Plz.(2)	NA	Giantway

Principal Shopping Days-Department Stores-Mon., Fri. & Sat. Food-Thur., Fri. & Sat.
Stores Open Evenings-Food & Drug; Others-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Cochranes; JCPenney; Sears; Clark's; Milliken.
Variety Stores-Green; Ben Franklin.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Gould; Revco.
Chain Supermarkets-Hamady; Giant; Oleson; Eberhard.
Other Chain Stores-Gamble's; Western Auto; Van Drie Furniture; Traverse Bay Woolen; Wickes Lumber; Peninsula Lumber; Ace Hardware; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (m) 8,638; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Thomas C. Huckle, Gen. Mgr., Larry Rogers, Adv. Mgr., NEWS, 130 N. Mitchell; PO Box 640, Cadillac, MI 49601; Tel. (616) 775-6565.
National Representative: Landon Associates.

CHEBOYGAN

1 - LOCATION: Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23 & 27; State Hwys. 33 & 68.

2 - TRANSPORTATION: Railroads-Conrail; Detroit & Mackinaw.
Intercity Bus Lines-Greyhound; Mio Bus.
Motor Freight Carriers-3.
Airlines-Republic; Trans-Michigan Airlines.

3 - POPULATION:
Corp. City 80 Cen. 5,106; Loc. Est. 5,087
County 80 Cen. 20,649; Loc. Est. 21,245

4 - HOUSEHOLDS:
City 80 Cen. 1,803; Loc. Est. 1,215
County 80 Cen. 7,277; Loc. Est. 7,674

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$114,000,000

6 - PASSENGER AUTOS: County 11,256

7 - ELECTRIC METERS: Residence 1,877

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mill 664 ($225); Tool & Die 155 ($200); Tube Forming 86 ($200); Wire Harness 120 (N.A.); Instruments 60 ($150); Other Mfg. 61 ($150).

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Main and 4 blocks on State; 40 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cheboygan Mall(6)	NA	K mart, Revco
Lincoln Bridge Plz.(6)	NA	Gamble's, Sears

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; some Sat. & Mon.
Stores Open Sundays-Some larger stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; B&C Family Center (food & general merch.); Montgomery Ward.
Variety Stores-Woolworth.
Discount Stores-K mart.
Other Chain Stores-Radio Shack.

14 - NEWSPAPERS: TRIBUNE (e) 4,616; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jim Cohoe, Gen. Mgr., TRIBUNE, 308-310 N. Main St., Cheboygan, MI 49721; Tel. (616) 627-7144.
National Representative: Landon Associates.

COLDWATER

1 - LOCATION: Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek; 45 mi. W of Jackson. On U.S. Hwys. 112 & 27.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Short.

3 - POPULATION:
Corp. City 80 Cen. 9,461; Loc. Est. 9,690
County 80 Cen. 40,188; Loc. Est. 40,663

4 - HOUSEHOLDS:
City 80 Cen. 4,843; Loc. Est. 3,137
County 80 Cen. 14,014; Loc. Est. 14,495

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$204,369,000

6 - PASSENGER AUTOS: County 20,281.

7 - ELECTRIC METERS: Residence 2,803

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Store Fixtures; Furniture; Clothing; Marine Engines; Pressed Metals; Molybdenum Processing; Aluminum Extrusion; Shoes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack, Sears, Fisher Big Wheel); East End.

13 - RETAIL OUTLETS: Department Stores-Branch; JCPenney; Spurgeon's.
Discount Stores-Fisher Big Wheel; K mart.
Chain Supermarkets-A&P; Kroger; Felpaush.

14 - NEWSPAPERS: REPORTER (e) 7,064; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mike Wilcox, Adv. Dir., REPORTER, 15 W Pearl St., Coldwater, MI 49036; Tel. (517) 278-2313.
National Representative: Landon Associates.

DETROIT

1 - LOCATION: Wayne County (PMSA). E&P Map D-5, County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River. 18 mi. above Lake Erie. On Interstate Hwys. 94, 96 & 75; U.S. Hwys. 10, 12, 16, 24, 25 & 112. Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago; 164 W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 from Cleveland; Detroit Metro Airport is 17 mi. from city.

2 - TRANSPORTATION: Railroads-B&O; C&O; Canadian Pacific; Detroit, Toledo & Shoreline; Detroit, Toledo & Ironton; Grand Trunk Western; Conrail; Norfolk & Western; Amtrak.
Motor Freight Carriers-200.
Intercity Bus Lines-De Lux Motor Stages; Greyhound; Detroit & Canada Tunnel Corp.; Martin Lines; Short Way; Brooks; Continental Trailways; Semta; Gray Line Tours.
Airlines-At Metropolitan Wayne County Airport: Air Metro; American; British Airways; Delta; Eastern; Midway; New York Air; Northwest Onent; Ozark; Pan Am; Piedmont; Republic; Trans World; USAir; United; Wright.
At City Airport-Wright; Hubb Airlines.

3 - POPULATION:
Corp. City 80 Cen. 1,203,339; Loc. Est. 1,070,477
CZ-ABC: (80) 1,437,334; (84) 1,241,700
RTZ-ABC: (80) 3,329,874; (84) 3,281,100
County 80 Cen. 2,337,240; Loc. Est. 2,280,237
PMSA 80 Cen. 4,487,421; Loc. Est. 4,434,379
City & RTZ-ABC: (80) 4,767,208; (84) 4,522,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HCUSEHOLDS:
City 80 Cen. 433,488; Loc. Est. 406,686
County 80 Cen. 823,971; Loc. Est. 822,040
PMSA 80 Cen. 1,551,942; Loc. Est. 1,567,837
CZ-ABC: (80) 521,217; (84) 454,700
RTZ-ABC: (80) 1,134,455; (84) 1,132,900
City & RTZ-ABC: (80) 1,655,672; (84) 1,587,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	81	$18,452,000,000
Savings & Loan	23	$6,527,000,000

6 - PASSENGER AUTOS: County 1,194,595

7 - ELECTRIC METERS: County 1,391,197

8 - GAS METERS: County 643,405

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Manufacturing 440,200 ($514); Durables 439,800 ($530); Lumber & Wood Products 2,100 ($235); Furniture &

Fixtures 1,800 ($302); Metals 110,900 (N.A.); Primary Metals 40,800 ($552); Fabricated Metals 70,100 ($465); Nonelectrical Machinery 94,400 ($503); Electrical Machinery 7,600 ($340); Transportation Equipment 205,200 ($590); Motor Vehicles & Equip. 198,600 ($590); Other Transport & Equip. 6,600 (N.A.); Other Durables 17,800 (N.A.); Nondurables 85,200 ($445); Food & Kindred Products 18,700 ($356); Textiles 13,800 ($329); Paper & Allied Products 4,200 ($363); Printing & Publishing 16,100 ($385); Chemicals & Petroleum 17,100 ($363); Other Nondurables 15,300 (N.A.); Nonmanufacturing 1,140,100 (N.A.); Construction 53,600 ($534); Trans., Commun., & Util. 84,400 (N.A.); Wholesale Trade 84,300 ($328); Retail Trade 281,500 ($162); Finance, Real Estate & Ins. 89,600 ($208); Services 345,000 (N.A.); Mining 1,200 (N.A.); Government 260,500 (N.A.); Federal 34,100 (N.A.); State 33,700 (N.A.); Local 192,700 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-One square mile downtown, centered at Woodward & State St. Greatest volume of traffic is towards this center point. It spreads & thins out towards the edges of the expressway loop.

Neighborhood Shopping Districts in PMSA

Community Centers-Baldwin Plaza, Pontiac (Oakland City); Belmont Shopping Center, 8 Mile & Dequindre (Wayne City); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Budget City Shopping Ctr., Dequindre & John R, Warren (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds., Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.); Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green "8" Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne City); Hazel Park Shopping Ctr., E 8 Mile Rd., Detroit (Wayne Cty); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shopping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.); Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty); Madison Center, John R & 12 Mile Rd., Madison Heights (Wayne Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr., Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N Rochester, Rochester (Oakland Cty.); Northville Square, (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Onion Plaza, SEC Rte. 24 & Clarkston Rd., Onion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Telecraft Shopping Ctr., Schoolcraft & Telegraph, Redford (Wayne Cty.); Topps-Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne Cty.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty.); Windmill Plaza, NEC 18 Mile Rd., Sterling Heights (Macomb Cty.).

Regional Centers-Carousel Shopping Ctr., 8 Mile & Schoenherr Warren (Macomb Cty.); Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb City); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Michigan's Miracle Mile Town & Country Shopper's City, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Cntr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Renaissance Fashion Circle, Renaissance Ctr., Detroit (Wayne Cty.); Seven Mile & Mack Shopping Ctr., 7 Mile & Mack, Grosse Pointe Woods (Wayne Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tech Plaza, 12 Mile Rd. & Van Dyke (Warren (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Village Plaza, Michigan Ave. & Outer Drive, Dearborn (Wayne Cty.); Village Square, Between 12 & 13 Mile Rds., Southfield (Oakland Cty.); Westborn Shopping Ctr., Michigan & W Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty.).

Super Regional-Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.); Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave., Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr, Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty.); Summit Place, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr, Wayne, Warren & Cowan Rds., Westland (Wayne Cty.).

Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: (PMSA) Department Stores-Crowley 9; Lord & Taylor 3; J L Hudson 9; Montgomery Ward 10; JCPenney 13; Sears 9; Kingsway 4.

Variety Stores-Kresge 30; Woolworth 18.

Discount Stores-Forest City 8; K mart 63; Merchandise Mart 13; Meijer's Thrifty Acres 4; Service Mdse. 6; Ardan's 5.

Chain Drug Stores-Revco 50; Shapiro 7; Arbor Drugs 30; Apex 18; Perry 125.

Chain Supermarkets-Farmer Jack 85; Chatham 41; Kroger 60; A&P 23; Great Scott 19; Spartan 32; IGA 31; Hollywood 5; Danny's 6.

Other Chain Stores-Women's Apparel: Saks 2, Jacobsons 5, Winkelmans 41, Alberts 18, Fays' 6, Juliet 3, Lane Bryant 10, Kay Baum 5, Lerner's 7, Marianne 19, Robelle 6, B. Siegel 7, Stuarts 3, Vanity Fair 14, Alcove 11, Today 7, Marshall's 3; Men's Apparel: Capper & Capper, Crawfords 3, Jack Stevens 4, Jos. A. Bank 3, John Kent 3, Kesslers 3, Max Greens' 3, Midwest Trouser Exchange 8, Osmuns' 4, Richmond Brothers 13, Shifman's 4, Sims 6, Todds 5, United Shirt 21, Valente 13, Van Horn 10; Appliance Stores: Fretters 11, Highland 11, Good Housekeeping 11, ABC Warehouse 4; Shoes: Allens, Bakers, Cannon, Father & Son 6, Famous Brand, Flagg Bros., Haig, Kinney, Maling, Mary Jane, Shoe Tree, Sibleys 19, Thom McAn 14, Chester, Hack, Knapp 4, Kosin, Phillips, Pic-Way, Shapiro 7, Sherman 6, Payless; Furniture: Star, Leeds 3, Tri State 17, Art Van 12, Gardner-White 3, Dobb's 3, Towne & County 4, New York Carpet World 11, Beckwith Evans 8.

14 - NEWSPAPERS: FREE PRESS (m-mon to fri) 631,087; (m-sat) 575,726; (S) 787,300; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Jay Beaudette, Exec. Asst. to VP Adv., FREE PRESS, 321 W. Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-6687.

National Representatives: Knight-Ridder Newspaper Sales; Metropolitan Publishers Reps.

THE DETROIT NEWS (all day-mon to fri) 657,015; (m-sat) 628,493; (S) 861,004; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Norman R. Young, Adv. Dir., THE DETROIT NEWS, 615 Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-2093.

National Representatives: Million Market Newspapers.

DOWAGIAC

1 - LOCATION: Cass County. E&P Map B-5. Shipping center for manufacturing, agricultural & dairy area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago, IL; 45 mi. SW of Kalamazoo. On State Hwys. M-51 & M-62.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Indian Trails.

3 - POPULATION:
Corp. City 80 Cen. 6,307; Loc. Est. 6,200
County 80 Cen. 49,499; Loc. Est. 49,440
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,276; Loc. Est. 1,963
County 80 Cen. 17,236; Loc. Est. 17,644

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$43,533,376
Savings & Loan	1	$56,535,000

6 - PASSENGER AUTOS: County 24,807

7 - ELECTRIC METERS: Residence 2,521

8 - GAS METERS: Residence 4,384

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shops 150 ($240); Fishing Tackle 125 (N.A.); Refrigeration Condit. Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prod. 151 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 40-102; Fall 25-70; Winter 15-40. First killing frost, Oct. 12. Last killing frost, May 12.

11 - TAP WATER: Neutral, fluoridated, de-ironized.

12 - RETAILING: Principal Shopping Centers-3 blocks on N and S Front Sts., 1 on Commercial St.; 1 on Division; 1 on Penn; 1 on Main.
Nearby Shopping Center-M-51 South (Hale's Hdwr., Buy Low); Wonderland; Donker's.
Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-The Fair; Sears.
Variety Stores-Woolworth; Harvey's.
Discount Stores-Wonderland.
Chain Drug Stores-Dowagiac Rexall; CVS Discount.
Chain Supermarkets-Eberhard; Village Market 4; Harding's.
Other Chain Stores-Gamble's; Firestone; Hale's True Value Hdwr.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,300; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Danny Dean, Pub., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.
National Representative: None.

ESCANABA

1 - LOCATION: Delta County. E&P Map B-2. County Seat. Retail, wholesale, industrial, education residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection. U.S. Hwys. 2, 41; State Hwy M-35. Iron ore shipping port.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight). Connects with Milwaukee Road.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City. 80 Cen. 14,355; Loc. Est. 13,931
CZ-ABC: (80) 19,536; (84) 18,500
RTZ-ABC: (80) 30,610; (84) 30,700
County 80 Cen. 38,947; Loc. Est. 38,798
City & RTZ-ABC: (80) 50,146; (84) 49,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,467; Loc. Est. 4,642
County 80 Cen. 13,568; Loc. Est. 13,767
CZ-ABC: (80) 7,113; (84) 6,800
RTZ-ABC: (80) 10,236; (84) 10,400
City & RTZ-ABC: (80) 17,349; (84) 17,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$144,525,000

6 - PASSENGER AUTOS: County 20,478

7 - ELECTRIC METERS: Residence 8,553

8 - GAS METERS: Residence 2,946

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood 200; Paper 1,200; Heavy Machinery 11,050; Rail Process 252.
Principal Pay Days-Fri., every other Tues.; 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5. Last killing frost, May 12.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Ludington St.; Delta Plaza Shpg. Center (24 stores-Red Owl Family Center, Woolworth, K mart).
Neighborhood Shopping Center-Stephenson Ave.
Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Fri.; some every night.

13 - RETAIL OUTLETS: Department Stores-F&G; Leader; Fair; Montgomery Ward; JCPenney.
Discount Stores-K mart; Shopko.
Variety Stores-Merricks; Woolworth.
Chain Supermarkets-Red Owl; Super Valu; IGA; United Foods; Northland Foods.
Other Chain Stores-Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurice's; Radio Shack; The Vogue; Nobil's; Ward's.

14 - NEWSPAPERS: PRESS (e) 10,088; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: T. Dufour, Adv. Mgr., PRESS, 600-2 Ludington, Escanaba, MI 49829; Tel. (906) 786-2021.
National Representatives: Landon Associates; Thomson Newspapers.

FLINT

1 - LOCATION: Genesee (MSA). E&P Map D-4. County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75, 475; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Grand Trunk.
Motor Freight Carriers-35.
Intercity Bus Lines-Greyhound; Michigan Trailways; Indian Trails; North Star; Flint MTA.
Airlines-Midstate; Allegheny; Freedom; Piedmont.
Trains-Amtrak.

3 - POPULATION:
Corp. City 80 Cen. 159,654; Loc. Est. 147,299
CZ-ABC: (80) 290,068; (84) 270,000

Sew up Detroit.

How do you thread your way to the top of this 45-billion-dollar market? Take the shortcut...

advertise in The Detroit News.

The News has a circulation lead of over 100,000 daily and nearly a quarter of a million on Sunday in the 6-county Detroit market. Your ads will do better.

So start sewing.

The Detroit News
MICHIGAN'S LARGEST NEWSPAPER
A MEMBER OF THE EVENING NEWS ASSOCIATION

Source: Publisher's statement to ABC for six months ending 9/31/84.

RTZ-ABC: (80) 355,633; (84) 362,600
MSA/County 80 Cen. 450,449; Loc. Est. 446,980
City & RTZ-ABC: (80) 645,701; (84) 632,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 57,653; Loc. Est. 54,738
MSA/County 80 Cen. 154,641; Loc. Est. 156,981
CZ-ABC: (80) 102,737; (84) 96,600
RTZ-ABC: (80) 111,400; (84) 114,800
City & RTZ-ABC: (80) 241,137; (84) 211,400

5 - BANKS	NUMBER	DEPOSITS
Banks	9	N.A.
Savings & Loan	4	N.A.
Credit Unions	20	N.A.

6 - PASSENGER AUTOS: County 246,996

7 - ELECTRIC METERS: Genesee 169,539

8 - GAS METERS: Genesee 136,615

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly Wage-$592)-Metals 9,100; Transportation Equipment 50,500; Food 800; Total Manufacturing 66,500; Total Non-Manufacturing 85,000; Total Government 28,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17. Last killing frost, May 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Brook Sq.	6	TJMarx, Designer Depot
Miller Sq.	5	
Valley Plaza	5	
Bristol Place	5	
Small Mall	5	Sears Outlet
Eastland Mall	3	The Fair, JCPenney
Genesee Valley	6	Sears, J.L. Hudson, JCPenney
Northwest	5	The Fair, Hamady
North Flint	3	Landmark Foods
South Flint	4	The Fair, Hamady
Grand Mall	10	

RETAIL OUTLETS-K mart Stores: Miller & Ballenger Hwy., N Saginaw near Colowater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lapeer, Fenton and Grand Blanc. Meijer's, Thrifty Acres; Pierson Rd. & I-75; Center & Atherton Rd.; Hill & Torrey Rds.
Neighborhood Shopping Areas-Thompson's Shopping Center, Richfield & Averill; Westgate Plaza, Beecher & Calkins; Mayfair Plaza, Clio Rd., S of Carpenter; Yorkshire Plaza, Miller Rd., W of I-75; Carman Plaza, Corunna Rd., E of I-75; Diplomat Plaza, Flushing Rd., W of Ballenger.
Principal Shopping Days-Sun., Sat. & Mon.
Stores Open Evenings-Downtown, Mon. & Fri.; Centers, week nights.
Stores Open Sundays-Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

13 - RETAIL OUTLETS: Department Stores-J.L. Hudson; Sears 2; The Fair 3; JCPenney 2.
Variety Stores-S.S. Kresge; Woolworth; Ben Franklin 6.
Discount Stores-Super City 3; Meijer's 3; K mart 8; Best Products.
Chain Drug Stores-Apex; Baker's; Cook's 6; Drug Shops 3; Corrigall 2; Herrlich 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 7; Union Prescription 5.
Chain Supermarkets-A&P 3; Kessel 6; Hamady Bros. 23; 23 Supermarkets 3; Meijer's 3; VG's 4.
Other Chain Stores-Greenley's; Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; United Shirt; Baker's; Haig; Dr. Scholl's; Kinney; Nobil; Thom McAn; Firestone; Goodyear; Goodrich; Rayco; Glenn Roy; Spiegel Catalog; Art Van; Highland Appliances; Ace Hdr.; Ollie Fretter; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Skaff; Robinson's; Shifrin-Willens.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 109,438; (m-sat) 104,789; (S) 117,245; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ed Mitchell, Display Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 767-0770.
National Representative: Newhouse Newspapers Metro Suburbia.

GRAND HAVEN

1 - LOCATION: Ottawa County (In Grand Rapids MSA). E&P Map B-4, County Seat. East shore of Lake Michigan at the mouth of Grand River, 30 mi. W of Grand Rapids, 170 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Republic; Midstate; (8 mi. to Muskegon Airport).

3 - POPULATION:
Corp. City 80 Cen. 11,763; Loc. Est. 11,903
CZ-ABC: (80) 16,934; (84) 15,800
RTZ-ABC: (80) 20,649; (84) 21,800
MSA 80 Cen. 601,680; Loc. Est. 613,899
County 80 Cen. 157,174; Loc. Est. 159,438
City & RTZ-ABC: (80) 37,583; (84) 37,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,765; Loc. Est. 4,733
County 80 Cen. 50,444; Loc. Est., 52,479
MSA 80 Cen. 206,047; Loc. Est. 215,302
CZ-ABC: (80) 6,356; (84) 5,900
RTZ-ABC: (80) 6,692; (84) 7,200
City & RTZ-ABC: (80) 13,048; (84) 13,100

5 - BANKS	NUMBER	EST. DEP.
Saving & Loans	2	$N.A.
Commercial	4	$500,000,000

6 - PASSENGER AUTOS: County 90,477

7 - ELECTRIC METERS: Residence 8,160

8 - GAS METERS: Residence 6,306

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 300 ($256); Metal Working 3,400 ($281); Leather & Plastics 610 ($226); Electronics 250 ($208).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Washington St.
Neighborhood Shopping Centers-7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plaza, 400 Block N Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.
Principal Shopping Days-Mon. & Fri.
Stores Open Evenings-Downtown Shopping Center Monday & Friday; K mart & Meijer every evening.

13 - RETAIL OUTLETS: Department Stores-Steketee's.
Variety Stores-K mart; Meijer Thrifty Acres.
Chain Supermarkets-D&W Foods; Meijer Mkt.; H. Casemier 2; Leppinks.

14 - NEWSPAPERS: TRIBUNE (e) 9,627; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Alan K. DeWitt, Nat'l. Adv. Mgr., TRIBUNE, 110 N. Third St., Grand Haven, MI 49417; Tel (616) 842-6400.
National Representative: Landon Associates.

GRAND RAPIDS

1 - LOCATION: Kent County (In Grand Rapids MSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16 & 131; State Hwys. 11, 50, 21 & 37; Interstate Hwys. 96, 196, 296.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; North Star.
Airlines-United; Republic; Freedom; USAir; Piedmont; Northwest; American; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 181,843; Loc. Est. 180,266
CZ-ABC: (80) 393,084; (84) 382,400
RTZ-ABC: (80) 374,877; (84) 384,400
MSA 80 Cen. 601,680; Loc. Est. 613,899
County 80 Cen. 444,506; Loc. Est. 454,461
City & RTZ-ABC: (80) 767,961; (84) 766,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 68,433; Loc. Est. 66,742
County 80 Cen. 155,598; Loc. Est. 162,823
MSA 80 Cen. 206,047; Loc. Est. 215,302
CZ-ABC: (80) 138,253; (84) 135,700
RTZ-ABC: (80) 122,836; (84) 127,200
City & RTZ-ABC: (80) 261,089; (84) 262,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$2,443,912,398
Savings & Loan	4	$315,018,932

6 - PASSENGER AUTOS: County 265,937

7 - ELECTRIC METERS: Residence 157,795

8 - GAS METERS: Residence 111,375

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 79,200 ($182); Lumber & Wood Prod. 1,300 ($142); Furn. & Fixtures 12,400 ($176); Primary Metal Ind. 4,500 ($176); Transportation Equip. 2,100 ($170); Food Prod. 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($148); Printing & Publishing 3,200 ($180); Chemicals 3,000 ($180); Fabricated Metal Prod. 14,600 ($196).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 61-83; Fall 45-60; Winter 20-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Monroe Mall and East Fulton, projecting on all cross-streets.
Neighborhood Shopping Centers-Division and Fulton extending 3 miles S to Division and 44th St.; Plainfield and Coit; Plainfield and Kenwood; Plainfield from Fuller to E Beltline; Leonard and Fuller; Leonard and Ball; Michigan between Ransom and Fuller; E Fulton; Jefferson bet. Fulton and Wealthy; State Street; Cherry and Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy and Lake Dr.; Wealthy at Lakeside; Franklin and Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to E Beltline; Kalamazoo and 44th St. and Clyde Park; 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton and Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville and Clyde Park; W Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at W Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Park; North Park.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Breton Vlg.(55)	NA	D&W
Eastbrook(69)	NA	Steketee's
Gaslight(50)	NA	Jacobson's
Grand Vlg. Mall	NA	
N. Kent(60)	NA	K mart, Mont. Ward
Rogers(51)	NA	Mont. Ward
Wyoming Vlg.(17)	NA	Herp's
Woodland(97)	NA	Sears, J.L.Hudson, JCPenney

13 - RETAIL OUTLETS: Department Stores-Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; JCPenney; Sears; J. L. Hudson.
Discount Stores-K mart 5; Thrifty Acres 5.
Variety Stores-S. S. Kresge.
Chain Drug Stores-Revco 5; Muir's 9; Medical Arts 2; Thrifty Acres 5; White & White 3; Apothecary Shop & Prof. Phcy; Consumer Value Store; Remes 5.
Chain Supermarkets-Eberhard 10; Meijer 8; Shop Rite 7; D&W 13; Family Foods 2; Daanes 3.
Other Chain Stores-Women's Apparel: Jacobson, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal, Richman, May's 3, Bulliss, Jurgens & Holtyluwer 6; Shoes: Baker 2, Florsheim 2, Kinney 2, Dr. Scholl, Flagg Bros., Maling Bros, Nobil 2; Miscellaneous: Singer Co. 3, Goodyear 2, Firestone 3, General 2, Fanny Farmer 2, S & H Green Stamps, Top Value.

14 - NEWSPAPERS: PRESS (e) 132,831; (S) 167,636; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Montgomery, Adv. Dir., PRESS, 155 Michigan St. NW, Grand Rapids, MI 49503; Tel. (616) 459-1400.
National Representative: Newhouse Newspapers Metro Suburbia.

GREENVILLE

1 - LOCATION: Montcalm County. E&P Map C-4. Manufacturing and farming center. 32 mi. NE of Grand Rapids.

2 - TRANSPORTATION: Railroads-Pere Marquette Div. of C&O; Grant Trunk Western.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,019; Loc. Est. 8,287
CZ-ABC: (80) 8,019; (84) 7,800
RTZ-ABC: (80) 45,406; (84) 46,500
County 80 Cen. 47,555; Loc. Est. 47,950
City & RTZ-ABC: (80) 53,425; (84) 54,300

4 - HOUSEHOLDS:
City 80 Cen. 3,098; Loc. Est. 2,717
County 80 Cen. 16,543; Loc. Est. 17,042
CZ-ABC: (80) 3,098; (84) 3,000
RTZ-ABC: (80) 15,381; (84) 15,800
City & RTZ-ABC: (80) 18,479; (84) 18,800

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$50,000,000

6 - PASSENGER AUTOS: County 24,586

7 - ELECTRIC METERS: Residence 2,669

8 - GAS METERS: Residence 2,473

9 - PRINCIPAL INDUSTRIES: Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Processing; Plastics.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost Oct. 10. Last killing frost, May 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belding(15)9	6	Rite Aid, Leppink's
Stanton	15	Jorgenson, Leppink's
Sheridan	10	IGA
Edmore	20	Curtis

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-McLellan.
Chain Drug Stores-Meijer's; Lipperts; Rite Aid.
Discount Stores-Meijer Thrifty Acres.
Chain Supermarkets-Meijers; Jorgensons.
Other Chain Stores-Gamble's; Gittleman; Montgomery Ward; Clothes Tree; Jack's Automotive; Radio Shack.

14 - NEWSPAPERS: DAILY NEWS (e) 7,885; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Zeke Fleet, Adv. Dir., DAILY NEWS, 109 N Lafayette St., Greenville, MI 48838; Tel. (616) 754-9301.
National Representative: American Newspaper Representatives.

HILLSDALE

1 - LOCATION: Hillsdale County. E&P Map C-5, County Seat. Agricultural, industrial and educational center. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2 - TRANSPORTATION: Railroads-Hillsdale County.
Intercity Bus Lines-Dial-A-Ride.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 7,432; Loc. Est. 7,264
County 80 Cen. 42,071; Loc. Est. 41,716

4 - HOUSEHOLDS:
City 80 Cen. 3,396; Loc. Est. 2,431
County 80 Cen. 14,383; Loc. Est. 14,575

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$53,147,000
Commercial	3	$188,234,000

6 - PASSENGER AUTOS: County 20,590

7 - ELECTRIC METERS: Residence 3,235

8 - GAS METERS: Residence 2,403

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shops 1,183 ($200); Flour Mills 225 ($185); Clothing Mfg. 121 (N.A.); Custom Auto 203 (N.A.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15. Last killing frost, May 17.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Howell St.; Murphy's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Murphy's Plaza	1	Murphy's Mart, Kroger, Perry Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-2 Mkts. & 2 Supermkt., Murphy's Plaza.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Murphy's Mart; Touse.
Variety Stores-G. C. Murphy; Consumer's Discount Center; American Discount Center; Ace Hardware.
Chain Drug Stores-Perry Drugs; Nash; Ross (F.I.P.).

Chain Supermarkets-Kroger; Market House; Spartan.
Other Chain Stores-Lafayette's.

14 - NEWSPAPERS: NEWS (e) 8,174; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Ronald L. Shamma, Adv. Mgr., NEWS, 33 McCollum St., Hillsdale, MI 49242; Tel. (517) 437-7351.
National Representative: None.

HOLLAND

1 - LOCATION: Ottawa & Allegan Counties, E&P Map B-4 (In Grand Rapids MSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2 - TRANSPORTATION: Railroads-C&O; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Taxibus Service; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,281; Loc. Est. 26,640
PMA-ABC: (80) 67,736; (84) 67,300
RTZ-ABC: (80) 27,681; (84) 28,700
MSA 80 Cen. 601,680; Loc. Est. 613,899
Counties 80 Cen. 238,729; Loc. Est. 242,091
Ottawa 80 Cen. 157,174; Loc. Est. 159,439
Allegan 80 Cen. 81,555; Loc. Est. 82,653
PMA & RTZ-ABC: (80) 95,417; (84) 96,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,110; Loc. Est. 9,390
Counties 80 Cen. 77,681; Loc. Est. 80,758
Allegan 80 Cen. 27,232; Loc. Est. 28,279
Ottawa 80 Cen. 50,449; Loc. Est. 52,479
MSA 80 Cen. 206,047; Loc. Est. 215,302
PMA-ABC: (80) 22,648; (84) 22,800
RTZ-ABC: (80) 8,976; (84) 9,300
PMA & RTZ-ABC: (80) 31,624; (84) 32,100

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$408,856,658
Savings & Loan	3	$197,110,890

6 - PASSENGER AUTOS: Counties: Ottawa 90,477; Allegan 42,208

7 - ELECTRIC METERS: Residence 12,165

8 - GAS METERS: Residence 9,105

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furniture & Wood Products 3,892; Metal & Machinery 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Average Weekly Wage $335).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12. Last killing frost, Apr. 25.

11 - TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12 - RETAILING: Principal Shopping Centers-6 blocks on 8th St.; 6 blocks on River Ave.
Neighborhood Shopping Centers-Washington Sq.; Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N Bypass M-21; Montello Park; Lakewood Plaza; Airport Plaza; Van Ratte Sq.; Ottawa Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastown(12)	NA	K mart
Lincoln Plz.(9)	NA	Family Fare

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri. to 9.
Stores Open Sundays-Drug & groceries (summer).

13 - RETAIL OUTLETS: Department Stores-Du Mez; JCPenney; Steketee's.
Discount Stores-Meijer Thrifty Acres; K mart; Teerman's.
Variety Stores-Woolworth.
Chain Drug Stores-Hansen's Rexall; Thrifty Acres; Bunte's 2; Walgreens.
Chain Supermarkets-Town & Country; Meijer Thrifty Acres; Wilt's; Family Fare; Family Foods.
Other Chain Stores-Goodrich; Goodyear; Montgomery Ward; Cashway Lumber.

14 - NEWSPAPERS: HOLLAND SENTINEL (e) 17,861; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul A. Smardo, Adv. Dir., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.
National Representative: Branham/Newspaper Sales.

HOUGHTON

1 - LOCATION: Houghton County, E&P Map A-1, County Seat, 450 mi. from Chicago, IL; 230 mi. from Green Bay, Wi; 572 mi. from Detroit; NW part of the Upper Peninsula; on Portage Lake, Isle Royale National Park Hdq.; Michigan Technological University.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 7,512; Loc. Est. 8,125
CZ-ABC: (80) 12,634; (84) 12,800
RTZ-ABC: (80) 44,790; (84) 43,200
County 80 Cen. 37,872; Loc. Est. 38,221
City & RTZ-ABC: (80) 57,424; (84) 56,000

4 - HOUSEHOLDS:
City 80 Cen. 1,748; Loc. Est. 1,594
County 80 Cen. 12,975; Loc. Est. 13,370
CZ-ABC: (80) 3,605; (84) 3,600
RTZ-ABC: (80) 16,386; (84) 16,000
City & RTZ-ABC: (80) 19,991; (84) 19,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$126,638,000
Savings & Loan	1	$205,000,000
Credit Union	2	$4,897,000

6 - PASSENGER AUTOS: County 15,714

7 - ELECTRIC METERS: Residence 7,510

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educational 3,800; Industrial Manufacturing 250; Food & Beverages 272; Lumbering 158.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Houghton; 4 blocks on Hancock; 6 blocks on Calumet.
Shopping Centers-Hancock; Calumet; Copper Country Mall.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery; Pamida Mall.
Stores Open Sunday-Grocery; Pamida Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vertins; Gartners; Spurgeon's.
Variety Stores-Woolworth; Newberry; K mart; Pamida.
Chain Drug Stores-Snyder; Medicine Shop.
Chain Supermarkets-Quality 5; Northland 12; IGA 4; Red Owl; Super Valu 2.
Other Chain Stores-Sears; Gamble's; Coast-to-Coast; Holiday; True Valu; Ace; Erickson; Montogomery Ward (catalog).

14 - NEWSPAPERS: MINING GAZETTE (e) 11,900; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Karen Tews, Adv. Mgr. Ret., MINING GAZETTE, 206 Shelden Ave.; PO Box 32, Houghton, MI 49931; Tel. (906) 482-1500.
National Representatives: Landon Associates; Thomson Newspapers.

IONIA

1 - LOCATION: Ionia County, E&P Map C-4, County Seat. 34 mi. E of Grand Rapids, on the Grand River, On State Hwys. M-21, M-66, U.S. Hwy. I-96, 7 mi. S.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O.
Motor Freight Carriers-4.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 5,920; Loc. Est. 5,808
County 80 Cen. 51,815; Loc. Est. 52,210
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,151; Loc. Est. 2,173
County 80 Cen. 16,230; Loc. Est. 16,738

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$185,000,000
Savings & Loan	1	$120,000,000

6 - PASSENGER AUTOS: County 24,582

7 - ELECTRIC METERS: Residence 2,720

8 - GAS METERS: Residence 2,728

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive Plastics 700 ($423); Metal Stamping & Assemblies 130 ($375); Fireplace Inserts 50 ($300); State Institutions 1,200 ($385); Anodizing, Painting, Polishing 23 ($310); Automotive Press 100 ($325); Wear Plate Guides 80 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(6)	0	K mart, Eberhards
Meijer's Thrifty Acres(5)	2	Meijer's
Bosley Ctr.(3)	0	Bosley Drug

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-Meijer's; Fred's; Eberhards Foods.
Chain Drug Store-Revco.
Other Chain Stores-Sears Sears (catalog); Sherwin-Williams; LeAnn; Clevelands; Goodyear; Western Auto; Jean Scene; Hallmark; Nu Vision.

14 - NEWSPAPERS: SENTINEL-STANDARD (m) 4,612; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: James E. Huckle, Publisher, SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (616) 527-2100.
National Representative: Landon Associates.

IRON MOUNTAIN-KINGSFORD

1 - LOCATION: Dickinson County, E&P Map B-2, County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141; State Hwy. 95.

2 - TRANSPORTATION: Railroads-C&NW (freight); Escanaba & Lake Superior.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan.
Airlines-Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 13,631; Loc. Est. 13,728
Kingsford 80 Cen. 5,290; Loc. Est. 5,382
Iron Mountain 80 Cen. 8,341; Loc. Est. 8,346
CZ-ABC: (80) 13,631; (84) 12,800
RTZ-ABC: (80) 35,081; (84) 35,000
County 80 Cen. 25,341; Loc. Est. 25,778
City & RTZ-ABC: (80) 48,712; (84) 47,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,358; Loc. Est. 5,904
Kingsford 80 Cen. 1,987; Loc. Est. 1,849
Iron Mountain 80 Cen. 3,371; Loc. Est. 3,155
County 80 Cen. 9,536; Loc. Est. 9,910
CZ-ABC: (80) 5,358; (84) 5,100
RTZ-ABC: (80) 13,027; (84) 13,100
City & RTZ-ABC: (80) 18,385; (84) 18,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$217,339,000
Savings and Loan	1	$58,000,000
Credit Unions	3	$20,000,000

6 - PASSENGER AUTOS: County 13,852

7 - ELECTRIC METERS: Residence 10,114

8 - GAS METERS: Residence 4,800 (County). Bottled Gas Customers; Natural Gas Available.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Avg. Wkly. Wage)-Wood Prod. 660 ($240); Machinery 540 ($250); Tools & Casting 770 ($270); Mining 350 ($375); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Products 210 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on "B"; 2 on "A"; Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Shopping Centers-Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.
Neighborhood Shopping Centers-2 blocks Carpenter at "I"; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave; K mart on Carpenter Ave.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-S.S. Kresge; K mart; ShopKo; Sears; Montgomery Ward.
Chain Drug Stores-Walgreens 2; The Drug Store.
Chain Supermarkets-Red Owl; IGA Foodliner; Super Valu; Warehouse Foods.
Other Chain Stores-Selins; Western Auto; Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 10,262; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald E. Hogun, Pub., NEWS, PO Box 460, 215 E. Ludington, Iron Mountain, MI 49801; Tel. (906) 774-2772.
National Representatives: Landon Associates; Thomson Newspapers.

IRONWOOD

1 - LOCATION: Gogebic County, E&P Map A-2. Mining; agricultural; forest industry and vacation center. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; MI Hwy. 28; WI Hwy. 77.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Zephyr; Michigan-Wisconsin Bus.

3 - POPULATION:
Corp. City 80 Cen. 7,741; Loc. Est. 7,228
CZ-ABC: (80) 12,342; (84) 11,300
RTZ-ABC: (80) 40,814; (84) 41,900
County 80 Cen. 19,686; Loc. Est. 19,217
City & RTZ-ABC: (80) 53,156; (84) 53,200

4 - HOUSEHOLDS:
City 80 Cen. 4,042; Loc. Est. 2,489
County 80 Cen. 7,578; Loc. Est. 7,534
CZ ABC: (80) 5,003; (84) 4,700
RTZ-ABC: (80) 15,150; (84) 15,600
City & RTZ-ABC: (80) 20,153; (84) 20,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$98,841,693
Savings & Loan	2	$24,462,849

6 - PASSENGER AUTOS: County 8,768

7 - ELECTRIC METERS: Residence 3,898

8 - GAS METERS: Residence 4,672

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Copper Mining 213 ($420); Clothing 209 ($205); Forest 1,106 ($215); Flooring 58 ($210); Plastics ($210); Fishing Rods 21 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-72; Summer 39-86; Fall 1-75; Winter-30-40. First killing frost, Sept. 28. Last killing frost June 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Center-3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
Neighborhood Shopping Centers-Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.
Principal Shopping Days-Department Stores-Mon., Fri., Sat. Food-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Vertin's; JCPenney; S&L; Sears.
Discount Stores-Pamida; Copp's; Wolverine; K mart; Jupiter Discount.
Variety Stores-McClellan; Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Super Valu.
Other Chain Stores-Stern Fields; Coast-to-Coast.

14 - NEWSPAPERS: GLOBE (e) 8,865, March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Trevarthan, Adv. Dir., GLOBE, 118 E. McLeod Ave., Ironwood, MI 49938; Tel. (906) 932-2211.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Jackson County (In Jackson MSA), E&P Map C-5, County Seat. 72 mi. W of Detroit, 208 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Grand Trunk Western (freight); Amtrak; Conrail (freight).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 39,739; Loc. Est. 37,538
CZ-ABC: (80) 79,703; (84) 75,700
County/MSA 80 Cen. 151,495; Loc. Est. 150,488
Bal. in Jackson Co.-ABC: (80) 71,792; (84) 72,100
Bal. in PMA-ABC: (80) 75,664; (84) 75,100
Total PMA-ABC: (80) 227,159; (84) 222,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,005; Loc. Est. 14,109
County/MSA 80 Cen. 50,974; Loc. Est. 51,789

CZ-ABC: (80) 29,401; (84) 28,200
Bal. in Jackson Co.-ABC: (80) 21,573; (84) 22,000
Bal. in PMA-ABC: (80) 24,973; (84) 24,900
Total PMA-ABC: (80) 75,947; (84) 75,100

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$599,994,000
Savings & Loan	3	$280,467,533

6 - PASSENGER AUTOS: County 79,417

7 - ELECTRIC METERS: Residence 75,801

8 - GAS METERS: Residence 13,062

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans. Equip. 3,100; Machinery (Non-Electr.) 2,500; Fabricated Metal Prod. 2,500; Prime Metals 700; Rubber Tires 1,675; Utilities 1,675.
Principal Pay Days-Fri. & Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, softened, fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, Michigan Ave. at Jackson St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Plaza(6)	NA	Denny's Shop Rite
Eastgate(5)	NA	Polly's
Paka Plaza(36)	NA	Sears, Woolworth, Kroger, Muir's
Westwood Mall(60)	NA	JCPenney, Mont. Ward

Principal Shopping Days-Sat., Mon., Thur. & Fri.
Stores Open Evenings-Dept. Mon. & Fri.; Shopping Centers 6 evenings; Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-L. H. Field (Allied); Montgomery Ward; Sears; JCPenney; Jacobsons.
Discount Stores-K mart 2; Sid Young Distributors; Meijer's Thrifty Acres.
Variety Stores-Woolworth's.
Chain Drug Stores-Muir's; Weatherwax 4; Walgreens; Perry; Osco.
Chain Supermarkets-Kroger 2; IGA 3; Polly's 5; Meijer's Thrifty Acres; Jewel Food.
Other Chain Stores-Furniture: Vermeulen's Furniture Mart, Inc.; Auto Supplies: Goodyear, Firestone; Shoes: Shoeland, L. G. Haig, Nobil, Kinney, Sibley's, Father & Son; Men's: Furman's.

14 - NEWSPAPERS: CITIZEN PATRIOT (e) 37,878; (S) 41,637; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J. C. Gerdes, Adv. Mgr., CITIZEN PATRIOT, 214 S. Jackson St., Jackson, MI 49204; Tel. (517) 787-2300.
National Representatives: Newhouse Newspapers Metro Suburbia.

KALAMAZOO

1 - LOCATION: Kalamazoo County (In Kalamazoo MSA). E&P Map C-5. County Seat. Industrial, wholesale & educational center. On U.S. Hwy. 131, I-94 & State Hwy. M-43; 141 mi. E of Chicago; 142 mi. W of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Grand Trunk; Amtrak.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Indian Trails; Indiana Motor.
Airlines-Republic, Simmons; Piedmont; Allegheny Commuter; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 79,722; Loc. Est. 78,625
CZ-ABC: (80) 148,436; (84) 142,400
RTZ-ABC: (80) 183,133; (84) 184,800
County/MSA 80 Cen. 212,378; Loc. Est. 215,095
City & RTZ-ABC: (80) 331,569; (84) 327,200

4 - HOUSEHOLDS:
City 80 Cen. 28,375; Loc. Est. 28,834
County/MSA 80 Cen. 75,405; Loc. Est. 78,201
CZ-ABC: (80) 53,022; (84) 51,400
RTZ-ABC: (80) 63,648; (84) 65,000
City & RTZ-ABC: (80) 116,670; (84) 116,400

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$942,298,000
Savings & Loan	3	$230,000,000

6 - PASSENGER AUTOS: County 120,118

7 - ELECTRIC METERS: Residence 24,600

8 - GAS METERS: Residence 21,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Allied Prod. 4,700; Chem. & Allied Prod. 7,200; Metal Ind. 5,500; Const. 3,800; Trans. Equip. 2,900; Average wages for all industries ($404).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31. First killing frost, Oct. 9. Last killing frost, May 16.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Michigan Ave.; 6 on Burdick St.
Neighborhood Shopping Centers-Portage at Lovers Lane; E Main at Nazareth Rd.; W Main at Drake Rd.; Portage at Paddington; Portage at Bloomfield; Shoppers' Lane, Parchment; S Westnedge at Milham Rd.; I-94 at Portage; S Westnedge at Kilgore; Maple Hill Mall; W Main Mall; Crossroads Mall; E Towne Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Plaza(3)	NA	Zayre
Bloomfield Plaza(22)	NA	Stop-N-Go Foods
Cork-Lane(9)	NA	Muir's Drugs
Eastwood Plaza(11)	NA	Muir's Drugs
Kalamazoo Ctr.	NA	Hallmark Cards,
Fashion Mall(50)		The Greenery
Kalamazoo Mall(55)	NA	Jacobson's, Walgreens Gilmore's
Maple Hill Mall(70)	NA	Mont. Ward, Gilmore's, Meijer's
Southland Mall(30)	NA	Gilmore's
Westmain Mall(55)	NA	JCPenney, Zayre
Crossroads Mall	NA	JCPenney, Sears, J.L. Hudson

Principal Shopping Days-Sat., Sun., Wed., & Fri.
Stores Open Evenings-Wed.; some also on Fri.; some department stores 6 nights weekly; all malls every evening.

13 - RETAIL OUTLETS: Department Stores-Gilmore Bros. 3; Sears; JCPenney 2; Jacobson's; Wards; Steketees; J.L. Hudson.
Variety Stores-G.L. Perry.
Discount Stores-Zayre 2; Thrifty Acres 3; Osco 2; K mart 3.
Chain Drug Stores-Walgreens; Muir's 3; Perry Drugs 3; Revco.
Chain Supermarkets-IGA 2; Spartan 8; Harding's 38; Meijer's 2; Jewel Food 3; Family Foods 4.
Other Chain Stores-Budd; Nobil; Fanny Farmer; L.C. Haig; Firestone; Goodrich; Goodyear; Highland Appliance; Fretter Appliance; T.J. Max.

14 - NEWSPAPERS: GAZETTE (e) 63,451; (S) 73,208; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Carl Gilbert, Dis. Adv. Mgr., GAZETTE, 401 S. Burdick St., Kalamazoo, MI 49003; Tel. (616) 345-3511.
National Representative: Newhouse Newspapers Metro Suburbia.

KINGSFORD
See IRON MOUNTAIN

LANSING

1 - LOCATION: Ingham County (In Lansing-East Lansing MSA), 559 sq. miles. E&P Map C-4. State capital, university center, mfg.; in central Michigan; 84 mi. W of Detroit; 37 mi. NW of Jackson; U.S. Hwys. 27, 127, I-69, I-96, I-496. State Hwys. M-43, M-99 & M-143.

2 - TRANSPORTATION: Railroads-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-26.
Suburban Bus Lines-Greyhound; Short Way; Indian Trails; North Star.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 130,414; Loc. Est. 130,461
CZ-ABC: (80) 263,601; (84) 257,900
RTZ-ABC: (80) 175,695; (83) 178,000
MSA 80 Cen. 416,667; Loc. Est. 418,703
County 80 Cen. 272,437; Loc. Est. 273,435
City & RTZ-ABC: (80) 439,296; (84) 435,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,058; Loc. Est. 50,238
County 80 Cen. 95,179; Loc. Est. 96,519
MSA 80 Cen. 143,071; Loc. Est. 145,810
CZ ABC: (80) 92,838; (84) 91,900
RTZ-ABC: (80) 55,570; (84) 50,900
City & RTZ-ABC: (80) 148,408; (84) 148,800

5 - BANKS	NUMBER	DEPOSITS
Savings	9	$1,451,252,000
Savings & Loan	3	$594,808,000

6 - PASSENGER AUTOS: County 151,494

7 - ELECTRIC METERS: Residence 104,491

8 - GAS METERS: Residence 65,167

9 - PRINCIPAL INDUSTRIES: Metro Area-No. of Wage Earners (Av. Wkly. Wage)-Transportation Equipment 26,500 ($703); Fabricated Metals N.A. (N.A.); Non Elec. Mach. 3,200 (N.A.).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-54; Summer 55-77; Fall 40-60; Winter 19-33. First killing frost, Oct. 8. Last killing frost, May 7. Rainfall 30-66 inches.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Lansing 7 blocks; Michigan 15; S Cedar 20; W Saginaw 8, E Grand River 6; Larch 15; 10 on Grand River; E Lansing across from Michigan State Univ.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedar Park Center	10	Kroger, Rite Aid
Haslett Village Sq.	14	Goff
Country Meadows	3	
Frandor(82)	1	Sears, Kroger, Eberhards, SupeRx
Brookfield	7	Country Mkt., Rite Aid
Edgemont Park(12)	3	Schmidt, Leonard's
Colonial Village(15)	2	Rite Aid,Schmidt
Lansing Mall(101)	6	Mont. Ward, JCPenney, Hudson's
Meridian Mall(115)	6	JCPenney, Hudson's
W. Saginaw(8)	3	Stabler's, Shop-Rite
Frandor Logan Sq.(25)	2	Kroger, SupeRx
Waverly Plz.(11)	2	Kroger

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Most nightly.

13 - RETAIL OUTLETS: Department Stores-Hudson's 2; Jacobson's; JCPenney 2; Sears; Montgomery Ward.
Discount Stores -Meijer's Thrifty Acres 4; K mart 3.
Variety Stores-Woolworth 2; D&C Stores 3.
Chain Drug Stores-Rite Aid 3; SupeRx 2; Revco 2; Thrifty Acres 4; State Discount & Cosmetic 6.
Chain Supermarkets-Goff 3; Kroger 5; Schmidt 5, Eberhard 4; Shop-Rite 12; Meijer's Thrifty Acres 4; Min-A-Mart 22; Quality Dairy 25; Thriftway 4.
Other Chain Stores-Ladies' Wear: Winkelman's, Brooks, The Gap, Savvy, May's, Women's World, Wilson's Suede, Leather Loft, Jacobson's, Lane Bryant, Beverly's, Town & Country, Gutman's, Casual Corner, Marti Walker, Tempo, Hit or Miss, Tansy, Vogue, Albert's, Foxmoor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris; Men's Wear: Edward's; Lesther Loft; Wilson's Suede, Valente's, Silvermans, His Place; J. Riggings, Richman Bros., Redwood & Ross, Mays, Holden Reid, Webster; Shoes: The Wild Pair, Red Cross, Foot Locker, Shepard's, Regal, Thom McAn, Kinney, Barker, Shoeland, Butler, Flagg, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright; Confections: Bressler Ice Cream, Fanny Farmer, Modern's Baker, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Cookie Factory, Morrow's Nut House, Orange Julius, Friendly Ice Cream; Jewelry: Claire's Botique, Corey's Jewelry Box, Shifrin-Willins, Fox's, Bowen's, J.B. Robinson, Shaw's, Linn & Owen, Zale's, Morgan's; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Capitol Tires, Discount Tires, Giant Discount, Action Automotive, Paul Automotive, Capital Automotive.
14 - NEWSPAPERS: STATE JOURNAL (e) 67,458 (S) 77,706; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ted Sondag, Adv. Dir., STATE JOURNAL, 120 E Lenawee St., Lansing, MI 48919; Tel. (517) 377-1000.
National Representative: Gannett Newspaper Advertising Sales.

LUDINGTON

1 - LOCATION: Mason County. E&P Map B-3. County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 31; State Hwy. M-116; 240 mi. N of Chicago, IL; 110 mi. NW of Grand Rapids; 60 mi. from Muskegon.

2 - TRANSPORTATION: Railroads-C&O.
Ferries-Michigan-Wisconsin Transportation Co.
Motor Freight Carriers-3.
Passenger & Freight Steamship Lines-1.
Intercity Bus Lines-North Star Shortway.
City Bus-Dart.

3 - POPULATION:
Corp. City 80 Cen. 8,937; Loc. Est. 9,208
CZ ABC: (80) 8,937; (84) 8,400
RTZ-ABC: (80) 31,753; (84) 32,200
County 80 Cen. 26,365; Loc. Est. 27,245
City & RTZ-ABC: (80) 40,690; (84) 41,600

4 - HOUSEHOLDS:
City 80 Cen. 3,576; Loc. Est. 2,947
County 80 Cen. 9,693; Loc. Est. 10,235
CZ-ABC: (80) 3,576; (84) 3,400
RTZ-ABC: (80) 11,417; (84) 12,100
City & RTZ-ABC: (80) 14,993; (84) 15,500

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$75,000,000
Savings & Loan	2	$40,927,254

6 - PASSENGER AUTOS: County 13,728

7 - ELECTRIC METERS: Residence 7,384

8 - GAS METERS: Residence 3,027; Commercial 492

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad & Car Ferries 250; Chemicals 250; Vibrator Machy. 350; Light Industry Plants.
Principal Industrial Pay Days-Thur. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown Ludington, 30-35 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plz.(6)	1	Giantway
Eastgate Plz(6)	1	Bonser's Eastgate
K mart(7)	1	K mart
Scottville	7	Del Foods

Principal Shopping Days-Tues., Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin 2.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Bonser's; Giantway; Eberhards; Del.
Other Chain Stores-Sears (catalog); Goodyear; Montgomery Ward (catalog); Payless Shoes; Little Red Shoe Store; Mole Hole; Marielien's; Hallmark; Radio Shack; Thompson's Toggery.

14 - NEWSPAPERS: NEWS (e) 8,091; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gilbert C. Larsen, Gen. Mgr., NEWS, 202 N. Rath; PO Box 340, Ludington, MI 49431; Tel. (616) 845-5181.
National Representative: Landon Associates.

MANISTEE

1 - LOCATION: Manistee County. E&P Map B-3. County Seat. On E shore of Lake Michigan midway bet. Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M-22, M-55 and M-110; 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-C&O.
Airlines-Simmons.
Motor Freight Carriers-2.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 7,566; Loc. Est. 7,463
County 80 Cen. 23,019; Loc. Est. 22,890

4 - HOUSEHOLDS:
City 80 Cen. 3,036; Loc. Est. 2,280
County 80 Cen. 8,490; Loc. Est. 8,666

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$9,803,000
Savings	1	$15,934,000
Savings & Loan	1	$600,000

6 - PASSENGER AUTOS: County 12,201

7 - ELECTRIC METERS. Residence 3,609

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Salt 525 ($205); Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chemical 300 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-100; Fall 25-85; Winter 10-50. First killing frost, Oct. 14. Last killing frost, May 12.

11 - TAP WATER: Neutral hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on River St.; 2 blocks on Division St.; 2 on Maple St.; 3 on First St.; 4 on Washington St.
Shopping Centers-K mart; Shoppers Square; Cypress Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur. and Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney.
Discount Stores-K mart; Ben Franklin; Gambles.
Chain Drug Stores-Revco.
Variety Stores-Woolworth.
Chain Supermarkets-Spartan; Big E; Hamady Bros.; Oleson's Farm Market.
Other Chain Stores-Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVOCATE (e-mon to fri, m-sat) 5,627; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Cris H. Goldorff, Pub., NEWS-ADVOCATE, 75 Maple St., Manistee, MI 49660; Tel. (616) 723-3593.
National Representative: None.

MARQUETTE

1 - LOCATION: Marquette County, E&P Map B-2. County Seat. Industrial, medical, educational, residential center, on the S. shore of Lake Superior. Centrally located in Upper Peninsula of MI. On U.S. Hwy. 41; State 28 & 94.

2 - TRANSPORTATION: Railroads-Soo Line Railroad Company; Lake Superior & Ishpeming.
Intercity Bus Lines-Greyhound; Northern Michigan Coaches; Marquette Transit Authority.
Airlines-Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 23,288; Loc. Est. 23,207
CZ-ABC: (80) 23,288; (84) 22,600
RTZ-ABC: (80) 52,822; (84) 53,900
County 80 Cen. 74,101; Loc. Est. 72,319
City & RTZ-ABC: (80) 76,110; (84) 76,500

4 - HOUSEHOLDS:
City 80 Cen. 7,555; Loc. Est. 6,732
County 80 Cen. 24,514; Loc. Est. 24,336
CZ-ABC: (80) 7,555; (84) 7,400
RTZ-ABC: (80) 17,673; (84) 18,200
City & RTZ-ABC: (80) 25,228; (84) 25,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$220,000,000
Savings & Loan	1	$1,000,000,000
Credit Unions	2	$19,400,000

6 - PASSENGER AUTOS: County 33,847

7 - ELECTRIC METERS: Residence 7,800

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Iron Ore Mining, Medical; Iron Ore Processing; Wood Prod.; Lumber; Sausage Mfg; Northern Michigan University; Military.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15. Last killing frost, June 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marquette Mall(30)	2	Woolworth, Super Valu
Westwood Plaza(18)	4	Pranges, K mart

Principal Shopping Days-Tues. and Fri.
Stores Open Evenings-Shopping centers every evening to 9 and Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Getz; Prange's; American; Northland.
Variety Stores-Woolworth; Ben Franklin; Merrick's.
Discount Stores-Shopko; K mart.
Chain Supermarkets-Red Owl 2; IGA 8; Super Valu.

14 - NEWSPAPERS: MINING JOURNAL (e) 17,347; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William J. Peterson, Adv. Mgr., MINING JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 228-2500.
National Representatives: Landon Associates; Thomson Newspapers.

MARSHALL

1 - LOCATION: Calhoun County (In Battle Creek MSA). E&P Map C-5. County Seat. 11 mi. W of Albion. Intersection of U.S. Highways I-94 & I-69.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Shortway.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 7,201; Loc. Est. 7,142
County/MSA 80 Cen. 141,557; Loc. Est. 140,884

4 - HOUSEHOLDS:
City 80 Cen. 2,707; Loc. Est. 2,750
County/MSA 80 Cen. 51,123; Loc. Est. 52,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$1,272,016,149
Savings & Loan	2	$108,880,000

6 - PASSENGER AUTOS: County 76,255

7 - ELECTRIC METERS: Residence 2,900

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Automatic Doors 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Insurance 575; Castings 139; Plumbing Pdts. 185; Pre-fab Homes 64; Material Handling Eqpt. 34; Packaging.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct. Last killing frost, April.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Plaza(7)	NA	K mart
Redfield Plaza(12)	NA	Redfield Appl., Felpausch Mkt.

Principal Shopping Days-Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain Drug Stores-Rexall.
Chain Supermarkets-Felpausch.
Other Chain Stores-G. C. Murphy; Gamble's; K mart.

14 - NEWSPAPERS: EVENING CHRONICLE (e-mon to fri; m-sat) 2,240; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: N. P. Costianes, Adv. Dir., EVENING CHRONICLE, 115 S. Grand St., Marshall, MI 49068; Tel. (616) 781-3941.
National Representative: None.

MENOMINEE

1 - LOCATION: Menominee County, E&P Map B-3. On W shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 41, 35, & 64.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 10,099; Loc. Est. 9,145
CZ-ABC: (80) 10,099; (84) 9,300
RTZ-ABC: (80) 33,846; (84) 33,800
County 80 Cen. 26,201; Loc. Est. 24,290
City & RTZ-ABC: (80) 43,945; (84) 43,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,272; Loc. Est. 3,163
County 80 Cen. 9,283; Loc. Est. 8,827
CZ-ABC: (80) 3,945; (84) 3,700
RTZ-ABC: (80) 12,052; (84) 12,200
City & RTZ-ABC: (80) 15,997; (84) 15,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$52,900,000
Savings & Loan	1	$3,768,000

6 - PASSENGER AUTOS: County 13,104

7 - ELECTRIC METERS: Residence 6,582

8 - GAS METERS: Residence 3,781

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Prod. 1,230; Lumber Prod. 790; Chemicals 565; Furn. 760; Fans, Saws, Elec. Motors 600; Gloves 325; Food 270; Marine 305; Comm. Fish & Sports Nets 60; Cement Prod. & Constr. 260; Non-Elec. Goods 285; Printing 100.
Principal Industrial Pay Days-Wed., Thur., Fri.; 1st & 15th, 10th & 25th.

10 - CLIMATE: First killing frost, Sept. 26. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10th Ave.; M&M Plaza.
Neighborhood Shopping Centers-10th St.; 13 St.
Shopping Centers-M&M Plaza, K mart, (Enclosed Mall, McCrory, Super Valu, Snyder Drug), Pine Tree Mall, US 41, Marinette, includes Prange's, Prange-Way, Sears, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All on Fri.; Super Mkts and Shopping Center 6 nights; 4 Super Mkts. open Sun.

13 - RETAIL OUTLETS: Department Stores-Lauermens; JCPenney; Sears.
Discount Stores-Holiday; K mart.
Variety Stores-McCrory.
Chain Drug Stores-Cross Drugs; Lundgren's 2; Rexall 2; Osco; Snyder Drug.
Chain Supermarkets-IGA Stores 8; Super Valu; Red Owl.

14 - NEWSPAPERS: HERALD-LEADER (e) 4,629; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tim Craig, Adv. Mgr., HERALD-LEADER, 1809 Dunlap Ave., Marinette WI 54143; Tel. (715)735-6611.
National Representative: Landon Associates.

MIDLAND

1 - LOCATION: Midland County, (In Saginaw-Bay City-Midland MSA). E&P Map C-4. County Seat. E Central part of state. 125 mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O (freight only).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Mercury; Valley Coach.
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 37,250; Loc. Est. 38,054
CZ-ABC: (80) 39,639; (84) 38,700
RTZ-ABC: (80) 75,898; (84) 77,300
County 80 Cen. 73,578; Loc. Est. 73,664
MSA 80 Cen. 421,518; Loc. Est. 417,773
City & RTZ-ABC: (80) 115,447; (84) 116,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,737; Loc. Est. 13,387
County 80 Cen. 24,498; Loc. Est. 25,091
MSA 80 Cen. 141,962; Loc. Est. 143,822
CZ-ABC: (80) 13,835; (84) 13,600
RTZ-ABC: (80) 24,509; (84) 25,300
City & RTZ-ABC: (80) 38,344; (84) 38,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$263,592,000
Savings & Loan	2	$346,746,591

6 - PASSENGER AUTOS: County 44,298

7 - ELECTRIC METERS: 13,822

8 - GAS METERS: 11,986

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chemicals 4,400; Salaried 6,000; Silicones 634 hourly and 5,500 full time; Packaging 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Oct. 7. Last killing frost, May 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashman Circle	1	Miller Furniture, Knopics Hdwe.
Circle Mall(16)	1	SupeRx
Eastlawn(13)	1	Giant Foods
Stadium Plaza	2	Giant Foods, Walgreens
Giantway Plz.	2	Giant Food
Midland Plz.(16)	1	K mart, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-Hansens; JCPenney; Montgomery Ward.
Discount Stores-Clinton Discount; K mart; 3-D.
Variety Stores-Woolworth.
Chain Drug Stores-State Disc.; Valley Walgreen; SupeRx; State Vitamin & Cosmetic; Community 2; Perry Drugs.
Chain Supermarkets-A&P; Giant Super 3.
Other Chain Stores-Firestone; Goodyear; Singer Co.;Nobils Shoes; Gittleman's; Jo-Ann Fabrics.

14 - NEWSPAPERS: DAILY NEWS (e) 18,441; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Coury, Adv. Dir., DAILY NEWS, 124 S McDonald St., Midland, MI 48640; Tel. (517) 835-7171.
National Representative: Hearst Advertising Service.

MONROE

1 - LOCATION: Monroe County (In Detroit PMSA). E&P Map D-5. County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of state, 40 mi. SW of Detroit; 25 mi. N of Toledo, OH; U.S. Port on Lake Erie. On U.S. Hwys. 24, 25 and State Hwy. 50; Detroit-Toledo Expressway I-75.

2 - TRANSPORTATION: Railroads-Conrail; Penna. Lines West; Pere Marquette; B&O; Grand Trunk; Detroit & Toledo Shore Line; C&O (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Short Way; Lake Erie Transportation.
Airport Facilities.

3 - POPULATION:
Corp. City 80 Cen. 23,531; Loc. Est. 23,455
CZ-ABC: (80) 30,786; (84) 29,400
RTZ-ABC: (80) 107,133; (84) 108,300
PMSA 80 Cen. 4,487,421; Loc. Est. 4,434,379
County 80 Cen. 134,659; Loc. Est. 134,978
City & RTZ-ABC: (80) 137,919; (84) 137,700

4 - HOUSEHOLDS:
City 80 Cen. 8,057; Loc. Est. 8,127
County 80 Cen. 43,110; Loc. Est. 44,170
PMSA 80 Cen. 1,551,942; Loc. Est. 1,567,837
CZ-ABC: (80) 10,756; (84) 10,500
RTZ-ABC: (80) 33,510; (84) 34,100
City & RTZ-ABC: (80) 44,266; (84) 44,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$728,639,360
Savings & Loan	1	$237,034,904

6 - PASSENGER AUTOS: County 71,397

7 - ELECTRIC METERS: Residence City 10,188

8 - GAS METERS: Residence City 18,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive & Related 1,950; Glass & Pottery 752; Paper, Plastics & Allied Products 2,273; Primary Metal & Scrap 937; Fabricated Metal Products 359; Transportation 1,200; Machinery, Non-Electrical 768; Power Generation & Cable, 10,603.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal shopping Centers-5 blocks on Front St.; 3 on Monroe St., 1 on Washington.
Neighborhood Shopping Centers-Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe(25)	3	JCPenney, Woolworth
N. Monroe(2)	2	K mart
Monroe Mall(6)	3	Kash 'n Karry
S. Monroe(7)	4	Kroger, Perry Drug, ACO Hardware

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Mon., & Fri.; Shopping Centers 7 days-7 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's.
Variety Stores-Woolworth.
Discount Stores-Kaybee-Drug and Cosmetic Drs.; K mart.
Chain Drug Stores-Arbor Drug; Professional Village 3; Weisel's Rexall; Perry Drugs 2; FIP 2; Valu Rite.
Chain Supermarket-Kroger; Bazley's; Food Town 7; Gruber's 2; Spartan Stores 3; Danny's Fine Foods 2.
Other Chain Stores-Carter Lumb.; Wickes Lumber; Thom McAn; Firestone; L.C. Haig; Sherwin-Williams; Bazley; Keidan's; Hadley-Arden; ACO Hardware; ACEHardware; Radio Shack; Baskin-Robbins; Friendly Ice Cream; New York Carpet; Kinney Shoes; Nobil Shoes; PicWay Shoes; Big-Foote Shoes; Jo-Ann Fabrics; Milton Jewelers.

14 - NEWSPAPERS: NEWS (e) 27,168; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Stoner, Adv. Dir., NEWS, 20-22 W. First St., Monroe, MI 48161; Tel. (313) 242-1100.
National Representative: None.

MOUNT CLEMENS

1 - LOCATION: Macomb County (In Detroit PMSA). E&P Map D-4, County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwy. 94; State Hwys. M-3, M-59, M-29, M-97.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Bus Lines-Greyhound; Tower Bus.

3 - POPULATION:
Corp. City 80 Cen. 18,806; Loc. Est. 18,412

PMA-ABC: (80) 694,954; (84) 691,700
PMSA 80 Cen. 4,487,421; Loc. Est. 4,434,379
County 80 Cen. 694,600; Loc. Est. 700,112
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen 7,052; Loc. Est. 7,177
County 80 Cen. 229,820; Loc. Est. 236,958
PMSA 80 Cen. 1,551,942; 1,567,837
PMA-ABC: (80) 229,929; (84) 237,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: County 443,800

7 - ELECTRIC METERS: County 240,000

8 - GAS METERS: County 177,000

9 - PRINCIPAL INDUSTRIES: Pottery; Greenhouses; Metal Prods; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clemens(10)	NA	Chatham, Perry Drug
Ingleside(9)	NA	Naum's, Macomb's Farmers Mkt.
Regional(32)	NA	Woolworth, Mont. Ward
Lakeside(130)	NA	J.L.Hudson, Sears, JCPenney
Macomb(78)	NA	Sears; Crowley's
Clinton Vly.(10)	NA	Mont. Ward

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., every night in shopping centers.

13 - RETAIL OUTLETS: Department Stores-Crowley's; JCPenney; Priehs; Sears; Montgomery Ward; J.L.Hudson; Lord & Taylor.
Discount Stores-K mart; TG&Y.
Variety Stores-Kresge; Woolworth.
Chain Drug Stores-Bannow; Cunningham; Fairway; Lucky; Motor City; Perry; Revco; SupeRx.
Chain Supermarkets-A&P; Broadway; Chatham; Farmer Jack; Great Scott; Kroger.

14 - NEWSPAPERS: MACOMB DAILY (e) 55,496; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne C. Towar, Adv. Mgr., MACOMB DAILY, 67 Cass Ave., PO Box 707, Mt. Clemens, MI 48043; Tel. (313) 469-4510.
National Representatives: Landon Associates, U.S. Suburban Press.

MOUNT PLEASANT-ALMA

1 - LOCATION: Mount Pleasant in Isabella County, Alma in Gratiot County, E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M-20; 70 mi. N of Lansing.

2 - TRANSPORTATION: Railroads-Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Mercury; Michigan Trailways.
Airline-Charter only.

3 - POPULATION:
Corp. Cities 80 Cen. 33,398; Loc. Est. 34,086
Mount Pleasant 80 Cen. 23,746; Loc. Est. 24,753
Alma 80 Cen. 9,652; Loc. Est. 9,333
Counties 80 Cen. 94,558; Loc. Est. 93,117
Isabella 80 Cen. 54,110; Loc. Est. 53,778
Gratiot 80 Cen. 40,448; Loc. Est. 39,339
PMA-ABC: (80) 79,552; (84) 80,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,235; Loc. Est. 9,100
Mount Pleasant 80 Cen. 6,145; Loc. Est. 6,111
Alma 80 Cen. 3,090; Loc. Est. 2,989
Counties 80 Cen. 29,363; Loc. Est. 29,546
Isabella 80 Cen. 16,044; Loc. Est. 16,311
Gratiot 80 Cen. 13,319; Loc. Est. 13,235
PMA-ABC: (80) 24,627; (84) 25,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$700,000,000
Savings & Loan	2	N.A.
Credit Unions	4	N.A.

6 - PASSENGER AUTOS: Counties 41,903; Isabella 21,808; Gratiot 20,095

7 - ELECTRIC METERS: Residence Mt. Pleasant 4,734; Alma 3,820

8 - GAS METERS: Residence Mt. Pleasant 4,191; Alma N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Central Michigan University 1,879; State of Michigan Training Home 400; Oil Field Supply 930; Central Michigan Newspapers 185; Wood Harvesting Equipment 273; Oil Refining 228; Heavy Road Const. 113; Deffield Eqpt. Co. 250; House Trailers; Agriculture; Mfg. 155; Total Refinery 460; Alma Plastics 260.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 37-92; Fall -11-85; Winter -17-60.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Mon through Fri in shopping centers; downtown, Fri.
Stores Open Sundays-Food, drug, discount & department.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Montgomery Ward (catalog); Spurgeons.
Discount Stores-Giantway; K mart; Downtown Discount; TG&Y.
Variety Stores-D&C.
Chain Drug Stores-Downtown Drugs, Walgreens, Post; Perry.
Chain Supermarkets-Giant 3; Ric's; Kroger; IGA 9; Farmer Jack's; D&M.
Other Chain Stores-Evenknit Hosiery; Western Auto; Ace Hdw.; 7-Eleven; True Value; Radio Shack; Lloyds Shoes; Nobil Shoes; Little Red Shoe House; Payless Shoes; Fox's Jewelry; Gittleman's; Cashway Lumber.

14 - NEWSPAPERS: SUN (m) 11,393; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank R. Walters, Adv. Dir., SUN, 215 N. Main St., PO Box 447, Mt. Pleasant, MI 48858; Tel. (517) 772-2971.
National Representative: Landon Associates.

MUSKEGON

1 - LOCATION: Muskegon County, (In Muskegon MSA), E&P Map B-4 County Seat. Industrial, wholesale and shipping center for W Michigan. On U.S. Hwys. 1-96, 31 and State Hwys. 120, 46; 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2 - TRANSPORTATION: Railroads-Conrail; C&O; Grand Trunk Western.
Motor Freight Carriers-8.
Steamship Lines-4 Foreign Freight.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Mid-State; Air Wisconsin; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 40,823; Loc. Est. 39,383
CZ-ABC: (80) 96,383; (84) 89,700
RTZ-ABC: (80) 124,400; (84) 124,000
County/MSA 80 Cen. 157,589; Loc. Est. 157,329
City & RTZ-ABC: (80) 220,441; (84) 213,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,241; Loc. Est. 15,153
County/MSA 80 Cen. 54,526; Loc. Est. 55,787
CZ-ABC: (80) 34,913; (84) 32,800
RTZ-ABC: (80) 41,354; (84) 41,700
City & RTZ-ABC: (80) 76,267; (84) 74,500

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$480,100,000
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: County 85,642

7 - ELECTRIC METERS: Residence Co. 54,926

8 - GAS METERS: Residence Co. 47,578

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Manufacturing 18,900 ($358); Non-Elect. Machy. 6,800 ($405); Primary Metals 2,900 ($369); Fabricated Metals 1,200 ($385).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, Muskegon Mall.
Neighborhood Shopping Centers-Henry Street, Norton Shores; Broadway and Peck St. Muskegon Heights; Ruddiman and Center Sts., N Muskegon; Lake Shore Drive Lakeside; Apple Ave. & U.S. 31.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glenside(10)	4	Plumb's
Beltline	3	Hamady
Plaza(12)		
West Vlg.(21)	3	Muskegon Shop Right
Thrifty Acres	4	Thrifty Acres
Family Foods	3	Walgreens
K mart Plaza	4	K mart
Park Row(18)	4	JCPenney
Outlets, Etc.(28)	2	

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; Hardy-Herpolsheimers (Allied); JCPenney; Steketee's.
Discount Stores-Meijer's Thrifty Acres; K mart 2; Outlets, Etc.
Chain Drug Stores-Revco 2; Walgreens 2. SupeRx.
Chain Supermarkets-Plumb 7; Meijer's; Hamady 2; Eberhard's 6; Family Foods; Gov's 2; 7-Eleven 2; Convenient Food Mart 3; Thriftway 14; IGA 4.
Other Chain Stores-Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry; Allied Radio Shack; Pic-Way Stores; Midas Muffler; Singer Co.; Firestone; Goodyear 2; Montgomery Ward Catalog; S&H Green Stamps; Jo-An Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Miles; Ziebart.

14 - NEWSPAPERS: CHRONICLE (e) 46,194; (S) 49,194; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Kennedy, Gen. Adv. Supv., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.
National Representative: Newhouse Newspapers Metro; Suburbia.

NILES

1 - LOCATION: Berrien County (In Benton Harbor MSA) E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 40, 60 and 140.

2 - TRANSPORTATION: Railroads-Conrail; Big Four.
Motor Freight Carriers-13.
Airlines-Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.
Intercity Bus Lines-Greyhound; Indian Trails; Northern Indiana Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,115; Loc. Est. 12,898
County/MSA 80 Cen. 171,276; Loc. Est. 167,955

4 - HOUSEHOLDS:
City 80 Cen. 5,522; Loc. Est. 4,874
County/MSA 80 Cen. 60,276; Loc. Est. 60,502

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$199,110,926
Savings & Loan	2	$58,826,660

6 - PASSENGER AUTOS: County 89,412

7 - ELECTRIC METERS: Residence 6,103

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Sewing Patterns 2,400; Wire Mfg. 1,100; Store Fronts 750; Store Fixtures 650; Air Moving Equip. 200; Paper Mfg. 175; Elec. Prod. 200; Food Proc. 230; Truck Axles & Heavy Equip. (6 mi. distant) 6,623.
Principal Pay Days-Fri., 5th and 20th.

10 - CLIMATE: Min. & Max Temp.-Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33. First killing frost, Oct. 4. Last killing frost, May 10.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 5 streets.
Neighborhood Shopping Centers-Main & Oak; 17th & Oak; Eastgate; Oak and 21st; Brandywine and Bells Plaza; Belle Rd. & U.S. 31.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(28)	3	JCPenney, Kroger
Valu-Land(6)	NA	Valu-Land Foods

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-G. L. Perry; Perry Drug Stores.
Discount Stores-Wunderland Discount; Clinton Drug; K mart.
Chain Supermarkets-West Side Super; Westside Open Pantry; Tony's; Peel's; Hardings; Shelton's; DeMond's SuperValu.
Other Chain Stores-Western Tire Auto; Sherwin-Williams; Blackmond Jewelry; Smith-Alsop; Falveys; Majerek's; D&D Tire.

14 - NEWSPAPERS: STAR (m) 4,829 sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Polli M. Smith, Adv. Mgr., STAR, 217 N. 4th St., Niles, MI 49120; Tel. (616) 683-2100.
National Representative: None.

OWOSSO

1 - LOCATION: Shiawassee County, E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Motor Freight Carriers-5.
Intercity Bus-Indian Trail.

3 - POPULATION:
Corp. City 80 Cen. 16,455; Loc. Est. 15,938
CZ-ABC: (80) 28,976; (84) 28,000
RTZ-ABC: (80) 60,565; (84) 61,100
County 80 Cen. 71,140; Loc. Est. 70,038
City & RTZ-ABC: (80) 89,541; (84) 89,100

4 - HOUSEHOLDS:
City 80 Cen. 6,382; Loc. Est. 6,045
County 80 Cen. 23,359; Loc. Est. 23,536
CZ-ABC: (80) 10,301; (84) 10,100
RTZ-ABC: (80) 18,710; (84) 19,100
City & RTZ-ABC: (80) 29,011; (84) 29,200

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	4	$254,238,000
Savings & Loan	2	$110,600,000

6 - PASSENGER AUTOS: County 36,342

7 - ELECTRIC METERS: 5,850; County 18,500

8 - GAS METERS: 6,000; County 10,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fractional H.P. Motors 900; Abrasives 376; Batteries 520; Shipping Containers 130; Power Brakes & Automotive 447; Furniture 160; Alumunim & Plastic Doors & Windows & fabricators 37; Tile Plant 150; Equipment for Mobile Homes 200; Commutators and Collector Rings 250; Heavy Equipment 129; Wire Harness 125.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6. Last killing frost, May 15.

11 - TAP WATER: Lime-soda softening, fluoridated 1 ppm.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.
Neighborhood Shopping Centers-5 other Shopping Centers; 1400 N M-52; 200 to 1100 W Main St., at E Limits of City and Corunna Ave.; Monroe Plaza; State Rd. and M-21.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-W.C. Wiechman Co.; JCPenney, Montgomery Ward(catalog); Sears(catalog).
Discount Stores-K mart; 3-D.
Variety Stores-G.C. Murphy; Fairway Discount.
Chain Drug Stores-Walgreens 2; Perry Drug; Volght's Rexall 3.
Chain Supermarkets-Hamady; Sunshine Food Stores; Kessel; Brady's-Bannan's-Johnson's Foodlands; Hutch's Family Foods.
Other Chain Stores-Walter's, Firestone; Wickes Lumber; Quality Fleet; TSC Store; True Value Hardware; Norm Henry Fine Shoes; Valley Lumber Co.; Pine Cashway; Tri State Furniture.

14 - NEWSPAPERS: ARGUS-PRESS (e) 13,972; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gen. T. Campbell, Nat'l. Adv. Mgr., ARGUS-PRESS, 201 E. Exchenge St., Owosso, MI 48867; Tel. (51,, 725-5136.
National Representative: Landon Associates.

PETOSKEY

1 - LOCATION: Emmet County, E&P Map C-2, County Seat. Winter and summer vacation resort. In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131; State Hwys. M-131 & M-68.

2 - TRANSPORTATION: Railroads-Michigan Northern.
Motor Freight Carriers-Parker Motor Freight; Central Transport.
Intercity Bus Lines-North Star; Wolverine Stages; Delta.

Airlines-Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 6,097; Loc. Est. 6,039
County 80 Cen. 22,992; Loc. Est. 23,109
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,355; Loc. Est. 1,717
County 80 Cen. 8,107; Loc. Est. 8,366

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$173,400,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 13,482

7 - ELECTRIC METERS: Residence 2,200

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Cement Blocks; Chrome Plating Wire Products; Screws & Bolts; Elect. Car Switches; Plastic Trash Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Products; Wood Products; Resort (Summer & Winter) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equipment; Skiing; Conventions.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charlevoix	18	Oleson's, Captain's Corners
Cargo Plaza(7)	1	Oleson's
Giant Plaza	2	Giant, Giantway
K mart	1	IGA, K mart, Revco
Pennsylvania Plz.(6)	NA	

Principal Shopping Days-Tues., Wed., Thur. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Gittleman's; Sears; Country Casuals.
Variety Stores-Woolworth; McCrory.
Discount Stores-Holiday; Giantway; K mart.
Chain Drug Stores-Spencer; Walgreens; CVS; Revco.
Chain Supermarkets-IGA; Oleson's; Giant.
Other Chain Stores-Singer; Horizon Book Stores; Wicke's; The Clothes Tree; Gatly's Housefurnishings; SherwinWilliams; IGA; Radio Shack; JoAnn Fabrics; Pappagallo; Midas Muffler; Northern Auto Parts; R&L Auto-Electric; Nu Vision Optical; Harlow's Hallmark; Payless Shoes; The Pine Shop; Jeans, Etc.; Comfort Center; Symon's General Stores; Country Casuals; Russell's Shoes; The Bahnhof Shops; Mettler's by the Bay; Fotchman Motor Company.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 10,236; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Everett Dielman, Adv. Mgr., NEWS-REVIEW, 319 State St., Petoskey, MI 49770; Tel. (616) 347-2544.
National Representative: None.

PONTIAC

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan, in center of automotive manufacturing area of Michigan, 26 mi. NW of Detroit on U.S. Hwys. 10, 24, I-75.

2 - TRANSPORTATION: Railroads-Grand Trunk Western.
Motor Freight Carriers-27.
Intercity Bus Lines-SEMTA.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 76,715; Loc. Est. 73,934
PMA-ABC: (80) 467,225; (84) 461,200
PMSA 80 Cen. 4,487,421; Loc. Est. 4,434,379
County 80 Cen. 1,011,793; Loc. Est. 1,010,031
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,928; Loc. Est. 26,041
County 80 Cen. 355,187; Loc. Est. 362,564
PMSA 80 Cen. 1,551,942; Loc. Est. 1,567,937
PMA-ABC: (80) 155,055; (84) 154,600

5 - BANKS (Oakland County) 33 Banks
(226 offices) Deposits: $8,100,000

6 - PASSENGER AUTOS: County 641,381

7 - ELECTRIC METERS: Residence 31,244

8 - GAS METERS: Residence 26,868

9 - PRINCIPAL INDUSTRIES: Automotive Mfg. and Transportation Eqpt. 46,500 Emp. ($31,157 E.B.I.)
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Nov. 14. Last killing frost, May 6.

11 - TAP WATER: Medium-hard.

12 - RETAILING: Principal Shopping Center-Summit Place-Open 10-5 Sun.; Tel-12 Mall Open 10-5 Sun.; Somerset Mall-Open 10-5 Sun.; Oakland Mall-Open 10-5 Sun.; Orchard Mall and Meadowbrook Mall (10-9) Tue., Fri., Sat. Twelve Oaks Mall-Open 12-5 Sun.; Lakeside Mall-Open 10-5 Sun.
Neighborhood Shopping Centers-8 blocks on N Perry St.; 5 on W Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 acres on S Telegraph Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus Corners(16)	9	Kroger, Radio Shack, Drug Mart
Drayton Plaza(8)	5	K mart
Glenwood Plz.(10)	1	K mart, Farmer Jack, Kay Furn.
Great Oaks	8	Jacobson's, Becker's
Harvard Plaza	7	Kroger, Perry Drug, Hallmark
Lakeside Mall	15	J.L. Hudson, Sears, Lord & Taylor
Meadowbrook Mall(55)	8	Frank's Nursery, Osmun's
Miracle Mile(52)	2	JCPenney, Shopright Leeds, Lion Store
North Hill Plaza(15)	10	Chatham
Oakland Mall	12	J.L. Hudson, Sears
Old Orchard	8	Farmer Jack
Orchard Mall	8	Shopping Ctr. Mkt.
Pine Lake	5	Kroger
Summit Place(60)	2	J.L. Hudson, Sears, Mont. Ward, Farmer Jack
Rochester Hills Plaza(19)	9	Chatham, Perry
Somerset Fashion Mall	8	Saks 5th Ave., Bonwit-Teller
Tel-Huron(18)	1	Osmun's
Tel-Twelve(57)	10	Mont. Ward, Osmun's, K mart
Twelve Oaks	14	Lord & Taylor, Sears, JCPenney
Waterford Plz.(16)	3	A.C.O. Hardware
Waterfall Plaza	7	La Treille's, Waterfall Jewelers

Principal Shopping Days-Mon., Fri., Sat. and Sun.
Stores Open Evenings-Mon., Thur., Fri.; Shopping Center, 6 nights; Sun. 10am-5pm.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; J.L. Hudson; Crowley's; The Linn Store; Jacobson; Lord & Taylor.
Variety Stores-S.S. Kresge 2; Ben Franklin.
Discount Stores-K mart 7.
Chain Drug Stores-Thrifty 2; Perry 9; Revco 2; Concord 2.
Chain Supermarkets-A&P 5; Great Scott; Chatham 2; Kroger 6; Farmer Jack 6; Foodtown 5.
Other Chain Stores-Shoes: Thom McAn; Kinney; Becker's; Baker's; Sibley's; Father & Son; R&H; A.S. Beck; Burt's Shores. Men's Wear: Osmun's. Women's Wear: Albert's; United Shirt; The Barn; Marianne Shop; RB Shops; Lane Bryant; Jacobson's; Siegel Shop; The Fashion Bug; Hadley's; R & M. Winkleman's; Himeltoch's. Candies: Awrey's; Ross' Candies. Rubber Products; Goodrich; Goodyear; Firestone; F&G Tire; Dayton Tire; Uni-Royal; Jewelry: Zale's Jewelers; Misc.: Sherwin-Williams. Singer Co.; Highland Appliance; Speigel. J&R (auto supplies); Spiegel Catalog; So-Fro Fabrics; Minnesota Fabrics; Mary Lester Fabrics. Furniture: Art Van; Thomas; Jacobsen's; Kay; Englander Triangle; Carpet: Backwith; Karen's; New York Carpet World 2.

14 - NEWSPAPERS: OAKLAND PRESS (e-mon to fri) 72,515; (m-sat) 72,348; (S) 81,110; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Woody Crouse, Nat. Adv. Mgr., OAKLAND PRESS, 48 W. Huron St., PO Box 9, Pontiac, MI 48058; Tel. (313) 332-8181.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PORT HURON

1 - LOCATION: St. Clair County (In Detroit PMSA). E&P Map D-4. County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M-25 & I-94.

2 - TRANSPORTATION: Railroads-Amtrak to Chicago; Toronto; Chesapeake & Ohio; Port Huron-Detroit.
Intercity Bus Line-Great Lakes Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 33,981; Loc. Est. 33,093
CZ-ABC: (80) 75,398; (84) 74,100
Bal. in PMA-ABC: (80) 104,193; (84) 107,300
PMSA 80 Cen. 4,487,421; Loc. Est. 4,434,379
County 80 Cen. 138,802; Loc. Est. 137,827
Total PMA-ABC: (80) 179,591; (84) 181,400

4 - HOUSEHOLDS:
City 80 Cen. 12,782; Loc. Est. 12,157
County 80 Cen. 47,308; Loc. Est. 48,017
PMSA 80 Cen. 1,551,942; Loc. Est. 1,567,837
CZ-ABC: (80) 26,657; (84) 26,400
Bal. in PMA-ABC: (80) 36,610; (84) 36,100
Total PMA-ABC: (80) 61,267; (84) 62,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$76,000,000
Savings	3	$1,700,000,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 74,990

7 - ELECTRIC METERS: Residence 44,800

8 - GAS METERS: Residence 11,150

9 - PRINCIPAL INDUSTRIES: Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elec. Prod.; Adhesives; Trailers; Steel Fabrication; RR Car Bldg.; RR Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prod.; Cement; Boats; Food Processing; Fish Pules & Reels; Plastic Prod.; Electric Power Plants; Bean Elevator & Processing; Lumbering; Sea Port for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Machinery & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Eqpt.; Cutting Tools; Farm Machy.; Automatic Screw Machines. Industrial Emp.18,500
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; source is St. Clair River; municipal ownership.

12 - RETAILING: Principal Shopping Center-8 blocks of Downtown Port Huron on Huron and Military Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Sq.	12	Kroger, Thompson's
Colonial(22)	3	Marengo Appl., A&P, Ben Franklin
Village Green	5	Ben Franklin, Arnold Drug
Court of Flags	4	Kroger, SuperRx, True Value Hdwe.

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-J.C. Sperry; JCPenney; Winkelman's.
Variety Stores-Ben Franklin 2.
Discount Stores-K mart 2; CVS; 30.
Chain Drug Stores-Revco 2; SuperRx 2; Farmer Jack's; K mart 2.
Chain Supermarkets-A&P 4; Kroger 4; IGA 3; Spartan 3; Farmer Jack.
Other Chain Stores-Mens: Fox; Sherwin Williams; Ace Hdw.; Pic-Way Shoes; Wickes Lumber; Singer; TSC Store; Kinney Shoes.

14 - NEWSPAPERS: TIMES HERALD (e) 27,739; (S) 32,516; Mar. 28, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Sweet, Adv. Dir., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.
National Representative: Gannett Newspaper Advertising Sales.

ROYAL OAK

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

2 - TRANSPORTATION: Railroads-Grand Trunk.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Great Lakes.
Airlines-American; Delta-Chicago & Southern; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest Orient; USAir.

3 - POPULATION:
Corp. City 80 Cen. 70,893; Loc. Est. 66,304
CZ-ABC: (80) 229,840; (84) 199,800
RTZ-ABC: (80) 164,691; (84) 170,900
County 80 Cen. 1,011,793; Loc. Est. 1,010,031
PMSA 80 Cen. 4,487,421; Loc. Est. 4,434,379
City & RTZ-ABC: (80) 393,531; (84) 370,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,944; Loc. Est. 26,200
County 80 Cen. 355,187; Loc. Est. 362,564
PMSA 80 Cen. 1,551,942; Loc. Est. 1,567,837
CZ-ABC: (80) 84,936; (84) 74,900
RTZ-ABC: (80) 60,846; (84) 63,600
City & RTZ-ABC: (80) 145,782; (84) 138,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	31 Br.	$967,561,345
Savings	74 Br.	$1,605,872,554

6 - PASSENGER AUTOS: County 641,381

7 - ELECTRIC METERS: Residence 28,496

8 - GAS METERS: Residence 21,726

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av Wkly Wage)-Tools 950 ($425); Auto Products 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-86; Summer 46-95; Fall 16-89; Winter -3-63. First killing frost, Oct. 9. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-One mile on Main St. Half mile on Washington. 4 blocks on 4th St.; Woodward at 13 Mile Rd. (26 stores).
Neighborhood Shopping Centers-Ferndale; 4 blocks on 9 Mile Road; 4 on Woodward Ave. Hazel Park; 5 on John R. Clawson; 4 on Main and 14 Mile Road. Berkley; 4 on 12 Mile Road, Troy; Somerset Mall 1 on Rochester Road, Southfield; J.L. Hudson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northland(168)	4	J.L. Hudson, JCPenney
Northwood	2	JCPenney, Kroger
Clawson	3	A&P, Federal's
Madison Ctr.(16)	3	J.L.Hudson
Universal(68)	4	Mont. Ward, Crowly Miller
Oakland Mall(130)	5	J.L. Hudson, Sears, JCPenney
Southfield Plz.(13)	4	Sears
Tel-Twelve(57)	6	Mont. Ward, K mart

Principal Shopping Days-Thur., Fri. Sat.
Stores Open Evenings-Dept. Stores-Mon., Thur., Fri., Sat., Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; J. L. Hudson; Playworld; Shopper's Fair; Sears; Bonwit Teller; Saks 5th Ave.
Variety Stores-Kresge 4; Woolworth 3.
Discount Stores-Merchandise Mart; Meijer; Michigan Shprs.; K mart; Apex Distributors; United; 14-Mile Bargain Center.
Chain Drug Stores-Apex 5; Perry 4; Arnolds 3; Arbor 3; Revco; Sav-On; Royal.
Chain Supermarkets-A&P 5; Kroger 8; Hollywood 3; Farmer Jack 8; Chatham Food Ctrs. 3; Meijer 2.
Other Chain Stores-Men's Clothing: Van Horns, Osmuns; Women's Apparel: Winkleman's, Juliet, Grayson's, Speigel's, Youth Center, R. & S. Women's; Shoes: Mary Jane, Spencer's; Men's Shoes: Shoe Box, Thom McAn, Boston, Father & Son, Beckers, Sibleys; Furniture: Art Van, Brent, Charles Furniture, Dobbs, Good Housekeeping, Englander-Triangle, Lincoln, Firestone, Goodyear; Bakeries: Awrey, Sander's, Alden's; Catalog: Sears, Spiegel, S&H Green Stamps; Misc.: Northwood Jewelers, Star Hdwe., Fretter Appl., Fld. Vitamins.

14 - NEWSPAPERS: TRIBUNE (e) 40,876; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jeanne Towar, Adv. Dir., TRIBUNE, 210 E. Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.
National Representative: Landon Associates.

SAGINAW

1 - LOCATION: Saginaw County (MSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit, 15 mi. S. of Saginaw Bay on Lk. Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2 - TRANSPORTATION: Railroads-C & O; Grand Trunk and Conrail Carloading 1.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Indian Trails;

Saginaw Transit System (local).
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 77,508; Loc. Est. 77,108
CZ-ABC: (80) 155,975; (84) 147,700
Bal. in PMA-ABC: (80) 72,084; (84) 73,100
County 80 Cen. 228,059; Loc. Est. 226,432
MSA 80 Cen. 421,518; Loc. Est. 417,773
Total PMA-ABC: (80) 228,059; (84) 220,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,369; Loc. Est. 26,250
County-SMSA 80 Cen. 76,116; Loc. Est. 77,276
MSA 80 Cen. 141,962; Loc. Est. 143,622
CZ-ABC: (80) 53,677; (84) 51,500
Bal. in PMA-ABC: (80) 22,239; (84) 22,900
Total PMA-ABC: (80) 76,116; (84) 74,400

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$421,777,000
Savings & Loan	3	$297,134,000

6 - PASSENGER AUTOS: County 122,454

7 - ELECTRIC METERS: Residence 26,197

8 - GAS METERS: Residence 24,308

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 23,700 ($517); Metal 5,900 ($386); Non Elec. 2,800 ($415); Trans. Equip. 11,400 ($559); Food 1,500; Retail 16,000; Construction 2,200; Wholesale 2,[illegible]; Ser. Indust. 15,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 47-103; Fall 28-88; Winter 7-49.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown: 8 blocks on E Genesee; 3 on W Genesee; 4 on Federal; 2 on S Washington; 2 on N Washington; 2 on N Franklin; 1 on S Bourn; 1 on N Bourn; 2 on S Jefferson; 1 on N Jefferson; 2 on Lapeer Sts.
Neighborhood Shopping Centers-W Side Shopping Center: 2 blocks on court; 5 on S Michigan; 3 on Hamilton; 1 on Hancock St.; State Rd. 2 miles from Passoli to Midland Rd; Baynad from Weiss to Tittabawassee Rd., 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Saginaw Mall(45)	3	K mart
Green Acres(36)	4	A&P, Apex Drugs, Kresge, JCPenney
Pine Marquette(12)	1	Vescio, Revco
Fashion Square Mall(90)	4	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Jacobson's; K mart 3; JCPenney 2; Sears; Seiners 2; Wechsler's; 2; Winkelman's; Hudson's.
Variety Stores-Kresge.
Discount Stores-Century; K mart 2; CVS; Topes, Meijer's Thrifty Acres 2.
Chain Drug Stores-Apex 2; Muirs; Superb; Revco; Byron & Barber 2; Dudewicz-Epting 2; Princing & Brennan 2; State Vitamin 3; Perry 2.
Chain Supermarkets-A&P 2; Kesselis 2; Ray's 4; Vescio 7.
Other Chain Stores-Fanny Farmer 2; Firestone 2; Gately; Goodrich; Goodyear; Kinney's 2; Leath's 2; Beverly's; Nobil Shoe 3; Singer Co. 2; Thom McAn 2; Alberts 3; Gaetos; Homemaker 2; Mangel's; Highland Appliance; Frettar Appliance.

14 - NEWSPAPERS: NEWS (e) 56,386; (S) 60,697; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donn E. Cramton, Mktg. Mgr., NEWS, 203 S. Washington Ave., Saginaw, MI 48605; Tel. (517) 752-7171.
National Representative: Newhouse Newspapers; Metro Suburbia.

ST. JOSEPH

See BENTON HARBOR

SAULT STE. MARIE

1 - LOCATION: Chippewa County. E&P Map C-2. County Seat. NE tip of Upper Peninsula of Michigan on Canadian border, 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17; State M-28, M-129.

2 - TRANSPORTATION: Railroads-Soo Line; DSS&A; Canadian Pacific.
Motor Freight Carriers-Clairmont.
Intercity Bus Lines-North Star; Greyhound.
Airlines-Air Canada; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 14,448; Loc. Est. 14,218
PMA-ABC: (80) 21,131; (84) 19,300
RTZ-ABC: (80) 24,735; (84) 23,200
County 80 Cen. 29,029; Loc. Est. 29,085
PMA & RTZ-ABC: (80) 45,866; (84) 42,500

4 - HOUSEHOLDS:
City 80 Cen. 5,166; Loc. Est. 3,488
County 80 Cen. 9,931; Loc. Est. 10,202
PMA-ABC: (80) 7,361; (84) 6,800
RTZ-ABC: (80) 8,442; (84) 8,000
PMA & RTZ-ABC: (80) 15,803; (84) 14,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,568,000

6 - PASSENGER AUTOS: County 13,439

7 - ELECTRIC METERS: Residence 7,089

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Veneer 50; U.S. Govt. Corps. (Engrs) 450; Lake Superior State College 250, Kinross Correctional Facility N.A. (Av. Wkly. Wage $250).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-82; Summer 38-85; Fall 22-71; Winter -18-49. First killing frost, Sept. 30th. Last killing frost, May 27th.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce. Shopping Center: 2 miles from downtown.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Department and food stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Baresh Bros.; Sears (catalog); Montgomery Ward; K mart; Woolworth; Big Wheel.
Chain Drug Stores-Revco.
Chain Supermarkets-Red Owl; Nordens; Super Valu; Foodland.
Other Chain Stores-Traverse Bay Woolen; CJ's Wearhouse; Jo Ann Fabrics; Maurice's; Fashion Crossroads; Mode O' Day.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,781; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Mitchell, Gen. Mgr., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235.
National Representative: Landon Associates.

SOUTH HAVEN

1 - LOCATION: Van Buren County. E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

2 - TRANSPORTATION: Railroads-Chessie System (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Non-scheduled. Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 5,943; Loc. Est. 5,774
County 80 Cen. 66,814; Loc. Est. 66,986

4 - HOUSEHOLDS:
City 80 Cen. 3,777; Loc. Est. 2,114
County 80 Cen. 23,121; Loc. Est. 23,668

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$150,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 33,211

7 - ELECTRIC METERS: Residence 2,289

8 - GAS METERS: Residence 2,762

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Metal 1,000; Machinery 300; Woodworking 570; Fruit Processing 135; Rubber 338; Electronic 218; Chemical N.A.; Plastics 50.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bailey Ave.(8)	NA	Buy-Low
South Haven Sq.	NA	

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Mon. -Fri.

13 - RETAIL OUTLETS: Department Stores-M. Hale; Montgomery Ward (catalog); Sears (catalog).
Variety Stores-G. C. Murphy.
Discount Stores-Dale's True Value Family Center; Downtown; State Discount.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack's Super Dollar; Village Mkt.; Buy-Low; Hardings.
Other Chain Stores-Firestone.

14 - NEWSPAPERS: SOUTH HAVEN DAILY TRIBUNE (m) 2,473; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: David Fox, Adv. Mgr., TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.
National Representative: Landon Associates.

STURGIS

1 - LOCATION: St. Joseph County. E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line; 50 mi. S of Kalamazoo.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-11.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,468; Loc. Est. 9,523
CZ-ABC: (80) 9,468; (84) 9,000
RTZ-ABC: (80) 38,987; (84) 39,900
County 80 Cen. 56,083; Loc. Est. 56,024
City & RTZ-ABC: (80) 48,455; (84) 48,900

4 - HOUSEHOLDS:
City 80 Cen. 4,332; Loc. Est. 3,558
CZ-ABC: (80) 3,668; (84) 3,500
RTZ-ABC: (80) 13,305; (84) 13,800
County 80 Cen. 19,794; Loc. Est. 20,193
City & RTZ-ABC: (80) 16,973; (84) 17,300

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$187,230,000
Savings & Loan	2	$42,697,000

6 - PASSENGER AUTOS: County 29,751

7 - ELECTRIC METERS: Residence 3,825

8 - GAS METERS: Residence 3,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Weekly Wage)-Drapery Hdwe. 1,050 ($240); Paper Prods. 342 ($210); Tool & Die 240 ($230); Dairy Prods. 467 ($215); Foundry 150 ($210); Office Furn. 345 ($184); Home Furn. 100 ($195); Machinery 185 ($185); Plastic 249 ($210); Truck Bodies 350 ($270). Annual Payroll $36,570,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. First killing frost, Oct. 12. Last killing frost, May 2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Chicago Rd.; 3 on Nottawa; Maplecrest Plaza, 9 stores on E Chicago Rd.; Sturgis Plaza, 14 stores on S Centreville Rd.
Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Seger's; Danner's 3-D; Sears.
Discount Stores-K mart; Murphy's Mart.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Harding.
Other Chain Stores-Ace Hardware; Firestone; Western Auto; Radio Shack.

14 - NEWSPAPERS: JOURNAL (e) 9,052; March 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert A. Guth, Adv. Dir., JOURNAL, 209 John St., Sturgis, MI 49091; Tel. (616) 651-5407.
National Representative: Gannett Newspaper Advertising Sales.

THREE RIVERS

1 - LOCATION: St. Joseph County. E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Portage and Rocky Rivers.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound; Rapid Transit; Short Way.

3 - POPULATION:
Corp. City 80 Cen. 7,015; Loc. Est. 6,886
County 80 Cen. 56,083; Loc. Est. 56,024

4 - HOUSEHOLDS:
City 80 Cen. 2,659; Loc. Est. 2,531
County 80 Cen. 19,794; Loc. Est. 20,193

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$53,755,000
Savings & Loan	3	$31,186,089

6 - PASSENGER AUTOS: County 29,751

7 - ELECTRIC METERS: Residence 5,421

8 - GAS METERS: Residence 3,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Converting 955; Machine Shop 910; Gas & Electric line installation 320; Rubber Products 200; Wire Extrusion 250; Automotive 1,700; Other 305.

10 - CLIMATE: Average Temp.-Winter 24; Summer 72; Growing Season-May 6 to Oct. 12.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Main St., Downtown-2 blocks, 48 stores.
Shopping Centers-Peterson Plaza (4 stores); Maple Lane S.C. Westland (6 stores).
Principal Shopping Day-Fri.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, Grocery.

13 - RETAIL OUTLETS: Department Stores-Newberry's; JCPenney; Sears(catalog); Montgomery Ward(catalog); Fisher's Big Wheel.
Discount Stores-CVS.
Chain Supermarkets-Hardings; Martens Market; Fred's Market.
Other Chain Stores-Firestone; Coast-to-Coast; Falveys.

14 - NEWSPAPERS: COMMERCIAL (e) 4,203; sworn Aug. 9, 1984.
Local Contact for Advertising and Merchandising Data: Zane Fox, Pub., COMMERCIAL, 124 N. Main St., Three Rivers, MI 49093; Tel (616) 279-7488.
National Representative: Michigan Newspapers.

TRAVERSE CITY

1 - LOCATION: Grand Traverse County. E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31; State Hwys. 37, 22.

2 - TRANSPORTATION: Railroads-C&O; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-North Star.
Airlines-Republic; Simmons; Mid-State.

3 - POPULATION:
Corp. City 80 Cen. 15,516; Loc. Est. 15,093
PMA-ABC: (80) 100,888; (84) 107,300
County 80 Cen. 54,899; Loc. Est. 56,503
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,747; Loc. Est. 4,885
County 80 Cen. 19,167; Loc. Est. 20,154
PMA-ABC: (80) 35,625; (84) 38,300

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$382,500,000
Savings & Loan	2	$48,500,000

6 - PASSENGER AUTOS: County 35,269

7 - ELECTRIC METERS: Residence County 22,628

8 - GAS METERS: Residence County 16,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Frozen Food 1,100; Clothing 100; Wood Prod. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36; First killing frost, Oct. 10. Last killing frost, May 20.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on E Front. Also S Union St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherryland Mall(60)	4	K mart, Prange, Sears
Eastfield(27)	2	Ben Franklin
Garfield Vlg.(11)	3	Oleson's Foods, Witmark
Giant Plaza	3	Giantway
Meijer(12)	2	Meijer
Tom's Family Ctr.	1	
West Bay(7)	1	Tom's Mkt.
Logan's Landing	5	Mr. Steak, Factory outlet
Hillside Ctr.	5	Carlson's Fish
Campus Plaza	2	Country Squire
All Seasons Plz.	5	Radio Shack

Principal Shopping Days-Wed., Fri., Sun.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Milliken's; Prange.

Discount Stores-Witmark; Giant Discount; K mart; Meijer.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Rexall; Prescription Shop 2; Revco; Meijer.
Chain Supermarkets-Oleson's 2; Prevo's 2; Tom's 2; Giant Mkt.; Meijer.
Other Chain Stores-Singer Co.; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House.

14 - NEWSPAPERS: RECORD-EAGLE (e) 22,949; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Senger, Dir. Adv. Sales, RECORD-EAGLE, 120 W. Front Street, Traverse City, MI 49684; Tel. (616) 346-2000.
National Representative: Branham/Newspaper Sales.

YPSILANTI

1 - LOCATION: Washtenaw County (In Ann Arbor PMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12; I-94; State 17; U.S. 23; 30 mi. SW of Detroit.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Capital; TWA; American; United; Northwest; Delta; Republic Air; USAir; Eastern; Pan Am; British Airways; Frontier; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 24,031; Loc. Est. 22,289
CZ-ABC: (80) 66,212; (84) 63,100
RTZ-ABC: (80) 116,503; (84) 108,500
County/PMSA 80 Cen. 264,748; Loc. Est. 264,424
City & RTZ-ABC: (80) 182,715; (84) 171,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,585; Loc. Est. 8,180
County/PMSA 80 Cen. 92,937; Loc. Est. 94,952
CZ-ABC: (80) 23,367; (84) 22,500
RTZ-ABC: (80) 39,944; (84) 37,700
City & RTZ-ABC: (80) 63,311; (84) 60,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$180,243,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 140,253

7 - ELECTRIC METERS: Residence City & Township 26,920

8 - GAS METERS: Residence City & Township 18,518

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 34,500 ($497); Nondurables 3,800 ($356); Non-Manufacturing 52,200 (N.A.); Government 47,000 (N.A.).
Principal Industrial Pay Days-Fri. & Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Michigan Ave.; 3 on Washington St.; 1 block on N Huron St.; 2 on Pearl St.
Neighborhood Shopping Centers-2 blocks on W Cross St; 1 on E Cross St.; 1 on E Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(104)	NA	Hudson's, Lord & Taylor, JCPenney
Gault Village(15)	NA	ACO, K mart, Farmer Jack
Thrifty Acres(2)	NA	Meijer's
Sun-Rise(6)	NA	
Arborland(36)	NA	Wards, Crowley's
Lakewood(24)	NA	K mart, Chatham Mkt.
Roundree(15)	NA	Perry Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hudsons; Lord & Taylor.
Variety Stores-D&C Variety.
Discount Stores-K mart 3; Meijer's 2; Best Products; Service Merchandise.
Chain Drug Stores-Maple Village; Richardson's 2; Perry 4; Cunningham's.
Chain Supermarkets-Kroger 2; IGA 2; Farmer Jacks 2; Chatham.

14 - NEWSPAPERS: PRESS (e-mon to fri) 15,262; (m-sat) 15,034; (S) 15,221; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Lawson, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48197; Tel. (313) 482-2000.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

MINNESOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Duluth, Minn.-Wisc.-St. Louis County, Minn.; Douglas County, Wisc.
Fargo-Moorhead, N.D.-Minn.-Cass County, N.D.; Clay County, Minn.
Minneapolis-St. Paul, Minn.-Wisc.-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wisc.
Rochester-Olmsted County.
St. Cloud-Benton, Sherburne and Steams Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	332	307	316
5-14 Years	818	630	648
15-24 Years	666	793	817
25-44 Years	853	1,126	1,158
45-64 Years	730	741	761
65 and Over	407	480	494
TOTAL	3,806	4,077	4,194

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	601	1,126	2,177
General Mdse	1,240	1,853	3,352
Food	1,583	2,456	4,566
Automobiles	1,503	2,691	5,310
Gasoline Stations	710	1,194	2,453
Apparel	369	597	1,078
Furniture	378	578	1,114
Eat-Drink Places	659	1,155	2,454
Drugs	246	373	724
TOTAL SALES	8,352	13,567	26,561

ALBERT LEA

1 - LOCATION: Freeborn County. E&P Map C-5. County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; and I-90 and I-35.

2 - TRANSPORTATION: Railroads-Rock Island & Peoria; Chicago and Northwestern; Illinois Central; Milwaukee.
Motor Freight Carriers-9.
Intercity Bus Lines-Jefferson Trans.; Midwest Coaches.

3 - POPULATION:
Corp. City 80 Cen. 19,190; Loc. Est. 19,298
CZ-ABC: (80) 20,875; (84) 20,500
RTZ-ABC: (80) 39,515; (84) 38,600
County 80 Cen. 36,329; Loc. Est. 36,707
City & RTZ-ABC: (80) 60,390; (84) 59,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,418; Loc. Est. 7,594
County 80 Cen. 13,224; Loc. Est. 13,679
CZ-ABC: (80) 7,977; (84) 7,900
RTZ-ABC: (80) 14,162; (84) 14,000
City & RTZ-ABC: (80) 22,139; (84) 21,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$134,482,102
Savings & Loan	2	$133,810,012

6 - PASSENGER AUTOS: County 18,339

7 - ELECTRIC METERS: Residence 7,059

8 - GAS METERS: Residence 6,389

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 2,224 ($210); Lumber Prod. 145 ($240); Constr. 182 ($350); Transp. & Util. 460 ($225); Furniture 508 ($235); Meat Packing 1680 ($350).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway: 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William.
Neighborhood Shopping Centers-1 block on Bidge St.; 2 on Johnson St.; 3 on S. Bdwy.; Skyline Mall (22 stores) West edge of city (Osco, Ben Franklin, JCPenney, IGA).
Principal Shopping Days-Mon., Thur., Fri., Sat., and Sundays (1 to 5 p.m.)
Stores Open Evenings-Shpg. Ctr. Mon through Fri.; Downtown Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Wallaces; JCPenney; Spurgeons.
Discount Stores-Albert Lea; Pamida.
Variety Stores-Ben Franklin.
Drug Stores-Osco; Rexall 2; Walgreens; North Park; Snyder.
Chain Supermarkets-Super-Valu 2; Red Owl; Hy-Vee; IGA.
Other Chain Stores-Gambles; Three Sisters 2; Stevenson's 2; Coast-to-Coast; Gallenkamp Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,988; (S) 10,123; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James Shawback, Adv. Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.
National Representative: Thomson Newspapers.

AUSTIN

1 - LOCATION: Mower County. E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

2 - TRANSPORTATION: Railroads-Milwaukee; Chicago and North Western.
Motor Freight Carriers-37.
Intercity Bus Lines-Jefferson.
Airlines-Charter Service from municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 23,020; Loc. Est. 22,422
CZ-ABC: (80) 27,217; (84) 25,500
RTZ-ABC: (80) 17,306; (84) 17,000
County 80 Cen. 40,390; Loc. Est. 40,647
City & RTZ-ABC: (80) 44,523; (84) 42,500

4 - HOUSEHOLDS:
City 80 Cen. 9,138; Loc. Est. 9,018
County 80 Cen. 14,969; Loc. Est. 15,408
CZ-ABC: (80) 10,498; (84) 9,900
RTZ-ABC: (80) 5,950; (84) 5,900
City & RTZ-ABC: (80) 16,448; (84) 15,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$168,000,000
Savings & Loan	3	$410,000,000
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6 - PASSENGER AUTOS: County 22,323

7 - ELECTRIC METERS: Residence 8,383

8 - GAS METERS: Residence 9,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Pkg. 2,100 ($320); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); other 4,872 (N.A.).
Principal Pay Days-Thur., Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4. Last killing frost, Apr. 14.

11 - TAP WATER: Neutral, medium hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-3 blocks at Sterling; 4 on 10th St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(6)	1	K mart
Oak Park Mall(50)	4	Younkers, JCPenney, Hy Vee, ShopKo
Shoppers Plaza	NA	Wallaces
Lakeside Mall	2	Red Owl, Coast-to-Coast
Sterling(27)	2	Walgreens, IGA Foodliner, Hardware Hank

Stores Open Evenings-Downtown-Mon. & Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younkers.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; ShopKo.
Chain Drug Stores-Rexall; Walgreens 2; Snyder; White.
Chain Supermarkets-Red Owl; IGA; Hy Vee.
Other Chain Stores-Fantle's (ladies & children's); Wallace (dry goods, apparel); Stevenson's Apparel; Cook's Paint; Gildner's (men's); Goodyear; Firestone; True Value; Sherwin-Williams; United Bldg. Ctr.; St. Paul Clothing (men's, boy's); Fabricland; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon. to fri.) 9,714; (S) 9,570; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John C. Munson, Adv. Mgr., HERALD, 310 NE 2nd St., Austin, MN 55912; Tel. (507) 433-8851.
National Representative: Thomson Newspapers.

BEMIDJI

1 - LOCATION: Beltrami County. E&P Map B-2. County Seat. 90 mi. W of Crookston; 113 mi. W of Grand Forks, ND; 100 mi. S of Brainerd; 228 mi. S of Minneapolis; 113 mi. N of International Falls; on U.S. Hwys. 71, 2, 371.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line.
Intercity Bus Lines-Greyhound; Triangle.
Airlines-Republic; Bemidji.

3 - POPULATION:
Corp. City 80 Cen. 10,949; Loc. Est. 11,607
County 80 Cen. 30,982; Loc. Est. 33,436

4 - HOUSEHOLDS:
City 80 Cen. 3,654; Loc. Est. 3,270
County 80 Cen. 10,023; Loc. Est. 11,117

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,028,000
Savings & Loan	2	$30,840,000

6 - PASSENGER AUTOS: County 12,587

7 - ELECTRIC METERS: Residence 3,378

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Center-Paul Bunyan Mall, 3 mi. from downtown stores. K mart, JCPenney, Bostwick's.
Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shopping Centers Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-O'Meara's; JCPenney; S&L; Wilsons; Pattersons; Hardware Hank; Coast-to-Coast Hdwe.; Bostwicks.
Discount Stores-Fleet Distributors; Holiday Service; Western; K mart; Pamida.
Leading Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Rexall; City Drug; Walgreen's.
Chain Supermarkets-Red Owl; Hartz 2; Holiday Warehouse 2; IGA 2.

14 - NEWSPAPERS: PIONEER (m-mon to fri) 7,213; (S) 7,213; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Merlyn Stai, Adv. Dir., PIONEER, PO Box 554, Bemidji, MN 56601; Tel. (218) 751-3740.
National Representative: Minnesota Newspaper Association.

BRAINERD

1 - LOCATION: Crow Wing County. E&P Map B-3. County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis; 125 mi. from Duluth.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Republic; Mesaba; Airmotive Charter.

3 - POPULATION:
Corp. City 80 Cen. 11,489; Loc. Est. 11,641
County 80 Cen. 41,722; Loc. Est. 42,528
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,568; Loc. Est. 3,039
County 80 Cen. 15,171; Loc. Est. 15,837

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$158,000,000
Savings & Loan	2	$150,000,000
Credit Unions	2	$14,000,000

6 - PASSENGER AUTOS: County 20,818

7 - ELECTRIC METERS: Residence 5,009

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 186; Paper 730; Hospital 1290; Education 685.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30. Last killing frost, May 2.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Laurel St.; 5 on Front St.; 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.
Neighborhood Shopping Centers-Oak and 13th St.; Mill Ave. & H St. N.E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brainerd Mall(14)	NA	Mont. Ward, Sears, TG&Y, JCPenney.
Downtown Mini Mall	NA	
Midtown(8)	NA	IGA
Tyrol Hills(6)	NA	Ace Hdwr., Super Valu, Ben Franklin
Westgate Mall(25)	NA	K mart

Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Thur.; Brd. Mall, Mon. through Fri.,; Westgate Mall, Mon. through Fri.
Stores Open Sundays-Supermarkets, drugs, Brainerd Mall, Westgate Mall.

13 - RETAIL OUTLETS: Department Stores-Ehler's; Montgomery Ward; JCPenney; Bostwicks.
Variety Stores-TG&Y; Ben Franklin.
Discount Stores-Fleet Store; Super America; Erickson Holiday; Pamida; Mills Fleet Farm; K mart.
Chain Drug Stores-Thrifty Snyder.
Chain Supermarkets-Red Owl; IGA; Super One; Caseys; Super Valu; Tom Thumb.
Other Chain Stores-Gamble's; Sears (catalog); Schiff Shoes; Stevensons; Three Sisters; Hardware Hank; Ben Franklin; Lampert Lumber; Standard Lumber; Floor To Ceiling; Bostwicks; Benson Optical; Pearle Vision Center.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 14,242; (S) 14,242; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert Turcotte, Adv. Mgr., DISPATCH, 215 S. 6th St., Brainerd, MN 56401; Tel. (218) 829-4705.
National Representative: Minnesota Newspaper Association:; Papert Companies.

BRECKENRIDGE, MN

See WAHPETON, ND

CROOKSTON

1 - LOCATION: Polk County, E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of MN. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2 & 75; State Hwy. 9.

2 - TRANSPORTATION: Railroads-Winnipeg (Can.) lines of Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Triangle; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,628; Loc. Est. 9,231
County 80 Cen. 34,844; Loc. Est. 36,821

4 - HOUSEHOLDS:
City 80 Cen. 3,098; Loc. Est. 3,074
County 80 Cen. 12,154; Loc. Est. 13,143

5 - BANKS

	NUMBER	EST. DEP
Savings & Loan	2	$35,000,000
Commercial	3	$81,595,000

6 - PASSENGER AUTOS: County 15,570

7 - ELECTRIC METERS: Residence 3,124

8 - GAS METERS: Residence 1,816

9 - PRINCIPAL INDUSTRIES: Sugar; Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur.

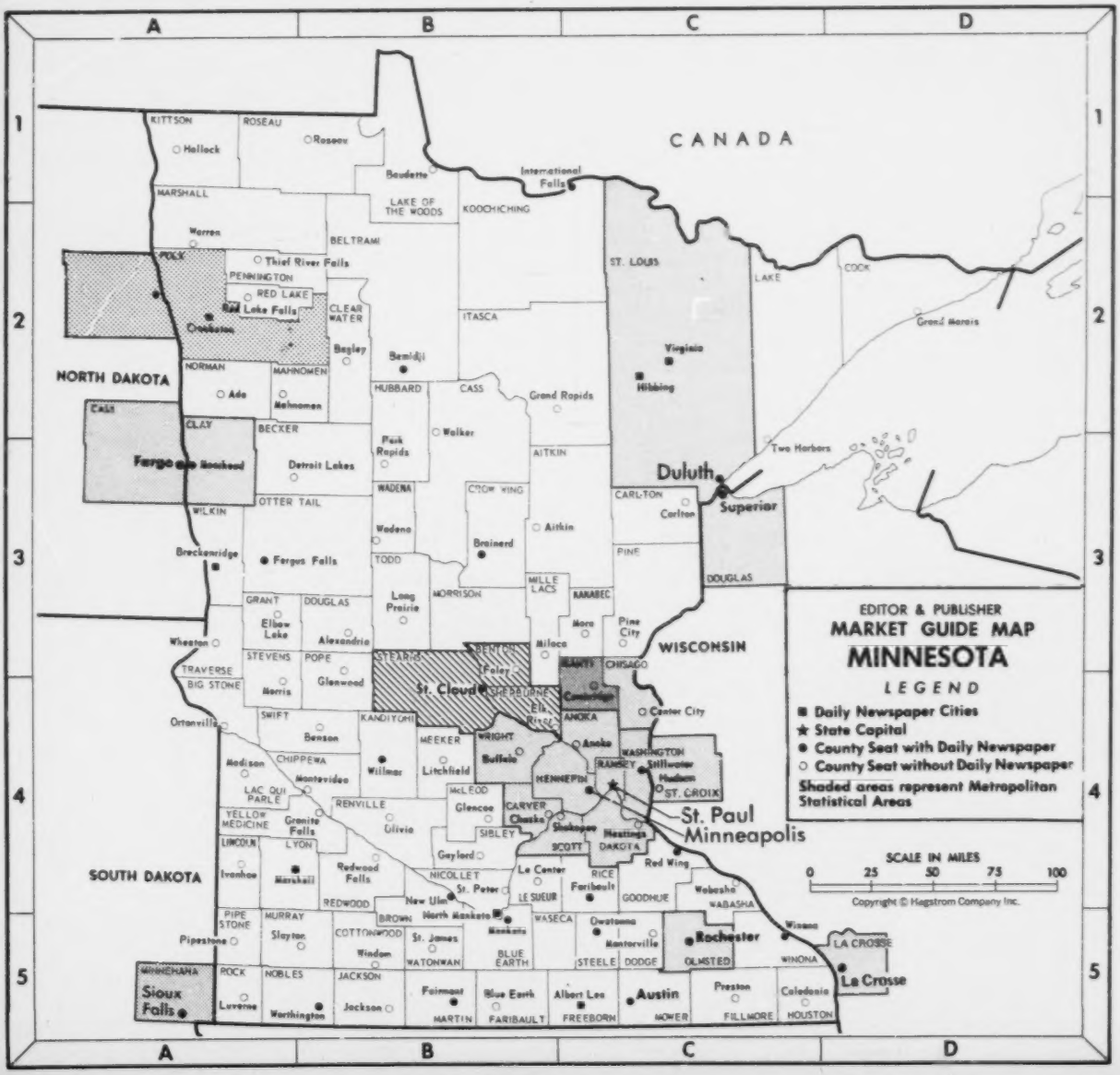
13 - RETAIL OUTLETS: Department Stores-S&L; JCPenney; Town & Country.
Variety Stores-Ben Franklin.
Discount Stores-D&B Freight Sales; Pamida.
Chain Drug Stores-Osmon Walgreen; Rexall; Synder.
Chain Supermarkets-Geo. Peters; Fairway; Jack & Jill; Piggly Wiggly; Super Valu.
Other Chain Stores-Gamble's; Coast-to-Coast; Wm. H. Ziegler; Montgomery Ward (catalog); Our Own Hdwe.; Fleet Farm Supply.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,918, sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mike Sipe, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716; Tel. (218) 281-2730.
National Representative: Minnesota Newspaper Association.

DULUTH

1 - LOCATION: St. Louis County, E&P Map C-3 (In Duluth MN-WI MSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, Air Force base, rail center, serving upper lakes area of MN, WI & MI.

2 - TRANSPORTATION: Railroads-DM&IR; DW&P; Soo Line; Milwaukee Road; Duluth & Northeastern; Chicago & Northwestern; Amtrak; Burlington Northern.
Motor Freight Carriers-18.



Steamship Lines-54 U.S., Canadian & foreign.
Intercity Bus Lines-Duluth Transit Authority; Northland Greyhound.
Airlines-Republic; Charter & Jet Service.

3 - POPULATION:
Corp. City 80 Cen. 92,811; Loc. Est. 90,520
CZ-ABC: (80) 104,406; (84) 100,600
Bal. in PMA-ABC: (80) 335,537; (84) 341,400
County 80 Cen. 222,229; Loc. Est. 223,600
MSA 80 Cen. 266,650; Loc. Est. 269,122
Total PMA-ABC: (80) 437,943; (84) 442,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,363; Loc. Est. 31,589
County 80 Cen. 81,482; Loc. Est. 84,400
MSA 80 Cen. 97,949; Loc. Est. 101,159
CZ-ABC: (80) 39,049; (84) 38,000
Bal. in PMA-ABC: (80) 119,822; (84) 123,800
Total PMA-ABC: (80) 158,871; (84) 161,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$260,670,000
Commercial	9	$608,230,000

6 - PASSENGER AUTOS: County 101,456

7 - ELECTRIC METERS: Residence 35,100

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction 1,268 ($417); Manufacturing 5,548 ($328); Trans., Comm., Public Utilities 3,275 ($454); Trade 11,358 ($194); Govt. 10,774 ($321); Services 10,707 ($233).
Principal Pay Days-2nd & 4th Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-88; Summer 27-97; Fall -23-95; Winter -39-55. First killing frost, Oct. 12. Last killing frost, May 8.

11 - TAP WATER: Neutral, very soft; fluoridated; filtered.

12 - RETAILING: Principal Shopping Center-8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza(10)	1	IGA
East 4th	1	Daugherty Hdwe., IGA
West Duluth	4	Super Valu, IGA
Kenwood(13)	5	Red Owl, Ben Franklin
West End	2	Becks, Anderson's, S&J, M&K
Lakeside	4	Super Valu, Red Owl, Marshall Hdwe., Bridgemans
Woodland	5	Piggly Wiggly, Bridgeman's, OK Hdwe.
Mount Royal(10)	3	Super Valu
Pike Lake	10	Super Valu, Gamble's
Piedmont(10)	3	Piggly Wiggly, Coast-to-Coast
Miller Hill(50)	3	Mont. Ward, JCPenney, Glass Block
Village Mall	3	K mart, Super Valu

Principal Shopping Days-Mon., Wed., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. through Fri.; Super Mkts.-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Glass Block; Wahls; Montgomery Ward; JCPenney; Prange's.
Discount Stores-Target; Double Discount; K mart; Prange-Way.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Snyders; Walgreen 3.
Chain Supermarkets-IGA 4; Red Owl 2; Super Valu 5; Piggly Wiggly 3; Super "1" 2.
Other Chain Stores-Firestone; Foreman & Clark; Baker's; Fanny Farmer; Goodyear; Gamble's; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps; Waldenbooks; Musicland; Wilson's; Kinney Shoes; Singer Co.; Maurice's.

14 - NEWSPAPERS: NEWS-TRIBUNE & HERALD (m-mon to fri) 62,694; (S) 82,288; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Thomson, Adv. Dir., NEWS-TRIBUNE and HERALD, 424 W. 1st, Duluth, MN 55801; Tel. (218) 723-5281.
National Representative: Knight-Ridder Newspaper Sales.

EAST GRAND FORKS, MN

See GRAND FORKS, ND

FAIRMONT

1 - LOCATION: Martin County, E&P Map B-5, County Seat. On U.S. Hwy. 16; State Hwy. 15. In S Central part of state, 130 mi. SW of Minneapolis.

2 - TRANSPORTATION: Railroads-CM&St.P; CSt. PM&O; C&NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Midwest Coaches.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,506; Loc. Est. 11,958
County 80 Cen. 24,687; Loc. Est. 25,052
CZ-ABC: (80) 11,506; (84) 11,700
RTZ-ABC: (80) 62,984; (84) 62,000
City & RTZ-ABC: (80) 74,490; (84) 73,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,615; Loc. Est. 4,834
County 80 Cen. 9,321; Loc. Est. 9,700
CZ-ABC: (80) 4,615; (84) 4,800
RTZ-ABC: (80) 23,576; (84) 23,400
City & RTZ-ABC: (80) 28,191; (84) 28,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$152,262,000
Savings & Loan	2	$77,920,824

6 - PASSENGER AUTOS: County 13,092

7 - ELECTRIC METERS: Residence 4,679

8 - GAS METERS: Residence 4,468

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 43-92; Fall 26-85; Winter -21-57. First killing frost, Sept. 28. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fair Mall(37)	NA	JCPenney, Walgreens, Woolworth

Principal Shopping Days-Thur., Fri., Sat.; Shopping Centers Mon. to Fri.-9 P.M.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Bob Wallace Mercantile; JCPenney; Prices Are Right.
Discount Stores-Alco; Pamida; ShopKo.
Variety Stores-Woolworth.
Chain Drug Stores-J&R Rexall; Fair Mall, Walgreens.
Chain Supermarkets-Gunther; Madsen's; Hy-Vee; Red Owl Country Store.
Other Chain Stores-Coast-to-Coast; Sears (mail order); Montgomery Ward (mail order); Gen. Trading; Our Own Hdwe.; Firestone; Goodyear; Fleet Motor Sup. (hard lines); Ace Hdwe.

14 - NEWSPAPERS: SENTINEL (m) 11,633; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Eileen Fisch, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031; Tel. (507) 235-3303.
National Representatives: Minnesota Newspaper Association; Papert Companies.

FARIBAULT

1 - LOCATION: Rice County, E&P Map C-4, County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 35 & 3; State 65, 21 & 60.

2 - TRANSPORTATION: Railroads-Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.
Bus Lines-Jefferson.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 16,241; Loc. Est. 16,687
CZ-ABC: (80) 16,241; (84) 15,900
RTZ-ABC: (80) 51,560; (84) 54,400
County 80 Cen. 46,087; Loc. Est. 47,812
City & RTZ-ABC: (80) 67,801; (84) 70,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,836; Loc. Est. 6,001
County 80 Cen. 14,276; Loc. Est. 15,260
CZ-ABC: (80) 5,836; (84) 5,800
RTZ-ABC: (80) 15,797; (84) 16,800
City & RTZ-ABC: (80) 21,633 (84) 22,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$174,000,000
Savings & Loan	2	$92,000,000

6 - PASSENGER AUTOS: County 22,117

7 - ELECTRIC METERS: Residence 6,110

8 - GAS METERS: Residence 5,453

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Residence schools for retarded, vision, hearing impaired 1,350; Manufacturing, commercial 340; Turkey processing 340; Retailing 550; Vegetable processing 240; Container manufacturing 200; Government (City and County) 300; Sheet metal fabrication 150; Woolen blanket manufacturing 150; Plastics fabrication 150; Hospital and nursing homes 500; Blue cheese manufacturing 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-five blocks on Central Ave.; 2 on Fourth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairibo Plz.(3)	2	Red Owl
Fairbo West Mall(35)	3	Brett's, Hy-Vee, White Mart, Ehler's

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Thur.; Food-super markets and shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bretts.
Variety Stores-Woolworth.
Discount Stores-F & D Farm Supply; Fanbo Farm & Home; Jupiter; White Mart; K mart; Snyder Drug.
Chain Supermarkets-Red Owl; Super Valu; Food Bonanza; Hy-Vee.
Other Chain Stores-Sherwin-Williams; St. Paul Clothiers; Firestone; Sears; United Building Center; Lamperts; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes; Vanity.

14 - NEWSPAPERS: NEWS (e) 8,873; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Tuff, Adv. Dir., NEWS, 514 Central Ave., Faribault, MN 55021; Tel. (507) 334-4383.
National Representative: Minnesota Newspaper Assn.; Papert Companies.

FERGUS FALLS

1 - LOCATION: Otter Tail County, E&P Map A-3, County Seat. Center of large dairy area. In Red River Valley, 56 mi. SE of Moorhead, 188 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Northland Greyhound.
Airlines-West Central Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,519; Loc. Est. 13,026
CZ-ABC: (80) 12,519; (84) 12,400
RTZ-ABC: (80) 65,980; (84) 68,300
County 80 Cen. 51,937; Loc. Est. 53,930
City & RTZ-ABC: (80) 78,499; (84) 80,700

4 - HOUSEHOLDS:
City 80 Cen. 4,686; Loc. Est. 3,604
County 80 Cen. 18,549; Loc. Est. 19,668
CZ-ABC: (80) 4,686; (84) 4,700
RTZ-ABC: (80) 23,350; (84) 24,300
City & RTZ-ABC: (80) 28,036; (84) 29,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$163,200,000
Savings & Loan	2	$139,067,000

6 - PASSENGER AUTOS: County 24,349

7 - ELECTRIC METERS: Residence 7,137

8 - GAS METERS: Residence 2,121

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Bakery 138 ($300); Farm Equipment 92 ($325); Utilities 460 ($400); Dairy 111 ($300).
Principal Industrial Pay Days-Mon. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 47-94; Fall 29-83; Winter 25-35. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.
Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Thur. Mall open Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwicks; JCPenney; Herberger's; Woolworth.
Discount Stores-Pamida Discount Ctr.; K mart.
Chain Drug Stores-White Drugs; Stensrud & Emerson Rexall; Medicine Shoppe Pharmacy.
Chain Supermarkets-Erickson's Big D Foods; Arkvlary's Food Ark; Super Valu; Don's Jack & Jill; Country Store; Service Food; BJ's Markets 3.
Other Chain Stores-Sears (catalog); Tradehome Shoes; Maurice's; Coast-to-Coast; Intl. Harvester; Sherwin-Williams; Montgomery Ward (catalog); Fleet-Farm; Firestone; Goodyear; Kordel (furniture); St. Claw & Rovang (men's wear); Stern's (men's wear); Fergus OK Hardware; B. Dalton; Team Electronics; Morrey A. Norby's; Fandel's.

14 - NEWSPAPERS: JOURNAL (e) 13,416; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Glenn E. Olson, Adv. Dir., JOURNAL, 914 East Channing, Fergus Falls, MN 56537; Tel. (218) 739-4441.
National Representative: Minnesota Newspaper Association; Papert Companies.

HIBBING

1 - LOCATION: St. Louis County (In Duluth, MN-WI MSA). E&P Map C-2. 75 mi. N of Duluth; 185 mi. from MN. On MN Hwys. 73, 37, 53, 216 and U.S. Hwy. 169. Agriculture & mining center.

2 - TRANSPORTATION: Railroads-Great Northern; DM&IR; Burlington Northern.
Motor Freight Carriers-1.
Intercity Bus Lines-Mesaba; Shubat; Greyhound; Northern Transportation.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,193; Loc. Est. 21,287
MSA 80 Cen. 266,650; Loc. Est. 269,122
County 80 Cen. 222,229; Loc. Est. 223,504

4 - HOUSEHOLDS:
City 80 Cen. 7,868; Loc. Est. 7,330
County 80 Cen. 81,482; Loc. Est. 83,875
MSA 80 Cen. 97,949; Loc. Est. 101,159

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$128,796,000
Savings & Loan	1	$51,736,000

6 - PASSENGER AUTOS: County 101,456

7 - ELECTRIC METERS: Residence 7,905

8 - GAS METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Mining 654; Constr. 2,014; Transp. 303; Mfg. 256; Whlse. Trade 217; Finance 186; Gov't. 1,076; Retail Trade 1,093; Service 1,641.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.
Neighborhood Shopping Centers-6 blocks in Brooklyn-East Hibbing.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grayshert(12)	NA	Piggly Wiggly
Mesabi Mall(22)	NA	Red Owl
Irongate(26)	NA	K mart, Bostwicks, Zale's

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-Feiman's; JCPenney.
Variety Stores-Woolworth; Ben Franklin; Pamida.
Discount Stores-K mart; L&M Supply.
Chain Drug Stores-Shapiro's; Snyder 2.
Chain Supermarkets-National; Red Owl; Piggly Wiggly; Super Valu Zups; Super One; Country Store.
Other Chain Stores-Singer; General Trading; Goodyear; Firestone; Goodrich; Gallenkamp; House of Fabrics; Coast-to-Coast; Montgomery Ward (catalog); Ben Franklin; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson; Fashion Crossroad; Bostwicks; Spurgeons; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 8,781; June 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: B.J. Krauth, Gen. Mgr., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.
National Representatives: Landon Associates; Minnesota Newspaper Association.

INTERNATIONAL FALLS

1 - LOCATION: Koochiching County. E&P Map C-1. County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-Century Motor Freight; UPS.
Intercity Bus Lines-Greyhound via Northland Transportation; Grey Goose, Ltd.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 5,611; Loc. Est. 5,317
County 80 Cen. 17,571; Loc. Est. 17,523

4 - HOUSEHOLDS:
City 80 Cen. 2,191; Loc. Est. 1,959
County 80 Cen. 6,131; Loc. Est. 6,220

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$90,000,000
Savings & Loan	1	$25,000,000
Credit Unions	1	$8,000,000

6 - PASSENGER AUTOS: County 7,078

7 - ELECTRIC METERS: Residence 3,407

8 - GAS METERS: Residence 842

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Bldg. Boards 2,316 ($400).
Principal Industrial Pay Days-Pay Mfg., alternate Fri. Railroad 8th & 22nd. Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7. Last killing frost, June 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Third St.; 3 blocks on Fourth, plus connecting streets.
Neighborhood Shopping Centers-South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
International Mall(40)	2	JCPenney, Red Owl
International Sq.	NA	JCPenney, Woolworth

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Stevenson's.
Discount Stores-Western; Erickson Holiday; Border Bargains; K mart; Pamida.
Chain Drug Stores-Snyder.
Chain Supermarkets-Super One; Red Owl.
Other Chain Stores-Coast-to-Coast; Ace; Sears; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,113; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: David Ramnes, Gen. Mgr., JOURNAL, 500 3rd St., International Falls, MN 56649; Tel. (218) 283-8411.
National Representative: Minnesota Newspaper Association.

MANKATO-NORTH MANKATO

1 - LOCATION: Blue Earth and Nicollet Counties. E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68 and 83.

2 - TRANSPORTATION: Railroads-St. Paul & Pacific; Chicago & Northwestern.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Jack Rabbit Lines.
Airlines-Mesaba.

3 - POPULATION:
Corp. Cities 80 Cen. 37,796; Loc. Est. 38,524
Mankato 80 Cen. 28,651; Loc. Est. 28,474
N. Mankato 80 Cen. 9,145; Loc. Est. 10,050
CZ-ABC. (80) 39,709; (84) 39,400
RTZ-ABC. (80) 126,552; (84) 128,100
Counties 80 Cen. 79,243; Loc. Est. 81,149
Blue Earth 80 Cen. 52,314; Loc. Est. 53,514
Nicollet 80 Cen. 26,929; Loc. Est. 27,635
City & RTZ-ABC. (80) 166,261; (84) 167,500

4 - HOUSEHOLDS:
Cities 80 Cen. 13,227; Loc. Est. 13,650
Mankato 80 Cen. 9,969; Loc. Est. 10,020
N. Mankato 80 Cen. 3,258; Loc. Est. 3,630
Counties 80 Cen. 26,591; Loc. Est. 27,809
Blue Earth 80 Cen. 18,011; Loc. Est. 18,809
Nicollet 80 Cen. 8,580; Loc. Est. 9,000
CZ-ABC. (80) 13,832; (84) 13,900
RTZ-ABC. (80) 44,061; (84) 44,900
City & RTZ-ABC: (80) 57,893; (84) 58,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$337,000,000
Savings & Loan	4	$206,000,000
Fed. Credit Union	1	N.A.

6 - PASSENGER AUTOS: Counties: Blue Earth 25,494; Nicollet 11,700

7 - ELECTRIC METERS: Residence 14,163

8 - GAS METERS: Residence 13,742

9 - PRINCIPAL INDUSTRIES: Flour & Feed; Vegetables; Can Mfg.; Farm Equipment; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Elec. Equip.; Quarrying; Pontoon Boats; Paper Prods.; Plastics; Warehousing & Distribution; Printing. Total employment in Blue Earth & Nicollet Counties 43,234.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Mar(12)	3	Ben Franklin, Bridgeman's, Red Owl
Eastgate(5)	NA	Lewis, Mueller's
Galleria East(5)	4	
K mart(5)	NA	K mart, Madsen's, Warehouse Liquor
Madsen's	3	Madsen's
Madison East(50)	NA	Madsen's, Sears, Walgreen's, Woolworth
Mankato Mall(69)	3	Bretts, JCPenney, Osco, Star Drug
Old Town(25)	3	
Open Mall(8)	3	
Village East(3)	3	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department stores-Mon. through Fri. Food-supermarkets every night.

13 - RETAIL OUTLETS: Department Stores-Geo. E. Brett; JCPenney; Sears.
Variety Stores-Ben Franklin; Walgreens; Woolworth.
Discount Stores-Madsen's Valu Center; Shopko; K mart.
Chain Drug Stores-Lewis; Osco; Walgreens;Snyders.
Chain Supermarkets-The Country Store; Hy Vee; Madsen's 3; Jack & Jill; 7-Eleven Stores 2; Mueller's.

14 - NEWSPAPERS: FREE PRESS (e) 27,181; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Vicki Winge, Nat'l. Adv. Mgr., FREE PRESS, 418 S. Second St., Mankato, MN 56001; Tel. (507) 625-4451.
National Representative: Branham/Newspaper Sales.

MARSHALL

1 - LOCATION: Lyon County. E&P Map A-4. County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD; on US Hwy. 59; State Hwys. 19 & 23.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3, Murphy & Bennett, Yellow, Lakeville.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 11,161; Loc. Est. 11,944
CZ-ABC. (80) 11,161; (84) 11,600
RTZ-ABC. (80) 34,688; (84) 34,100
County 80 Cen. 25,207; Loc. Est. 25,911
City & RTZ-ABC: (80) 45,849; (84) 45,700

4 - HOUSEHOLDS:
City 80 Cen. 3,808; Loc. Est. 4,099
CZ-ABC: (80) 3,808; (84) 4,000
RTZ-ABC: (80) 12,425; (84) 12,200
County 80 Cen. 8,679; Loc. Est. 9,103
City & RTZ-ABC: (80) 16,233; (84) 16,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	3	$189,690,349

6 - PASSENGER AUTOS: County 13,429

7 - ELECTRIC METERS: Residence 4,754

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Assembly 240 ($220); Meat & Poultry 600 ($165); Agri-building, Eqpt. & Supplies 300 ($145); Electronic Assembly 175 ($165); Dairy Processing 500 ($190).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost Oct 2. Last killing frost, May 8.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety/Discount Stores-Alco; Shopko; Ben Franklin; Woolworth.
Chain Drug Stores-Snyder Thrifty; Sward-Kemp.
Chain Food Stores-Super Valu; Hy-Vee; Red Owl; Fairway.
Other Chain Stores-Montgomery Ward; Sears; True Value; Coast-to-Coast; Gambles.

14 - NEWSPAPERS: INDEPENDENT (m) 8,793; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Louie Seesz, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.
National Representatives: Papert Companies; Minnesota Newspaper Association.

MINNEAPOLIS

1 - LOCATION: Hennepin County. (In Minneapolis-St. Paul, MN-WI MSA) E&P Map C-4. County Seat. Transportation center for MN, ND and SD, and 16 counties in western WI; industrial and wholesale center of the Upper Midwest area; in east central part of state. 419 mi. from Chicago; 351 mi. from Milwaukee; 355 mi. from Omaha; 459 mi. from Winnipeg. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694; On U.S. Hwys. 8, 12, 52, 65, 169 and 212; On State Hwys. 7, 36, 55, 56, 5, 10, 152 and 51.

2 - TRANSPORTATION: Railroads-Amtrak; Milwaukee Road; Rock Island Lines; Burlington Northern; Soo Line; Minneapolis Northfield & Southern; Chicago & Northwestern.
Motor Freight Carriers-Over 100 truck lines.
Interstate Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-United; Northwest; Western; Ozark, Eastern; TWA; Republic; USAir; Commuter Airlines: Mid-State Air Commuter; Mesaba Aviation; Mississippi Valley Airways; Air Canada; American; Delta; Pan Am; Midway; People Express; Continental.

3 - POPULATION:
Corp. City 80 Cen. 370,951; Loc. Est. 358,815
PMA-ABC. (80) 2,184,960; (84) 2,239,400
RTZ-ABC. (80) 1,140,055; (84) 1,165,400
Total PMA & RTZ-ABC. (80) 3,325,015; (84) 3,404,800
County 80 Cen. 941,411; Loc. Est. 965,824
MSA 80 Cen. 2,137,856; Loc. Est. 2,204,811
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 161,858; Loc. Est. 162,089
County 80 Cen. 365,536; Loc. Est. 383,692
MSA 80 Cen. 755,112; Loc. Est. 812,167
PMA-ABC. (80) 785,115; (84) 808,400
RTZ-ABC. (80) 395,670; (84) 408,200
Total PMA & RTZ-ABC. (80) 1,180,785; (84) 1,216,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loans	31	$5,933,223,000
Commercial	201	$16,089,946,000

(Figures include 11 county MSA).

6 - PASSENGER AUTOS: County 588,268

7 - ELECTRIC METERS: Residence and Commercial (est.) 459,541

8 - GAS METERS: City & Suburbs-Residence (est.) 300,000

9 - PRINCIPAL INDUSTRIES: (9 Metro Counties): Industry, No. of Wage Wage Earners, (Av. Weekly Wage)-Machinery, ex. elect. 54,400 ($397); Fabricated Metals 31,500 ($420); Printing & Pub. 24,400 ($375); Electric & Electronic Equipment 23,500 ($346); Instruments 14,300 ($378); Food 13,600 ($371); Paper 9,000 ($386); Rubber and Plastic Products 7,400 ($302); Chemicals 6,600 ($367); Primary Metals 5,300 ($383); Transportation Equip. 4,200 ($380).
Principal Pay Days-Thur., Fri.; 1st, 15th, 16th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; fluoridated. In suburbs (400,000 people) hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Hennepin, Nicollet and Marquette Ave.
Neighborhood Shopping Centers-Camden-42nd Ave. N and Washington Ave.; Chicago Ave. and E Lake St.; Bloomington Ave. and E Lake St.; 27th Ave. and E Lake St.; Hennepin Ave. and Lake St.; Nicollet Ave. and Lake St.; E Hennepin Ave. from Main St. to Central Ave.; Lowry Ave. N and Penn Ave. N; Central Ave.; NE from 18 1/2 Ave.; NE 21th Ave.; NE 50th St. and France Ave. S; Lowry Ave. N and Emerson Ave.; N 54th St. and Lyndale Ave. S; 43rd St. and Upton Ave. S; West Broadway Ave. from Aldrich Ave. N to Freemont Ave. N; 76th to 78th Sts. and Lyndale Ave. S; Chicago Ave. and 48th St.; 64th to 69th Sts. and Lyndale Ave. S; 46th St. to Morningdale Road on France Ave. S; Excelsior Ave. Strip from France Ave. S to Hwy. 100; West Broadway Ave. from Washington Ave. to Lyndale Ave. N; 6th St. to Hwy. 52 on Central Ave.; 39th to 41st Aves. on Central Ave. NE; 65th and Nicollet Ave.; downtown Wayzata; downtown Excelsior; downtown Hopkins; Columbia Heights; 50th & France; Excelsior.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Apache Plaza(70)	8	JCPenney, Country Club, Van Ardell's
Apple Valley Square(18)	17	Snyder Drug, Applebaum's Food
Randana Square(23)	NA	Garden of Eden, Just Grand
Bonaventure	10	Fresh Fin
Brighton Vlg.(16)	9	Lunds, Town Drug
Brookdale(80)	6	Daytons, Sears, Donaldson's, JCPenney
Burnhavon(27)	18	Target, Super Value
Burnsville(150)	18	Daytons, JCPenney, Powers, Sears
Calhoun Square(44)	NA	Estebans, Ediner
Cedarvale(34)	13	Applebaums Food, Cedrics
City Center(85)	NA	Donaldsons
Clover(15)	9	Hardware Hank, Recreation Inc.
Cobblestone Ct.(28)	17	Venus Waterbeds
Colonial Sq.(19)	13	Snyder, La Cuisine
Coon Rapids(20)	13	Red Owl
Country Vlg.(19)	9	Lunds, Village Drug
Crystal(25)	7	Snyder Drug
Diamond Head(44)	14	Our Own Hdwe., Red Owl
Eden Prairie(85)	17	Powers, Sears
Gallena(26)	8	Gabbert's Home Furn.
Golden Valley(26)	5	Valley Drugs, Kuipers Hardware
Hai Mai(72)	NA	Marshalls, Synders, United Store
Holly Center(17)	9	Snyder Drug
Hub Center	7	Korner Plz.
Knollwood Plaza(90)	6	Mont. Ward, Powers, JCPenney
Leisure Lane(17)	7	Audio King
Maple Grove Mall	20	Super Valu, Merwin Drugs
Maplewood(120)	10	Powers, Sears
Minnehaha Mall(24)	4	Target, Super Valu Food
Miracle Mile(26)	7	Warner's Hdwe., Snyder Drug
Moundsview	10	Hardware Hank
Northtown(110)	11	Powers, Mont. Ward, Woolworth
Norwest Center(41)	NA	Liemandts
Ridgedale(129)	9	JCPenney, Daytons, Donaldsons, Sears
Robin Center(30)	6	Hardware Hank, Merwin Drug
Rosedale(150)	5	Daytons, Mont. Ward, Donaldsons
Signal Hills(68)	NA	Herberger's, JCPenney, Woolworth
Sioux Trial	12	True Value
Southdale(140)	7	Daytons, JCPenney, Donaldson's
Southdale Sq.(17)	7	Snyder Drug, Warner's Hdwe.
Southtown(73)	8	Mont. Ward
Spring Brook	10	Jerry's Super Valu
St. Anthony(51)	4	Warner's Hdwe., Red Owl
Valley West(33)	11	Korner Plz., Red Owl
Village North(33)	10	Korner Plz., Walgreens
Wayzata Bay Ctr(19)	14	The Foresome
Westbrook Mall(25)	7	Venus Waterbeds, Aspen Leaf
Yorktown Fashion Mall(37)	8	The Stable, Krapus
7-Hi Center(32)	12	Coast-to-Coast, Red Owl, Rexall

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat.; Food Stores: Thur., Fri., Sat.
Stores Open Evenings-Mon. to Fri.
Stores Open Sundays-Food & Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-

Dayton's 7; Sears 5; JCPenney 8; Young Quinlan; Montgomery Ward 13; Donaldson's 6; Powers 7.
Variety Stores-Woolworth 11.
Discount Stores-Target 15; Holiday Village 2; Holiday Station Stores 42; K mart 22.
Chain Supermarkets-Red Owl 16; Lund's 6; IGA 15; Rainbow 14; 7-Eleven 60; Brooks Superettes 12; Country Club 47; Holiday Village 2; Kenny's Markets 25; Knowlan's 3; PDQ 28; Schiller's 4; Super Valu 56; Tom Thumb 89; Byerly's 64 in metro, 1 in St. Cloud; Cub 7; Thriftway; Star Markets 20; Country Stores 14.
Other Chain Stores-Auto: Big A, Car Quest, Genuine Parts, Firestone, Coast-to-Coast, Goodrich, Goodyear, Crown Auto, Big Wheel, Champion, 10,000 Auto Parts, NAPA; Shoes: Kinney, Florsheim, Freeman, Baker's, Burt's, Chandler's, Schuler Shoes, Ground Gripper, Naturalizer, Payless; Women's Apparel: Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, Liemandts, Marshalls, The Limited, Three Sisters, Shirley's Maternity; Men's Apparel: Foreman & Clark, Hubert W. White, Haugland For The Young, Lancers, Liemandt's, Juster's, County Seat; Candy: Darveaux, Fanny Farmer, Fannie Mae; Speciality Shops: Bachman's, Frank's; Furniture: Gabberts, Slumberland, Levitz, Wickes, Scandinavian Design; Appliances: Schaak Electronics, Team Electronics, Audio King, Radio Shack; Building Supplies & Hardware: Plywood Minnesota, OK Hdwe., Our Own Hdwe., True Value, Warner Hdwe., Menards, Color Tile, Knox, Budget Power; Paints: Sherwin-Williams; Musical Instruments: Bodine's, Schmitt Music; Camera & Photo Supplies: Century Camera, Brown Photo; General Merchandise: La Belle's, Misc., T.J. Maxx, S&L Gen. Mdse., Minnesota Fabrics; Singer.
14 - NEWSPAPERS: STAR AND TRIBUNE (m-mon to fri) 372,179; SUNDAY TRIBUNE (S) 586,876; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Whelan, Nat'l Adv. Mgr., STAR and TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-4136.
National Representative: S. Ayer-Ferguson-Walker Co.

MOORHEAD, MN
See FARGO, ND

NEW ULM

1 - LOCATION: Brown County. E&P Map B-4. County Seat. Agricultural center. 97 mi. SW of Twin Cities; 30 mi. W of Mankato; 50 mi. N of Fairmont. On U.S. Hwy. 14, State Hwy. 15.
2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-4.
Intercity Bus Lines-Northland Greyhound.
Air Freight-Twice daily air freight, Twin Cities to New Ulm municipal airport.
3 - POPULATION:
Corp. City 80 Cen. 13,755; Loc. Est. 14,240
CZ-ABC: (80) 13,755; (84) 13,900
RTZ-ABC: (80) 40,555; (84) 39,800
County 80 Cen. 28,645; Loc. Est. 29,125
City & RTZ-ABC: (80) 54,310; (84) 53,700
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 4,938; Loc. Est. 5,205
CZ-ABC: (80) 4,938; (84) 5,000
RTZ-ABC: (80) 13,996; (84) 14,000
County 80 Cen. 9,988; Loc. Est. 10,420
City & RTZ-ABC: (80) 18,934; (84) 19,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$167,000,000
Savings & Loan	2	$48,000,000

6 - PASSENGER AUTOS: County 15,403
7 - ELECTRIC METERS: Residence 6,000
8 - GAS METERS: Residence 4,900
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 2,395; Trade 1,834; Service 1,215; Government 692; Transportation and Utilities 377; Construction 240; Finance 215.
10 - CLIMATE: Min. & Max. Temp.-Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1. Last killing frost, May 4.
11 - TAP WATER: Neutral, hard (495 ppm); fluoridated.
12 - RETAILING: Principal Shopping Centers-7 blocks on three streets; New shopping center on South side of Town, with Hy-Vee Super Mkt.; Pamida; K mart; New shopping center on North side of town, Madsen's Super Valu.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Mon. & Thur.; Food-Daily.
13 - RETAIL OUTLETS: Department Stores-Herberger's; Ehler's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Eichinger Fleet Supply; Pamida; K mart; Big Bear; Thrifty Drug; Runnings; Big R.
Chain Supermarkets-Red Owl; Madsen's Super Valu; Hy-Vee.
Other Chain Stores-General Trading; Lampert's; Maurice's; Stevensons; Montgomery Ward; Sears.
14 - NEWSPAPERS: JOURNAL (m-tues to sat) 11,175; (S) 11,235; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Vetter, Adv. Dir., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.
National Representatives: Minnesota Newspaper Association; Papert Companies.

NORTH MANKATO
See MANKATO

OWATONNA

1 - LOCATION: Steele County. E&P Map C-5. County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of state, 70 mi. S of Minneapolis; On U.S. Hwys. 65, 14, 218 and I-35.
2 - TRANSPORTATION: Railroads-Chicago, Rock Island & Pacific; Chicago, Milwaukee, St. Paul & Pacific; Northwestern.
Motor Freight Carriers-12.
Intercity Bus Lines-Jefferson Transportation; Greyhound.
3 - POPULATION:
Corp. City 80 Cen. 18,632; Loc. Est. 20,253
County 80 Cen. 30,328; Loc. Est. 31,201
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 6,746; Loc. Est. 7,351
County 80 Cen. 10,600; Loc. Est. 11,152

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$161,059,217
Savings & Loan	2	$99,082,610

6 - PASSENGER AUTOS: County 15,822
7 - ELECTRIC METERS: Residence 6,985
8 - GAS METERS: Residence 6,457
9 - PRINCIPAL INDUSTRIES: Total Industrial, Retail and Professional Wage Earners 16,199.
Principal Pay Days-Wed., Fri., Sat.
10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6. Last killing frost, April 18.
11 - TAP WATER: Neutral; fluoridated.
12 - RETAILING: Principal Shopping Centers-Downtown; Oakdale Shopping Center, Cedar Mall.
Shopping Area-Oakdale-18 blocks S of Downtown area on S Cedar, Cedar Mall, over 40 stores; 19 blocks S of Downtown area on S Cedar, Downtown-140 stores.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Mall-Mon. through Fri. Downtown-Mon. & Thur.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Brett's.
Variety Stores-Woolworth.
Discount Stores-Pamida.
Chain Drug Stores-Thrifty Snyder; Cedar Mall Walgreens; Rexall.
Chain Supermarkets-Red Owl; IGA; Wayne's Fairway; Hy-Vee.
Other Chain Stores-Montgomery Ward; Auto: Sears, Champion Auto, Firestone, Coast-to-Coast; Kinney Shoes; Sherwin-Williams; Our Own Hdwe.; Maurice's; Dahl House; Tradehome Shoes; OK Hdwe.; Radio Shack; Team Electronics; Hurrah; St. Clair's; Schultz's; Orschlen's; Crown Auto; Car Quest Auto Parts; Stevensons.
14 - NEWSPAPERS: PEOPLE'S PRESS (m-tues to sat) 7,510; (S) 7,681; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robin Fretham, Adv. Mgr., PEOPLE'S PRESS, 135 W. Pearl St.; PO Box 346, Owatonna, MN 55060; Tel. (507) 451-2840.
National Representative: Branham/Newspaper Sales.

RED WING

1 - LOCATION: Goodhue County. E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58, 40 mi. SE of St. Paul; 53 mi. from Minneapolis.
2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific (Amtrak); Chicago & North Western.
Motor Freight Carriers-15.
Steamship Lines-10 barge lines on Mississippi River.
Intercity Bus Lines-Greyhound.
3 - POPULATION:
Corp. City 80 Cen. 13,736; Loc. Est. 15,872
CZ-ABC: (80) 13,736; (84) 14,000
RTZ-ABC: (80) 41,981; (84) 44,100
County 80 Cen. 38,749; Loc. Est. 41,246
City & RTZ-ABC: (80) 55,717; (84) 58,100
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 5,185; Loc. Est. 6,038
County 80 Cen. 13,628; Loc. Est. 14,799
CZ-ABC: (80) 5,185; (84) 5,300
RTZ-ABC: (80) 14,048; (84) 15,000
City & RTZ-ABC: (80) 19,233; (84) 20,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$110,762,330
Savings & Loan	2	$27,790,854

6 - PASSENGER AUTOS: County 21,031
7 - ELECTRIC METERS: Residence 5,550
8 - GAS METERS: Residence 4,800
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoe Manufacture 989 ($249); Leather (Tannery) 400 ($286); Metal Fabrication 344 ($325). Total employment 8,300.
Principal Industrial Pay Day-Thur.
10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 44-96; Fall 22-80; Winter 13-55. First killing frost, Oct. 21. Last killing frost, Apr. 15.
11 - TAP WATER: Neutral, hard; fluoridated.
12 - RETAILING: Principal Shopping Centers-3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.
Neighborhood Shopping Centers-Two blocks on W Main St.; 1 block on Plum St. in suburban Burnside.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.; some Mon. and Sun.
13 - RETAIL OUTLETS: Department Stores-Ehler's; JCPenney; L & K Hobbs; Spurgeons.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Pamida; Warehouse Mkt; F & D Supply.
Chain Drug Stores-Rexall; Snyder; Erickson's.
Chain Supermarkets-Super Valu; Red Owl; Erickson Super Fair.
Other Chain Stores-Sears; Montgomery Ward (catalog); Coast-to-Coast; National Bushing & Parts; Our Own Hardware; Sherwin-Williams; Cook's (paint); Randy's; Hardware Hank; Big Wheel Auto; Color Lab; N.A.P.A.; Carquest.
14 - NEWSPAPERS: REPUBLICAN EAGLE (e) 8,827; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James L. Edlund, Gen. Mgr., REPUBLICAN EAGLE, 433 W Third St., Red Wing, MN 55066; Tel. (612) 388-8235.
National Representative: Minnesota Newspaper Association; Papert Companies.

ROCHESTER

1 - LOCATION: Olmsted County, (MSA). E&P Map C-5. 90 mi. S of Minneapolis.
2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Rochester; Interstate; Jefferson; Greyhound.
Airlines-Northwest; Ozark; Republic.
3 - POPULATION:
Corp. City 80 Cen. 57,855; Loc. Est. 60,394
CZ-ABC: (80) 71,466; (84) 73,400
RTZ-ABC: (80) 90,973; (84) 93,700
County/MSA 80 Cen. 91,971; Loc. Est. 96,008
City & RTZ-ABC: (80) 162,439; (84) 167,100
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 21,946; Loc. Est. 23,499
County/MSA 80 Cen. 32,663; Loc. Est. 34,948
CZ-ABC: (80) 26,162; (84) 27,100
RTZ-ABC: (80) 31,210; (84) 32,600
City & RTZ-ABC: (80) 57,372; (84) 59,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	274,648,000
Commercial	5	$324,240,000

6 - PASSENGER AUTOS: County 54,374
7 - ELECTRIC METERS: Residence 25,291
8 - GAS METERS: Residence 19,700
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mayo Clinic 7,500; IBM 7,000.
Principal Pay Days-Fri. and Mon.
10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40. First killing frost, Sept. 10. Last killing frost, May 9.
11 - TAP WATER: Alkaline, hard; fluoridated.
12 - RETAILING: Principal Shopping Center-4 blocks on Broadway; 4 on 1st Ave. SW.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Mile(28)	1	Donaldson's, Red Owl, Snyder Drug
Silver Lake(9)	1	Super Valu, Hunt Drug
Northgate	1	Ruffalo Drug
Crossroads(28)	1	Piggly-Wiggly, Sears, Snyder Drug
Northbrook(18)	1	Snyder Drug
Apache Mall(67)	2	Dayton's, JCPenney Woolworth
K mart	1	K mart, Super Valu

Principal Shopping Days-Dept. stores-Mon., Thur., Fri., Sat. & Sun.; Food-Wed., Thur., Fri. eve., Sat. & Sun.
Stores Open Evenings-Dept.-Weekday evgs.; Food-24 hours, 7 days; Miracle Mile, Crossroads, Apache Mall-every night & Sunday afternoon.
13 - RETAIL OUTLETS: Department Stores-C.F. Massey; Montgomery Ward; Dayton's; Donaldson; Stevenson's; Sears; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart 2; Target; Shopko 2.
Chain Drug Stores-Osco 2; Snyder 3; Walgreens 2; Ruffalo 2.
Chain Supermarkets-Piggly Wiggly; Red Owl; Super Valu 3; IGA 2; Country Store; Hy-Vee.
Other Chain Stores-Gold Bond Stamps; County Seat.
14 - NEWSPAPERS: POST-BULLETIN (e) 40,004; (weekend) 39,609; Mar. 31,1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Schmitz, Adv. Dir., POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55901; Tel. (507) 285-7640.
National Representative: Branham/Newspaper Sales.

ST. CLOUD

1 - LOCATION: Stearns, Sherburne and Benton Counties (In St. Cloud, MN MSA). E&P Map B-4. County Seat. 70 mi. NW of Minneapolis on the Mississippi. Shipping Center for Stearns, Sherburne and Benton Counties. On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52, I-94.
2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-St. Cloud; Greyhound.
Airlines-Nearest airfield with scheduled service at Mpls.-St. Paul served by 7 airlines.
3 - POPULATION:
Corp. City 80 Cen. 42,566; Loc. Est. 45,830
CZ-ABC: (80) 60,373; (84) 61,200
RTZ-ABC: (80) 78,519; (84) 84,300
MSA 80 Cen. 163,256; Loc. Est. 172,079
Counties 80 Cen. 163,256; Loc. Est. 172,079
Benton 80 Cen. 25,187; Loc. Est. 26,850
Sherburne 80 Cen. 29,908; Loc. Est. 31,617
Stearns 80 Cen. 108,161; Loc. Est. 113,612
City & RTZ-ABC: (80) 138,892; (84) 145,500
Demographic Information available from Newspaper. See paragraph 14.
4 - HOUSEHOLDS:
City 80 Cen. 13,920; Loc. Est. 14,262
MSA 80 Cen. 49,359; Loc. Est. 53,364
Counties 80 Cen. 49,369; Loc. Est. 53,364
Benton Co. 80 Cen. 8,275; Loc. Est. 9,044
Sherburne Co. 80 Cen. 8,971; Loc. Est. 9,754
Stearns Co. 80 Cen. 32,113; Loc. Est. 34,566
CZ-ABC: (80) 19,517; (84) 20,000
RTZ-ABC: (80) 22,589; (84) 24,600
City & RTZ-ABC: (80) 42,106; (84) 44,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$415,849,000
Savings & Loan	3	$205,332,300

6 - PASSENGER AUTOS: Counties: Stearns 51,819; Sherburne 14,399; Benton 10,657.
7 - ELECTRIC METERS: Residence 13,717
8 - GAS METERS: Residence 7,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery 1,818 ($333); Scientific Instruments 1,084 ($234); Paper, Printing, Publishing 1,679 ($441); Manufacturing 9,987 ($283); Construction 2,830 ($458); Transportation, Communications, Public Utilities 3,409 ($422); Trade 15,211 ($160); Finance, Insurance, Real Estate 1,935 ($178); Health Services & Misc. 10,509 ($227); Total Work Force 54,921 ($242).

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24. Last killing frost, Apr. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-25 blocks on 7 St.; 6 on St. Germain; 4 on E St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial(11)	NA	Coborn's Mkt.
Crossroads(97)	NA	JCPenney, Sears, Woolworth, Dayton's, Walgreens
K mart(4)	NA	K mart
Miller(8)	NA	True Value Hdwe, MN Shoe Company
Westgate(9)	NA	Byerly's, Shopko
Midtown Square(14)	NA	MGM Liquor, Chuck E. Cheese, Pier 1

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, JCPenney, Dayton's. Discount stores open Sundays.

13 - RETAIL OUTLETS: Department Stores-Fandel's; Herberger's; Sears; JCPenney; Dayton's; Stevenson; Montgomery Ward (catalog).
Variety Stores-Woolworth; Jupiter; K mart.
Chain Drug Stores-Osco; Walgreens; Dan Marsh 2; Snyder's.
Chain Supermarkets-Tom Thumb 9, Warehouse Mkt.; Coborn's 6; Byerly's; Super Valu; Red Owl Country Store; 7-Eleven 2.
Other Chain Stores-Three Sisters; Bonne's Shoes; Trade Home Shoes; Barker Shoes; Kinney; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast-to-Coast; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Menard's Cashway Lbr.; Simonson Cashway Lbr.; Robertson Lbr.; Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; Jo Anne Fabrics; Herberger's; Hallmark Cards; Fanny Farmer; Metzroth's; Berman Buckskin; Stereo 1; County Seat; Eichten Shoe Inn; B. Dalton bookseller; Thom McAn; The Barbers; Norby's; Team Electronics; Now & Then; Northsea Imports; Claires Boutique; Gordon Jewelers; Color Tile; Mills Fleet Farm; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Super America; Seifert's; Stevenson's; Floor To Ceiling; Vanity; Morry A; Foot Locker; Brown Photo; Pier 1 Imports.

14 - NEWSPAPERS: TIMES (e-mon to fri; m-sat) 28,478; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Geoff White, Adv. Dir., TIMES, 3000 7th St. North, St. Cloud, MN 56301; Tel. (612) 225-8799.
National Representative: Gannett Newspaper Advertising Sales.

ST. PAUL

1 - LOCATION: Ramsey County. (In Minneapolis-St. Paul, MI-WI MSA). E&P Map C-4. State Capital, County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Milwaukee-St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Soo Line.
Motor Freight Carriers-100; 37 Truck Terminals.
Intercity Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-Northwest; Eastern; Republic; Western; Ozark; United; Delta; Pan Am; American.

3 - POPULATION:
Corp. City 80 Cen. 270,230; Loc. Est. 265,157
Total PMA-ABC: (80) 1,194,950; (84) 1,235,300
County 80 Cen. 459,784; Loc. Est. 475,496
MSA 80 Cen. 2,137,856; Loc. Est. 2,204,811
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 106,223. Loc. Est. 107,628
County 80 Cen. 170,505; Loc. Est. 180,266
MSA 80 Cen. 755,117; Loc. Est. 812,167
Total PMA-ABC: (80) 415,204; (84) 432,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	31	$3,500,000,000
Savings & Loan	8	$7,000,000,000

6 - PASSENGER AUTOS: County 261,632

7 - ELECTRIC METERS: Residence Corp. City 100,000

8 - GAS METERS: Residence Corp. City 80,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Printing & Pub. 22,700 ($344); Machy. (Non-Electrical) 64,600 ($338); Food Products 18,000 ($304); Textile & Apparel 4,300 ($197); Lumber 4,700 ($375).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1. Last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway(40)	4	Lerners, Applebaum's, Mont. Ward
Doddway(8)	NA	Applebaum's, Coast-to-Coast
Hillcrest(24)	5	Sears, Country Club
Sun Ray(35)	5	JCPenney, Red Owl Applebaum's
Highland Vlg.(16)	6	Powers, Red Owl
Signal Hills(60)	3	Herberger's
Phalen(40)	8	Red Owl, Mont. Ward, Woolworth
Har Mar(55)	5	Applebaum's, Kresge, Snyder Drug
Sibley Plaza(19)	5	Applebaum's
White Bear(5)	9	Reed Drug, Red Owl
Rosedale(151)	5	Dayton's, Donaldson's, Mont. Ward, JCPenney
Maplewood(108)	7	Sears, Powers
Moundsview(20)	NA	JCPenney, Snyder's
Burnsville(142)	18	JCPenney, Daytons, Sears, Powers
Newport	7	Kramer Appl., Fisher Food
Northway(16)	NA	Applebaum's, Ben Franklin
Northwest Crossing	NA	Brown Photo, Helga Boutique, Liemandt's
Roseville Ctr.(22)	5	Country Club, House of Wong, Snyder Drugs
Lexington Plz.(30)	5	Warner Hardware, Dairy Queen
Cottage Grove(11)	11	Applebaum's, K mart
Cedarvale(34)	10	Applebaum's, Ben Franklin
Southview Plz.	NA	Applebaum's
Town Square	NA	Donaldson's, Casual Corner, The Limited, Kinney
Parkway(12)	NA	Foodtown
Village Square	NA	Ben Franklin, Red Owl
Wabasha Plaza	NA	
White Bear Ave.	NA	Guertin Drug, 88¢ Store

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Department Stores-Mon. and Thur.

13 - RETAIL OUTLETS: Department Stores-Donaldson's; Daytons'; Montgomery Ward; Sears; JCPenney; Powers.
Discount Stores-K mart; Target; LaBelle's.
Variety Stores-Woolworth 6; S.S. Kresge; Ben Franklin.
Chain Drug Stores-Snyders Rexall 14; Snyder Bros. 9; Walgreen's 4.
Chain Supermarkets-Fairway 6; Applebaum's 20; Red Owl 5; Country Club Markets 20; Knowlans 7; Tom Thumb 29; Lil' General 3; 7-Eleven 24; Speedy Markets 7; Cub 4; Red Owl Country Store 2.
14 - NEWSPAPERS: PIONEER PRESS (m-mon to fri) 105,802; DISPATCH (e-mon to fri) 99,729; PIONEER PRESS-DISPATCH (m-sat) 173,083; PIONEER PRESS (S) 247,196; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Golden, Display Adv. Mgr., DISPATCH and PIONEER PRESS, 345 Cedar St., St. Paul MN MN 55101; Tel. (612) 222-5011.
National Representative: Knight-Ridder Newspaper Sales.

STILLWATER

1 - LOCATION: Washington County. (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

2 - TRANSPORTATION: Railroads-NP. Chicago & Northwestern; CM&St. P; C. St. PM&O.
Intercity Bus Lines-Zephyr; Twin City; Stillwater.
Airlines-St. Paul Int. Airport-Minneapolis.
Water-Aiple Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 12,290; Loc. Est. 13,617
MSA 80 Cen. 2,137,856; Loc. Est. 2,204,811
County 80 Cen. 113,571; Loc. Est. 118,267

4 - HOUSEHOLDS:
City 80 Cen. 4,065; Loc. Est. 4,577
County 80 Cen. 35,088; Loc. Est. 37,397
MSA 80 Cen. 755,112; Loc. Est. 812,167

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	97,792,531
Savings & Loan	1	$33,472,678

6 - PASSENGER AUTOS: County 58,668

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Processing 200; Shoes 175; Outer Clothing; Graphic Systems 110; Windows 3,800.

10 - CLIMATE: Av. Temp.-Loc. Est. Summer 83; Winter 50; Yrly. Av. 44.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:
Shopping Area-4 blocks on Main St.; 2 blocks on Chestnut St. (70 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Croix(35)	2	Mont. Ward, Snyder's, Dueber's Big V

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Koliner's; Montgomery Ward (retail & catalog); Farho's; K mart.
Variety Stores-Dueber's Big V.
Chain Drug Stores-Rexall; Reed's; Snyder Bros.
Chain Supermarkets-Hooley's; Brooks, Zolldan's, Brine's; Warehouse Market; Cub Foods; Tom Thumb.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,350; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: John Easton, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082; Tel. (612) 439-3130.
National Representative: Minnesota Newspaper Association.

VIRGINIA

1 - LOCATION: St. Louis County. (In Duluth, MN-WI MSA). E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53 and 169.

2 - TRANSPORTATION: Railroads-Great Northern Duluth; Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Northern Transportation.
Airlines-Republic; Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 11,056; Loc. Est. 10,639
MSA 80 Cen. 266,650; Loc. Est. 269,122
County 80 Cen. 222,229; Loc. Est. 223,504

4 - HOUSEHOLDS:
City 80 Cen. 4,757; Loc. Est. 4,222
County 80 Cen. 81,482; Loc. Est. 83,875
MSA 80 Cen. 97,949; Loc. Est. 101,159

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$203,500,000
Savings & Loan	1	$110,000,000

6 - PASSENGER AUTOS: County 101,456

7 - ELECTRIC METERS: Residence 7,386

8 - GAS METERS: Residence 927

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
Principal Industrial Pay Days-8th and 22nd.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 45-97, Fall 35-82; Winter -20-52. First killing frost, Sept. 15. Last killing frost, June 1.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center: 5 blocks on Chestnut St. and 6th Ave. North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Gate Plaza(14)	NA	Ben Franklin, Spies Super Value
Thunderbird Mall(40)	NA	Red Owl, Herbergers

Principal Shopping Days-Fri., Sat., and Mon., Wed.
Stores Open Evenings-Mon.; Mall 9:00 daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Herberger's; Stevenson.
Discount Stores-L&M Store; Pamida.
Variety Stores-Ben Franklin; Hardware Hank.
Chain Drug Stores-Brown; Snyder; White Drug; North Star.
Chain Supermarkets-Red Owl; Super Value; Super One; IGA.
Other Chain Stores-Gamble's Hdwe.; Gallenkamp Shoes; House of Fabrics; Maurice's; Winslows; Kinney.

14 - NEWSPAPERS: MESABI NEWS (e-mon to fri) 14,559; (S) 14,559; sworn Oct. 2, 1983.
Local Contact for Advertising and Merchandising Data: L. R. Asbach, Gen. Mgr., or Scott Asbach, Oper. Mgr., MESABI NEWS, 704 Seventh Ave. S., Virginia, MN 55792; Tel. (218) 741-5544.
National Representatives: Landon Associates; Minnesota Newspaper Association.

WILLMAR

1 - LOCATION: Kandiyohi County. E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy 12 E&W; U.S. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Misc. small mfg.; grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation, government, retailing.

2 - TRANSPORTATION: Railroads-Burlington Northern R.R. (division point).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,895; Loc. Est. 17,715
County 80 Cen. 36,763; Loc. Est. 38,379

4 - HOUSEHOLDS:
City 80 Cen. 5,799; Loc. Est. 5,849
County 80 Cen. 12,871; Loc. Est. 13,732

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$169,500,000
Savings & Loan	1	$58,426,000

6 - PASSENGER AUTOS: County 19,010

7 - ELECTRIC METERS: Residence 5,650

8 - GAS METERS: Residence 4,299

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Total Employment 10,785; Retail 2,238 ($175); Wholesale 506 ($185); Service 1,605 ($225); Trans., Util. 673 ($185); Gov. 3,580 ($208); Mfg. 1,169 ($225); Const 350 ($300); Finance 337 ($275); Other 291 ($160).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very hard; fluoridated, partially softened.

12 - RETAILING: Principal Shopping Centers-15 blocks on 8 sts.; 2 Suburban Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Skylark(10)	2	Red Owl, White Drug
Kandi Mall(40)	2	K mart, Herberger JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun. Food Shopping days are Wed. through Sat.
Stores Open Evenings-Downtown-Mon., Thur. & Fri.; Food, every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bostwick's; Habichts; Herbergers; Sturgeons.
Discount Stores-Orschelens; K mart; Pamida.
Variety Stores-R&M; Ben Franklin.
Chain Drug Stores-White's; Thrifty Snyder 2.
Chain Supermarkets-Tom & Bill's Red Owl; Coborn's; Juba's Super Value.
Other Chain Stores-Hardware Hank; Tom Thumb; JoAnn Fabrics; Maurice's; Bostwick's; Kinney Shoe; Tradehome Shoes; Gordons Jewelers; Deb Shop; Seiferts; GNC; Lamperts; Standard Lumber; Menards; Claire's Boutique; Vanity; Curtis Mathes.

14 - NEWSPAPERS: WEST CENTRAL TRIBUNE (m) 16,323; Dec. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: DaraLynn Olson & Tom O'Fallon, Adv. Mgrs., WEST CENTRAL TRIBUNE; 2208 West Trott Ave.; PO Box 839, Willmar, MN 56201; Tel. (612) 235-1150.

National Representative: Branham/Newspaper Sales.

WINONA

1 - LOCATION: Winona County. E&P Map C-5. County Seat. Industrial, transportation, agricultural, educational and recreational center. Situated on the Mississippi River. 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern; Green Bay & Western; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.
Airlines-Viking International Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 25,075; Loc. Est. 25,145
CZ-ABC: (80) 27,642; (84) 27,200
RTZ-ABC: (80) 105,078; (84) 107,600
County 80 Cen. 46,256; Loc. Est. 47,311
City & RTZ-ABC: (80) 132,720; (84) 134,800

4 - HOUSEHOLDS:
City 80 Cen. 8,786; Loc. Est. 8,946
County 80 Cen. 15,606; Loc. Est. 16,352
CZ-ABC: (80) 9,664; (84) 9,600
RTZ-ABC: (80) 36,295; (84) 37,700
City & RTZ-ABC: (80) 45,959; (84) 47,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$154,735,800
Savings & Loan	2	$96,865,000

6 - PASSENGER AUTOS: County 22,199

7 - ELECTRIC METERS: Residence 9,861

8 - GAS METERS: Residence 6,234

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Household Products 650 (N.A.); Antiskid Chains Mfg. 350 ($155); Railroad 135 ($160); Fertilizer 50 ($141).
Principal Pay Days-Mon., Tues., Thur.; 1st, 15th and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 46-93; Fall 20-66; Winter 12-56. First killing frost, Oct. 27. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Winona Mall	NA	Synder Drug, Four Season Dept.
Westgate(10)	3	Randall's Super Valu, Pamida
Goodview	6	JCPenney, Red Owl Country Store

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every night and Sun.

13 - RETAIL OUTLETS: Department Stores-H. Choate; JCPenney; Spurgeon's; Tempo; Sears; Montgomery Ward.
Discount Stores-K mart.
Variety Stores-Woolworth; Kresge.
Chain Supermarkets-Country Store; Randall's; IGA; Warehouse Market; Mark-It Foods.
Other Chain Stores-Coast-to-Coast Hdwe.; Ace Hdwe; Sherwin-Williams; Payless.

14 - NEWSPAPERS: NEWS (m) 16,440; (S) 17,266; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Hall, Adv. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 454-6500.
National Representative: Branham/Newspaper Sales.

WORTHINGTON

1 - LOCATION: Nobles County. E&P Map B-5. County Seat. Agriculture center. In SW part of state 60 mi. E of Sioux Falls. On U.S. Hwy. 59, I-90. State Hwys. 60, 266.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midwest Coaches.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 10,243; Loc. Est. 10,486
County 80 Cen. 21,840; Loc. Est. 22,110
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,904; Loc. Est. 4,062
County 80 Cen. 7,812; Loc. Est. 8,066

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$134,000,000
Savings & Loan	1	$41,000,000

6 - PASSENGER AUTOS: County 11,914

7 - ELECTRIC METERS: Residence 3,870

8 - GAS METERS: Residence 3,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Poultry Processing 575; Meat Packing 330; Aerial Spray Mfg.; Plastics 120; Mobile Homes 110.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; filtered, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.
Neighborhood Shopping Centers-Oxford St. and Hwy. 59-The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Wolff's; JCPenney; Rickbeils; Bostwick's; Fleet Family; TSC.
Discount Stores-Aico; K mart.
Variety Stores-Ben Franklin Stores.
Chain Supermarkets-Hy Vee; Country Market; Prairie Market.

14 - NEWSPAPERS: GLOBE (e-mon to fri; m-sat) 16,400; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bob Roos, Adv. Mgr., GLOBE, 300 11th St., Worthington, MN 56187; Tel. (507) 376-9711.
National Representatives: Landon Associates; Minnesota Newspaper Association.

MISSISSIPPI SURVEYS

METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport-Hancock and Harrison Counties.
Jackson-Hinds, Madison and Rankin Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Pascagoula-Jackson County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	210	215	225
5-14 Years	491	445	464
15-24 Years	407	493	512
25-44 Years	466	630	656
45-64 Years	422	448	466
65 and Over	221	290	302
TOTAL	2,217	2,521	2,625

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	246	343	603
General Mdse	460	737	1,214
Food	955	1,552	2,629
Automobiles	962	1,522	2,736
Gasoline Stations	307	454	850
Apparel	235	316	520
Furniture	176	249	438
Eat-Drink Places	188	371	718
Drugs	124	193	341
TOTAL SALES	3,961	6,184	10,930

BILOXI-GULFPORT

1 - LOCATION: Harrison County. (In Biloxi-Gulfport MSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound); Home of Keesler Air Force Base; 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. 90, 49.

2 - TRANSPORTATION: Railroads-Illinois Central; L&N; Amtrak.
Motor Freight Carriers-35.
Freight Steamship Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.
Airlines-Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 88,987; Loc. Est. 91,703
Biloxi 80 Cen. 49,311; Loc. Est. 51,048
Gulfport 80 Cen. 39,676; Loc. Est. 40,655
CZ-ABC: (80) 124,046; (84) 125,900
RTZ-ABC: (80) 117,209; (84) 129,900
MSA 80 Cen. 182,202; Loc. Est. 189,485
County 80 Cen. 157,665; Loc. Est. 163,299
City & RTZ-ABC: (80) 241,255; (84) 255,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 30,807; Loc. Est. 32,292
Biloxi 80 Cen. 16,096; Loc. Est. 17,093
Gulfport 80 Cen. 14,711; Loc. Est. 15,199
County 80 Cen. 52,202; Loc. Est. 56,900
MSA 80 Cen. 60,384; Loc. Est. 66,500
CZ-ABC: (80) 41,746; (84) 42,800
RTZ-ABC: (80) 37,450; (84) 41,900
City & RTZ-ABC: (80) 79,196; (84) 84,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	N.A.
Commercial	12	$1,074,549,000

6 - PASSENGER AUTOS: County 108,035

7 - ELECTRIC METERS: County 47,471

8 - GAS METERS: County 34,556

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly Wage N.A.)- Government 14,130; Wholesale & Retail Trade 12,810; Service & Misc. 9,630; Manufacturing 6,410; Transportation & Public Utilities 3,460; Finance, Insurance, & Real Estate 2,610; Food 1,050; Apparel 920; County 65,890.

10 - CLIMATE: Min. & Max. Temp.-Mar. 55-73; June 71-93; Sept. 66-89; Dec. 50-69. Total precip (ins) Mar. (7.6); June (6.8); Sep (1.7); Dec (10.36).

11 - TAP WATER: Slightly alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center (No. of Stores) Harbor Square (Downtown Gulfport) (84 stores); Vieux Marche (Downtown Biloxi) (29); Edgewater Mall (115); Hardy Court (20).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Singing River Mall(60)	20	Wilson's, McRae's, JCPenney
Norwood Vlg (46)	6	A&P, T-D Drugs
Cedar Popps(18)	5	Winn-Dixie, Eckerd, Majik Mart
Spring Plaza(18)	12	Winn Dixie, Eckerd
Popps Ferry(15)	6	TG&Y, Winn Dixie
Edgewater Sq.(10)	6	Delchamps, K&B
Del Mar Plaza(7)	6	K mart, Delchamps
Orange Grove(6)	6	TG&Y, Winn-Dixie
Gulf Mart(5)	1	A&P
Bay Vista(5)	6	Calvert & Carroway
K mart/Ocean Springs	12	K mart, Otasco, National

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most Mon., Thur. & Fri.; Many 6 nights.

13 - RETAIL OUTLETS: Department Stores-Sears; Gayfer's; Godchaux's; JCPenney; M. Salloum's; Austin's
Discount Stores-Gaylord's; K mart 5; TG&Y 4; Fred's; Wilson's; Hudson's.
Variety Stores-McCrory; TG&Y 3; Woolworth 2; Dollar General 3; Gaylord's; Kents 2; G.C. Murphy Co.; K mart 5; Magic Mart.
Chain Drug Stores Eckerd 3; Super D Discount; Katz & Besthoff 7; T-D Drugs 2; Walgreens; Revco Discount; Big B 4.
Chain Supermarkets-A&P 6; Jitney Jungle 4; National Supermarkets 2; Winn-Dixie 8; Kroger 3; Sunflower; Delchamps 6; Piggly Wiggly.
Other Chain Stores-Western Auto; Kinney's; Lerner's; Rhodes Furn; Goodyear; Goodrich; Firestone; Pacer Tire & Auto; Singer; Gryder's Shoes; Thom McAn; Shoe City; Sports Plus; Gordon Jewelers; Sweeny Jewelers; Hausmann's Jewelers; Nacol's Jewelers; Jr. Food Mart; Lil General; Majik Market; Harry's Grocery; Radio Shack; Pak-A-Sak; 7 Eleven Stores; Otasco; True Value Hardware; Hallmark Shop; Tux-N-Tails; Control Business Systems; City Lumber; Pier I Imports; Sherwin-Williams; Sound Advice; National Shirt Shop; Baker's Shoes; Werlein's; Ace Hardware; Lawrence's; Payless Shoes.

14 - NEWSPAPERS: SUN (m-mon to fri) 12,921; HERALD (e-mon to fri) 39,485; (m-sat) 48,196; (S) 49,351; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Long, Adv. Dir., SUN-HERALD, PO Box 4567, Biloxi, MS 39531; Tel. (601) 896-2100.
National Representative: Branham/Newspaper Sales.

BROOKHAVEN

1 - LOCATION: Lincoln County. E&P Map B-4. County Seat. 60 mi. S of Jackson.

2 - TRANSPORTATION: Railroads-Amtrak; Illinois Central Gulf.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,800; Loc. Est. 11,469
CZ-ABC: (80) 10,800; (84) 10,600
RTZ-ABC: (80) 40,989; (84) 42,700
County 80 Cen. 30,174; Loc. Est. 31,921
City & RTZ-ABC: (80) 51,789; (84) 53,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,778; Loc. Est. 4,025
CZ-ABC: (80) 3,778; (84) 3,700
RTZ-ABC: (80) 13,563; (84) 14,300
County 80 Cen. 10,125; Loc. Est. 10,985
City & RTZ-ABC: (80) 17,341; (84) 18,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$180,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 21,806 (All Vehicles)

7 - ELECTRIC METERS: 4,458

8 - GAS METERS: 3,644

9 - PRINCIPAL INDUSTRIES: Lumber Milling; Lawn Mowers; Electronic Equipment; Wire Products; Thermometers; Dairy; Oil; Tree Farming; Automobile Wiring Assemblies; Commercial Scaffolding.

10 - CLIMATE: 66 degrees mean temperature.

11 - TAP WATER: Wells.

12 - RETAILING: Principal Shopping Center-Downtown.

$1.9 BILLION
IN BUYING INCOME &
$985 MILLION
IN RETAIL SALES
are waiting for you in Mississippi's 2nd largest market:

The Sun MORNINGS / EVENINGS The Daily Herald

BILOXI / GULFPORT
on the Gulf of Mexico between New Orleans & Mobile.
Contact Branham Newspaper Sales or: Debi Gutierrez, National Ad Mgr.
(601) 896-2395

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westbrook(12)	1	TG&Y, Sears, Dollar General, Shainbergs
Lincoln Plz.(10)	3	Winn-Dixie, Otasco, Murphy's, Family Dollar
Brookway Plz.(5)	3	Gibson's, Ashley's
Highland Vlg.(6)	3	Kroger, TG&Y, K & B Drugs
Village Sq.(8)	1	Warehouse Foods

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Shainberg's; Lofton's; TG&Y Family Center
Discount Stores-Gibson's; Fred's.
Variety Stores-Woolworth; TG&Y; G.C. Murphy's; Gibson; SOS.
Chain Drug Stores-Super-D; K&B Drugs.
Chain Supermarkets-Winn-Dixie; Super-Valu; Sunflower 4; Kroger; Warehouse Food Center.

14 - NEWSPAPERS: LEADER (e-mon to fri) 8,166; Mar 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Cothern, Adv. Dir., Leader, N Railroad Ave.; PO Box 551, Brookhaven, MS 39601; Tel. (601) 833-6961
National Representative Papert Companies.

CLARKSDALE

1 - LOCATION: Coahoma County, E&P Map B-2, County Seat. 75 mi. from Memphis; 154 mi. from Jackson; 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State 1, 6.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,137; Loc. Est. 21,036
CZ-ABC: (80) 21,137; (84) 20,200
RTZ-ABC: (80) 52,961; (84) 47,500
County 80 Cen. 36,918; Loc. Est. 37,097
City & RTZ-ABC: (80) 74,098; (84) 67,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,169; Loc. Est. 6,927
County 80 Cen. 11,692; Loc. Est. 12,041
CZ-ABC: (80) 7,169; (84) 6,900
RTZ-ABC: (80) 15,631; (84) 14,200
City & RTZ-ABC: (80) 22,800; (84) 21,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$422,976,000

6 - PASSENGER AUTOS: County 18,038

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prod. 567; Food & Fiber 596; Textiles 100; Rubber Prod. 230; Chemical Prod. 380; Furn. Lumber Bldg. 298; Paper & Printing 100.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Ave. Temp., 63 degrees; Av. Annual Rainfall, 49 inches.

11 - TAP WATER: Artesian, very soft.

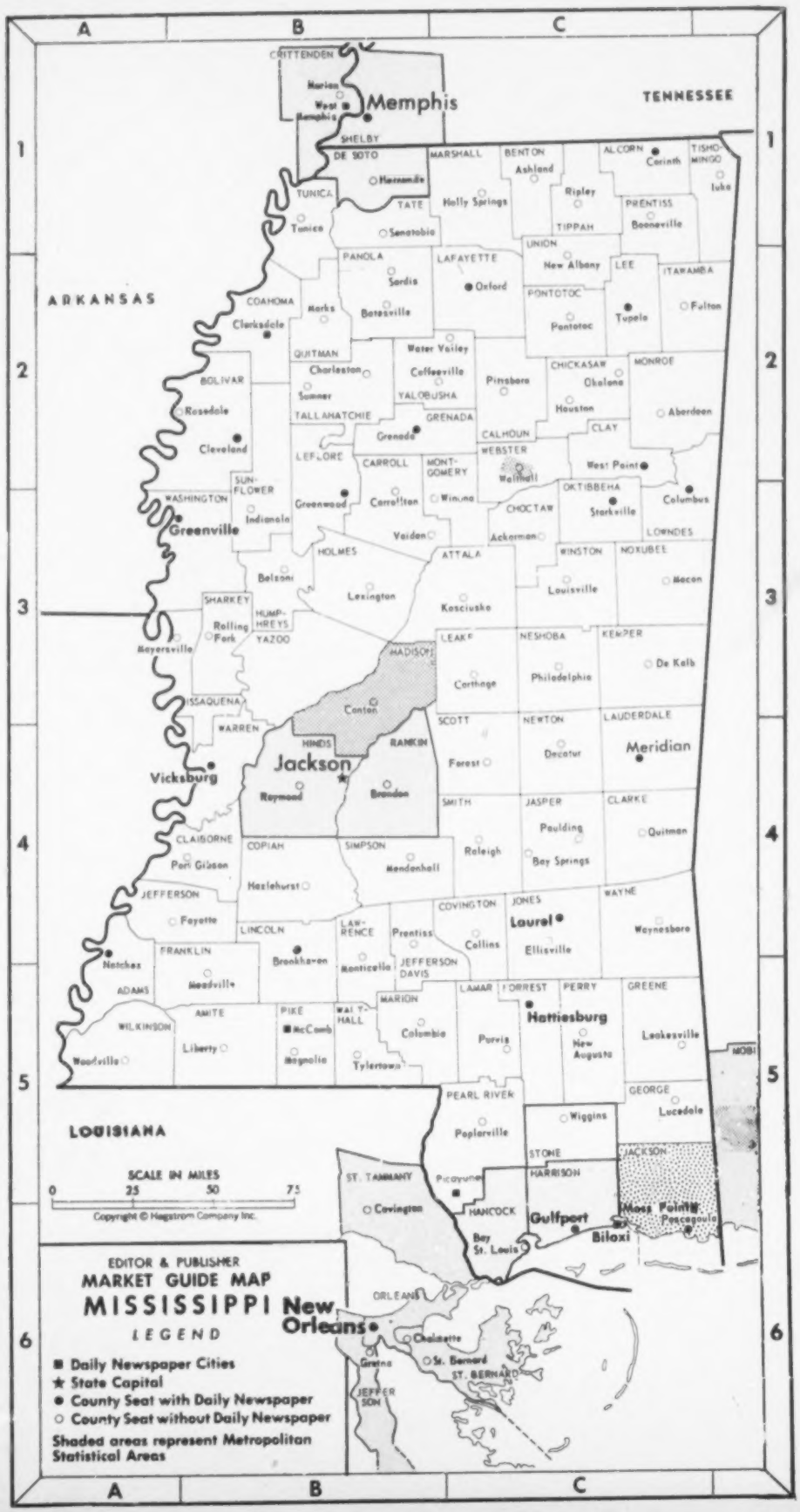
12 - RETAILING: Principal Shopping Centers-3 blocks on Delta Ave.; 4 on Yazoo Ave.; 5 on Issaquena Ave.; 5 on Second St.; 5 on Third St.; 7 on Fourth St.
Neighborhood Shopping Centers-1 block on Anderson Blvd.; 6 on State St.; Delta Sunflower Sq.; 2 blocks on Sunflower, Delta, Third, First. 18 downtown specialty shops.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	1	Piggly Wiggly
Village	2	Village Grocery
Westgate(17)	2	Food Giant
Clarksdale(15)	3	Kroger
Plaza	1	Safeway
Anderson(5)	2	Sack and Save

Principal Shopping Days-Tues., Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Alan's; Powers; Landry's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Magic Mart.
Chain Drug Stores-Rexall; Henderson Rexall; Medi Save; Westgate; Economy Drugs.
Chain Supermarkets-Kroger 2; Safeway; Liberty Cash; Piggly Wiggly; Food Giant; Freds; Westgate; Junior Food Mart 3.
Other Chain Stores-Goodyear; Western Auto; Otasco; Firestone; Goodrich; Style Shoppe.



14 - NEWSPAPERS: PRESS REGISTER (e-mon to fri) 7,268; (wkd.) 7,418; Mar. 31,1984 ABC.
Local Contact for Advertising and Merchandising Data: Joseph F. Ellis, Pub., PRESS REGISTER, 123 Second St., PO Box 1119, Clarksdale, MS 38614; Tel. (601) 627-2201.
National Representative: Papert Companies.

CLEVELAND

1 - LOCATION: Bolivar County, E&P Map B-2, County Seat. Agricultural and Manufacturing area; Delta State University; 35 mi. NE of Greenville, On State Hwy. 8, U.S. 61.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,524; Loc. Est. 15,387
County 80 Cen. 45,965; Loc. Est. 47,241
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,491; Loc. Est. 4,788
County 80 Cen. 13,571; Loc. Est. 14,318

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$118,597,600
Savings & Loan	1	$15,831,720

6 - PASSENGER AUTOS: City Est. 17,883

7 - ELECTRIC METERS: Residence 4,885

8 - GAS METERS: Residence 4,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144; Tile Mfg. 250; Nail making 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown: 5 blocks on Sharpe Ave.; Shopping Centers, Western Plaza (9 stores); Cleveland Shopping City (7 stores); Eastgate (6 stores).

13 - RETAIL OUTLETS: Discount Stores-West / Gibson; Magic Mart; Fred's Dollar Store.; K mart.
Chain Supermarkets-Kroger; Sunflower; Liberty; Jitney Jungle.
Other Chain Stores-Goodyear; Firestone; Otasco; P.N. Hirsch; Anthony's; White's Auto; Western Auto.

14 - NEWSPAPERS: BOLIVAR COMMERCIAL (e-mon to fri) 5,754; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Norman C. Van Liew, Pub., Gen. Mgr., BOLIVAR-COMMERCIAL, 821 N. Chrisman, PO Box 820, Cleveland, MS 38732; Tel (601) 843-4241.
National Representative: Papert Companies.

COLUMBUS

1 - LOCATION: Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, Tenn.; 125 mi. W of Birmingham, Ala.

2 - TRANSPORTATION: Railroads-Norfolk; Southern; Frisco; Columbus & Greenville; Illinois Central Gulf.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.
Airlines-Republic; Atlantic Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 27,383; Loc. Est. 28,583
County 80 Cen. 57,304; Loc. Est. 59,289

4 - HOUSEHOLDS:
City 80 Cen. 9,294; Loc. Est. 9,748
County 80 Cen. 18,664; Loc. Est. 20,632

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$314,113,106
Commercial	4	$450,000,379

6 - PASSENGER AUTOS: County 24,112

7 - ELECTRIC METERS: Residence 22,860

8 - GAS METERS: Residence 7,533

9 - PRINCIPAL INDUSTRIES: Chemical; Lumber; Garment; Rubber; Marble & Metal; Vinyl Wall Covering; Electric Motors; Plastics; Wood Products; Bathroom Seats; Glossy Paper.

10 - CLIMATE: Annual Avg. Temp.-63; Summer-81; Winter-45. First killing frost, Nov. 2. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main and Markets Sts.; Mid-City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(18)	4	Otasco, Winn-Dixie, Dollar General
Fairlane	3	Fairlane, Freds
Leigh Mall(44)	1	Sears, Eggers, JCPenney, K mart
Northgate	2	Kroger, Payless Shoes, K&B Drug
Northgate Plaza	2	Shoe City
Towne Square(16)	2	TG&Y, Jitney Jungle, Revco
Eastgate Village	2	Sunflower, Harco
Mid City(9)	2	Kroger
University Mall(18)	2	McRae's
Wal-Mart Plz.	NA	

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Egger's; JCPenney; Ruth's; Sears; McRae's.
Discount Stores-Gibson's; Fred's; Wal-Mart; K mart; TG&Y; Dollar General.
Variety Stores-McLellan.
Chain Drug Stores-Walgreens 2; Rexall 3; SuperRx; Gibson's Phcy; Harco; K&B Drug; Revco.
Chain Supermarkets-Sunflower 2; Winn-Dixie 2; Jitney Jungle; Big 3; Mr Quik 8; Kroger 2; Shirley's Minit Mart 2; Snappy Sacker 4; Warehouse; Big Star 2.
Other Chain Stores-Butler's (shoes), Radio Shack; Endicott-Johnson Shoes; Sherwin-Williams; Three Sisters; OK Rubber; Driefus (Jewelry); Otasco; Busch's Jewelry; Autoshack; Casual Corner; Zale's Jewelry, Radio Shack.

14 - NEWSPAPERS: COMMERCIAL DISPATCH (e-mon to fri) 15,034; (S) 16,355; sworn March 31, 1984.
Local Contact for Advertising and Merchandising Data: Geo. R. Dodea, Adv. Dir., COMMERCIAL DISPATCH, 516 Main St., Columbus, MS 39701; Tel. (601) 328-2424.
National Representative: Papert Companies.

CORINTH

1 - LOCATION: Alcorn County, E&P Map C-1, County Seat. In NE corner of State, 4 mi. from TN State Line; 30 mi. from AL State Line. On State Hwys. 2, 45 and 72.

2 - TRANSPORTATION: Railroads-Southern; Illinois Central Gulf; Corinth-Counce.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 13,839; Loc. Est. 14,737
PMA-ABC: (80) 45,641; (84) 48,300
County 80 Cen. 33,036; Loc. Est. 33,252
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,502; Loc. Est. 5,990
County 80 Cen. 11,940; Loc. Est. 12,348
PMA-ABC: (80) 16,453; (84) 17,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$120,000,000
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: County, Est. 22,518

7 - ELECTRIC METERS: County Residence 13,843

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Textile 2,184 ($140); Mach. Shop 300 ($170); Brick & Tile 60 ($140); Wood Prods. 604 ($150); Electronics 1,500 ($170); Plastics 450 ($160); Steel 325 ($160); Printing 1,550 ($170).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-32 blocks on 18 Sts.; 3 shopping Centers.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Shainberg's; Belk-Hudson; JCPenney; Reid's; Fred's.
Discount Stores-Gibson's; Magic Mart.
Variety Stores-Wal-Mart.
Chain Drug Stores-Rexall; Walgreens; Super D; SupeRx.
Chain Supermarkets-M&H 4; Piggly Wiggly 2; Pic-Pac; Rogers; Kroger; Gardner's 2; Sunflower.
Other Chain Stores-Firestone; Western Auto 2; Goodyear; Conley's; Otasco; Auto Shack.

14 - NEWSPAPERS: CORINTHIAN (e-mon to fri) 8,107; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John W. Fitzwater, Pub., Cheryl Ferrara, Adv. Dir., CORINTHIAN, 808 Waldron; PO Box 109, Corinth, MS 38834; Tel. (601) 286-3366.
National Representative: Papert Companies.

GREENVILLE

1 - LOCATION: Washington County, E&P Map B-3, County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. S of Memphis; 8 mi. W of Arkansas; 40 mi. NW of Louisiana, on State Hwy. 1.

2 - TRANSPORTATION: Railroads-Illinois Central; Columbus & Greenville (freight only).
Motor Freight Carriers-9.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 40,613; Loc. Est. 41,518
CZ-ABC: (80) 40,613; (84) 39,100
RTZ-ABC: (80) 52,591; (84) 51,800
County 80 Cen. 72,344; Loc. Est. 73,329
City & RTZ-ABC: (80) 93,204; (84) 90,900

4 - HOUSEHOLDS:
City 80 Cen. 13,240; Loc. Est. 13,665
CZ-ABC: (80) 13,240; (84) 12,900
RTZ-ABC: (80) 16,172; (84) 16,000
County 80 Cen. 22,948; Loc. Est. 23,789
City & RTZ-ABC: (80) 29,412 (84) 28,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$266,991,134
Savings & Loan	3	$64,389,097

6 - PASSENGER AUTOS: County Est. 39,478

7 - ELECTRIC METERS: Residence 12,729

8 - GAS METERS: Residence 15,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,200; Lumber & Wood Prod. 1,065; Paper & Prod. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prod. 450; Chem. & Allied Prod. 255; Automobile Parts 390; Grain Processing & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312; Rice Processing 435.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-74; Summer 70-91; Fall 76-52; Winter 35-55. First killing frost, Nov. 12. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Washington.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Goyer(4)	NA	Sunflower, McCrory
Greenville(28)	NA	JCPenney, Sears, McRae's
K mart(2)	NA	K mart, Jitney Jungle
Mainstream Mall (20)	NA	Otasco, Wal-Mart
Village(13)	NA	Sunflower Mkt.

Principal Shopping Days-Mon., Wed., Thur., Fri.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sam Stein; Goodman; McRae's; Sears.
Discount Stores-Stein Mart; Fred's Dollar Store; K mart; Kent's; Lowe's; Wal-Mart; Duckwall.
Variety Stores-Dollar General.
Chain Drug Stores-Super D Drugs; Eckerd.
Chain Supermarkets-Kroger; Jitney Jungle; Sunflower.
Other Chain Stores-Butler's; Mangels; Busch; Singer Co.; Goodyear; Firestone; Western Auto; Otasco; Pay-Less.

14 - NEWSPAPERS: DELTA DEMOCRAT-TIMES (e-mon to fri) 16,028; (S) 16,769; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dot Bryant, Adv. Mgr., DELTA DEMOCRAT TIMES, PO Box 1618, Greenville, MS 38701; TEL (601) 335-1155.
National Representative: Papert Companies.

GREENWOOD

1 - LOCATION: LeFlore County, E&P Map B-2, County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis, TN; 50 mi. E of Greenville.

2 - TRANSPORTATION: Railroads-Illinois Central; Columbus & Greenville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Sunbelt.

3 - POPULATION:
Corp. City 80 Cen. 20,115; Loc. Est. 19,727
CZ-ABC: (80) 20,115; (84) 18,700
RTZ-ABC: (80) 61,493; (84) 61,300
County 80 Cen. 41,525; Loc. Est. 42,442
City & RTZ-ABC: (80) 81,608; (84) 80,000

4 - HOUSEHOLDS:
City 80 Cen. 7,371; Loc. Est. 7,404
County 80 Cen. 13,003; Loc. Est. 13,594
CZ-ABC: (80) 7,371; (84) 6,900
RTZ-ABC: (80) 18,865; (84) 19,000
City & RTZ-ABC: (80) 26,236; (84) 25,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$3,813,500,000
Savings & Loan	2	$43,900,000

6 - PASSENGER AUTOS: County 23,170

7 - ELECTRIC METERS: Residence 14,100

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Farm Equipment 300 (N.A.); Heavy Machy. 300 ($160); Mfg. Jeans 250 (N.A.); Bridge Matl. 80 (N.A.); Elec. & Electronic Eqpt. 300 (N.A.); Picture Frames 160 (N.A.); Metal Lockers 180 (N.A.); Cotton Seed Prod. 150 (N.A.); Piano 900 ($160); Seatbelts 300 (N.A.); Automotive Dist Ctr. 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 25. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Howard Main and Carrollton Ave.; Park Ave., Carrollton Ave. Ext.; Claiborne St.; Johnson St. & West Park Ave.; Eastgate Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(3)	NA	Big K, Big Star
Greenwood(3)	NA	Eckerd, JCPenney
Highland(24)	NA	Otasco, Big Star, Sears

Principal Shopping Days-N.A.
Stores Open Evenings-N.A.

13 - RETAIL OUTLETS: Department Stores-Antoon's; JCPenney; Fashion; Abide's; Evelyn's; Bayou Belle; Hay Barn; DeLoach's.
Discount Stores-Gibson's; Wal-Mart; Howard Bros.
Chain Supermarkets-Jitney Jungle; Liberty Cash; Piggly Wiggly 3; Country Market; Curtis Star Mkt.; Jitney Jr. 7; Big Star (Malone & Hyde) Groc. 2.
Other Chain Stores-Fred's Dollar Store; United Dollar Store; Firestone; Goodyear; Western Auto; Okalahoma Tire; Main Dollar Store; Chaney's Rexall Drugs 3; Lowe's.

14 - NEWSPAPERS: COMMONWEALTH (e-mon to fri) 9,337; (S) 9,975; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ray Durbin, Adv. Dir., COMMONWEALTH, 329 Hwy. 82 West, Greenwood, MS 38930; Tel. (601) 453-5312.
National Representative: Papert Companies.

GRENADA

1 - LOCATION: Grenada County, E&P Map B-2, 35 mi. NE of Greenwood. On U.S. Hwy 51; State Hwy. 8, Interstate 55.

2 - TRANSPORTATION: Railroads-IC, Y&MV.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 12,641; Loc. Est. 13,728
County 80 Cen. 21,043; Loc. Est. 21,146

4 - HOUSEHOLDS:
City 80 Cen. 4,460; Loc. Est. 4,797
County 80 Cen. 7,111; Loc. 7,357

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$110,362,477
Savings & Loan	2	$23,530,378

6 - PASSENGER AUTOS: County 13,712

7 - ELECTRIC METERS: Residence 7,380

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equipment; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Paints.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grady Green(9)	NA	Shainberg's, Sears, Okla. Tire
Whitaker(7)	NA	Sunflower Foods
Whitehaven(6)	NA	Sherwin-Williams
Grenada Plz.(10)	NA	Magic Mart, Piggly Wiggly

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Dattel's; Shainberg's; Cato Stores; Walls.
Variety Stores-Sam's Super Saver; Dollar General.

Discount Stores-Gibson's; Magic Mart; TG&Y; Family Center.
Chain Drug Stores-Walgreens; Rexall 5; Gibson's Pharmacy; Chaney.
Chain Supermarkets-Liberty; Piggly Wigg'y; Spain's; Pic Pac; Sunflower; Warehouse Food Center.
Other Chain Stores-Okla. Tire; Firestone.

14 - NEWSPAPERS: SENTINEL-STAR (e-mon to fri) 4,830; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Joseph B. Lee III, Pub., SENTINEL-STAR, 159 Green St., Grenada, MS 38901; Tel. (601) 226-4321.
National Representative: Papert Companies.

GULFPORT

See BILOXI

HATTIESBURG

1 - LOCATION: Forrest County. E&P Map C-5. County Seat. 85 mi. NE of Meridian; 122 mi. SW of New Orleans; 90 mi. NW of Jackson; 144 mi. W of Natchez; 96 mi. SE of Mobile.

2 - TRANSPORTATION: Railroads-Ill. Central Gulf.
Intercity Bus Lines-Greyhound; Continental Trailways, Gulf Transport.
Motor Freight Carriers-10.
Airlines-Republic; Sunbelt; Skyways.

3 - POPULATION:
Corp. City 80 Cen. 40,829; Loc. Est. 43,421
CZ-ABC: (80) 60,471; (84) 62,500
RTZ-ABC: (80) 93,637; (84) 99,700
County 80 Cen. 66,018; Loc. Est. 68,699
City & RTZ-ABC: (80) 154,108; (84) 162,200

4 - HOUSEHOLDS:
City 80 Cen. 14,517; Loc. Est. 16,004
County 80 Cen. 22,978; Loc. Est. 24,487
CZ-ABC: (80) 21,269; (84) 22,200
RTZ-ABC: (80) 30,692; (84) 33,000
City & RTZ-ABC: (80) 51,961; (84) 55,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$264,417,000
Savings & Loan	5	$450,000,000

6 - PASSENGER AUTOS: County 41,849 (All Vehicles)

7 - ELECTRIC METERS: Bus. & Res. 29,923

8 - GAS METERS: Residence 16,343

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mining 96; Construction 2,860; Food Processing 1,480; Lumber & Wood Pdts. 1,350; Printing & Publishing 140; Stone & Clay Pdts. 340; Fabricated Metals 207; Manufacturing 2,444; Transp. Utilities 1,960; Whol. & Retail Trade 8,970; Finance, Insurance & Real Estate 1,650; Government N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Shopping Centers -McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S 19th Ave. & Patton Ave; Cloverleaf on Hwy. 49 & 11; K mart on U.S. Hwy. 49 & 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadacres(5)	NA	The Krystal, Delchamps
Broadway Mart(7)	NA	Big Star, Southwest Drug, Shainberg's
University Mall(22)	NA	A&P, Rose Dept. Radio Shack

Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Mall-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Fine Bros.-Matison; JCPenney; McRaes; Shainberg's; Waldoff's.
Variety Stores-Bargain World; Fred's Dollar General.
Discount Stores-McCrory; Howard's 2; Rose's; K mart; TG&Y; Aim For The Best.
Chain Supermarkets-Winn-Dixie; A&P; Sunflower 3; Delchamps 2; Jitney Jungle 3; Midget Marts 2; Greentree 7; Minit Mart 5; Big Star 3; County Market.
Chain Drug Stores-Eckerd; K&B 3.
Other Chain Stores-Firestone; Goodrich; Western Auto 2; Pay Less; Smart & Thrifty; Thom McAn; Butler Shoes; Wilson's; Hallmark Cards; Morrisons; Radio Shack 2; Gordon's.

14 - NEWSPAPERS: AMERICAN (e) 24,839; (S) 26,682; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Larry Burlingame, Adv. Dir., AMERICAN, 825 N. Main St. Hattiesburg, MS 39401; Tel. (601) 582-4321.
National Representative: Gannett Newspaper Advertising Sales.

JACKSON

1 - LOCATION: Hinds County. (MSA). E&P Map B-4. State Capital. In geographic center of State. Governmental retail, wholesale, distribution, manufacturing and medical center.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Burlington Northern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Continental; Delta; American; Royale; Sun-Belt; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 202,895; Loc. Est. 206,353
CZ-ABC: (80) 251,533; (84) 267,400
RTZ-ABC: (80) 375,452; (84) 388,600
County 80 Cen. 250,998; Loc. Est. 255,276
MSA 80 Cen. 362,038; Loc. Est. 373,137
City & RTZ-ABC: (80) 626,985; (84) 656,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,490; Loc. Est. 73,819
County 80 Cen. 85,502; Loc. Est. 89,373
MSA 80 Cen. 120,354; Loc. Est. 126,765
CZ-ABC: (80) 87,529; (84) 93,800
RTZ-ABC: (80) 119,222; (84) 124,500
City & RTZ-ABC: (80) 206,751; (84) 218,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$4,017,371,000
Savings & Loan	5	$1,019,488,230

6 - PASSENGER AUTOS: County 167,174 (All Vehicles)

7 - ELECTRIC METERS: Residence 99,798

8 - GAS METERS: Residence 69,841

9 - PRINCIPAL INDUSTRIES: Furniture & Wood Products; Block & Tile; Feeds; Machinery; Cotton Oil & Prods.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Prods.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Poultry & Egg Processing; Auto Batteries; Electrical Transformers & Switch Gears; Automotive Electrical Harnesses; Food Products, etc. Total: 317 Plants; 18,142 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11 - TAP WATER: Alkaline, very soft; fluoridated

12 - RETAILING: Principal Shopping Area-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delta Mart(9)	NA	Southwest Drug, Family Dollar Store Jitney Jungle
Metrocenter(126)	NA	Sears, McRae's, D.H. Holmes, Gayfers
Northwood(18)	NA	Broadmoor Drug, King Weathersby
Meadowbrook Mart(12)	NA	McRae's, Super D. Drug, Food Center
Woodlands Hills(14)	NA	Jitney Jungle
Colonial Mart(16)	NA	Sunflower Food
Jackson Mall(81)	NA	JCPenney, Gayfers, Sunflower Foods
Jackson Square(23)	NA	Zayre, Eckerd, Family Dollar Store
Maywood(25)	NA	Sunflower Food, Casual Corner, Beeman Drugs, Ace Hardware
Mid City(7)	NA	Jitney Jungle
Mart 51(21)	NA	Hooper Sound, Mart 51 Mkt. Family Dollar Store
Battlefield Center(11)	NA	White Swan Cleaners
Cook's Ctr.(13)	NA	Super D Drugs, Jitney Jungle K & B Drugs
Ellis Ave. Plz.(16)	NA	Radio Shack
Westland Plz.(42)	NA	Kroger, McRae's, Family Dollar Store
Highland Vlg.(60)	NA	Super D Drugs
Apple Ridge(21)	NA	TG&Y, Ashley's, Big Star
North Park Mall	NA	McRaes, D.H.Holmes, JCPenney
Candlestick Park(9)	NA	Sunflower Mkt.
Greenbriar(8)	NA	Southwest Drug, Sherwin-Williams
Triangle Mart(6)	NA	Nolan Drugs, Glidden Paint
Southport Mall(15)	NA	Sunflower Food
Bel Air(12)	NA	Radio Shack
Brights Ctr.(24)	NA	Star Mkt., United Dollar
Clinton Plz.(11)	NA	Jitney Jungle, TG&Y
English Vlg.(7)	NA	Parkins Pharmacy, Jitney Jungle
McLaurin Mart(21)	NA	Sunflower, Sherwin Williams, Goodyear
Plain Mart(9)	NA	Star Mkt., United Dollar
Poindexter Plz.(6)	NA	Jitney Jungle
Quarter Speciality(9)	NA	Country Squire, Poets
Ellis Isle(19)	NA	Sack 'N Save Foods
DeVille Plz.(15)	NA	Wilson's Distributors, Eckerd Drug, Stein Mart
McDowell Sq.(13)	NA	Winn-Dixie, TG&Y, Eckerd
Jacksonian Plz.(6)	NA	Howard Bros., Kroger's
Rankin Sq.(10)	NA	Winn-Dixie, TG&Y, Eckerd
Canton Mart(20)	NA	Briarwood Yard & Garden
Hico Sq.(7)	NA	Sunflower
Southgate(13)	NA	Kroger, Roses Dept., Treasury Drugs
Queens Mall W.(2)	NA	Roses, Sunflower
Country Club Vlg.(6)	NA	Winn-Dixie, Treasury Drugs, TG&Y

Principal Shopping Days-Department Stores Fri., Sat. & Mon. Food-Thur., Fri., & Sat.
Stores Open Evenings-Numerous Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Sears 2; JCPenney; McRae's 3; Zayre; Gayfers 2; Lerner's 3; Raymond-McClinton; K mart 2; Howards 3.
Variety Stores-Ben Franklin; TG&Y 4.
Chain Supermarkets-Jitney Jungle 12; New Deal 4; Star Super 4; A&P 4; Kroger 5; Sunflower 10; Winn-Dixie 3; Sack'N Save 2.
Chain Drug Stores-Southwest 3; Parkin's 2; Super "D" 9; Eckerd 6; Howard Bros. 3; Treasury Drug 4; K&B Drug 4; Revco; Mr Discount Drug 3.
Other Chain Stores-Thom McAn; Busch Jewelry 2; Singer Co.; Goodyear 3; Goodrich; Zale's; Baker Shoes 3; Firestone 6; S&H Green Stamps; Radio Shack 11; Casual Corner 3; Stevens 2; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 5; Hardy Shoe Store 2; The Limited 3; Lewis Wilsons 2; World Bazaar; Butler Shoes 2; Hanover Shoes.

14 - NEWSPAPERS: CLARION-LEDGER (m-mon to fri) 69,377; DAILY NEWS (e-mon to fri) 37,231; Comb. (m&e) 106,608; CLARION-LEDGER/DAILY NEWS (m-sat) 103,531; (S) 113,910 Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joe Neill, Adv. Dir., CLARION-LEDGER/DAILY NEWS, 311 E Pearl St.,PO Box 40, Jackson, MS 39205; Tel. (601) 961-7161.
National Representative: Gannett Newspaper Advertising Sales.

LAUREL

1 - LOCATION: Jones County. E&P Map C-4. County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys 11, 15, 28, 84, and Interstate 59.

2 - TRANSPORTATION: Railroads-Gulf, Mobile & Ohio; Illinois Central; Southern.
Motor Freight Carriers-6.
Airlines-Air Freight-Purolator; Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,897; Loc. Est. 22,000
CZ-ABC: (80) 21,897; (84) 20,400
RTZ-ABC: (80) 82,613; (84) 86,600
County 80 Cen. 61,912; Loc. Est. 64,541
City & RTZ-ABC: (80) 104,510; (84) 107,000

4 - HOUSEHOLDS:
City 80 Cen. 8,178; Loc. Est. 8,337
County 80 Cen. 21,549; Loc. Est. 22,955
CZ-ABC: (80) 8,178; (84) 7,700
RTZ-ABC: (80) 27,391; (84) 29,100
City & RTZ-ABC: (80) 35,569; (84) 36,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$270,090,000 (1980)
Savings & Loan	4	$61,682,760 (1980)

6 - PASSENGER AUTOS: County Est. 33,481 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,429

8 - GAS METERS: Residence 10,424

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage-N.A.)-Masonite 2,100; Petroleum 1,000; Garment 225; Wood Working 1,500; Foods 975, Howard Industries 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardiner(21)	NA	Sears, A&P, Jitney Jungle
N. Laurel(17)	NA	Sunflower
Parkside Plz.(18)	NA	Rose's, Winn-Dixie
Westland Mart(10)	NA	Piggly Wiggly, TG&Y
Northwood Vlg.(4)	NA	Piggly Wiggly, TG&Y, K&B
Sawmill Square Mall(54)	NA	McRaes, JCPenney

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Efird's; Williams; Gibson's; Rose's; McRaes.
Variety Stores-Bill's Dollar Store; TG&Y; Super 5 & 10; Otasco; Fred's Dollar Store.
Discount Stores-Gibson's; Rose's; TG&Y.
Chain Drug Stores-Wallace Rexall; Eckerd; K&B; SupeRx Drug.
Chain Supermarkets-A&P; Jitney Jungle 2; Giant; Sunflower; Winn-Dixie; Piggly Wiggly 2.

14 - NEWSPAPERS: LEADER-CALL (e) 10,124, Mar. 31, 1984 ADC.
Local Contact for Advertising and Merchandising Data: Bruce Gay, Retail Adv. Mgr., LEADER-CALL, 130 Beacon St., Laurel, MS 39441; Tel. (601) 428-0551.
National Representatives: Papert Companies, Thomson Newspapers, Inc.

McCOMB

1 - LOCATION: Pike County. E&P Map B-5. 7 mi. N of Magnolia; 81 mi. S of Jackson; 109 mi. N of New Orleans. On State Hwy. 24, 44, 48, and 570; U.S. 51 and U.S. 98; Interstate 55.

2 - TRANSPORTATION: Railroads-ICG Railroad.
Intercity Bus Lines-Greyhound; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 12,331; Loc. Est. 12,940
CZ-ABC: (80) 17,501; (84) 17,500
RTZ-ABC: (80) 64,796; (84) 66,900
County 80 Cen. 36,173; Loc. Est. 37,537
City & RTZ-ABC: (80) 82,297; (84) 84,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,691; Loc. Est. 4,948
County 80 Cen. 12,348; Loc. Est. 13,108
CZ-ABC: (80) 6,356; (84) 6,500
RTZ-ABC: (80) 21,169; (84) 22,000
City & RTZ-ABC: (80) 27,525; (84) 28,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$102,835,000
Savings & Loan	2	$32,399,857

6 - PASSENGER AUTOS: County 24,005 (All Vehicles)

7 - ELECTRIC METERS: Residence 8,120

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: County-Locomotives and Car Shops; Lumber and Millwork; Dairy Prod.; Women's and Children's Lingerie; Other Textile Prod.; Aluminum Windows & Doors; Crude Oil and Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Operation; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; Liquid Feeding Equipment for Cattle; United Parcel Service Distribution Center.

10 - CLIMATE: (Monthly Av.) January 49; July 81.

11 - TAP WATER: Very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delaware Ctr.(8)	1	Kroger, Alco
Pike Ctr.(20)	1	A&P, Otasco, TG&Y, Sears
Southwest(16)	1	Rose's, K & B, Winn-Dixie

Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Denman-Alford; Fred's Dollar Store; F&C Dollar Store; Vests; Tailor's Bench; Nunnery's (men's wear); Felicity; Felders Fashions; Felders II (women's wear).
Discount Stores-Howard's; Freds; (Bldg. Mat.); West Cash & Carry; Ashley's; Roses.
Variety Stores-McCrory; TG&Y; Kent's; Alco.

Chain Supermarkets-A&P; Jitney Jungle; Sun Flower; Discount Foods 4; Winn-Dixie; IGA; Vaccarella's Shop Rite 6; Kroger.
Other Chain Stores-Firestone; Goodyear; West Cash & Carry; Western Auto; Shainbergs.

14 - NEWSPAPERS: ENTERPRISE-JOURNAL (e-mon to fri) 12,836; (S) 12,958; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Philip Dell 'Isola, Adv. Dir, ENTERPRISE-JOURNAL, 129 N. Broadway, McComb, MS 39648; Tel. (601) 684-2421.
National Representative: Papert Companies.

MERIDIAN

1 - LOCATION: Lauderdale County, E&P Map C-4, County Seat. Industrial, cattle raising, lumber, distribution, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2 - TRANSPORTATION: Railroads-Southern; Illinois Central Gulf; Meridian & Bigbee.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Gulf Transport; Capital; Continental Trailways.
Airlines-Republic; SunBelt; Schedule Skyways.

3 - POPULATION:
Corp. City 80 Cen. 46,577; Loc. Est. 48,310
CZ-ABC: (80) 46,577; (84) 46,200
RTZ-ABC: (80) 228,923; (84) 233,400
County 80 Cen. 77,285; Loc. Est. 80,160
City & RTZ-ABC: (80) 275,500; (84) 279,600
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 17,379; Loc. Est. 18,183
County 80 Cen. 26,903; Loc. Est. 28,571
CZ-ABC: (80) 17,379; (84) 17,400
RTZ-ABC: (80) 74,532; (84) 76,800
City & RTZ-ABC: (80) 91,911 (84) 94,200

5 - BANKS	NUMBER	DEPOSITS
Banks/Loan Assns.	9	$500,000,000

6 - PASSENGER AUTOS: County 51,065 (All Vehicles)

7 - ELECTRIC METERS: Residence 25,714

8 - GAS METERS: Residence 16,592

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Pdts. 849; Textiles 837; Apparel 545; Lumber & Wood 2,070; Printing and Pub. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied; Chemicals & Machy.) 1,450; Constr. 1,380; Transp. & Pub. Util. 1,810; Whole & Ret. 5,370; Finance, Insur. and Real Est. 1,010; Services 2,950; Govt. 4,470.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor Mart(19)	4	TG&Y, Winn-Dixie
Cloverleaf(16)	2	Howard Bros.
College Park(25)	3	TG&Y, Otasco, Winn-Dixie
North Hills(12)	3	Food Center
Village Fair(55)	2	JCPenney, McRae's, Winn-Dixie
Westland Plz.(4)	2	A&P

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri. & Sat. Food-Thur., Fri. & Sat.
Stores Open Evenings-Dept. Thur.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Marks-Rothenberg; McRae's.
Variety Stores-Woolworth; TG&Y; Fred's.
Discount Stores-Howard Bros 2; Lowes; West Cash & Carry; Fred's; Dollar General; Gaylords; TG&Y; Wilson's.
Chain Drug Stores-Rexall; Howard's; Tutor 3; Eckerd 2; Revco; K&B; Mr. Discount Drugs 3.
Chain Supermarkets-Winn-Dixie 4; Kroger; A&P 2; Super Stop 22; Meridian IGA; Jitney Jungle 2; Sack & Save.
Other Chain Stores-Singer Co.; Thom McAn; Watson's; Michael's; Butler's (Women's); Mangel (Women); Lerner Dress; Diana Shop; The Vogue; Goodrich; Goodyear; Western Auto; Firestone; Billups; Auto-Lec; Busch (jewelry); Anders Furn.; Lott Furn. Warnoc Furn.; Rhodes Furn; Auto Shack; Mary Carter; Sherwin-Williams; S&H Green Stamps; Sears; Wilson's; Eleanor Shop; Otasco.

14 - NEWSPAPERS: STAR (e) 24,096; (S) 26,894; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-12 22nd Ave., PO Box 1591, Meridian, MS 39301; Tel. (601) 693-1551.
National Representative: Papert Companies.

NATCHEZ

1 - LOCATION: Adams County, E&P Map A-4. On the Mississippi River. 95 mi. SW of Jackson. On U.S. Hwys. 61, 84, 65 and State Hwys. 20 and 24.

2 - TRANSPORTATION: Railroads-Illinois Central; Missouri Pacific; Mississippi Central; Natchez; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Royale Airlines.

3 - POPULATION:
Corp. City 80 Cen. 22,015; Loc. Est. 23,747
CZ-ABC: (80) 27,951; (84) 27,400
RTZ-ABC: (80) 64,075; (84) 63,100
County 80 Cen. 38,035; Loc. Est. 39,597
City & RTZ-ABC: (bu) 52,026; (84) 90,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,818; Loc. Est. 8,593
County 80 Cen. 12,806; Loc. Est. 13,628
CZ-ABC: (80) 9,758; (84) 9,600
RTZ-ABC: (80) 20,608; (84) 20,600
City & RTZ-ABC: (80) 30,366; (84) 30,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$485,900,900
Savings & Loan	2	$26,839,456

6 - PASSENGER AUTOS: County Est. 26,772 (All Vehicles)

7 - ELECTRIC METERS: Residence 8,624

8 - GAS METERS: Residence 8,488

9 - PRINCIPAL INDUSTRIES: Tires; Pulp & Paper Prod.; Lumber; Pecan Shelling; Asbestos Prod.; Steel Prod.; Chemicals; Farming; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15. Last killing frost, Mar. 15

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty(10)	NA	Pik-Quick Mkt.
Magnolia(21)	NA	A&P, West Dept.
Nosser City(9)	NA	Jitney Jungle
Trace Town(21)	NA	Sears, Winn-Dixie, McCrory, Radio Shack
Riverfront(5)	NA	Supr. Furn.
St.Catherine(8)	NA	Piggly Wiggly, United Dollar
Lewis-Vidalia(10)	NA	Otasco, Sterling, United Dollar
Howard Bros.(2)	NA	Howard Bros., Jitney Jungle
Kroger Ctr.	NA	K&B Drugs, Kroger
Natchez Mall(45)	NA	JCPenney, Beall's, McRae's Dept.

Principal Shopping Days-Wed., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-H.F. Byrne; Sears; West Bros.; JCPenney; Ullman's; Beall's; McRae's.
Variety Stores-S.H. Kress; Sterling; McCrory; United Dollar Stores; Howard Bros.; Kent's Otasco; TG&Y; Dollar General.
Discount Stores-Howard Bros.; Discount City.
Chain Drug Stores-Gilbert Rexall 2; Natchez Super 2; K&B Drugs; Treasury Drugs; Eckerd.
Chain Supermarkets-A&P 2; Big Star 4; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2; Minit Man 6; Natchez Super Stores 2; Dixie Dandy; In-n-Out 2; Pik Quick 2; Kroger; Red & White; IGA; Budget Saver.
Other Chain Stores-Mangels; Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop Goodyear; Butler's Shoe; International KB, Goodrich; Sherwin-Williams; Singer; U.S. Paint.

14 - NEWSPAPERS: DEMOCRAT (m) 13,911; (S) 14,458; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Elsberry, Adv.Mgr., DEMOCRAT, 505 N. Canal St., Natchez, MS 39121; Tel. (601) 442-9101.
National Representative: Landon Associates.

OXFORD

1 - LOCATION: Lafayette County, E&P Map C-2, County Seat. Agricultural, lumber area; 62 mi. SE of Memphis, TN on State Hwys. 6 & 7; 22 mi. E of I-55 and U.S. 35.

2 - TRANSPORTATION: Railroads-Natchez Trace Railway.
Motor Freight Carriers-Rebel Motor Freight 45; Freeman Truck Lines 18.
Airlines-Flight Line.

3 - POPULATION:
Corp. City 80 Cen. 9,882; Loc. Est. 8,814
County 80 Cen. 31,030; Loc. Est. 31,411

4 - HOUSEHOLDS:
City 80 Cen. 3,932; Loc. Est. 3,383
County 80 Cen. 9,623; Loc. Est. 10,006

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$110,000,000
Savings & Loan	3	$315,000,000

6 - PASSENGER AUTOS: County 16,359 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chamber's Corp.; Kellwood; Champion Building Products; Emerson Electric.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Gate Plaza	NA	Shainbergs, Big Star, Otasco, Chaney's Drugs
Kiamie's	NA	
Mid Town(8)	NA	Sears, Liberty I, West Dept.
Oakwood Plaza	NA	Wal-Mart, Liberty II
Rainbow Ctr.	NA	
Tradeswinds	NA	Kroger, TG&Y, Treasury Drugs

13 - RETAIL OUTLETS: Department Stores-J.E. Neilson Co.; West's Shaineburg's.
Variety Stores-Ben Franklin; TG&Y.
Discount Stores-Johnson's Discount Furn; Nationwide Salvage; Wal-Mart.
Chain Drug Stores-Treasury; Chaney's.
Other Chain Stores-Goodyear; Otasco; Sears; Freds; JCPenny.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 3,872; Sworn Sept. 30,1983.
Local Contact for Advertising and Merchandising Data: Nina Goolsby, Ed., EAGLE, 916 Jackson Ave.; Box 866, Oxford, MS 38655; Tel. (601) 234-4331.
National Representative: Papert Co.

PASCAGOULA

1 - LOCATION: Jackson County. (In Pascagoula MSA). E&P Map C-6 County Seat. Shipbuilding, paper-marking, oil refinery, commercial fishing, chemicals, import, export, small diversified industries. SE part of State. 100 mi. E of New Orleans, LA; 40 mi. SW of Mobile, AL; On U.S. Hwy. 90; State 63; I-10.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Mississippi Export.
Motor Freight Carriers-7.
Intercity Bus Lines-Teche Greyhound; Gulf Transport.
Airlines-Southern Airways.
Water-10 Barge Lines. Cargo Liners through Port.

3 - POPULATION:
Corp. City 80 Cen. 29,318; Loc. Est. 20,745
PMA-ABC: (80) 133,738; (84) 145,600.
County/MSA 80 Cen. 118,015; Loc. Est. 120,616

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,033; Loc. Est. 10,771
County/MSA 80 Cen. 37,589; Loc. Est. 39,352
PMA-ABC: (80) 42,296; (84) 46,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$147,528,397
Commercial	5	$159,662,897

6 - PASSENGER AUTOS: County 77,835 (All Vehicles)

7 - ELECTRIC METERS: County 43,283

8 - GAS METERS: County 19,303

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ship Building 9,500 ($320); Paper & Allied 2,150 ($305); Food & Kindred 790 ($220); Chem. & Allied 650 ($275); Apparel 1,280 ($150); Stone, Clay & Glass 325 ($185); Seafood 540 ($220); Oil Refinery 600 ($315); Pet Food 120 ($195).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-87; Summer 73-96; Fall 41-92; Winter 18-60. First killing frost Dec. 30. Last killing frost Feb. 7.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Delmas, 1 on Krebs, 40 stores; Moss Point: 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deep South(11)	NA	West Bros., Rhodes Furn., Firestone
Bel Air(12)	NA	Myron Shoes, Kents, D&G Supermarket
Searstown(18)	NA	Sears, Eckerd, Goodyear
K mart Plz.(3)	NA	K mart, K&B Drugs, Jitney Jungle
Bellview Plz.(5)	NA	Winn-Dixie, Kent's
Singing River(74)	NA	JCPenney, McRaes, Beall's, Wilsons

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Some on Thur. and Fri.; few on Sat.; Super Mkts. Thur., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Brumfield's; Sears; JCPenney; West Bros.; Woods; Shainberg's; Dickson's; Whites; K mart; McRaes; Beall's.
Discount Stores-Bargain Annex.
Variety Stores-McClellan; TG&Y; Magic Mart.
Chain Drug Stores-Southwest; Eckerd; Central; K&B.
Chain Supermarkets-Jitney-Jungle; Winn-Dixie; Greer's; Delchamps 2.
Other Chain Stores-Auto Accessories; Western Auto 2, Firestone, Goodrich, Goodyear 2, Uniroyal, Otasco; Jewelry; Johnson Bros., Lorch's, Zale's, Rerdous, Hausmanns; Furniture; McGregor's, Rhodes, Gulf, Alberts, Shoes; Gryder's, Myron's, Neils, Baker, Kinney; Paints; Sherwin-Williams, Mary Carter, Harris, Burk Hall, Rapko, Var-Tung Devoe Dutch Boy BLP.

14 - NEWSPAPERS: MISSISSIPPI PRESS REGISTER (e-mon to fri) 22,527; (S) 23,329; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr., or Ralph Williams, Adv. Mgr., MISSISSIPPI PRESS REGISTER, 405 Delmas Ave.; PO Box 849, Pascagoula, MS 39567; Tel.(601) 762-1111.
National Representatives: Newhouse Newspapers Metro Suburbia.

PICAYUNE

1 - LOCATION: Pearl River County. E&P Map C-5. Manufacturing, agricultural, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.
Motor Freight Carriers-Roadway; Highway Express; Red Ball; Ryder.
Intercity Bus Lines-Greyhound.
Airlines-See New Orleans International Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,361; Loc. Est. 11,044
County 80 Cen. 33,795; Loc. Est. 36,158

4 - HOUSEHOLDS:
City 80 Cen. 3,479; Loc. Est. 3,628
County 80 Cen. 11,004; Loc. Est. 12,031

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$420,221,000
Commercial	3	$726,000,000

6 - PASSENGER AUTOS: County 25,651 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,055

8 - GAS METERS: Residence 3,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chemical 201; Electrical 588; Containers 298; Wood Processing 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10. Last killing frost, Mar. 10.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mississippi Mall	1	Winn Dixie, Murphy's Mart, Eckerd Drugs
Pine Tree Plaza(9)	1	Delchamps, TG&Y K&B Drugs

Northgate(6)	1	IGA, Sears Catalog
Picayune(8)	N.A.	Westside, West Bros.

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-9 p.m., Sun. 1-6.

13 - RETAIL OUTLETS: Department Stores-Boston Store; Mitchell's; Salloumns; West Bros.
Discount Stores-Fred's, Dollar General.
Variety Stores-Murphy's Mart; TG&Y.
Chain Drug Stores-K&B; Eckerd.
Chain Supermarkets-Winn Dixie; Delchamps; IGA; Sunflower; Westside.
Other Chain Stores-Shoetown; Goodyear; Sears Catalog; Western Auto; Radio Shack 2; Otasco; Kenwin Shop.

14 - NEWSPAPERS: PICAYUNE ITEM (e-tue to fri; S) 5,398; sworn Sept. 29, 1983.
Local Contact for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, 214 Curran Ave., PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.
National Representative: Papert Companies.

STARKVILLE

1 - LOCATION: Oktibbeha County, E&P Map C-3 in Northeastern part of Mississippi.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-7.
Airlines-Republic.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,169; Loc. Est. 17,308
County 80 Cen. 36,018; Loc. Est. 37,803
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,520; Loc. Est. 6,352
County 80 Cen. 10,980; Loc. Est. 11,797

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$145,000,000
Savings & Loan	2	$22,500,000

6 - PASSENGER AUTOS: County 18,883

7 - ELECTRIC METERS: Residence 6,031

8 - GAS METERS: Residence 4,960

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State & Federal Agricultural Research 1,050 ($150); Apparel 275 (N.A.); Felt Mfg. 75 (N.A.); Furn. Mfg. 350 (N.A.); Commercial metal blades (N.A.); Metal Building Mfg. 350 (N.A.); University Education 1,700 Faculty & other employees; Copper Fabricating ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 78-104; Fall 30-88; Winter 18-75. First killing frost Nov. 4. Last killing frost Mar. 12.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main and Lafayette Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
82 Plaza(9)	NA	Gibsons, Sunflower
Southdale(11)	NA	Sears, Giant Mkt.
State(13)	NA	West Bros., A&P
Village Mall(20)	NA	Wal-Mart, Market Basket
La Galarie(10)	NA	APB Photo, Gerri's Apparel
Starkville(7)	NA	Danver's Restaurant, Harco Drugs

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mullins; West Brothers; Ashley's.
Variety Stores-Bargain World; Kent's.
Discount Stores-Fred's Dollar Store; Gibson's; Wal-Mart; Semco; Richey's; The Withit; The Habit; Fox's Closet.
Specialty Shops-Cory's; Suzanne Shop; Mothers-n-Others; Lazy S Western; Dixie's Dress Shop; McMurray Shoes; Saxons Shoes; Thomas'; George Sherman Clothiers; Towne & Campus Dress Shoppe.
Chain Drug Stores-Walgreens 2; Revco; Value Rite; Harco.
Chain Supermarkets-Kroger; Giant; Big Star; A&P; Sunflower Foods; Market Basket; Food Center Warehouse.
Other Chain Stores-Western Auto; Bob Caldwell Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Kenwin Dress Shops; Otasco; Cato's Dress Shop; Shoe City; Payless Shoe Source; Radio Shack; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (m-tues to sat) 6,355; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Thomas Ball, News Dir., NEWS, 316 University Dr.; PO Drawer 1068, Starkville, MS 39759; Tel. (601) 323-1642.
National Representative: Papert Companies.

TUPELO

1 - LOCATION: Lee County, E&P C-2, County Seat. Manufacturing, shopping and wholesale center for NE Miss. and NW Alabama. Agriculture and dairy center in NE part of state, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2 - TRANSPORTATION: Railroads-I C and G; Frisco (St. L&F).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Skyway; Sunbelt.

3 - POPULATION:
Corp. City 80 Cen. 23,905; Loc. Est. 26,037
CZ-ABC: (80) 27,322; (84) 28,500
RTZ-ABC: (80) 258,791; (84) 271,300
County 80 Cen. 57,061; Loc. Est. 59,086
City & RTZ-ABC: (80) 286,113; (84) 299,800

4 - HOUSEHOLDS:
City 80 Cen. 8,925; Loc. Est. 9,819
County 80 Cen. 19,970; Loc. Est. 21,192
CZ-ABC: (80) 10,116; (84) 10,600
RTZ-ABC: (80) 87,894; (84) 93,200
City & RTZ-ABC: (80) 98,010; (84) 103,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$880,349,006
Savings & Loan	2	$320,700,842

6 - PASSENGER AUTOS: County 42,165 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence 9,349

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery 1,910 ($284); Electrical Products (N.A.); Food 1,540 ($274); Apparel 2,910 ($207); Furniture 2,250 ($334); Fabricated Metals 110 ($262).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main(9)	1	Howards, Fleming & Sons
Downtown Mall(32)	1	JCPenney, Super D, Alco
Hancock	2	Hancock Fabrics
All American Plz	2	National Menswear
Tupelo Mall(41)	1	Walgreens, Sears McRae's, Krogers
Traceway	2	Wal-Mart, Blount's
Food Center	2	Wal-Mart, Super D, Blount's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Department 9 p.m.; Food 9 or midnight.

13 - RETAIL OUTLETS: Department Stores-Reed's; Black's; Sears; JCPenney; McRae's.
Variety Stores-McCrory.
Discount Stores-Howard's, Fred's Dollar Store 2; Wal-Mart 2; Alco 1.
Chain Drug Stores-Roy's; Thomas-Kincannon-Elkin; Medical Center; T&S; SupeRx Drugs; Walgreens; Super D Drugs 2.
Chain Supermarkets-Kroger; Jitney Jr. 3; Food Center Whse. 2; Mighty Mart 4; Turner's; Big Star 3; Blount's Foodarama 2.
Other Chain Stores-Quality Stamps; Blue Bell Fabrics; Firestone; Goodyear; Western Auto; Lowe's; Wickes; Radio Shack; Red Rooster; Hancock Fabrics; Western Auto; National Men's Wear; Furniture Center; Dreifus Jewelry; Hofheimers; Royce; Gallenkamp Shoes Audio Systems; Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Singer; Raymons.

14 - NEWSPAPERS: JOURNAL (m) 34,604; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Johnnie Kelso, Controller, JOURNAL, 1655 S Green; Box 909, Tupelo, MS 38801; Tel. (601) 842-2622.
National Representative: Papert Companies.

VICKSBURG

1 - LOCATION: Warren County, E&P Map B-4, County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, TN.; 235 mi. N of New Orleans, LA.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 25,434; Loc. Est. 25,876
CZ-ABC: (80) 25,434; (84) 23,300
RTZ-ABC: (80) 91,165; (84) 96,800
County 80 Cen. 51,627; Loc. Est. 52,569
City & RTZ-ABC: (80) 116,599; (84) 120,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,292; Loc. Est. 9,385
County 80 Cen. 17,355; Loc. Est. 18,083
CZ-ABC: (80) 9,292; (84) 8,600
RTZ-ABC: (80) 28,132; (84) 29,100
City & RTZ-ABC: (80) 37,424; (84) 37,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$47,632,428
Commercial	4	$327,900,074

6 - PASSENGER AUTOS: County Est. 33,934

7 - ELECTRIC METERS: Residence 18,865

8 - GAS METERS: Residence 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Trailers 200; Chemical 139; Lighting Fixtures 500; Lumber 1,082; R.R. Shops 300; Feed Mills 98; Children's Apparel 301; Cement 100; Rubber Reclaiming 100; Tank Mfg. 73; Pole Line Hardware 28; Ship building 1,345; Paper Mill 350; Oil Mill 60; Federal Govt. 4,480; State Govt. 917.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost, Nov. 3. Last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, 8.7 hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Washington St.; 3 on Clay St.; 3 on Crawford St.; 3 on South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Village(52)	2	Sears, TG&Y, Walgreens
Dixie Plz.(14)	2	Winn Dixie, TG&Y
Pemberton Mall(55)	2	Wal-Mart, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening till 9; Sears till 7 on Tue.-Thur.

13 - RETAIL OUTLETS: Department Stores-Valley Dry Goods; Charle's; Sears; JCPenney; McRae's; Shainberg's.
Variety Stores-Murphy's; TG&Y 2; Howard Bros.
Chain Drug Stores-Walgreens; Howard Bros. 2; K&B; Treasury Drug; Revco.
Chain Supermarkets-A&P 2; Jitney Jungle 4; Super G; Sunflower 2; Help Yourself; Kroger; Winn-Dixie; Big Star; Country Market.
Other Chain Stores-Singer Co.; Firestone; Goodrich; Thom McAn; Western Auto; Murphy's; White Stores; Shainbergs; Zale's Jewelers; Regents; Fred's Dollar Store; Gordon's; Radio Shack; Lerner's Shop; Endicott-Johnson; Hallmark; Dollar General.

14 - NEWSPAPERS: POST (e) 15,884; (S) 16,244; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Cashman, Jr., Pub., POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545.
National Representative: Branham/Newspaper Sales.

WEST POINT

1 - LOCATION: Clay County, E&P Map C-2, County Seat. Agricultural Center; 90 mi. N of Meridian; 120 mi. W of Birmingham, AL; 150 mi. SE of Memphis, TN. On State Hwys. W45, 50, 23, 46 and 47.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Columbus & Greenville.
Intercity Bus Lines-Tri-State Trailways.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 8,811; Loc. Est. 9,279
County 80 Cen. 21,082; Loc. Est. 22,104

4 - HOUSEHOLDS:
City 80 Cen. 3,141; Loc. Est. 3,352
County 80 Cen. 6,776; Loc. Est. 7,280

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$535,163,000
Savings & Loan	2	$205,055,790

6 - PASSENGER AUTOS: County 12,780

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Boiler Making 1,216; Textiles 455; Meat Packing 1629; Rubber Prod. 253; Metal Prod. 100; Concrete Prod. 52; Agric. Prod. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Shopping Centers-Point Plaza (Sunflower, Plaza Drugs); West Main Shopping Center (Wal-Mart, Kroger, Harco Drug, Pay-Less Shoes, Kent's, Otasco); Westland (Gibson's Discount & Drugs, Big Star).
Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hill's; Fred's; Kenwin Dress Shop; Cato's; Showbarn; Rebecca's.
Variety Stores-Gibson; General Store.
Discount Stores-Fred's; Wal-Mart; Kent's; Payless Shoes.
Chain Drug Store-Plaza; Rose; Gibson's Pharmacy; Harco.
Chain Supermarkets-Big Star; Kroger; Sunflower.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Smith & Byars; Otasco.

14 - NEWSPAPERS: DAILY TIMES LEADER (e) 3,757; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Carol Harris, Office Mgr., DAILY TIMES LEADER, 227 Court St.; PO Drawer 1176, West Point, MS 39773; Tel. (601) 494-1422.
National Representative: Papert Companies.

MISSOURI SURVEYS

METROPOLITAN STATISTICAL AREAS

Columbia-Boone County.
Joplin-Jasper and Newton Counties.
St. Joseph-Buchanan County.
Springfield-Christian and Greene Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Kansas City, Mo.-Cass, Clay, Jackson, Lafayette, Platte and Ray Counties.
St. Louis, Mo.-St. Louis city; Franklin, Jefferson, St. Charles and St. Louis Counties, Mo.; Monroe County, Ill.

CONSOLODATED METROPOLITAN STATISTICAL AREAS

Kansas City, Mo.-Kansas City, Kan.-Includes Kansas City, Kan. PMSA and Kansas City, PMSA.
St. Louis-East St. Louis-Alton, Mo.-Ill.-Includes Alton-Granite City, Ill. PMSA; East St. Louis-Belleville, Ill. PMSA; and St. Louis, Mo.-Ill. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	371	354	364
5-14 Years	920	738	759
15-24 Years	785	907	933
25-44 Years	1,061	1,293	1,330
45-64 Years	982	977	1,005
65 and Over	559	648	666
TOTAL	4,678	4,917	5,057

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdw	567	903	1,732
General Mdse	1,542	2,227	3,998
Food	2,124	3,295	6,083
Automobiles	2,169	3,545	6,943
Gasoline Stations	897	1,457	3,054
Apparel	473	691	1,239
Furniture	465	658	1,260
Eat-Drink Places	773	1,321	2,787
Drugs	343	445	858
TOTAL SALES	10,272	15,926	30,822

BLUE SPRINGS

1 - LOCATION: Jackson County (In Kansas City, MO PMSA), E&P Map A-3, 20 mi. E of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-Blue Springs Truck Line; all major carriers in Kansas City area.
Intercity Bus Lines-Metro Bus Lines.

Airlines-4 mi. from public airport with 3,808 ft. runway; all major airlines at Kansas City International Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,927; Loc. Est. 26,476
County 80 Cen. 629,180; Loc. Est. 644,139
PMSA 80 Cen. 914,341; Loc. Est. 939,279

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,300; Loc. Est. 8,508
County 80 Cen. 242,053; Loc. Est. 253,437
PMSA 80 Cen. 344,092; Loc. Est. 361,242

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$82,357,979
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 500,469

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-St. Mary's Hospital 450; Sab Harmon 450; Rupert Mfg. 220; Wal-Mart 150; Fike Metal 145; Alton Pkg. Co. 100; Fabricraft 95; Mesco Industries 45; Pink Hill Quarries 38.

10 - CLIMATE: Average Temp.-July 88 (31 C); Jan. 31.7 (0 C).

11 - TAP WATER: Municipal system.

12 - RETAILING: Principal Shopping Centers-Hwy. 7; Hwy. 40; Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Independence	8	Macy's, Sears, Stix, Baer & Fuller
Kingsridge	NA	United Super, Ben Franklin
Blue Ridge Mall(87)	12	JCPenney, Wards, Jones
Country Club(16)	NA	Furniture Barn, Revco
White Oak Plz (36)	NA	Sears, Yales, United Super

13 - RETAIL OUTLETS: Discount Stores-Yales; Wal-Mart.
Chain Drug Stores-Revco; Drug Depot.
Chain Supermarkets-Price Chopper; United Super 3; Sav-Mart; Food Barn.

14 - NEWSPAPERS: EXAMINER (e-mon to fri; m-sat) 4,621; Oct. 1, 1933 CAC.
Local Contact for Advertising and Merchandising Data: David Hosman, Adv./Mktg. Dir., EXAMINER, Vesper at Missouri 7 ,Blue Springs, MO 64015; Tel. (816) 229-9161.
National Representatives: Missouri Press Service, U.S. Suburban Press.

BOONVILLE

1 - LOCATION: Cooper County. County Seat. On I-70 and State Hwys. 40, 5, 87 & 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70 & Hwy. 5.

2 - TRANSPORTATION: Railroads-Missouri Pacific; M-K-T.
Motor Freight Carriers-6.
Intercity Bus Lines-Southwestern Greyhound.
Airport-Jesse P. Viertel Memorial Airport, 1 mile.

3 - POPULATION:
Corp. City 80 Cen. 6,959; Loc. Est. 7,098
County 80 Cen. 14,643; Loc. Est. 15,394
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,606; Loc. Est. 2,758
County 80 Cen. 5,382; Loc. Est. 5,850

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$60,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 8,589

7 - ELECTRIC METERS: Residence 2,553

8 - GAS METERS: Residence 2,244

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroads 250 ($230); Small Elect. Appliances 320 ($225); Bakery 165 ($300); Fiberboard 65 ($225); Mobile Homes 68 ($225); Clothing Mfg. ($190); Base Board Heaters ($225).
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 5 side street blocks.
Neighborhood Shopping Centers-Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection; Boone Village Shopping Center-south of town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Franklin	3	IGA
North Boonville	1	

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward (catalog).
Discount Stores-P.N. Hirsch; Orschein's; Wee Discount; Maico.
Chain Supermarkets-IGA; Boonville United Super; Harold's Thriftway; Save-A-Lot.
Other Chain Stores-Western Auto; Coast-to-Coast; Rupp Automotive; Gerling's Parts Stop.

14 - NEWSPAPERS: NEWS & ADVERTISER (e-mon to fri) 3,855; sworn Sept. 30, 1983.
Local contact for Advertising and Merchandising Data: Scott Jackson, Sls. Mgr., NEWS, E. 412 High St., Boonville, MO 65233; Tel. (816) 882-5335.
Pabonal Representative: Missouri Press Service.

BROOKFIELD

1 - LOCATION: Linn County. E&P Map B-2. 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 5,555; Loc. Est. 5,703
County 80 Cen. 15,495; Loc. Est. 15,838

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,423; Loc. Est. 2,503
County 80 Cen. 6,312; Loc. Est. 6,643

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$75,000,000

6 - PASSENGER AUTOS: County 10,074

7 - ELECTRIC METERS: Residence 2,602

8 - GAS METERS: Residence 1,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 100 ($200); Uniforms 150 (N.A.); Auto assemblies 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-87; Summer 52-101; Fall 11-88; Winter -6-50. First killing frost, Nov. 8. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Drug, Discount, Dept. stores.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch; JCPenney; Montgomery Ward.

Discount Stores-Wal-Mart.
Variety Stores-Easter's.
Chain Drug Stores-Mort's.
Chain Supermarkets-Cash Saver; IGA Foodliner; Howard's Market.
Other Chain Stores-Firestone; True Value.

14 - NEWSPAPERS: NEWS-BULLETIN (e-mon to fri) 5,130; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James Noble, Adv. Mgr., NEWS-BULLETIN, 107-109 N. Main, Brookfield, MO 64628; Tel. (816) 258-4237.
National Representative: None.

CAPE GIRARDEAU

1 - LOCATION: Cape Girardeau County. E&P Map D-4. Education, industrial and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146.

2 - TRANSPORTATION: Railroads-Burlington Northern; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound; Great Southern.
Airlines-Britt Air

3 - POPULATION:
Corp. City 80 Cen. 34,361; Loc. Est. 36,903
CZ-ABC: (80) 34,361; (84) 35,200
RTZ-ABC: (80) 76,889; (84) 82,800
County 80 Cen. 58,837; Loc. Est. 61,280
City & RTZ-ABC: (80) 111,250; (84) 118,000

4 - HOUSEHOLDS:
City 80 Cen. 12,505; Loc. Est. 13,591
County 80 Cen. 20,968; Loc. Est. 22,340
CZ-ABC: (80) 12,505; (84) 12,900
RTZ-ABC: (80) 27,272; (84) 29,700
City & RTZ-ABC: (80) 39,777; (84) 42,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$313,292,103
Savings & Loan	3	$685,095,157

6 - PASSENGER AUTOS: County 37,673

7 - ELECTRIC METERS: Residence 16,434

8 - GAS METERS: Residence 11,449

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage N.A.)-Garment 671; Transportation 1,291; Shoes 1,091; Cement Mfg. 183; Hospitals 2,100; Soft Drink Bottlers 80; Utilities 225; Plastics 177; Construction 1,665; Food Whse. 291; Paper 1,121; Elect. Signs 110; Printing 150; Steel 172; Furniture 50; Telephone 275; Whsl. Hardware 186; University 9,000 students, 1,060 employees.
Principal Pay Days-Fri., Sat. 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 66-86; Fall 48-69; Winter 29-40; First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Area-3 blocks on Main St., 10 on Broadway, 2 on Good Hope and 3 on Sprigg.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plaza(30)	NA	Sears
West Park Mall(80)	NA	Famous-Barr, JCPenney, Venture

Principal Shopping Days-Sat., Mon., Fri.
Stores Open Evenings-Mall stores 9:30 Mon. through Sat., Downtown until 8 on Thurs., Town Plaza until 9 Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr; JCPenney; Sears.
Variety Stores-Woolworth.
Discount Stores-K mart; Wal-Mart; Venture.
Chain Supermarkets-Schnucks; National Del-Farms; IGA; Ward's Food Mart; Storey's Food Giant; Aldi's.
Other Chain Stores-Dollar General; Naturalizer Footworks; Gallenkamp Shoes; Maurice's; Lerner's; Red Cross Shoe Store; Goodyear; Otasco; Firestone; Radio Shack; So-Fro Fabrics; Camelot Music; Zale's Jewelry; Disc Jockey; Dimensions; Wirth's; Orscheln's; Sherwin-Williams; 7-Eleven; Thom McAn; Kinney; Walterbooks; Dreifus Jewelers.

14 - NEWSPAPERS: SOUTHEAST MISSOURIAN (e-mon to fri) 14,618; (S) 14,951; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Patrick Doyle, Adv. Dir., SOUTHEAST MISSOURIAN, 301 Broadway, Cape Girardeau, MO 63701; Tel. (314) 335-6611.
National Representatives: Papert Companies; Thomson Newspapers.

CARROLLTON

1 - LOCATION: Carroll County. E&P Map B-2. County Seat. Agricultural center. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24 and 65 and State Hwy. 10.

2 - TRANSPORTATION: Railroads-Norfolk & Western; AT&SF.
Intercity Bus Lines-Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 4,700; Loc. Est. 4,654
County 80 Cen. 12,131; Loc. Est. 12,163

4 - HOUSEHOLDS:
City 80 Cen. 1,986; Loc. Est. 1,915
County 80 Cen. 4,769; Loc. Est. 4,897

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$38,590,000

6 - PASSENGER AUTOS: County 7,542

7 - ELECTRIC METERS: Residence 2,019

8 - GAS METERS: Residence 2,135

9 - PRINCIPAL INDUSTRIES: Frozen Dinners; Oil Refining.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mode O'Day; Minnis (Ladies'); Ragtime.
Variety Stores-Williams; U&S Variety.
Discount Stores-Matco; Dollar General.
Chain Drug Stores-Fellers; Rexall; Roseberry; Main Drug.
Chain Supermarkets-Allen's United; Quality Mkt.; Walt's Warehouse Grocery; Harolds Market; Mulchs United.
Other Chain Stores-A&B Hdwe.; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,287; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Daryl DeVries, Pub., DEMOCRAT, Hwy 65 S., Carrollton, MO 64633; Tel. (816) 542-0881.
National Representative: Missouri Press Service.

CARTHAGE

1 - LOCATION: Jasper County. (In Joplin MSA) E&P Map A-4. County Seat. Agriculture, dairy, and manufacturing area. 150 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific Systems.
Motor Freight Carriers-Amtrak-Brown; Bray Lines; Motor Transport; Ryder Truck Lines; Jones Truck; Becker Corp.; Campbell 66; Roadway; U.P.S.
Intercity Bus Lines-Greyhound; Crown Coach; American.

3 - POPULATION:
Corp. City 80 Cen. 11,104; Loc. Est. 11,596
County 80 Cen. 96,958; Loc. Est. 90,585
MSA 80 Cen. 127,513; Loc. Est. 132,936

4 - HOUSEHOLDS:
City 80 Cen. 4,379; Loc. Est. 4,667
County 80 Cen. 33,560; Loc. Est. 35,758
MSA 80 Cen. 48,436; Loc. Est. 51,644

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$812,898,142
Commercial	3	$1,863,741,166

6 - PASSENGER AUTOS: County 58,476

7 - ELECTRIC METERS: Residence 4,957

8 - GAS METERS: Residence 5,203

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,225; Marble & Limestone 150; Bed & Cushion Spring 851; Clothing 452; Adjacent Area Explosives and Fertilizers 879.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks on 5 streets.
Neighborhood Shopping Centers-Mound at Central; U.S. 71A at Grand; Fairtown Drive; Central at Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garrison & Centennial	2	Family Foods IGA
Wal-Mart City Village(6)	3	Wal-Mart Dollar General

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur. & Fri.
Stores Open Sundays-10

13 - RETAIL OUTLETS: Department Stores-Belk-Simpson.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart.
Chain Supermarkets-Family Foods IGA; Consumers; Ramey's.
Other Chain Stores-Oklahoma Supply; Coast-to-Coast.

14 - NEWSPAPERS: PRESS (e) 5,105; sworn Mar. 31,1984.
Local Contact for Advertising and Merchandising Data: Betty Forrest, Nat'l. Adv. Mgr., PRESS, 527 S Main; PO 678, Carthage, MO 64836; Tel. (417) 358-2191.
National Representative: Thomson Newspapers; Missouri Press Service.

CHILLICOTHE

1 - LOCATION: Livingston County. E&P Map B-2. County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, IL. On U.S. Hwys. 36, 65.

2 - TRANSPORTATION: Railroads-Burlington, Northern; Chicago, Milwaukee, St. Paul & Pacific; Norfolk & Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,089; Loc. Est. 8,965
County 80 Cen. 15,739; Loc. Est. 15,814

4 - HOUSEHOLDS:
City 80 Cen. 3,678; Loc. Est. 3,595
County 80 Cen. 6,021; Loc. Est. 6,123

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$128,511,000
Savings & Loan	1	$24,300,000

6 - PASSENGER AUTOS: County 9,510

7 - ELECTRIC METERS: Residence 3,635

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gloves 450; Brick & Tile 75; Creamery 145; Air-Cleaners 230; Truck Line 98; Tool & Dye 25; Mobile Homes 123.
Principal Industrial Pay Days-Thu.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.
Neighborhood Shopping Centers-6 blocks on South Washington. 11 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center(11)	NA	Matco Disc., A&P
Southtown(9)	NA	Leon's, Gibson's, United Super, Westlake's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; Sears.
Variety Stores-Matco; Place's Dime Store.
Discount Stores-L&O Sales, Orscheln Farm & Home Supply; Gibson's; Westlake Ace Hardware; Wal-Mart.
Chain Supermarkets-United Super; HyVee.
Other Chain Stores-Gamble-Skogmo; Western Auto.

14 - NEWSPAPERS: CONSTITUTION-TRIBUNE (e-mon to fri; m-sat) 6,279; sworn Oct. 31, 1983.
Local Contact for Advertising and Merchandising Data: Chris Cox, Nat. Adv. Mgr., CONSTITUTION-TRIBUNE, 818 Washington St., Box 707, Chillicothe, MO 64601; Tel (816) 64601; Tel. (816) 646-2411.
National Representatives: Missouri Press Service; Landon Associates.

CLINTON

1 - LOCATION: Henry County. E&P Map B-3. County Seat. Shipping center for 3-county agricultural, mining, industrial and dairying area 85 mi. from Kansas City; 95 mi. from Springfield.

2 - TRANSPORTATION: Railroads-Frisco Missouri-Kansas-Texas.
Motor Freight Carriers-5.
Intercity Bus Lines-Crown; Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 8,366; Loc. Est. 8,723
County 80 Cen. 19,672; Loc. Est. 19,762
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,431; Loc. Est. 3,450
County 80 Cen. 7,763; Loc. Est. 7,957

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$71,146,000
Savings & Loan	4	$30,000,000

6 - PASSENGER AUTOS: County 13,198

7 - ELECTRIC METERS: Residence 2,800

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Garments 182; Fireworks N.A.; Punch Press Mfg. 148; Coal Mining N.A.; Cheese 300; Power Plant 80; Caskets N.A.; Can Openers, Blenders, Washing Machines 420.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING: Principal Shopping Center-Town Square on 20 Sts.
Neighborhood Shopping Centers-2nd S. & Hwy. 13; 7th & Ohio St.; Jct. Hwys. 13 & 7.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Nagel's; Hodine's; Crews Fashions; Hirsch.
Variety Stores-Ben Franklin.
Discount Stores-Sam's; Wal-Mart.
Chain Drug Stores-Cripps; Kreisler; Rexall.
Chain Supermarkets-Thriftway; Plaza; Safeway; Cerbes A.G.
Other Chain Stores-Russell Bros. (clothing); Davison's Sherwin-Williams Paint; Diehl; Western Auto; P.N. Hirsch (dry goods); Coast-to-Coast.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,949; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Gerri Banks, Adv. Mgr., DEMOCRAT, 212 S. Washington St.; PO Box 586, Clinton, MO 64735; Tel. (816) 885-2281.
National Representative: Missouri Press Service.

COLUMBIA

1 - LOCATION: Boone County (MSA). E&P Map B-3. Part of state educational center; on U.S. Hwys. 40, 63, I-70.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Missouri Transit; Transcontinental.
Motor Freight Carriers-10.
Airlines-Ozark; Air Midwest; Air Illinois; (Columbia Regional Airport).

3 - POPULATION:
Corp. City 80 Cen. 62,061; Loc. Est. 66,211
CZ-ABC: (80) 62,061; (84) 62,100
RTZ-ABC: (80) 38,315; (84) 45,800
County/MSA 80 Cen. 100,376; Loc. Est. 105,114
City & RTZ-ABC: (80) 100,376; (84) 107,900
Demographic information available from The Columbia Missourian. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,452; Loc. Est. 23,452
County/MSA 80 Cen. 35,296; Loc. Est. 37,939
CZ-ABC: (80) 21,452; (84) 21,700
RTZ-ABC: (80) 13,844; (84) 16,600
City & RTZ-ABC: (80) 35,296; (84) 38,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$350,345,000

6 - PASSENGER AUTOS: County 66,116

7 - ELECTRIC METERS: Res. & Bus. 24,000

8 - GAS METERS: Res. & Bus. 22,231

9 - PRINCIPAL INDUSTRIES: Insurance Home Office 1,000 Emp.; Education (2 colleges, state university); Manufacturing; Printing; Toasters & Toaster Ovens; Air Filters; Electrical.

10 - CLIMATE: Min. Temp.-Jan. 20.6; Max. Temp.-July 87.4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.
Shopping Centers (No. of Stores): Biscayne Mall 40; Broadway 18; Columbia Plaza 7; Eastgate Plaza 7; Forum 14; K mart 7; Parkade Plaza 30; North County Shopping Center 10; North Providence 5; Temple Stephens 7; Crossroads West 25; Whitegate 6.

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept.-Thur.; food & shopping centers every night.

13 - RETAIL OUTLETS: Department Stores-Parks; JCPenney; Goldes; Sears; Roth's; Montgomery Ward.
Discount Stores-K mart; Skagg's; Wal-Mart 3.
Chain Drug Stores-D&H 3; Skagg's; Superfx 2.
Chain Supermarkets-Nowalls 3; IGA; Gerbes 2; Schnuck's; Price Chopper; Grocery Supply Co.; 7-Eleven; Colonial 3; Casey's 3.
Other Chain Stores-Firestone; Midwest Auto; Goodyear; Zale's Jewelers; Sherwin-Williams; Cook Paint; Sutherland Lumber; Columbia AF Super; Aldis; Shop N' Save; Temple Stephens; Sarah's Country Store; Express Lane 3.

14 - NEWSPAPERS: MISSOURIAN (m-tues to sat; S) 5,646; Sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Tom Turner, Adv. Mgr., MISSOURIAN, 301 S. Ninth St., Columbia, MO 65201; Tel. (314) 442-3161.
National Representative: Missouri Press Service.
TRIBUNE (e-mon to fri) 17,098; (m-sat) 16,401; (S) 19,983; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Doyle, Adv. Mktg. Dir., TRIBUNE, 4th & Walnut Sts.; PO Box 798, Columbia, MO 65205; Tel. (314) 449-3811.
National Representative: Papert Companies.

CRYSTAL CITY

See FESTUS

DEXTER

1 - LOCATION: Stoddard County, E&P Map D-4. Manufacturing and agricultural area; 40 mi. S of Cape Girardeau; On U.S. Hwy. 60; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Missouri Pacific; St. Louis-Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airlines-Ozark at Cape Girardeau (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 7,043; Loc. Est. 7,583
County 80 Cen. 29,009; Loc. Est. 29,647

4 - HOUSEHOLDS:
City 80 Cen. 2,885; Loc. Est. 3,046
County 80 Cen. 10,694; Loc. Est. 11,141

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$110,000,000
Commercial	2	$56,000,000

6 - PASSENGER AUTOS: County 17,839

7 - ELECTRIC METERS: Residence 3,950

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoe 100 (NA).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1. Last killing frost, Mar 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks west of main business district (17 stores). Also Town & Country Shopping Center-7 stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Fred's; P.N. Hirsch.
Discount Stores-Wal-Mart; Discount City; Dollar General.
Variety Stores-Ben Franklin.
Chain Drug Stores-Rexall.
Chain Supermarkets-Rebel Mkt.; Malone and Hyde 2; Big Star; IGA; Town & Country; Piggly Wiggly.
Other Chain Stores-Goodyear; Orschelen Farm Supply; Western Auto; Stovall's; Tru-Value Hardware.

14 - NEWSPAPERS: STATESMAN (e-mon to fri) 5,040; sworn Sept. 30,1984.
Local Contact for Advertising and Merchandising Data: Barney Miller, Nat'l. Adv. Mgr., STATESMAN, 200 W Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
National Representatives: Landon Associates; Missouri Press Service.

EXCELSIOR SPRINGS

1 - LOCATION: Clay County (In Kansas City, MO PMSA). E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2 - TRANSPORTATION: Railroads-Milwaukee CRI&P.
Motor Freight Carriers- 4.

3 - POPULATION:
Corp. City 80 Cen. 10,424; Loc. Est. 11,196
PMSA 80 Cen. 914,341; Loc. Est. 939,279
County 80 Cen. 136,488; Loc. Est. 141,493

4 - HOUSEHOLDS:
City 80 Cen. 3,798; Loc. Est. 4,431
County 80 Cen. 49,743; Loc. Est. 52,633
PMSA 80 Cen. 344,092; Loc. Est. 361,242

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 112,245

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N Jesse James.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crown Hill(19)	NA	Thriftway
"Y"(21)	NA	
Jesse James N.	NA	IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Flanders; JCPenney; Sears.
Variety Stores-Wal-Mart; Dollar General.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-IGA; Thriftway; Safeway.
Other Chain Stores-Coast-to-Coast; Sentry Hardware; HWI Hardware.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 3,275; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Nancy Elmore, Gen. Mgr., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-3147.
National Representative: None

FESTUS-CRYSTAL CITY

1 - LOCATION: Jefferson County, E&P Map C-3 (In St. Louis, MO-IL PMSA). 35 mi. S of St. Louis, On State Hwys. 61 and 67; I-55.

2 - TRANSPORTATION: Railroads-Frisco; Missouri & Illinois.
Airport-2,500 ft. paved & lighted.

3 - POPULATION:
Corp. Cities 80 Cen. 11,147; Loc. Est. 11,463
Festus 80 Cen. 7,574; Loc. Est. 7,873
Crystal City 80 Cen. 3,573; Loc. Est. 3,590
PMSA 80 Cen. 1,809,519; Loc. Est. 1,842,394
County 80 Cen. 146,814; Loc. Est. 152,292
Note: Festus and Crystal City are divided only by a street in business section.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,132; Loc. Est. 4,221
Festus 80 Cen. 2,756; Loc. Est. 2,828
Crystal City 80 Cen. 1,376; Loc. Est. 1,393
County 80 Cen. 47,385; Loc. Est. 50,280
PMSA 80 Cen. 647,243; Loc. Est. 673,514

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$15,000,000

6 - PASSENGER AUTOS: County 99,769

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Glassware; Garments; Nuclear; Fuel; Chemicals; Lead Smelter; Can Mfg.; Auto Mfg. (Chrysler); Bottle Mfg.

10 - CLIMATE: Min. & Max. Av. Temp.-Summer 82-92; Fall 65-85; Winter 0-25.

11 - TAP WATER: Wells; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dess Plz.(7)	NA	
Desoto Plz.(15)	NA	P.N. Hirsch
Arnold Plaza(10)	NA	IGA
Twin City Mall(25)	NA	Grants, Venture
Jefferson Sq.(9)	NA	Wal-Mart, Kroger's
Wal-Mart	NA	Kroger, Gasen's, Wal-Mart

13 - RETAIL OUTLETS: Department Stores-Festus & Crystal; Golde's; P.N. Hirsch.
Discount Stores-Venture; K mart; Wal-Mart.
Chain Drug Store-Gasen's.
Chain Supermarkets-Kroger; Bi-Rite; IGA; National Foods; Schnucks.
Other Stores-E&D Style Shop; Gift Chest Jewelers; Gerald's (men's); Dustins; Radio Shack; Lampert Auto Supplies; Hoganmiller TV; Overberg Decorating Centers; Sears; Montgomery Ward; Smith Jewelers; Tri-City Elect. & Hdwe.; Western Auto; R.S.V.P.

14 - NEWSPAPERS: DEMOCRAT-ROCKET (m-mon to fri) 9,271; sworn Oct. 7, 1983.
Local Contact for Advertising and Merchandising Data: E. A. Mace, Pub., DEMOCRAT-ROCKET, 3 Industrial Drive, Festus, MO 63028; Tel. (314) 937-9811.
National Representative: American Newspaper Representatives; Hearst Advertising Service.

FLAT RIVER

1 - LOCATION: St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-Missouri Illinois.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,443; Loc. Est. 4,572
CZ-ABC: (80) 11,162; (84) 11,200
RTZ-ABC: (80) 25,800; (84) 27,600
County 80 Cen. 42,600; Loc. Est. 44,262
City & RTZ-ABC: (80) 36,962; (84) 38,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,733; Loc. Est. 1,798
CZ-ABC: (80) 4,265; (84) 4,300
RTZ-ABC: (80) 9,058; (84) 9,800
County 80 Cen. 15,189; Loc. Est. 16,182
City & RTZ-ABC: (80) 13,323; (84) 14,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$150,000,000
Commercial	6	$145,000,000

6 - PASSENGER AUTOS: County 27,887

7 - ELECTRIC METERS: County 18,388

8 - GAS METERS: County 9,396

9 - PRINCIPAL INDUSTRIES: County-Shoe Mfg.; Clothing; Precision Machine Parts; Furniture; Pre-Fab Homes; Electronics Manufacturer; Glass Manufacturing; State Hospital; Regional Postal Center; State Employment Office; Regional Social Security Office; Candy Factory; Mushroom Cannery.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Shopping Center-Plaza (10 stores); Mineral Area Shopping Center (8 stores).
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Wal-Mart.
Chain Drug Stores-Ragan Rexall; Medicate; Wal-Mart.
Chain Supermarkets-IGA 4; Kroger; DeGee's; Tom-Boy; Aldi's; Karsch's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,370; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Weir, Pub., JOURNAL, 1513 Saint Joe Dr., Flat River, MO 63601; Tel. (314) 431-2010.
National Representative: Scripps League Newspapers.

FULTON

1 - LOCATION: Callaway County, E&P Map C-3. County Seat. Agricultural, educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and I-70 (7 mi. N).

2 - TRANSPORTATION: Railroads-Gulf, Mobile & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Northeast Missouri; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,046; Loc. Est. 10,914
County 80 Cen. 32,252; Loc. Est. 33,112

4 - HOUSEHOLDS:
City 80 Cen. 3,468; Loc. Est. 3,378
County 80 Cen. 10,658; Loc. Est. 11,144

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$15,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 19,353

7 - ELECTRIC METERS: Residence 3,473

8 - GAS METERS: Residence 3,004

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 600; Farm Machinery 120; Printing 100; State Ment. Hosp. 1,250; 2 Colleges; Nuclear Power Plant 3,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 62-100; Fall 41-63; Winter -13-42.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briggs Walmart(3)	NA	IGA, Wal-Mart
Winston Plz.(5)	NA	K mart, Gerbes

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Some grocery & drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Wards; Blattner's.
Variety Stores-V&S.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Safeway; Kroger; Save-A-Lot; Gerbes; Schulte's IGA.
Other Chain Stores-Western Auto; Westlakes; Orschelin.

14 - NEWSPAPERS: KINGDOM SUN-GAZETTE (m-tues to sat; S) 5,028; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jim Streeby, Adv. Mgr., KINGDOM SUN-GAZETTE, 5th and Ravine, Fulton, MO 65251; Tel. (314) 642-7272.
National Representatives: Missouri Press Service.

HANNIBAL

1 - LOCATION: Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental; Greyhound; Mid-American Coaches.

3 - POPULATION:
Corp. City 80 Cen. 18,811; Loc. Est. 19,627
CZ-ABC: (80) 18,811; (84) 18,800
RTZ-ABC: (80) 78,877; (84) 79,200
Counties 80 Cen. 37,549; Loc. Est. 38,747
Marion 80 Cen. 28,638; Loc. Est. 29,829
Ralls 80 Cen. 8,911; Loc. Est. 8,918
City & RTZ-ABC: (80) 97,688; (84) 98,000

4 - HOUSEHOLDS:
City 80 Cen. 7,164; Loc. Est. 7,603
CZ-ABC: (80) 7,164; (84) 7,300
RTZ-ABC: (80) 29,401; (84) 29,800
Counties 80 Cen. 13,879; Loc. Est. 20,294
Marion 80 Cen. 10,696; Loc. Est. 11,376
Ralls 80 Cen. 8,911; Loc. Est. 8,918
City & RTZ-ABC: (80) 36,565; (84) 37,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$74,500,000
Savings & Loan	7	$25,100,000

6 - PASSENGER AUTOS: Counties: Marion 18,896; Ralls 4,135

7 - ELECTRIC METERS: Residence 7,143

8 - GAS METERS: Residence 7,152

9 - PRINCIPAL INDUSTRIES: Industry-Food, Dairy & Bev.; Bldg. Matls.; Ptrs., Commercial; Machy. & Tools; Shoes; Furnaces & Metal Stamping; Cement; Agricultural Chemicals; Heating Element Mfg.; Canning; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers-South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores including Wal-Mart, Westlakes, JCPenney,

Kroger's); Steamboat Bend Center (TG&Y Family Center, IGA).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Dollar General; JCPenney.
Variety Stores-TG&Y.
Discount Stores-K mart; TG&Y; Wal-Mart.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger's; Nat'l. Food; IGA 2, Hy-Klas 3.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Chanen Auto; Westlake Hardware.

14 - NEWSPAPERS: COURIER-POST (e) 12,079; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence E. Weill, Ed. & Gen. Mgr., COURIER-POST, 200 N. Third St., Hannibal, MO 63401; Tel. (314) 221-2800.
National Representatives: Papert Companies; Missouri Press Service.

INDEPENDENCE

1 - LOCATION: Jackson County. (In Kansas City, MO PMSA) E&P Map A-3. County Seat. Joins Kansas City on East.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; GM&O; Kansas City Southern; Illinois Central/Golf; Amtrak.
Intercity Bus Lines-K. C.; Greyhound.
Motor Freight Carriers-154.
Airlines-TWA; Continental; Central; Ozark; Delta; C&S; United.

3 - POPULATION:
Corp. City 80 Cen. 111,806; Loc. Est. 114,171
PMSA 80 Cen. 914,341; Loc. Est. 937,279
County 80 Cen. 629,180; Loc. Est. 644,139

4 - HOUSEHOLDS:
City 80 Cen. 42,429; Loc. Est. 42,880
County 80 Cen. 242,053; Loc. Est. 253,437
PMSA 80 Cen. 344,092; Loc. Est. 361,242

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$396,805,000
Savings & Loan	7	$1,150,000,000

6 - PASSENGER AUTOS: County 500,469

7 - ELECTRIC METERS: Residence 41,429

8 - GAS METERS: Residence 39,000

9 - PRINCIPAL INDUSTRIES: City Zone-Steel Prod.; Furniture; Bedding; Chemicals; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Machy.; Ice Cream; Pop; Asphalt; Jet Fuel; Jet Plant Refueler Trailers; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dyes; Plastic Mold Jigs; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum & Fiber Glass Awnings; Agricultural Lime; Liquid Nitrogen; Rock Phosphate; Potash; Religious Books; Dolls; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; TV Picture Tubes; Dairy Equip.; Salad Oil; Electronic Equip.; Christmas Decorations; Cement; Plastics; Printing & Pub.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-100; Fall 30-60; Winter-15-45. First killing frost, Oct. 25. Last killing frost, Apr. 21

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Shopping Centers-(Distance from Shopping District): Englewood, 1 Mi.; Fairmont, 4 Mi.; Maywood, 2 Mi.; Blue Ridge, 4 Mi.; Independence Center, 4 Mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alton Plaza(4)	NA	Thriftway, TG&Y
Cable Place(7)	NA	Pizza Hut
Chrisman Plz.(12)	NA	Milgram, TG&Y
Susquehanna(12)	NA	Coast to Coast, United Super, Ben Franklin
Gaslight Sq.(15)	NA	Fashion Gal, Robinsons, United Super
Hi Way 24(11)	NA	Thriftway, Dollar General
Hub Regional(10)	NA	
Independence(120)	NA	Stix, Baer & Fuller, Macy's, Sears
Noland Plaza(9)	NA	Uniroyal, World Radio
Plaza 71(11)	NA	Radio Shack, Drug Emporium
Sterling View	NA	Safeway
39th & Noland(11)	NA	Marshalls, Venture

Principal Shopping Days-Mon., Tue., Fri., Sat.
Stores Open Evenings-Tues., Fri.; Shopping Centers, some 2 nights; some 6.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-Knoepker's; JCPenney; Montgomery Ward; Sears; Stix-Baer & Fuller; Macy's; Jones Store.
Discount Stores-Wild Woody's; K mart; Venture.
Variety Stores-Woolworth 2; TG&Y 3; Ben Franklin 2.
Chain Drug Stores-K mart; Revco 3; J.W. Watt 2, Skaggs 2.
Chain Supermarkets-Safeway 2; Milgram; U.S. Supers 5; Thriftway 2; Price Chopper; Save Mart 2; Food Barn; Mr. B's.
Other Chain Stores-J.C. Sloan; Children's Palace; Western Auto; Hancock Fabrics; Levitz Furniture; Payless Shoes; Davis Paint; Thriftway; Goodrich; Uniroyal; K mart.

14 - NEWSPAPERS: EXAMINER (e-mon to fri; m-sat) 15,869; Mar. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Pete Esser, Jr., Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64051; Tel. (816) 254-8600.
National Representatives: Missouri Press Service; U.S. Suburban Press.

JEFFERSON CITY

1 - LOCATION: Cole County. E&P Map B-3. State Capital, County Seat. On S.Bank of Missouri River. Fort Leonard Wood (Army). 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

2 - TRANSPORTATION: Railroads-Missouri Pacific; MO-KS-TX; Amtrak.
Water-River Barge Line; Federal Barge; Adrain Dock.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Transit; Continental Trailways.
Airlines-Trans-Mo; Ozark; Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 33,619; Loc. Est. 35,844
CZ-ABC: (80) 43,723; (84) 45,300
RTZ-ABC: (80) 110,119; (84) 118,000
County 80 Cen. 56,663; Loc. Est. 59,618
City & RTZ-ABC: (80) 153,842; (84) 163,300

4 - HOUSEHOLDS:
City 80 Cen. 12,639; Loc. Est. 13,786
County 80 Cen. 19,781; Loc. Est. 21,339
CZ-ABC: (80) 15,837; (84) 16,500
RTZ-ABC: (80) 38,252; (84) 41,500
City & RTZ-ABC: (80) 54,089; (84) 58,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$63,228,032
Commercial	4	$324,599,000

6 - PASSENGER AUTOS: County 42,918

7 - ELECTRIC METERS: City Res. 17,795

8 - GAS METERS: City Res. 11,871

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Shoes 600; Printing & Bookbinding 700; State Govt. 6,000; Cosmetics 1,000; Warehousing 100; Electrical Assembly 1,201.
Principal Pay Days-28th to 30th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 60-100; Fall 38-80; Winter -10-60. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on High St., east and west, with one block off High St., north and south.
Neighborhood Shopping Centers-Missouri Blvd., East High St.; Hwy. 50 West; Hwy. 50 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Mall(63)	5	Golde's, Sears, JCPenney
Southwest Plaza(4)	3	IGA, Mont. Ward
Mart Center(12)	3	Wal-Mart
K mart Center	3	K mart
Apache Flats	6	Home of Bargains

Stores Open Sundays-Food; Drug.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Herman's; P.N. Hirsch; Golde's; Sears.
Variety Stores-Mattingly; TG&Y.
Discount Stores-House of Bargains; Wal-Mart; K mart.
Chain Drug Stores-Super D; Wal-Mart; Medicare Glaser.
Chain Supermarkets-IGA 3; Safeway; Gerbes 2; Aldi Benner; HyVee; Food 4 Less; Price Chopper.

14 - NEWSPAPERS: CAPITAL NEWS (m-tues to sat) 4,487; POST-TRIBUNE (e-mon to fri) 17,923; NEWS and TRIBUNE (S) 23,548; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Roger Connell, CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65102; Tel. (314) 636-3131.
National Representative: Papert Companies.

JOPLIN

1 - LOCATION: Jasper and Newton Counties (MSA). E&P Map A-4. Industrial, agricultural, recreational, distribution and chemical center.

2 - TRANSPORTATION: Railroads-KCS; Missouri Pacific; Burlington Northern.
Motor Freight Carriers-120.
Bus Lines-Greyhound; Continental; Missouri Kansas & Oklahoma; Tri-State; Jefferson Lines.
Airlines-Ozark, Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 39,023; Loc. Est. 40,567
CZ-ABC: (80) 60,805; (84) 62,100
RTZ-ABC: (80) 201,472; (84) 213,800
Counties/MSA 80 Cen. 127,513; Loc. Est. 132,936
Jasper 80 Cen. 86,958; Loc. Est. 90,585
Newton 80 Cen. 40,555; Loc. Est. 42,351
City & RTZ-ABC: (80) 262,277; (84) 275,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,045; Loc. Est. 17,114
Counties/MSA 80 Cen. 48,436; Loc. Est. 51,644
Jasper 80 Cen. 33,560; Loc. Est. 35,758
Newton 80 Cen. 14,876; Loc. Est. 15,886
CZ-ABC: (80) 24,127; (84) 24,500
RTZ-ABC: (80) 75,078; (84) 80,800
City & RTZ-ABC: (80) 99,205; (84) 105,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$170,171,960
Commercial	6	$363,083,033

6 - PASSENGER AUTOS: Counties-Jasper 68,476; Newton 24,540

7 - ELECTRIC METERS: Residence 24,143

8 - GAS METERS: Residence 17,481

9 - PRINCIPAL INDUSTRIES: Steel Castings; Leather Goods; Hydraulic Pumps; Electronics; Explosives; Chemicals; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equipment; Feed Mills; Earth Crushers; Store Fixtures; Furniture; Roofing; Creosoted Products; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furniture; Bearings; Offset Printing Presses.
Principal Industrial Pay Days-Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 20. Last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main and Joplin Sts.
Neighborhood Shopping Centers-S. Joplin and 20th to 30th on Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Aire	4	Cloth World
East-Gate(4)	3	Wal-Mart
Eastmoreland	1	Sears
Maiden Lane(13)	5	Wal-Mart
North Park(79)	3	JCPenney, Newman, Mont. Ward, Diamond House
Wal-Mart Ctr. W.	3	Wal-Mart
Mart Plaza	1	Tropic Seas, Redwing Shoes
Village Ctr(6)	2	
Oakland Plaza	4	Arthurs Appl., Big Dudes
Midway Shopping Center	4	Midway Lumber, Shady Lady

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Newman's; Ramsays; Sears; Ben Franklin; JCPenney; Walgreen; Montgomery Ward.
Discount Stores-May's City; Wal-Mart 3.
Chain Drug Stores-May's 3.
Variety Stores-Ben Franklin.
Chain Supermarkets-IGA Thriftway 3; Consumers 3; Dillon's.

14 - NEWSPAPERS: GLOBE (m) 38,806; (S) 43,889; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Doris Bishop, Nat'l. Adv. Dir., GLOBE, 117 East 4th St, Joplin, MO 64801; Tel. (417) 623-3480.
National Representative: Branham/Newspaper Sales.

KANSAS CITY

1 - LOCATION: Jackson County E&P Map A-3 (In Kansas City, MO PMSA). On Missouri and Kansas border at junction of Kansas and Missouri Rivers.

2 - TRANSPORTATION: Railroads-11 Trunklines serving Kansas City, including Santa Fe, Burlington Northern, Illinois Central Gulf, Norfolk Southern and Union Pacific.
Motor Freight Carriers-193.
Freight Steamship Lines-3.
Interstate Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Trans World; Ozark; Continental; United; Delta; Frontier; Midway; Republic; Texas Int'l; American; Northwest Orient; Southwest; USAir; Braniff.

3 - POPULATION:
Corp. City 80 Cen. 448,159; Loc. Est. 437,631
CZ-ABC: (80) 1,174,929; (84) 1,178,800
RTZ-ABC: (80) 587,165; (84) 621,100
County 80 Cen. 629,180; Loc. Est. 644,139
PMSA 80 Cen. 914,341; Loc. Est. 939,279
City & RTZ-ABC: (80) 1,762,094; (84) 1,799,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 175,227; Loc. Est. 177,242
County 80 Cen. 242,053; Loc. Est. 253,437
PMSA 80 Cen. 344,092; Loc. Est. 350,500
CZ-ABC: (80) 442,066; (84) 445,900
RTZ-ABC: (80) 206,151; (84) 221,600
City & RTZ-ABC: (80) 648,217; (84) 667,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	115	$7,340,000,000
Savings & Loan	27	$2,810,000,000

6 - PASSENGER AUTOS: County 500,469 (MO)

7 - ELECTRIC METERS: PMSA 500,000

8 - GAS METERS: PMSA 400,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Manufacturing 114,200 ($369); Durable Goods 65,800 ($411); Lumber & Furniture 2,800 ($232); Stone, Clay & Glass Prods. 3,700 ($408); Primary Metal Ind. 3,400 ($452); Fabricated Metal Prods. 9,300 ($384); Machinery exc. Electrical 18,500 ($395); Electrical Equip. & Supplies 20,800 ($363); Transp. Equip. 13,700 ($557); Motor Vehicles & Equip. 13,500 ($587); Other Durable Goods 3,600 ($256); Non-Durable Goods 48,400 ($316); Food & Kindred Prods. 9,400 ($371); Apparel & Textile Prods. 2,500 ($187); Paper & Allied Prods. 5,000 ($357); Printing & Publishing 18,100 ($267); Chemicals & Allied Prods. 8,300 ($432); Petroleum & Coal Prods. 500 ($378); Other Non-Durable Goods 4,600 ($303).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.
Shopping Centers-Neighborhood 131; Regional 11; Community 38.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department & Food nightly; stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Halls; JCPenney; Jones; Macy's; Montgomery Ward; Saks Fifth Avenue; Sears; Stix, Baer & Fuller.
Discount Stores-Half Price Store; K mart; Riverside Red X; Sam's; Service Merchandise; Venture; Wild Woody's; Dolgin's; Richard Gordman.
Variety Stores-Woolworth; Ben Franklin; TG&Y.
Chain Drug Stores-Revco 21; Skagg's 18; Treasury Drug 11; Bruce Smith 4.
Chain Supermarkets-Aldi 6; Buy Rite 3; Food Barn 6; Food-For-Less 3; Hen House 2; Just Rite 3; Milgram 34; Muehlbach's 2; Payless 4; Price Chopper 9; Safeway 39; Savemart 14; Thriftway 38; United Super 34.

14 - NEWSPAPERS: TIMES (m) 288,635; STAR (e-mon to fri) 240,142; STAR (S) 402,206; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael Tully, STAR & TIMES, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4141.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

KENNETT

1 - LOCATION: Dunklin County, E&P Map D-5, County Seat. Heart of rich agricultural area. 100 mi. NW of Memphis; 225 mi. SW of St. Louis; 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-Film Trans; Inman; U.P.S.; Jones; American; Elfrink.
Intercity Bus Lines-Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,145; Loc. Est. 10,334
County 80 Cen. 36,324; Loc. Est. 36,934

4 - HOUSEHOLDS:
City 80 Cen. 4,024; Loc. Est. 4,018
County 80 Cen. 13,588; Loc. Est. 14,095

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$226,500,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 22,345

7 - ELECTRIC METERS: Residence 4,024

8 - GAS METERS: Residence 3,509

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 1,100 ($160); Elv. 340 (N.A.); Auto Equip. 150 (N.A.); Printing 200 ($175).

10 - CLIMATE: Mean Temp.-Jan. 38; Apr. 60; July 80; Oct. 64.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-8 blocks on Court Square; 3 blocks south; 2 blocks west.; 9 blocks east; 2 blocks north.
Shopping Areas-8 blocks Hwy. 25 north; 11 east on Hwy. 412; 10 west on Hwy. 84; 5 blocks on S. By-Pass.

13 - RETAIL OUTLETS: Department Stores-James Kahn; JCPenney; Wilcoxson's; Sears (catalog); Smith's; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward (catalog); Something Special; Fabric Shop; Little Caboose; Heritage; Jackson Shoes.
Discount Stores-Riggs Supply; Wal-Mart; Lambertson's; Magic Mart; Fred's; K mart.
Chain Supermarkets-Gowan's Foods; Safeway; Pam's; Kroger.
Other Chain Stores-Firestone; Goodyear; Barton Lumber Co.; Revco Drug; Sonic; McCrory; True Value; Parts Plus.

14 - NEWSPAPERS: DUNKLIN DEMOCRAT (e) 6,910; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT, 212-4 N Main St, Kennett, MO 63857; Tel. (314) 888-4505.
National Representative: Landon Associates.

KIRKSVILLE

1 - LOCATION: Adair County, E&P Map B-2, County Seat. Residential; 200 mi. NW of St. Louis; On U.S. Hwy. 63; State 6, 11.

2 - TRANSPORTATION: Railroads-Norfolk-Western; AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Missouri Transit.
Airlines-Green Hills.

3 - POPULATION:
Corp. City 80 Cen. 17,167; Loc. Est. 18,058
County 80 Cen. 24,870; Loc. Est. 25,372

4 - HOUSEHOLDS:
City 80 Cen. 6,264; Loc. Est. 6,626
County 80 Cen. 8,947; Loc. Est. 9,399

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$152,700,000
Savings & Loan	2	$113,108,000
Federal Land Bank	1	N.A.

6 - PASSENGER AUTOS: County 13,443

7 - ELECTRIC METERS: County 9,000

8 - GAS METERS: County 6,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hourly Wage)-Engine Fitters 120 ($7.85); Plastics 550 ($5.05); Electric Appliances 40 ($4.45); Concrete 100 ($5.00); Business Forms 260 ($5.31); Shoes 600 ($4.53); Hospitals 1,250 ($7.10); Colleges 1,700 ($6.85).
Principal Industrial Pay Days-Fri., last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-90; Summer 41-98; Fall -5-80; Winter -13-65. First killing frost, Oct. 13. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Shopping Centers-Lincoln Square Shops (6 stores-Dollar General, Sears); Hwy. 63 South; Northtown.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Matco; Dollar General.
Discount Stores-Pamida; Wal-Mart; K mart; Westlake Hardware.
Chain Drug Stores-Mont. Ward; Rexall Associate.
Chain Supermarkets-IGA Foodliner 2; Hy-Vee; Cash Saver; Easter's; Foodbarn.
Other Chain Stores-Western Auto; Farm & City Supply; Midwest Auto.

14 - NEWSPAPERS: EXPRESS & NEWS (e-mon to fri) 9,352; (S) 9,352; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS, 110 E. McPherson St., Kirksville, MO 63501; Tel. (816) 665-2808.
National Representative: Missouri Press Service.

LEBANON

1 - LOCATION: Laclede County, E&P Map B-4, County Seat. Dairy, agricultural and resort center. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On I-44, State 5, 32 & 64.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; American; M.K.O. Coach; Mo. Transit; Crown Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,507; Loc. Est. 10,150
County 80 Cen. 24,323; Loc. Est. 25,115

4 - HOUSEHOLDS:
City 80 Cen. 3,965; Loc. Est. 4,258
County 80 Cen. 9,023; Loc. Est. 9,520

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$145,300,000

6 - PASSENGER AUTOS: County 18,280

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prod. 240 (N.A.); Furn. 65 ($150); Milk Plant 115 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Interstate(14)	NA	Consumers Mkt.
Jefferson Isle(13)	NA	Otasco
South Hwy. 5	NA	K mart
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping Centers-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Scott's Clothing; Eddie's Clothing; Downtown Lebanon; Haydon's; Jim 'N I.
Variety Stores-Anthony's; Bill's Farm & Home; Otasco; O'Neils.
Discount Stores-Wal-Mart; Consumers Family Center; K mart.
Chain Drug Stores-Family; Connor; Reese; Medicare.
Chain Supermarkets-IGA Foodliner; Consumer's; M.F.A. Exchange; Ramey's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 7,421; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Beth Rummells, Gen. Mgr., RECORD, 290 S. Madison, PO Box 192, Lebanon, MO 65536; Tel. (417) 532-9131.
National Representative: Missouri Press Service.

MACON

1 - LOCATION: Macon County, E&P Map B-2, County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36 and 63.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Missouri Transit; Continental Trailways; Trailways Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 5,680; Loc. Est. 6,148
County 80 Cen. 16,313; Loc. Est. 17,236
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,348; Loc. Est. 2,482
County 80 Cen. 6,386; Loc. Est. 6,879

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$2,480,961,913
Commercial	5	$100,892,000

6 - PASSENGER AUTOS: County 10,405

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning 450 ($250); Electrical Appliances 650 ($225); Screw Machine Products 21 ($250); Mining 200 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Shopping Center-Macon Plaza.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Places; Dollar General; Wal-Mart.
Variety Stores-Ben Franklin; Coast-to-Coast.
Chain Drug Stores-Miller's (Rexall).
Chain Supermarkets-Prenger's IGA; Consumers Mkt.; Ron's Super Valu.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Orscheln's; Westlakes.

14 - NEWSPAPERS: CHRONICLE-HERALD (e-mon to fri) 4,112; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: Pat Quinly, Adv. Dir., CHRONICLE-HERALD, 217 W Sourke St, Macon, MO 63552; Tel. (816) 385-3121.
National Representatives: Landon Associates; Missouri Press Service.

MARSHALL

1 - LOCATION: Saline County, E&P Map B-3, County Seat. 80 mi. E of Kansas City; 190 mi. W of St. Louis on Hwys. 65, 240 and 41.

2 - TRANSPORTATION: Railroads-I.C.G.; Missouri Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 12,781; Loc. Est. 13,342
County 80 Cen. 24,919; Loc. Est. 25,489
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,729; Loc. Est. 4,934
County 80 Cen. 9,363; Loc. Est. 9,813

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$154,000,000
(Saline County; 3 in Marshall)		
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 15,562

7 - ELECTRIC METERS: Residence 6,844

8 - GAS METERS: Residence 5,800

9 - PRINCIPAL INDUSTRIES: Shoe Factory; Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prod.; Precast Concrete Building Panels; Welding Works; Hog Processing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft, treated; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza Mall	NA	Milgram Super Mkt., Sam's, Gibson
Marshall Plaza	NA	Safeway, Payless

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.
Discount Stores-Gibson's; Sam's Bargain Town; Wal-Mart.
Chain Supermarkets-IGA 3; Food Barn; Consumers.
Other Chain Stores-Sears; Mont. Ward; Firestone; Goodyear; Gamble's; Payless Shoes.

14 - NEWSPAPERS: DEMOCRAT-NEWS (e) 5,106; sworn Sept. 30, 1983.
Local Contact for Adverting and Merchandising Data: Doug Yerta, Adv. Mgr., DEMOCRAT-NEWS, 121 N. Lafayette, Marshall, MO 65340; Tel. (816) 886-2233.
National Representative: Missouri Press Service; Papert Companies.

MARYVILLE

1 - LOCATION: Nodaway County, E&P Map A-2. NW portion of state, 40 mi. N of St. Joseph; 90 mi. N of Kansas City and 120 mi. S of Omaha; County Seat; Industry, agriculture, and education center on U.S. Hwy. 71, State Highway 136.

2 - TRANSPORTATION: Railroads-St. Louis-Omaha division of the Wabash; CB&Q.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,558; Loc. Est. 9,794
County 80 Cen. 21,996; Loc. Est. 22,899

4 - HOUSEHOLDS:
City 80 Cen. 2,639; Loc. Est. 3,323
County 80 Cen. 7,687; Loc. Est. 8,197

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$155,847,524
Savings & Loan	2	$160,329,645

6 - PASSENGER AUTOS: County 12,503

7 - ELECTRIC METERS: Residence 2,985

8 - GAS METERS: Residence 2,671

9 - PRINCIPAL INDUSTRIES: Tire Chains; Lightning Rods; Steel Tubing; Alkaline Batteries; Steel Products; Education (State University); Meat Packing; Pre-Packaged Diapers; Commercial Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Maryville Mall(5)	NA	JCPenney, K mart
Mary Mart(4)	NA	Watkin's Hdwe., Mont. Ward
Village(4)	NA	HyVee Mkt., Easter's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Village Shopping Center every evening til 9; Mary Mart Center every evening til 7; Downtown Thursday til 9; Maryville Mall every evening til 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General; Sears (catalog); Pamida; Montgomery Ward (catalog).
Variety Stores-Place's; K mart.
Chain Supermarkets-Thomas; HyVee; Easter's Super Valu.
Other Chain Stores-Firestone Tires; Brown's Shoes; Sack N' Save; Livingston Clothing; 7-Eleven; Tober's; Goodrich Dairy; Rupp Automotive; L&L Auto Parts; Maurices; St. Regis.

14 - NEWSPAPERS: DAILY FORUM (e-mon to fri; m-sat) 5,06C; sworn April 5, 1984.
Local Contact for Advertising and Merchandising Data: Kay Wilson, Adv. Mgr., DAILY FORUM, 111 E. Jenkins St., PO Box 188, Maryville, MO 64468; Tel. (816) 582-3165.
National Representative: None.

MEXICO

1 - LOCATION: Audrain County, E&P Map C-3, County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

2 - TRANSPORTATION: Railroads-Norfolk & Western; ICG; Burlington.
Motor Freight Carriers-7.
Intercity Bus Lines-Mo-Tran.

3 - POPULATION:
Corp. City 80 Cen. 12,276; Loc. Est. 12,819
CZ-ABC: (80) 12,276; (84) 12,100
RTZ-ABC: (80) 38,670; (84) 40,000
County 80 Cen. 26,458; Loc. Est. 27,229
City & RTZ-ABC: (80) 50,946; (84) 52,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,773; Loc. Est. 5,084
County 80 Cen. 9,779; Loc. Est. 10,331
CZ-ABC: (80) 4,773; (84) 4,800
RTZ-ABC: (80) 14,034; (84) 14,700
City & RTZ-ABC: (80) 18,807; (84) 19,500

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$71,333,000
Savings & Loan	2	$210,500,000

6 - PASSENGER AUTOS: County 15,139

7 - ELECTRIC METERS: Residence 4,799

8 - GAS METERS: Residence 4,212

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fire Brick 1,050 ($307); Food 170 ($280); Bags 40 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10. Last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Washington and Jefferson; 2 blocks on Monroe, Promenade, Jackson and Liberty.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Trail(9)	3	Wal-Mart
West Plaza(15)	1	TG&Y, Dollar General, Kline's, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General; Goodyear; Kline's; Ashley's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall; Medicare; Glaser.
Chain Supermarkets-IGA; Hoffman's; Aldi's.
Other Chain Stores-Westlake's.

14 - NEWSPAPERS: LEDGER (e) 11,705; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joe A. May, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.
National Representatives: Papert Companies; Missouri Press Service.

MOBERLY

1 - LOCATION: Randolph County. E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

2 - TRANSPORTATION: Railroads-Norfolk & Southern service to Kansas City, St. Louis, Omaha, Des Moines.
Motor Freight Carriers-5.
Intercity Bus Lines-Kincaid Bus Lines.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 13,418; Loc. Est. 13,987
CZ-ABC: (80) 13,418; (84) 13,400
RTZ-ABC: (80) 48,606; (84) 50,000
County 80 Cen. 25,460; Loc. Est. 26,215
City & RTZ-ABC: (80) 62,024; (84) 63,400
Demographic Information available from Newspaper See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,365; Loc. Est. 5,598
County 80 Cen. 9,240; Loc. Est. 9,717
CZ-ABC: (80) 5,365; (84) 5,400
RTZ-ABC: (80) 17,743; (84) 18,400
City & RTZ-ABC: (80) 23,108; (84) 23,800

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$190,000,000
Savings & Loan	2	$125,000,000

6 - PASSENGER AUTOS: County 15,232

7 - ELECTRIC METERS: Res. City 6,790; County 9,482

8 - GAS METERS: Res. City 5,161; County 6,397

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical Appliances 450; Brake Lever 340; Railroad 500; Coal Mining 165; Missouri Training Center 230; Pre-Fabricated Homes 58; Automobile Finishes 267; Printing Companies 100; Trucking 165; Athletic Equip. 50; First Aid Equip. 80; Moberly Regional Medical Center 295; Associated Electric 150. Total labor force 10,899.
Principal Pay Days-R.R. 1st & 15th; Others Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Dollar General.
Discount Stores-TG&Y; Family Store; Wal-Mart.
Chain Drug Stores-McKenzie Prescription; Burton's Rexall; The Medicine Shop.
Chain Supermarkets-Safeway; United Super; IGA 2; Greenhill; Price Chopper.
Other Chain Stores-Firestone; Goodyear; M.F.A. (farm); Davis Paint; Pittsburgh Paint & Glass; Pay-Less Shoes; Westlake's Ace Hardware; Orscheln Farm & Home; Rupp Automobile; Super 8; Aldis; Meller's Photo; Sonic; Coast-to-Coast.

14 - NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-mon to fri) 9,596; (S) 10,000; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N Williams, Moberly, MO 65270; Tel. (816) 263-4123.
National Representatives: Missouri Press Service; Papert Companies.

MONETT

1 - LOCATION: Barry and Lawrence Counties. E&P Map B-4. 50 mi. W of Springfield; 40 mi. SE of Joplin. On Hwys. 60 and 37.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,148; Loc. Est. 6,552
Counties 80 Cen. 53,381; Loc. Est. 55,332
Barry 80 Cen. 24,408; Loc. Est. 25,685
Lawrence 80 Cen. 28,973; Loc. Est. 29,647

4 - HOUSEHOLDS:
City 80 Cen. 2,460; Loc. Est. 2,383
Counties 80 Cen. 20,046; Loc. Est. 21,299
Barry 80 Cen. 9,305; Loc. Est. 10,056
Lawrence 80 Cen. 10,741; Loc. Est. 11,243

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$111,027,000
Savings & Loan	2	$16,417,536

6 - PASSENGER AUTOS: Barry County 15,607; Lawrence County 17,793.

7 - ELECTRIC METERS: Residence 2,834

8 - GAS METERS: Residence 2,656

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Poultry Processors 510; Aluminum Fabricators 271; Tool & Machine Parts 120; Clothing 220; Shoes 750.
Principal Pay Days-Fri., Sat., Mon., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Bway.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 4 on U.S. 60 Bypass.
Principal Shopping Days-Department Stores-Tue., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Supermarkets; one drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Brownsberger's; Mode O'Day; Fashion Corner; Mansfield; The Niche.
Variety Store-Modern Variety.
Discount Stores-Wal-Mart; Discount Mart.
Chain Drug Stores-Bruner (Assoc. Druggists).
Chain Supermarkets-Ramey (Assoc. Whlsale Grocers) 2; Consumers Market.
Other Chain Stores-Otasco.

14 - NEWSPAPERS: TIMES (e) 4,220; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: C. R. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.
National Representative: Missouri Press Service.

NEOSHO

1 - LOCATION: Newton County.(In Joplin MSA). E&P Map A-4. County Seat. Trading & shipping center. SW part of State, 170 mi. S of Kansas City on State Hwys. 60 & 71.

2 - TRANSPORTATION: Railroads-Kansas City Southern; Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,493; Loc. Est. 9,913
County 80 Cen. 40,555; Loc. Est. 42,351
MSA 80 Cen. 127,513; Loc. Est. 132,936

4 - HOUSEHOLDS:
City 80 Cen. 3,827; Loc. Est. 4,020
County 80 Cen. 14,876; Loc. Est. 15,886
MSA 80 Cen. 48,436; Loc. Est. 51,644

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$98,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County 24,540

7 - ELECTRIC METERS: Residence 4,228

8 - GAS METERS: Residence 3,579

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 494 ($230); Textile 750 ($230); Electronics 500 ($300); Furniture 500 ($340).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-2 blocks on four streets.
Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Fri.; Discount & Food nightly.
Stores Open Sundays-Food; Drug; Wal-Mart Discount.

13 - RETAIL OUTLETS: Department Stores-McGinty's; JCPenney; Williams.
Discount Stores-Wal-Mart.
Variety Stores-McCrory; Dollar General.
Chain Drug Stores-Wal-Mart Pharmacy.
Chain Supermarkets-Consumer's, McClintock's IGA; Rameys.
Other Chain Stores-Montgomery Ward; Sears; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 6,479; sworn July 29, 1984.
Local Contact for Advertising and Merchandising Data: Ralph Walker, Adv. Mgr., NEWS, 1006 W Harmony St.; PO Box 460, Neosho, MO 64850; Tel. (417) 451-1520.
National Representative: Missouri Press Service.

NEVADA

1 - LOCATION: Vernon County. E&P Map A-4. County Seat. Agricultural and wholesale center. Light manufacturing. Women's junior college. West Central part of state. 99 mi. S of Kansas City; 287 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 71 and 54.

2 - TRANSPORTATION: Railroads-Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,044; Loc. Est. 8,968
County 80 Cen. 19,806; Loc. Est. 20,199
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,514; Loc. Est. 3,512
County 80 Cen. 7,497; Loc. Est. 7,867

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$81,841,000
Savings & Loan	1	$1,953,590,381

6 - PASSENGER AUTOS: County 12,033

7 - ELECTRIC METERS: Residence 5,001

8 - GAS METERS: Residence 3,501

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hospital 800 (N.A.); Garment Mfg. 270 ($145); Decorative Products 280 ($170); Heavy Duty Air Filters 120 (N.A.).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Square.
Neighborhood Shopping Centers-Osage and Austin, East Austin.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears.
Variety Stores-Mattingly's; Ben Franklin.
Discount Stores-Wal-Mart.
Chain Supermarkets-Paul & Jerry's; IGA; Village Market; Thriftway; Quik-Trip; Love's Country Store.
Other Chain Stores-Country Kitchen; Gambie's; Tapjac Home Center.

14 - NEWSPAPERS: MAIL (e-mon to fri) 5,386; HERALD (S) 5,325; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: James R. Waller, Adv. Dir., MAIL & HERALD, 131 S. Cedar, Nevada, MO 64772; Tel. (417) 667-3344.
National Representative: Missouri Press Service.

POPLAR BLUFF

1 - LOCATION: Butler County. E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Amtrak.
Intercity Bus Lines-Continental.
Airlines-SEMO.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 17,139; Loc. Est. 17,520
CZ-ABC: (80) 17,139; (84) 17,200
RTZ-ABC: (80) 112,486; (84) 117,200
County 80 Cen. 37,693; Loc. Est. 38,127
City & RTZ-ABC: (80) 129,625; (84) 134,400

4 - HOUSEHOLDS:
City 80 Cen. 6,936; Loc. Est. 7,090
County 80 Cen. 14,181; Loc. Est. 14,699
CZ-ABC: (80) 6,936; (84) 7,000
RTZ-ABC: (80) 41,586; (84) 43,600
City & RTZ-ABC: (80) 48,522; (84) 50,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan All Branches	3	$16,649,693,000
Commercial	3	$162,338,000

6 - PASSENGER AUTOS: County 22,310

7 - ELECTRIC METERS: Residence 7,944

8 - GAS METERS: Residence 6,250

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Shoes 500 ($160); Paper Box 150 ($160); Upholstered Furniture 175 ($160); Christmas Ornaments & Tree Stands 300 ($160); Machine Parts 85 ($240); Pallet Co. 12 ($160); Rubber Co. 125 ($240); Lingerie 82 ($160).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 4 on Broadway; 3 on Vine St.; 2 on Fifth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansion Mall(25)	NA	Wal-Mart, Collom's Pic-Pac
Valley Plz.(31)	NA	JCPenney, Safeway, Mont. Ward
Poplar Bluff Square(10)	NA	Sniders, IGA
Westwood Vlg.(12)	NA	Morgan Jewelry

Stores Open Evenings-Downtown Fri.; Shopping Centers Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Roth's; JCPenney; Montgomery Ward; Newberry; Sears (catalog).
Variety Stores-Newberry.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Safeway; Gowan's; Sniders IGA 2; Barnes Grocer Co. 2; Pic-Pac 2; Kroger.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Sherwin-Williams; Oklahoma Tire & Supply.

14 - NEWSPAPERS: DAILY AMERICAN REPUBLIC (e) 15,454; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Wolpers, Pub., AMERICAN REPUBLIC, 206 Poplar St., Poplar Bluff, MO 63901; Tel. (314) 785-1414.
National Representatives: Landon Associates; Missouri Press Service.

RICHMOND

1 - LOCATION: Ray County. E&P Map B-2 (In Kansas City, MO PMSA). County Seat.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,499; Loc. Est. 5,825
PMSA 80 Cen. 914,341; Loc. Est. 939,279
County 80 Cen. 21,378; Loc. Est. 21,822
Demographic Information available from Mid America Regional Council, Kansas City, MO.

4 - HOUSEHOLDS:
City 80 Cen. 2,246; Loc. Est. 2,424
County 80 Cen. 7,512; Loc. Est. 7,867
PMSA 80 Cen. 344,092; Loc. Est. 361,242

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$83,038,000
Savings & Loan	2	53,688,428

6 - PASSENGER AUTOS: County 12,427

7 - ELECTRIC METERS: Residence 3,233

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 130; Candy 90; Storm Doors N.A.; Sheltered Workshop N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-8 blocks on Main, Thornton & College St. (34 stores). Richmond Hills Shopping Ctr. 1 mile away (9 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Wal-Mart.
Other Chain Stores-Hallmark; United Super.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,925; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Sandi Franklin, Adv. Mgr., NEWS, 116 N. Main St., Richmond, MO 64085; Tel. (816) 776-5454.
National Representative: Missouri Press Service.

ROLLA

1 - LOCATION: Phelps County, E&P Map C-3, County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63.

2 - TRANSPORTATION: Railroads-Burlington-Northern (Main St. Louis to Southwest).
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound; Missouri Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,303; Loc. Est. 13,914
County 80 Cen. 33,633; Loc. Est. 35,134

4 - HOUSEHOLDS:
City 80 Cen. 4,483; Loc. Est. 4,630
County 80 Cen. 11,509; Loc. Est. 12,307

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$67,800,000
Commercial	3	$108,900,000

6 - PASSENGER AUTOS: County 21,891

7 - ELECTRIC METERS: Residence 4,377

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 250; Building Materials 85; Govt. (ex. P.O.) 4,182; Vehicle Fans 172; Dog & Cat Food 84; Bakery Prod. 142; Pyroplace Wood Furnaces 9; Plastic Pipes 55.

10 - CLIMATE: Avg. Temp.-Jan. 33; July 78. Avg. rainfall 41"; snowfall 15.9".

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-7 blocks on Pine St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(4)	NA	Darr's, Dollar General
Forum(19)	NA	JCPenney, TG&Y, National

Principal Shopping Day-Sat.
Stores Open Evenings-Downtown-Fri.; Forum-Mon.-Sat.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Montgomery Ward (catalog); JCPenney.
Discount Stores-Wal-Mart; K mart; TG&Y.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Big Star; IGA; National.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,253; (S) 7,518; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bev Hewkin, Natl. Adv. Mgr., NEWS, 101 W 7th St, Rolla, MO 65401; Tel. (314) 364-2468.
National Representative: Missouri Press Service; American Newspaper Representatives.

ST. JOSEPH

1 - LOCATION: Buchanan County, (In St. Joseph MSA). E&P Map A-2, County Seat. Agricultural, industrial, livestock and wholesale center.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Chicago & North Western; Missouri Pacific; Union Pacific.
Motor Freight Carriers-26.
Intercity Bus Lines-Trailways Bus System; Greyhound; Trenton St. Joseph Coaches.

3 - POPULATION:
Corp. City 80 Cen. 76,691; Loc. Est. 78,672
CZ-ABC: (80) 79,935; (84) 78,900
RTZ-ABC: (80) 154,338; (84) 157,000
County/MSA 80 Cen. 87,888; Loc. Est. 88,823
City & RTZ-ABC: (80) 234,273; (84) 235,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 29,088; Loc. Est. 30,410
County/MSA 80 Cen. 32,917; Loc. Est. 33,989
CZ-ABC: (80) 79,935; (84) 78,900
RTZ-ABC: (80) 57,143; (84) 58,900
City & RTZ-ABC: (80) 87,372; (84) 89,000

5 - BANKS	NUMBER	DEPOSITS
Savings	8	$439,500,000
Savings & Loan	6	$194,000,000

6 - PASSENGER AUTOS: County 59,456

7 - ELECTRIC METERS: Residence 35,200

8 - GAS METERS: Residence 30,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing, Durable Goods: Walnut, Concrete, Structural Steel, Wire Rope, Auto Cables, Hydraulic Jacks, Medical Kits, Fire Fighting Equipment, Boats, Electric Signs 3,700; Nondurable Goods: Meat Pkg. 600, Dairy, Bakery Grains, Candy 1,750, Apparel 1,000, Chemicals and allied products 800, Publishing, Stationers, Paper Products 1,850; Nonmanufacturing: Construction 1,700, Transportation and Utilities including Railroads 2,100; Wholesale Trade 2,400; Retail Trade 6,500. (Avg. Weekly Wage-Mfg. $315).
Principal Industrial Pay Days-Fri., 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost October 14. Last killing frost March 30.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 4th to 8th St.; Edmond to Francis St.
Neighborhood Shopping Centers (No. of Stores)-Ashland 12; 26th and Frederick Ave. 8; Beck Road Plaza 5; Jakes Center 5; Valley 6; 6,100 King Hill Ave. 25; Lake and Illinois 14; Maplewood Manor 12; Midland Shopping 7; Frederick Plaza 5, St. Joseph Ave. Mall 4; Woodlawn 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belt Center(9)	4	TG&Y
Belt & Mitchell(13)	4	Green Hills
East Hills(40)	3	JCPenney, Mont. Ward, Skagg's
East Ridge Vlg.(11)	3	
Hillcrest Plz.(7)	6	Drive-In SM, Half Price Store
King Hill Plz.(10)	6	Kovac's, TG&Y
K mart Plz.(2)	4	K mart, Save-Mart
Mart Plz.(13)	4	Paris Plus
Northgate(9)	3	Wal-Mart

Principal Shopping Days-Sat., Mon., Thur.
Stores Open Evenings-Downtown Fri. to 8.30. Food Mon. thru Sat. to 9, Sun. to 6.

13 - RETAIL OUTLETS: Department Stores-Townsend & Wall; United; Hirsch; Sears; Montgomery Ward; JCPenney.
Discount Stores-K mart; Wal-Mart; Half Price Store.
Variety Stores-Kresge's; Woolworth; Ben Franklin; TG&Y.
Chain Drug Stores-Skaggs 2; Hermans 3; Melmed 3; Rexall.
Chain Supermarkets-A&P 2; Safeway; Thrift-Tee 5; Affiliated Supers 6; Green Hills 5; Drive-In 6; Thomas Mkts. 2; Save-Mart; 7-Eleven 4, Convenient Food Mart 4; Food Barn; Food 4 Less.
Other Chain Stores-Firestone; Goodyear; Goodrich; Russell Stover Candy; Douglas Optical; Duling Optical; King Optical; Zale's Jewelry; Cook Paint; PPG Industries; Sherwin-Williams; Father & Son Shoes; Butler Shoes; Kinney Shoes; Naturalizer Shoes; Pay-Less Shoes; Steve's Shoes; Thom McAn; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Spiegel (Catalog); Sutherland Lumber.

14 - NEWSPAPERS: GAZETTE (m-mon to fri) 45,320; NEWS-PRESS (e-mon fri) 15,384; (m-sat) 48,342; (S) 50,069; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS and GAZETTE, 9th & Edmond Sts., St Joseph, MO 64502; Tel. (816) 279-5671.
National Representative: Branham/Newspaper Sales.

ST. LOUIS

1 - LOCATION: Independent City (In St. Louis, MO-IL PMSA). E&P Map D-3. Distribution center. In East-Central part of state near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

2 - TRANSPORTATION: Railroads-B&O; C&EI; CB&Q; ICG; IT; C&NW; LN; MK&T; Missouri Pacific; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; five shortline & railroads for switching only. 17 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.
Motor Freight Carriers-350.
Freight Barge Lines-14.
Intercity Bus Lines-14.
Airlines-American; British Caledonian Airways; Delta; Eastern; Frontier; Northwest; Ozark; Republic; Air 1; Jet America; United; TransAmerica; TWA; USAir; Pan American; Britt; Western; Skyways; Air Midwest; Resort; Air; Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 453,085; Loc. Est. 450,264
PMA-ABC: (80) 2,011,561; (84) 1,995,200
County 80 Cen. 974,815; Loc. Est. 991,842
PMSA 80 Cen. 1,809,519; Loc. Est. 1,842,394
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 178,048; Loc. Est. 180,956
County 80 Cen. 344,870; Loc. Est. 358,720
PMSA 80 Cen. 647,243; Loc. Est. 673,514
PMA-ABC: (80) 718,895; (84) 715,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	32	$6,512,000,000
Commercial	188	$11,672,000,000

6 - PASSENGER AUTOS: County 789,104

7 - ELECTRIC METERS: Residence City & County 499,000

8 - GAS METERS: Residence City & County 494,203

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Total Mfg. 256,400; Food and Kindred Prod. 21,400; Misc. Textiles 500; Apparel 10,300; Lumber and Wood Products 2,500; Furniture and Fixtures 3,700; Paper & Allied Prod. 6,300; Printing & Publishing 14,900; Chemicals 16,400; Petroleum 3,100; Rubber & Plastic Products 3,900; Leather 5,200; Stone, Clay and Glass 8,200; Primary Metals 21,700; Fabricated Metal Products 26,100; Machinery (ex. elect.) 20,400; Electrical Equip. 13,500; Transportation 55,400; Instruments & Related Products 2,700; Misc. Manuf. 22,400; Retail and Wholesale Trade 189,700; Selected Services 68,000.
Principal Pay Days-Bldg. Fri.; Railroads 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 68-86; Fall 49-67; Winter 26-42.

11 - TAP WATER: St. Louis-Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois-Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-Alton Square, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys, Des Peres Square, Eastgate Plaza, Florissant Meadows, Grandview Plaza, Hampton Village, Jamestown Mall, Lakeview Plaza, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, South County Center, Sunset Hills Plaza, Town & Country Mall, Village Square, Warson Village, West County Center, Westroads.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Suburban-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Famous Barr 14; Alton Square, Chesterfield, Clayton, Crestwood, Downtown, Mid Rivers Mall, Northland, Northwest Plaza, Plaza Frontenac, St. Clair Square, South County, Southtown, Warehouse, West County. Stix, Baer & Fuller 10; Chesterfield Mall, Crestwood Plaza, Downtown, Jamestown Mall, Northwest Plaza, River Roads, St. Clair Square, South County, Warehouse, Westroads. Sears 10; Chesterfield Mall, Crestwood Plaza, Jamestown Mall, Northwest Plaza, South Grand, Alton Square, St. Clair Square, Warehouse, Arnold Catalog Store, Edwardsville Catalog Store. JCPenney 10; Alton Square, Cherokee, Grandview Plaza, Hampton Village, Mark Twain, Northwest Plaza, South County, St. Clair Square, Town & Country Mall, West County Center.
Variety Stores-Woolworth 16; Kresge 4; Ben Franklin 17.
Discount Stores-Grandpa's 5; K mart 25; Target 10; Venture 12; Dolgins 5; Service Merchandise 3.
Chain Drug Stores-Gasen 16; Glaser/Medicare 53; Kare 14; C.F. Knight 4; Walgreen 35; Schnuck-Foodtown Medi-Mart 6; Leader 3.
Chain Supermarkets-AG 169; Aldi Discount Foods 12; Dierberg's 7; Flotken's; General Grocer 96; Kroger 54; IGA 61; Overland Dairy 7; National 40; Schnuck's 57; Shop 'N Save 15; Tom Boy/Tru Buy 46.
Other Chain Stores-Aronsons 2; Boyds 7 (2 subway shops); Central Hdwe 11; Firestone 15; Florsheim 5; BF Goodrich; Golde's 3; Goodyear 26; Hill-Behan 15; Lane Bryant 6; Richman Brothers 3; Western Auto 4; Wolff's; Brooks Brothers; Jeans West 6; The Limited 8; Montaldo's; Neiman-Marcus; J. Riggins 5; Saks Fifth Avenue; Union Jack 3; Helen Wolff 2; Casual Corner 7; Marshall's 3; Fashion Gal 20; DeBasio; Off-The-Rax 8; Carafiols 3; Craig; Crossroads 2; Fair Mercantile; Lammert's; Levitz; Pat Riley 8; Rothman 5; Tipton Electric 11; Wickes; Wood Works 4; Gucci; Radio Shack 34; Coats 'n Things 5; Albert's 5; Pier One 3.

14 - NEWSPAPERS: GLOBE-DEMOCRAT (m-mon to fri) 225,481; (S) 187,834; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Darwin Wiess, Adv. Dir., GLOBE-DEMOCRAT, 710 N. Tucker Blvd., St. Louis, MO 63101; Tel. (314) 342-1212.
National Representative: Branham/Newspaper Sales.
POST-DISPATCH (m-mon to fri) 254,333; (m-sat) 247,346; (S) 489,169; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Dir., POST-DISPATCH, 900 N. Tucker Blvd., St. Louis, MO 63101; Tel. (314) 622-7000.
National Representative: Leonard Co.; Newhouse Newspapers Metro Suburbia.

SEDALIA

1 - LOCATION: Pettis County, E&P Map B-3, County Seat. Industrial and agricultural center. On U.S. Hwys. 50, 65; 65 mi. W of Jefferson City; 93 mi. ESE of Kansas City.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,927; Loc. Est. 20,478
CZ-ABC: (80) 20,927; (84) 19,900
RTZ-ABC: (80) 75,567; (84) 79,900
County 80 Cen. 36,378; Loc. Est. 36,808
City & RTZ-ABC: (80) 96,494; (84) 99,800

4 - HOUSEHOLDS:
City 80 Cen. 8,589; Loc. Est. 8,563
County 80 Cen. 13,839; Loc. Est. 14,291
CZ-ABC: (80) 8,589; (84) 8,300
RTZ-ABC: (80) 27,201; (84) 29,000
City & RTZ-ABC: (80) 35,790; (84) 37,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$301,000,000
Commercial	5	$240,000,000

6 - PASSENGER AUTOS: County 22,762

7 - ELECTRIC METERS: Residence 11,093

8 - GAS METERS: Residence 10,041

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 165 ($355); Glass 117 ($306); Textile 423 ($352); Shoes 538 ($241); Utilities 225 ($330); Road Construct. 349 ($352); Metal Processing 412 ($232); Elec. Motor Housewares 325 ($192); Dairy Prod. 67 ($263); Photo Proc. 175 ($233); Truck Bodies 480 ($260); Disinfectants 113 ($233); Steel Rope Cable 167 ($317); Alum. Cable 375 ($287); Chemicals 46 ($285); Auto Wheels 416 ($289); Air Compres. 125 ($300); Metal Tool Boxes 432 ($274); Prtg.-Publ. 143 ($300); Civ. Emp. WAFB 360 ($276); City, County, State & Fed. Emp. 242 ($275).

10 - CLIMATE: Average Temp.-Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; flouridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Ohio St.; 4 on Main St. 5 on Osage St.; 4 on Second St.; 3 on Third St.
Neighborhood Shopping Centers-Fifth and Engineers Sts.; 3 blocks on W 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thompson Hills(20)	2	JCPenney, Roth's Consumers, Wal-Mart, Gambles
State Fair(28)	2	Bings, K mart, Sherwin-Williams
Consumer's	4	Consumer's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open-Mon. & Fri. Evg.; Food Sun.

13 - RETAIL OUTLETS: Department Stores-C.W. Flower; JCPenney; Montgomery Ward; Roth's.
Discount Stores-Sedalia Factory Outlet (Shoes); Wal-Mart, Kings Court Clothing; K mart.
Chain Drug Stores-Skagg's, Bing's Rexall 2.
Chain Supermarkets-Consumer's 2; Bing's 3; AF Super; Safeway; Aldi's.
Other Chain Stores-Sears; Singer Co.; Connor-Wagoner; Firestone; Merle Norman; Payless Shoes; Westlake Hardware; Western Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber;

Herrman Lumber; Fashion Crossroads; MFA Tire; Show Me Electronics.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 14,072; (S) 15,557; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Alexander, Adv. Mgr., DEMOCRAT, 7th & Massachusetts Aves., Sedalia, MO 65301; Tel. (816) 826-1000.
National Representative: Papert Companies.

SIKESTON

1 - LOCATION: Scott County, E&P Map D-4. Trade center, grain & cotton market. Midway bet. St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55 & 57.

2 - TRANSPORTATION: Railroads-Frisco; Missouri Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; St. Louis-Cape; Connor.

3 - POPULATION:
Corp. City 80 Cen. 17,431; Loc. Est. 18,800
CZ-ABC: (80) 17,431; (84) 18,400
RTZ-ABC: (80) 75,194; (84) 76,200
County 80 Cen. 39,647; Loc. Est. 40,515
City & RTZ-ABC: (80) 92,625; (84) 94,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,344; Loc. Est. 6,920
CZ-ABC: (80) 6,344; (84) 6,800
RTZ-ABC: (80) 26,552; (84) 27,100
County 80 Cen. 13,967; Loc. Est. 14,618
City & RTZ-ABC: (80) 32,896; (84) 33,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$288,830,304
Commercial	3	$151,583,266

6 - PASSENGER AUTOS: County 25,076

7 - ELECTRIC METERS: Residence 6,493

8 - GAS METERS: Residence 6,321

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 200; Lock 292; Milk Cartons 125; Wooden Pallets 116; Wooden Organ Cabinets 200; Concrete Block 520; Bakery Prod. 130; National Lock 290; Leather Jackets; Plastic Wire & Cable 118
Principal Industrial Pay Days-Fri., 1 & 15.

10 - CLIMATE: Spring 58; Summer 78; Fall 61; Winter 38.

11 - TAP WATER: Alkaline, hard (8 gpg).

12 - RETAILING: Principal Shopping Centers-2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.
Neighborhood Shopping Centers-U.S. Hwy. 61 South (S. Kings Highway); U.S. Hwy. 62-East (Malone Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsway Plz.(45)	NA	TG&Y, Piggly Wiggly, JCPenney
Mid-Towner Village(18)	NA	Wal-Mart, Sears, P.N. Hirsch
Kingway Shops(15)	NA	Kroger
North Main Port(12)	NA	

Principal Shopping Days-Fri., Sat., Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Buckner Ragsdale; LaPetite; JCPenney; Accent Shop; P.N. Hirsch; Eubank Finney; Falkoffs; Marys Botique; Golde's.
Discount Stores-Homestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber Inc.; Moore's Firestone.
Chain Drug Stores-Super D 2.
Chain Supermarkets-IGA; Piggly Wiggly; Stan's; L&M Big Star.
Other Chain Stores-Goodyear; Malone & Hyde; Sears; Montgomery Ward; Mode O'Day; Baskin-Robbins; Radio Shack; TG&Y; Singer; Otasco.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 9,318; (S) 9,472; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Howard Harper, Adv. Dir., STANDARD, 205 S New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.
National Representative: Papert Companies.

SPRINGFIELD

1 - LOCATION: Greene County (MSA). E&P Map B-4, County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center. On U.S. I-44. Hwy. 44. U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In SW part of the state; 185 mi. SE of Kansas City, 221 mi. SW of St. Louis; 302 mi. NW of Memphis, Tenn.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Missouri Pacific.
Motor Freight Carriers-20.
Intercity Bus Lines-Continental Trailways; Jefferson Transit; Greyhound; Sunnyland Stages; M.K.O.; Missouri Transit; Ark-Mo Coach Lines; Springfield City Utilities.
Airlines-Ozark; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 133,116; Loc. Est. 142,096
CZ-ABC: (80) 133,116; (84) 136,800
RTZ-ABC: (80) 357,248; (84) 391,100
MSA 80 Cen. 207,704; Loc. Est. 214,528
County 80 Cen. 185,302; Loc. Est. 191,809
City & RTZ-ABC: (80) 490,364; (84) 527,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 51,702; Loc. Est. 56,394
County 80 Cen. 69,199; Loc. Est. 73,301
MSA 80 Cen. 77,178; Loc. Est. 81,571
CZ-ABC: (80) 51,702; (84) 53,600
RTZ-ABC: (80) 131,417; (84) 145,400
City & RTZ-ABC: (80) 183,119; (84) 199,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$824,012,400
Commercial	10	$969,966,000

6 - PASSENGER AUTOS: County 128,416

7 - ELECTRIC METERS: Residence 54,314

8 - GAS METERS: Residence 48,627

9 - PRINCIPAL INDUSTRIES: Clothing; Furniture; Paper Cups & Containers; Tablets & Pub.; Dairy; Auto Trailers & Truck Beds; Railroad Equip.; Agricultural Prods.; Food Proc.; U.S. Govt. Offices; Chemical Prods.; Meat Packing; Fabricated Metals; Rubber V. Belts; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Prods.; Publishing; Lumber; Plastics; Optical Prods.; Prestressed Concrete.

10 - CLIMATE: Min. & Max. Temp.-Spring 4-48; Summer 45-113; Fall 9-92; Winter 20-92. First killing frost, Sept. 27. Last killing frost, April 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plaza Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Mall(140)	NA	Dillard's, JCPenney, Mont. Ward, Sears
Battlefield Sq.	NA	Venture
Brentwood(32)	NA	Cloth World, Western Auto, Radio Shack
Country Club(40)	NA	Consumers
Crighton Ctr.(8)	NA	Crighton Supply
Downtown Park Central(90)	NA	Heer's
Fremont Ctr.(24)	NA	Athletic Attic, Rag Merchants
Glen Isle(19)	NA	Ed. V. Williams, Missouri Mill
Hill Crest(7)	NA	Consumers, Ben Franklin
K mart(10)	NA	K mart
North Town Mall(50)	NA	Wal-Mart, Consumers, Medicare Glaser
Old Town(19)	NA	Ethan Allen
Parkcrest(28)	NA	Consumers, Ben Franklin
Plaza(50)	NA	Freeman's
Plaza Tower's Ctr.(33)	NA	Miss Mizzou
Southern Hills(23) (23)	NA	Consumers, Ben Franklin
Tiffany Sq.(43)	NA	Dale's Farm Market
Town & Country(9)	NA	Dillons
Village(13)	NA	Sears
Wedgewood(9)	NA	Maschino's Hdwe., Consumers
Commercial St.(100)	NA	

Principal Shopping Days-Mon., Thur., through Sun.
Stores Open Evenings-Mon. and Fri., Battlefield Mall open 6 nights.
Stores Open Sundays-Food, Drug, Discount Houses, and Dept. Stores.

13 - RETAIL OUTLETS: Department Stores-Busy Bee 2; Dillard's; Heers, Inc. 2 (Allied Unit); JCPenney; Newman's; Montgomery Ward; Sears; Golde's; Famous Barr.
Catalog-Sears; Montgomery Ward; Service Merchandise; JCPenney.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Skaggs 2; Barnes General Store; Venture; Farmers Market; K mart 3; Wal-Mart 4; Service Merchandise.
Chain Drug Stores-Skaggs 3; Osco 2; Medicare Glaser 6; Gordon Rexall; Cotter's Rexall; Grove Pharmacy 3; Venture Drugs; Pay-Rite.
Chain Supermarkets-Rameys 5; So-Lo 8; Dillons 3; Smitty's 2; Consumers 10.
Other Chain Stores-Auto Supplies: Western Auto, Goodyear 2, Goodrich, Firestone, Stinger's 6, O'Reilly Auto 8, Otasco 4, Midas Muffler 2; Shoes: Allen Barker's, Dryer-Williams 4, Pay-Less 2, Kinney's 2, Quali-Craft, Thom McAn, Jarmen, Hush Puppies 2, Buster Brown, Edison; Women's Apparel: Farris 3, Paris, Stuarts, Tempo Fashions; Jewelry & Optical: Hess & Culbertson, Zale's 3, Douglas Optical 2, Pearl Optical 2, King Optical, The Spec Shop; Furniture: Edward Keith, Mulhollan's, Sedgewick's, Gilbert, Wheeler's, Ethan Allen Carriage House, King Comfort, La-Z-Boy, Factory Furniture World; Others: Cook Paint & Varnish, Russell Stover, Fuggit, Git & Go 20, 7-Eleven 4.

14 - NEWSPAPERS: NEWS (m-mon to fri) 34,252; LEADER & PRESS (e-mon to fri) 30,141; NEWS & LEADER (m-sat) 60,375; (S) 85,064; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael Blasi, Nat'l. Adv. Mgr., NEWS and LEADER & PRESS, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.
National Representative: Gannett Newspaper Advertising Sales.

TRENTON

1 - LOCATION: Grundy County, E&P Map B-2, County Seat. Agricultural and residential center. 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in north central part of State. On U.S. Hwy 65 and State 6.

2 - TRANSPORTATION: Railroads-Chicago and Northwestern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,811; Loc. Est. 7,273
County 80 Cen. 11,959; Loc. Est. 12,288

4 - HOUSEHOLDS:
City 80 Cen. 2,957; Loc. Est. 3,172
County 80 Cen. 4,866; Loc. Est. 5,112

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$103,846,000

6 - PASSENGER AUTOS: County 6,122

7 - ELECTRIC METERS: County 7,326

8 - GAS METERS: 3,691

9 - PRINCIPAL INDUSTRIES: Dairies; R.R.; Bakery; Cement & Sand Prod.; Tractor Parts & Service; Vaults & Bldg. Matls; Farm Prp Pdts.; Foods; Chemicals; Meat Processing; Radiator Mfg.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Center-Eastgate (15 stores-Dollar General, Hy-Vee Foods, IGA Foodliner, Place's Family Ctr., Ben Franklin, JCPenney).
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dollar General.
Variety Stores-Ben Franklin.
Discount Stores-Place's.
Chain Drug Stores-Ben Franklin.
Chain Supermarkets-Hy-Vee; IGA Foodliner.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: REPUBLICAN-TIMES (e) 4,522; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Wendell Lenhart, Pres., REPUBLICAN-TIMES, PO Box 548, 122 E Eighth St, Trenton, MO 64683; Tel. (816) 359-2212.
National Representative: Missouri Press Service.

WARRENSBURG

1 - LOCATION: Johnson County, E&P Map B-3, County Seat. Agricultural. Central Missouri State University and Whiteman AFB. On U.S. 50 Hwy.; State Hwy. 13; 50 mi. E of Kansas City; 90 mi. W of Jefferson City.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Non-scheduled flights only.

3 - POPULATION:
Corp. City 80 Cen. 13,807; Loc. Est. 14,202
CZ-ABC: (80) 13,807; (84) 13,900
RTZ-ABC: (80) 25,252; (84) 27,000
County 80 Cen. 39,059; Loc. Est. 39,438
City & RTZ-ABC: (80) 39,059; (84) 40,900

4 - HOUSEHOLDS:
City 80 Cen. 4,100; Loc. Est. 4,309
CZ-ABC: (80) 4,100; (84) 4,200
RTZ-ABC: (80) 8,439; (84) 9,000
County 80 Cen. 12,539; Loc. Est. 12,962
City & RTZ-ABC: (80) 12,539; (84) 13,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$200,000,000
Commercial	3	$96,279,000

6 - PASSENGER AUTOS: County 22,187

7 - ELECTRIC METERS: Residence 4,593

8 - GAS METERS: Residence 4,818

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage N.A.)-Uniforms 482; Energy Prod.
Principal Industrial Pay Days-Sat. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-102; Fall 40-80; Winter -2-50. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard; fluoridation 0.55.

12 - RETAILING: Principal Shopping Center-13 blocks on Holden St., Pine St., Culton St., Washington, Railroad St.
Neighborhood Shopping Centers-Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Mall	3	Bi-Lo
Northpark(16)	2	TG&Y
Wal-Mart	3	Wal-Mart

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Foster's; Connor-Wagoner; Russell Bros.; Vernaz; Suzanne's.
Variety Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Cripps; Revco.
Chain Supermarkets-Bi-Lo 2; Safeway.
Other Chain Stores-Sears; Montgomery Ward; Payless Shoes.

14 - NEWSPAPERS: STAR-JOURNAL (e-mon to fri) 5,413; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market St., Warrensburg, MO 64093; Tel. (817) 747-8123.
National Representative: Missouri Press Service.

WAYNESVILLE

1 - LOCATION: Pulaski County, E&P Map B-4. County agricultural center; near Fort Leonard Wood Military Base; in center of state. 75 mi. NE of Springfield; on U.S. I-44; State 17 & 133.

2 - TRANSPORTATION: Railroads-St. Louis-San Francisco.

3 - POPULATION:
Corp. City 80 Cen. 2,879; Loc. Est. 2,877
County 80 Cen. 42,011; Loc. Est. 44,474

4 - HOUSEHOLDS:
City 80 Cen. 1,087; Loc. Est. 1,183
County 80 Cen. 10,525; Loc. Est. 11,604

5 - BANKS	NUMBER	DEPOSITS
Commerical	2	$18,000,000

6 - PASSENGER AUTOS: County 23,419

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Military Base; Farming Corn & Wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost Oct. 15. Last killing frost, Apr. 3.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Bobby's Shopping Center (17 stores); Gateway (9 stores); Main Gate (8 stores).

13 - RETAIL OUTLETS: Chain Stores-Sav-A-Lot; Wal-Mart.

14 - NEWSPAPERS: DAILY FORT GATEWAY GUIDE (e-mon to fri) 5,043; GUIDE DEMOCRAT (S) 5,289; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Larry W. Freels, Gen. Mgr., FORT GATEWAY GUIDE & GUIDE DEMOCRAT, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.
National Representatives: Missouri Press Service; American Newspaper Representatives.

WEST PLAINS

1 - LOCATION: Howell County. E&P Map C-4. County Seat. Shipping and wholesale center; agriculture, dairy, and oak lumber area. South central part of state; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2 - TRANSPORTATION: Bus Lines-Continental Trailways.
Motor Freight Carriers-3.
Airlines-2 charter planes.

3 - POPULATION:
Corp. City 80 Cen. 7,741; Loc. Est. 8,299
County 80 Cen. 28,807; Loc. Est. 29,679
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,232; Loc. Est. 3,488
County 80 Cen. 10,759; Loc. Est. 11,358

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$158,615,000
Savings & Loan	2	$259,285,674

6 - PASSENGER AUTOS: County 19,116

7 - ELECTRIC METERS: Residence 3,650

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Shoes 565 ($150); Sawmill 436 ($136); Woodworking 153 ($138); Truck Bodies 345 ($195); Electrical 595 ($162); Sales and Service 1,250 ($147); Beef cattle and feeder pigs, annual sales $26,739,900 (1980).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 62-106; Fall 30-75; Winter 0-70. First killing frost, Oct. 31. Last killing frost, May 14.

11 - TAP WATER: Neutral, hard; chlorinated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Court Sq.; 1 on S. Main; 4 on West Main; 3 East Main; 3 Wash. Ave.; 2 W. Broadway; 4 Hwy. 63 N.
Shopping Centers-Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).
Principal Shopping Days-Sat., Mon.
Stores Open Evenings-Parkway Shopping Center, Southern Hills Shopping Center; McCrory on the Square.

13 - RETAIL OUTLETS: Department Stores-Aid's; Dollar General; Mark; Richards Bros. Dry Goods; Padgett Hardware; J. W. Mushrush Co.; West's.
Discount Stores-McCrory; Wal-Mart.
Chain Drug Stores-Wilke Walgreen; Red Apple Rexall; Revco.
Chain Supermarkets-Nu-Way; Richards Bros. 6; Wallace Owens; Ramey's Foodland; Consumers; Stanley's Thriftway Foodliner.
Other Chain Stores-Firestone; Herrman Lumber; Goodyear; Otasco; Sears; Meeks Building Center; Montgomery Ward; Stinger Sam.

14 - NEWSPAPERS: QUILL (e-mon. to fri) 9,094, sworn Oct. 4, 1983.
Local Contact for Advertising and Merchandising Data: Judith Hurler, Adv. Mgr., QUILL, 125 N. Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.
National Representative: Missouri Press Service.

MONTANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Billings-Yellowstone County.
Great Falls-Cascade County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	57	64	68
5-14 Years	151	123	131
15-24 Years	122	149	158
25-44 Years	155	221	235
45-64 Years	141	145	154
65 and Over	68	85	90
TOTAL	694	787	836

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	137	260	475
General Mdse.	140	245	419
Food	357	599	1,053
Automotive	340	604	1,126
Gasoline Stations	150	272	529
Apparel	80	137	233
Furniture	65	122	223
Eat.-Drink Places	153	275	552
Drugs	56	99	183
TOTAL SALES	1,613	2,848	5,271

ANACONDA
See BUTTE

BILLINGS

1 - LOCATION: Yellowstone County (MSA). E&P Map D-3, County Seat. Shipping, small mfg. Oil exploration, supply and refining. Transportation agricultural, livestock shipping & wholesaling center. On U.S. Hwys. 10, 12, 87, 310; I-90 and 94; 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane, WA.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-81.
Intercity Bus Lines-Trailways; Greyhound; Rimrock Stages; Missouri Valley Trails; Intermountain Lines.
Airlines-Northwest; Western; Frontier; Continental; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 66,798; Loc. Est. 70,239
CZ-ABC: (80) 86,493; (84) 90,900
RTZ-ABC: (80) 173,877; (84) 186,600
County/MSA 80 Cen. 108,035; Loc. Est. 113,526
City & RTZ-ABC: (80) 260,370; (84) 277,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,265; Loc. Est. 28,083
County/MSA 80 Cen. 39,891; Loc. Est. 42,883
CZ-ABC: (80) 32,732; (84) 34,700
RTZ-ABC: (80) 61,439; (84) 66,600
City & RTZ-ABC: (80) 94,171; (84) 101,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$764,370,000
Savings & Loan	2	$269,451,473

6 - PASSENGER AUTOS: County 67,425

7 - ELECTRIC METERS: Residence 32,786

8 - GAS METERS: Residence 30,682

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Const. 2,100 ($527); Mfg. 3,900 ($401); Trans., Comm., Pub. Utilities 3,500 ($376); Trade 15,700 ($196); Finance, Real Estate, Ins. 2,300 ($210); Services 11,300 ($194); Gov. 8,000 (N.A.).
Principal Pay Days-1st & 15th; Railroad 5th & 20th.

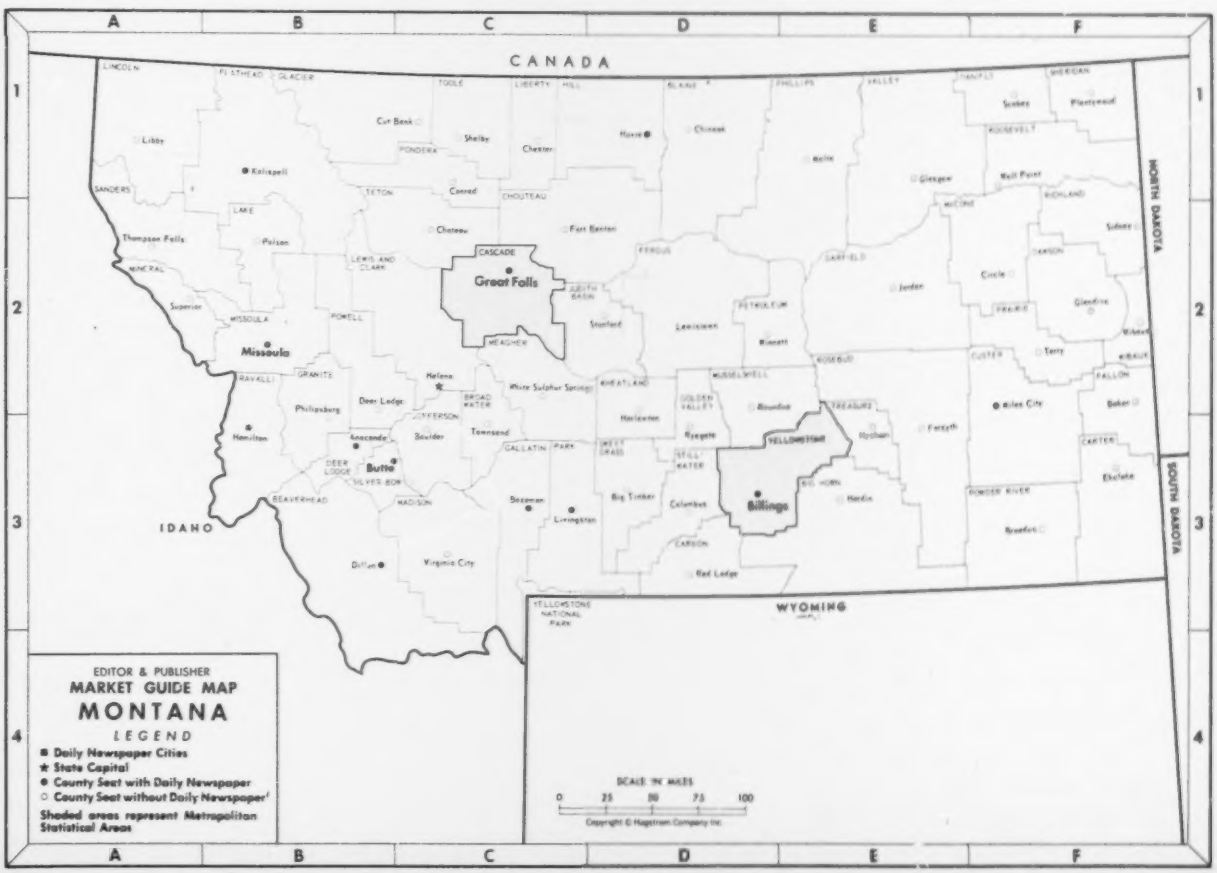
10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25. Last killing frost, May 15.

11 - TAP WATER: Alkaline; very soft in spring and summer; very hard in winter. Not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on N 27 St.; 1 on S 27 St.; 5 on N Bway.; 4 on N 29 St.; 2 on S 29 St.; 3 on N 30 St.
Neighborhood Shopping Centers-Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W at Cook Ave.; 10th St. W on Broadwater Ave.; 24th St. W & Central; 13th & 16th St. W & Grand Ave.; Wicks Lane & Highway 10E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Evergreen(5)	2	Odegaard's
Vet's Park	1	IGA
Broadwater(35)	1	Kuchera Furniture
Westgate(10)	2	Kon's Sooper
Four Seasons	3	Heights, IGA, Western Drug



Big "B"	2	Buttrey's, Jewel Cos.
West Park(3)	2	Albertson's, Sears
Buttrey(16)	1	Buttrey's, Woolworth
K mart	4	K mart
LaBelle's	4	LaBelle's
Rimrock Mall(66)	4	Hennessy's, Wards, JCPenney
Target Store	4	Target

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Hart Albin; Cole's; JCPenney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's.
Chain Drug Stores-Skagg's 3; Odegaard.
Variety Stores-Woolworth; Kresge.
Discount Stores-Gibson's 2; K mart; LaBelle's; Target.
Chain Supermarkets-Albertson's 2; Buttrey's 5; Safeway 3; K mart; Kon's Soopers 4; Western Warehouse. 12 independent supermarkets.
Other Chain Stores-Gamble's; Singer Co.; Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwr.; Big Bear; Diana Shops; Three Sisters; Schiff's; Mode O'Day; K-G Men's; S&H Green Stamps; House of Fabrics; Zale's Jewelry; Baker Shoes; Sweetbriar; Dahle's; Stevenson's.

14 - NEWSPAPERS: GAZETTE (m) 61,279; (S) 63,066; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Sherry, Adv. Dir., GAZETTE, 401 N. Broadway, Billings, MT 59101; Tel. (406) 657-1351.
National Representative: Branham/Newspaper Sales.

BOZEMAN

1 - LOCATION: Gallatin County. E&P Map C-3. County Seat. South central part of state. Shopping; wholesale; small mfg.; small grain and hay farming; livestock; tourist and ski center; 85 miles E of Butte; 146 miles W of Billings on Interstate 90; Highways 10 and 191.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMStP&P.
Airlines-Northwest Orient; Frontier; Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Intermountain Stage.

3 - POPULATION:
Corp. City 80 Cen. 21,645; Loc. Est. 23,532
CZ-ABC: (80) 27,305; (84) 29,300
RTZ-ABC: (80) 28,117; (84) 31,200
County 80 Cen. 42,865; Loc. Est. 44,449
City & RTZ-ABC: (80) 55,422; (84) 60,500

4 - HOUSEHOLDS:
City 80 Cen. 7,512; Loc. Est. 7,755
County 80 Cen. 14,923; Loc. Est. 15,871
CZ-ABC: (80) 9,415; (84) 10,200
RTZ-ABC: (80) 10,399; (84) 11,600
City & RTZ-ABC: (80) 19,814; (84) 21,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$172,481,000
Savings & Loan	3	$87,000,000

6 - PASSENGER AUTOS: County 25,282

7 - ELECTRIC METERS: Residence 8,166

8 - GAS METERS: Residence 6,344

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Forest Prod. 450 ($185); Electronics ($185); Heavy Construction 400 ($255); Cement 110 ($235); University 700 ($165).
Principal Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50.

11 - TAP WATER: Alkaline, 2 sources hard: 1 source soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St. and 2 N and S of Main; 11 on N 7th; W Main from 10th to 20th Sts; Main Mall and University Shopping Center W edge of town.
Neighborhood Shopping Center-College St. at 8th & 9th.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Groceries; Drugs; Discounts; Main Mall.

13 - RETAIL OUTLETS: Department Stores-Chambers-Fisher; JCPenney; Conrad's; The Bon.
Discount Stores-Gibson's; K mart; Ernst.
Chain Drug Stores-Western Drug; Skaggs; Osco; Pay'n Save.
Chain Supermarkets-Safeway; Buttrey's; IGA; Albertsons.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,543 (S) 12,709; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Alan W. Jones, Adv. Mgr., CHRONICLE, 32 S Rouse; PO Box 1188, Bozeman, MT 59715; Tel. (406) 587-4491.
National Representative: None.

BUTTE-ANACONDA

1 - LOCATION: Butte in Silver Bow County; Anaconda in Deer Lodge County. E&P Map B-3. County Seat. Mining and agricultural retail, wholesale, transportation and miscellaneous manufacturing center. Southwest part of the state (Butte); 66 mi. SW of Helena; 449 mi. N of Salt Lake City, UT; 1,141 mi. W of Minneapolis, MN; 329 mi. E of Spokane, WA; U.S. Hwys. 10S, 91,I-15, I-90.

2 - TRANSPORTATION: Railroads-CMSt.-P&Pac.; Burlington-Northern; UP and BA&P (freight).
Motor Freight-18 lines available.
Bus Lines-Intermountain Transportation; Greyhound.
Airlines-Northwest; Western.

3 - POPULATION:
Corp. Cities 80 Cen. 49,723; Loc. Est. 49,665
Butte 80 Cen. 37,205; Loc. Est. 37,423
Anaconda 80 Cen. 12,518; Loc. Est. 12,242
CZ-ABC: (80) 42,518; (84) 39,600
RTZ-ABC: (80) 84,062; (84) 89,300
Counties 80 Cen. 50,610; Loc. Est. 50,557
Silver Bow 80 Cen. 38,092; Loc. Est. 38,315
Deer Lodge 80 Cen. 12,518; Loc. Est. 12,242
City & RTZ-ABC: (80) 126,580; (84) 128,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,677; Loc. Est. 19,023
Butte 80 Cen. 14,256; Loc. Est. 14,644
Anaconda 80 Cen. 4,421; Loc. est. 4,379
CZ-ABC: (80) 16,484; (84) 15,500
RTZ-ABC: (80) 29,186; (84) 31,400
Counties 80 Cen. 19,026; Loc. Est. 19,379
Silver Bow 80 Cen. 14,605; Loc. Est. 15,000
Deer Lodge 80 Cen. 4,421; Loc. Est. 4,379
City & RTZ-ABC: (80) 45,670; (84) 46,900

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$307,137,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Counties: Silver Bow 19,692; Deer Lodge 5,835

7 - ELECTRIC METERS: Residence 18,506. Butte 14,241; Anaconda 4,265

8 - GAS METERS: Residence 15,523 Butte 12,133; Anaconda 3,390

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-N.A.
Principal Pay Days-Fri., Sat., 10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-51; Summer 43-75; Fall 26-55; Winter 4-30. First killing frost, Sept. 16. Last killing frost, May 29.

11 - TAP WATER: Butte and Anaconda-Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway, 6 on Harrison Ave. (neighborhood shopping center). Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrison Ave.	1	Safeway
Butte Plaza (40)	4	Buttrey's, Skaggs, Woolworth
East Gate IGA	2	IGA
JCPenney	5	JCPenney

Stores Open Evenings-Shopping center & food: Daily to 9; Sun. 12-5; Food to Midnight; Auto Dealers: Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney (Butte and Anaconda); Lutey's; Woolworth.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88; Coast-to-Coast (Butte and Anaconda); Marchion Hardware (Anaconda).
Chain Drug Stores-Skaggs; Thrifty Rexall; Osco (Anaconda).
Chain Supermarkets-Safeway 2; Buttrey's 2; Lens; Terminal; IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).
Other Chain Stores-Gallenkamp Shoes; Sherwin-Williams; Singer Co.; United Building Center; Gamer Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Cenex; House of Fabrics.

14 - NEWSPAPERS: MONTANA STANDARD (m) 18,260; (S) 18,536; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dan J. Killoy, Adv. Dir., MONTANA STANDARD, 25 W. Granite, Butte, MT 59701; Tel. (406) 782-8301.
National Representative: Branham/Newspaper Sales.

GREAT FALLS

1 - LOCATION: Cascade County (MSA). E&P Map C-2. County seat. Industrial city with agricultural and livestock production. In the center of the state. On U.S. Highway 87, 89, 91 and I-15.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Intermountain; Glacier.
Airlines-Northwest Orient; Western; Frontier; United.
Charter Air Service-Rocky Mountain Air; Northern Aviation; Minuteman Aviation; Hensley Flying Service; Blaine Helicopters; Dan Gliko Helicopters.

3 - POPULATION:
Corp. City 80 Cen. 56,725; Loc. Est. 56,601
CZ-ABC: (80) 71,239; (84) 70,000
RTZ-ABC: (80) 95,514; (84) 95,700
County/MSA 80 Cen. 80,696; Loc. Est. 82,318
City & RTZ-ABC: (80) 166,753; (84) 165,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,879; Loc. Est. 22,420
County/MSA 80 Cen. 29,385; Loc Est. 30,655
CZ-ABC: (80) 26,170; (84) 25,900
RTZ-ABC: (80) 33,270; (84) 33,700
City & RTZ-ABC: (80) 59,440; (84) 59,600

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$444,701,000
Savings & Loan	4	$150,504,776

6 - PASSENGER AUTOS: County 45,527

7 - ELECTRIC METERS: Res. 23,656; Comm. 2,701

8 - GAS METERS: Res. 20,160; Comm. 1,895

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Craftsmen 5,500 ($350); Public Utility Tel., Lt. & Pr. 456 ($345); Flour & Feed 190 ($275); Oil Refg. 100 ($325); Railroad 600 ($330); Air Force 6,122 ($275).
Principal Industrial Pay Days-Mon., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28. Last killing frost, May 9.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Central Ave.; 8 on 1st Ave. N; 5 on 1st Ave. S; 54 blocks on 10th Ave. S.
Neighborhood Shopping Centers-6th Ave. N bet. 25th and 26th Sts.; 1st Ave. NW bet. 6th & 7th Sts.; 10 Ave. So. bet. 35th & 36th Sts.; 10th & 11th Ave. S bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. S bet. 26th & 27th Sts.; 10th Ave. S bet. 48th & 49th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th St.(12)	2	Ryan, IGA
Riverview	2	Ryan, IGA
10th Ave.(4)	4	Ryan, IGA
West Side	1	Noble's Foodland
Miracle Mile(20)	3	Buttreys
Holiday Vlg.(103)	2	Albertson's, Mont. Ward
Westgate(10)	2	Buttreys
K mart	2	K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Bon Marche (Allied Stores); Sears; Montgomery Ward; JCPenney; C.R. Anthony; Herbergers.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88¢ Center.
Discount Stores-K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear.
Chain Drug Stores-Skagg's; Western 3; Osco 2; Pay'n Save Drugs.
Chain Supermarkets-Ryan Merc.; IGA 3; Buttrey Foods 4; Albertson's; Circle K 8; Mini-Mart 5.
Other Chain Stores-Coast to Coast; Conrad's; Singer Co.; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Three Sisters; Claire's Boutique; Our Own Hardware; Swiss Colony; Zale's Jewelry 2; House of Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center.

14 - NEWSPAPERS: TRIBUNE (m) 37,500; (S) 43,250; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Durwood Sanderson, Nat'l Adv. Mgr., TRIBUNE, 205 River Dr. S., Box 5468, Great Falls, MT 59403; Tel. (406) 761-6666.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HAMILTON

1 - LOCATION: Ravalli County. E&P Map B-3. County Seat. 48 mi. S of Missoula; on U.S. Hwy. 93.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Bitter Root Stage.

3 - POPULATION:
Corp. City 80 Cen. 2,661; Loc. Est. 2,947
County 80 Cen. 22,493; Loc. Est. 24,346

4 - HOUSEHOLDS:
City 80 Cen. 1,254; Loc. Est. 1,360
County 80 Cen. 8,008; Loc. Est. 8,856

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$69,273,902

6 - PASSENGER AUTOS: County 12,709

7 - ELECTRIC METERS: Residence 2,591

8 - GAS METERS: Residence 2,201

9 - PRINCIPAL INDUSTRIES: Lumbering Mills; Dairy Prod. Processing; Fruit & Vegetable Cannery; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Log Home Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline; hard, deep well water.

12 - RETAILING: Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Grocery, sporting goods, variety and wine.

13 - RETAIL OUTLETS: Variety Stores-Sprouse-Reitz; Ben Franklin; Bonanza 88.
Chain Drug Stores-Downing's Rexall; Walgreens.
Chain Supermarkets-Safeway; Economy; IGA; Excell Low Cost Center.
Other Chain Stores-JCPenney; Anthony's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); Montgomery Ward (catalog); Western Auto; UBC.

14 - NEWSPAPERS: REPUBLIC (m-mon to fri) 4,086; sworn Oct. 3, 1983.
Local Contact for Advertising and Merchandising Data: Jo Gmazel-Bartlley, Adv. Mgr., REPUBLIC, 232 Main St., Hamilton, MT 59840; Tel. (406) 363-3300.
National Representative: None.

HAVRE

1 - LOCATION: Hill County. E&P Map D-1. County Seat. Shipping, education, agricultural and livestock center.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-3.
Intercity Bus Lines-Intermountain; Burlington Northern.
Airlines-Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 10,891; Loc. Est. 11,325
County 80 Cen. 17,985; Loc. Est. 18,490

4 - HOUSEHOLDS:
City 80 Cen. 4,069; Loc. Est. 4,142
County 80 Cen. 6,305; Loc. Est. 6,648

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$137,157,000
Savings & Loan	2	$69,319,956

6 - PASSENGER AUTOS: County 9,410

7 - ELECTRIC METERS: Residence 4,958

8 - GAS METERS: Residence 4,303

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Railroad 900.
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 4 sts.; The Atrium, downtown shopping mall (30 units); Holiday Village (42 units).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Gamble's; JCPenney; Woolworth's; Coast-to-Coast; Herbergers; K mart.
Variety Stores-1-Fleet Wholesale; Bonanza 88; Sandvig's.
Chain Drug Stores-Western 3; Osco.
Chain Supermarkets-Safeway; Buttrey; Super Save; Western Warehouse.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Kinney Shoes; House of Fabrics;

Anita Shops; Maurice's; Hallmark; Desmonds; Zale's.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri;S) 4,644; sworn Oct. 30, 1983.
Local Contact for Advertising and Merchandising Data: W.L. Hill, Pub., DAILY NEWS, 119 2nd St., PO Box 431, Havre, MT 59501; Tel. (406) 265-6797.
National Representative: None.

HELENA

1 - LOCATION: Lewis and Clark County. E&P Map C-2. State Capital, County Seat. On U.S. Hwys. 12 and 91; I-15; 65 mi. NE of Butte. 94 mi. SW of Great Falls. A telephone communications center.

2 - TRANSPORTATION: Railroads-Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Bus Lines-Intermountain Bus Lines.
Airlines-Frontier; Northwest; Western Airline; Morrison Flying Service; Capital Aero-air taxi.

3 - POPULATION:
Corp. City 80 Cen. 23,938; Loc. Est. 25,490
PMA-ABC: (80) 38,853; (84) 42,300
RTZ-ABC: (80) 11,191; (84) 12,700
County 80 Cen. 43,039; Loc. Est. 45,020
PMA & RTZ-ABC: (80) 50,044; (84) 55,000

4 - HOUSEHOLDS:
City 80 Cen. 9,475; Loc. Est. 9,673
County 80 Cen. 16,066; Loc. Est. 17,227
PMA-ABC: (80) 14,565; (84) 16,000
RTZ-ABC: (80) 3,859; (84) 4,500
PMA & RTZ-ABC: (80) 18,424; (84) 20,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$126,973,000
Commercial	5	$224,935,000

6 - PASSENGER AUTOS: County 25,995

7 - ELECTRIC METERS: Residence 21,196

8 - GAS METERS: Residence 11,595

9 - PRINCIPAL INDUSTRIES: Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Government.
Principal Pay Days-1st, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2. Last killing frost, May 2.

11 - TAP WATER: Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, 8 blocks on N & S Main St.; Capital Hill Center, 11th & Roberts; Lundy Center, Euclid & N Benton; Northgate Plaza, N Montana & Cluster.
Neighborhood Shopping Centers-Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th & Prospect; Montana & Cedar.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital Hill(44)	NA	JCPenney, Hennessy's, Super Save Drugs
Lundy's(8)	NA	Bergum, Super Save, Ben Franklin
Northgate(6)	NA	Gibson's, Super Save, Power-Townsend Co.
Downtown(45)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Mon.; Food every night, Shopping Ctrs. every night, some Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hennessy's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Super Save; Bergum.
Chain Supermarkets-Buttrey's; Safeway; Super Save; Albertson's; Heritage IGA.
Other Chain Stores-Goodyear; Sears (catalog); Coast to Coast; K-G Men's Stores; Conrad's; Gallenkamp Shoes; Montgomery Ward (catalog); Radio Shack; Woolcott's; Leslie's Hallmark; Maurice's.

14 - NEWSPAPERS: INDEPENDENT RECORD (e) 13,918; (S) 14,435; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Dilloo, Adv. Dir., INDEPENDENT RECORD, 317 Allen St., PO Box 4249, Helena, MT 59601; Tel. (406) 442-7190.
National Representative: Branham/Newspaper Sales.

KALISPELL

1 - LOCATION: Flathead County. E&P Map B-1. County Seat. Trading center; on Flathead River in NW part of state; 30 mi. from Glacier Natl. Park; 250 mi. W of Great Falls. 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Intermountain Transp.; Brown Bus; Lincoln Stage Line.
Airlines-Frontier; Western; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 10,648; Loc. Est. 11,194
County 80 Cen. 51,966; Loc. Est. 54,383
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,396; Loc. Est. 4,284
County 80 Cen. 18,790; Loc. Est. 20,094

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$116,230,000
Commercial	4	$234,627,000

6 - PASSENGER AUTOS: County 30,288

7 - ELECTRIC METERS: Residence 15,500

8 - GAS METERS: Residence 10,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Mills 1,000 ($370); Wood Prod. 300 ($380); Aluminum 700 ($450); Fruit Packing 250 ($225); Semi Tool High-Tek 60 ($8.00 per hr.); Farming, Grain, Mint Cattle, Dairy, Seed Potatoes 1,500 ($200).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13. Last killing frost, May 5-30.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on 1st Ave. E; 2 on 1st Ave. W; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 W; K mart, Hwy. 2 E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitefish	15	Markus, Safeway
Somers	8	Peoples
Columbia Falls	15	Davall, B&B
Bigfork	12	Lake Hills
B&B(6)	NA	Fred Meyer
Gateway West Mall	3	Drug Fair, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri. to 9.
Stores Open Sundays-Some supermarkets and discount stores & Gateway West Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; B&B Stores.
Discount Stores-Sportsman Surplus; Bonanza; K mart; Drug Fair.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Rexall; Walgreens 2; Osco; Drug Fair.
Chain Supermarkets-B&B; Safeway; Buttrey's; Rosauers.

14 - NEWSPAPERS: INTER LAKE (e-mon to fri) 11,461; (S) 12,707; Sept. 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: C. Patrick King, Pub., INTER LAKE, 727 E. Idaho, Kalispell, MT 59901; Tel. (406) 755-7000.
National Representative: Newspaper Advertising Service.

LIVINGSTON

1 - LOCATION: Park County. E&P Map C-3. County Seat. Business entrance Yellowstone Nat'l. Park. 115 mi. W of Billings; 125 mi. E of Butte. On U.S. Hwys. 10 and 89.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,994; Loc. Est. 7,492
County 80 Cen. 12,660; Loc. Est. 13,467
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,843; Loc. Est. 2,814
County 80 Cen. 4,924; Loc. Est. 5,341

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000
Savings & Loan	1	$57,000,000

6 - PASSENGER AUTOS: County 8,207

7 - ELECTRIC METERS: Residence 4,364

8 - GAS METERS: Residence 3,423

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 1,100 ($500); Mfg. 210 ($400); Services, Misc. 425 ($400); Lumbering 500 ($450).
Principal Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17. Last killing frost, June 1.

11 - TAP WATER: Neutral, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Main & 1 on 2nd & connecting sts.
Nearby Shopping Centers-Livingston (Safeway); John's IGA; Livingston Plaza; High Country Shopping Mall.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery, Supermarkets, Western Drug.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Robbins Inc.; Corral West.
Variety Stores-Ben Franklin.
Chain Supermarkets-Safeway; IGA; Wes Sooper; John's IGA.
Chain Drug Stores-Western Drug.
Other Chain Stores-True Value; Jerry's Hardware Hank; Bernina; Sears (catalog); Montgomery Ward (catalog); Coast-to-Coast; Goodyear; Mini-Mart; Superamerica; Mode O'Day; Champion Auto Store.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 3,666; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir., ENTERPRISE, 401 S. Main St.; PO Box 665, Livingston, MT 59047; Tel. (406) 222-2000.
National Representative: Landon Associates.

MILES CITY

1 - LOCATION: Custer County. E&P Map F-2. County Seat. Shipping and wholesale center. In SE corner of state at confluence of Tongue and Yellowstone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-5.
Bus Lines-Greyhound.
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 9,602; Loc. Est. 10,102
County 80 Cen. 13,109; Loc. Est. 13,521
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,779; Loc. Est. 4,051
County 80 Cen. 4,901; Loc. Est. 5,219

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$110,000,000

6 - PASSENGER AUTOS: County 6,997

7 - ELECTRIC METERS: Residence 4,636

8 - GAS METERS: Residence 3,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stockyards 75 (N.A.); Railroad 300 ($175); Medical 150 ($235); Printing 54 ($205).
Principal Industrial Pay Days-2nd & 18th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 50-105; Fall 25-75; Winter-40-70. First killing frost, Oct. 1. Last killing frost, Apr. 30.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: Principal Shopping Centers-36 blocks on eight streets; Miles City Downtown; Plaza Shopping Center-10 stores.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Shores; Anthony's; K mart; Kahler's.
Variety Stores-Milo's; Squire Shop.
Chain Drug Stores-Walgreens; Rexall; Osco.
Chain Supermarkets-Buttrey's; Reynolds; IGA.
Other Chain Stores-Miles & Ulmer; Coast-to-Coast; Sears; Montgomery Ward (catalog).

14 - NEWSPAPERS: STAR (e-mon to fri) 4,434; (weekend) 4,327; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Orrie Williams, Pub., STAR, 13 N. 6th St., Box 1216, Miles City, MT 59301; Tel. (406) 232-0450.
National Representative: Landon Associates.

MISSOULA

1 - LOCATION: Missoula County. E&P Map B-2. County Seat. Manufacturing, distributing and education center 210 mi. E of Spokane, WA; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-Intermountain; Greyhound; Missouri Valley Trails.
Airlines-Northwest; Frontier; Western Airlines.

3 - POPULATION:
Corp. City 80 Cen. 33,388; Loc. Est. 36,673
CZ-ABC. (80) 56,705; (84) 61,600
RTZ-ABC. (80) 73,210; (83) 83,100
County 80 Cen. 76,016; Loc. Est. 80,132
City & RTZ-ABC. (80) 129,915; (84) 144,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,604; Loc. Est. 14,985
County 80 Cen. 28,019; Loc. Est. 30,276
CZ-ABC: (80) 21,643; (84) 23,800
RTZ-ABC: (80) 25,520; (84) 29,300
City & RTZ-ABC: (80) 49,163; (84) 53,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$278,649,000
Savings & Loan	2	$135,808,000

6 - PASSENGER AUTOS: County 40,797

7 - ELECTRIC METERS: Residence 22,396

8 - GAS METERS: Residence 17,469

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Lumber 2,693 ($340); U.S. Forest Service 860 ($300); Railroad 300 ($250); Unnversity 3,111 ($140); Hospitals 1,260 ($180).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on N Higgins; 5 on S Higgins; 3 on Front St.; West Main and Broadway.
Neighborhood Shopping Areas-Broadway W; 3 blocks on Front St. E; & Main St. E; 6 blocks on Broadway E, Highway 93 South (2).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(94)	5	Sears, Hennessey's, Hart-Albin, JCPenney
Tremper's(11)	3	Buttrey, Osco
Holiday Vlg.(20)	3	Albertson's, Skagg, Sprouse-Reitz
East Gate(2)	2	East Gate Drug
Fairway	3	Buttrey's
South Center	3	
Town & Ctry.(4)	4	Super Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All stores, Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; JCPenney; Sears; Hennessey's; Hart-Albin.
Variety Stores-Bonanza.
Discount Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Rexall; Walgreens; Skaggs; Osco.
Chain Supermarkets-Safeway 2; Buttrey's 2; Albertson's; Super Save 3; Rosauers.
Other Chain Stores-Firestone; Coast-to-Coast; K-G Men's; Safeway Dry Goods; Singer Co.; Montgomery Ward (Automotive); House of Fabrics; Team Electronic; Radio Shack; Pay 'N Save; Ernst.

14 - NEWSPAPERS: MISSOULIAN (m) 29,552; (S) 31,450; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Charles Baumann, Gen. Mgr., MISSOULIAN, 502 N. Higgins Ave.; PO Box 8029, Missoula, MT 59807; Tel. (406) 721-5200.
National Representative: Branham/Newspaper Sales.

Late news about
NEWSPAPER MARKETS
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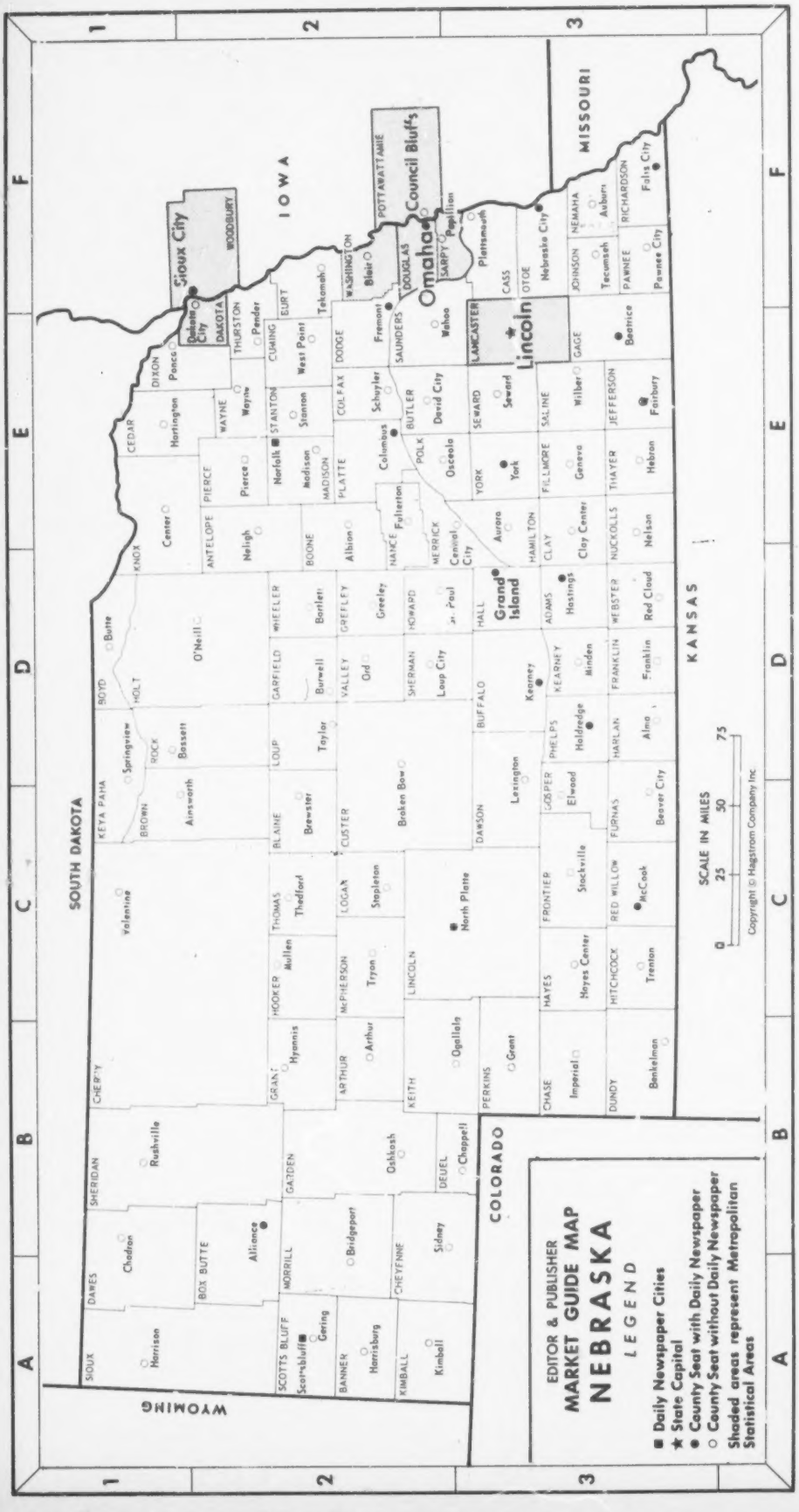

SOUTH DAKOTA
IOWA
MISSOURI
KANSAS
COLORADO
WYOMING
Sioux City
Dakota City
Council Bluffs
Omaha
Lincoln
Grand Island
Nebraska City
Falls City
Pawnee City
Beatrice
Fairbury
Hebron
Nelson
Red Cloud
Franklin
Minden
Kearney
Hastings
Clay Center
Geneva
Wilber
Seward
York
Aurora
Central City
Osceola
David City
Schuyler
Fremont
Blair
Tekamah
West Point
Wayne
Pender
Hartington
Ponca
Dixon
Cedar
Knox
Center
Pierce
Norfolk
Madison
Stanton
Columbus
Fullerton
Albion
Neligh
O'Neill
Butte
Springview
Bassett
Ainsworth
Valentine
Rushville
Chadron
Harrison
Alliance
Bridgeport
Oshkosh
Sidney
Kimball
Scottsbluff
Gering
Harrisburg
Hyannis
Arthur
Tryon
Mullen
Thedford
Stapleton
North Platte
Broken Bow
Ord
Burwell
Taylor
Ansley
Loup City
Greeley
Wheeler
Boone
Polk
Butler
Saunders
Sarpy
Cass
Otoe
Johnson
Nemaha
Richardson
Pawnee
Gage
Jefferson
Thayer
Nuckolls
Webster
Franklin
Harlan
Furnas
Red Willow
Hitchcock
Chase
Dundy
Hayes
Frontier
Gosper
Phelps
Kearney
Adams
Clay
Fillmore
Saline
Howard
Sherman
Valley
Greeley
Hall
Buffalo
Dawson
Lexington
Kearney
Holdrege
Elwood
Stockville
McCook
Trenton
Imperial
Hayes Center
Beaver City
Alma
Franklin
Red Cloud
Nelson
Hebron
Fairbury
Wilber
Geneva
Clay Center
Hastings
Minden
Kearney
Loup City
Ord
Burwell
Bartlett
Albion
Columbus

14 - NEWSPAPERS: TIMES-HERALD (e) 4,211; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Swanson, Adv. Dir., TIMES-HERALD, 114 E. 4th; PO Box G, Alliance, NE 69301; Tel. (308) 762-3060.
National Representative: Branham/Newspaper Sales.

BEATRICE

1 - LOCATION: Gage County. E&P Map E-3. County Seat. Agricultural center. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys 77 and 136; State Hwy. 4.

2 - TRANSPORTATION: Railroads-Burlington; U.P.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 12,891; Loc. Est. 13,482
CZ-ABC: (30) 12,891; (84) 13,000
RTZ-ABC: (80) 38,695; (84) 37,300
County 80 Cen. 24,456; Loc. Est. 25,201
City & RTZ-ABC: (80) 51,586; (84) 50,300

4 - HOUSEHOLDS:
City 80 Cen. 5,255; Loc. Est. 5,577
CZ-ABC: (80) 5,255; (84) 5,400
RTZ-ABC: (80) 14,746; (84) 15,000
County 80 Cen. 9,245; Loc. Est. 9,718
City & RTZ-ABC: (80) 20,001; (84) 19,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$122,523,820
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 12,780

7 - ELECTRIC METERS: Residence 6,326

8 - GAS METERS: Residence 5,450

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly Wage)-Assembler, Prod. ($211); Chemical Oper. ($340); Electrician ($328); Laborer, Mat'l Hdlg. ($190); Lathe Operator ($256); Maint. Mechanic Plt. ($236); Milling Machine Oper. ($150); Punch Press Oper. ($249); Secretary ($182); Sewing Machine Oper. ($160); Tool & Die Maker ($290); Welder ($220).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: Nearby Shopping Centers-Indian Creek (K mart, Alco, Jack & Jill)
Principal Shopping Days-Thur. and Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kampler's; Alco (Duckwall).
Discount Stores-Pamida; K mart.
Chain Drug Stores-Rexall; Medicine Chest.
Chain Supermarkets-Boogaart's; IGA; Jack & Jill; Super Market; Price Chopper; Econo-Food.
Other Chain Stores-Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Firestone; Ward's; PayLess Shoes; Ok Tire Co.; Coast-to-Coast; True-Value-Klipperstein; Ace.

14 - NEWSPAPERS: SUN (e) 10,845; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Burt Foreman, Adv. Mgr., SUN, 200 N. 7th; PO Box 847, Beatrice, NE 68310; Tel. (402) 223-5233.
National Representative: Stauffer Communications Group.

COLUMBUS

1 - LOCATION: Platte County. E&P Map E-2. County Seat. Agricultural area; small manufacturing and retail center; 89 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N & S); 575 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-AAA.

3 - POPULATION:
Corp. City 80 Cen. 17,328; Loc. Est. 18,697
CZ-ABC: (80) 17,328; (84) 18,100
RTZ-ABC: (80) 46,814; (84) 46,600
County 80 Cen. 28,852; Loc. Est. 30,015
City & RTZ-ABC: (80) 64,142; (84) 64,700

4 - HOUSEHOLDS:
City 80 Cen. 6,389; Loc. Est. 6,911
County 80 Cen. 10,094; Loc. Est. 10,755
CZ-ABC: (80) 6,389; (84) 6,700
RTZ-ABC: (80) 16,703; (84) 16,900
City & RTZ-ABC: (80) 23,092; (84) 23,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$280,900,000
Savings & Loan	6	$480,300,000

6 - PASSENGER AUTOS: County 16,580

7 - ELECTRIC METERS: Residence 7,179

8 - GAS METERS: Residence 5,749

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shop 1,425 ($250); Electronics 1,560 ($200); Med. & Surg. Inst. 1,050 ($230); Auto Parts Mfg. 270 ($280); Agricultural Building 1,160 ($280); Agricultural Equipment 2,300 ($280).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-62; Summer 64-84; Fall 38-65; Winter 16-35. First killing frost Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 3 Sts.
Nearby Shopping Center-On U.S. Hwy. 30 (15 blocks). Pamida Dept. Store, Econofood Supermarket.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Geo. Schweser's Sons; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Pamida; Alco; K mart.
Chain Drug Stores-Walgreens; Rexall; Tooley Drugs.
Other Chain Stores-Sears; Coast-to-Coast; Ace Hardware; Firestone; Williams Bros.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 11,050; (S) 11,083; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dick Toof, Adv. Mgr., TELEGRAM, 1254 27th Ave., Columbus, NE 68601; Tel. (402) 564-2741.
National Representative: Freedom Newspapers Group.

FALLS CITY

1 - LOCATION: Richardson County. E&P Map F-3. Shopping and medical center. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State 4.

2 - TRANSPORTATION: Railroads-Missouri Pacific (Main Line div. pt.); Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound (U.P.).

3 - POPULATION:
Corp. City 80 Cen. 5,374; Loc. Est. 5,469
County 80 Cen. 11,315; Loc. Est. 11,578

4 - HOUSEHOLDS:
City 80 Cen. 2,237; Loc. Est. 2,265
County 80 Cen. 4,479; Loc. Est. 4,703

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$86,483,000
Savings & Loan	All branches	$45,000,000

6 - PASSENGER AUTOS: County 5,797

7 - ELECTRIC METERS: Residence 2,900

8 - GAS METERS: Residence 2,261

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 114; Meat Pkg. 81; Agriculture related 75; Misc. 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 13. Last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on Stone, Chase and Harlan.
Principal Shopping Days-Sat., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Chaney's; JCPenney.
Chain Supermarkets-Price Chopper, Nash Finch 2.
Other Chain Stores-Firestone; Coast-to-Coast; Pamida; Brown's Shoe Store; Mode O'Day; Sears.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,000; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Bus. Mgr., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.
National Representative: Branham/Newspaper Sales.

FREMONT

1 - LOCATION: Dodge County. E&P Map E-2. County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77, 275; State 8.

2 - TRANSPORTATION: Railroads-U.P., Chicago Northwestern; Burlington Northern.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow-Black Hills; Capitol.

3 - POPULATION:
Corp. City 80 Cen. 24,723; Loc. Est. 24,268
CZ-ABC: (80) 26,151; (84) 26,600
RTZ-ABC: (80) 47,019; (84) 47,700
County 80 Cen. 35,847; Loc. Est. 36,427
City & RTZ-ABC: (80) 73,170; (84) 74,300

4 - HOUSEHOLDS:
City 80 Cen. 9,129; Loc. Est. 9,372
County 80 Cen. 13,292; Loc. Est. 13,789
CZ-ABC: (80) 9,882; (84) 10,200
RTZ-ABC: (80) 16,791; (84) 17,300
City & RTZ-ABC: (80) 26,673; (84) 27,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$153,325,000
Savings & Loan	4	$164,010,908

6 - PASSENGER AUTOS: County 19,201

7 - ELECTRIC METERS: Residence 10,325

8 - GAS METERS: Residence 8,379

9 - PRINCIPAL INDUSTRIES: Meat Packing; Poultry Canning; Seed Processing; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Store Fixture; Mobile Homes; Mobile Home Chassis; Pre-Cut Homes; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Anhydrous Ammonia; Fertilizer; Metal Stamping; Metal Fabricating; Egg Packaging and Processing; Food Processing; Ornamental Iron; Pallet Mfg.; Golf Cart Mfg.; Midland College; Go Kart Mfg.; Mini-Bike Mfg.; Tent & Awning; Refrigerated Warehouse; Garment Mfg.; Pump & Quarry Equipt.; Machine Shop; Wagon Boxes; Livestock Feed Additives; Seat Manufacturing. Total employment 15,650.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 76-87; Fall 46-54. Winter 29-26.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-12 Blocks Downtown.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fremont Mall(24)	NA	JCPenney, Walgreens

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Downtown Thur.; Mall every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; George Schweser's Sons; Philips.
Variety Stores-Woolworth; TG&Y.
Discount Stores-Alco; K mart; 1/2 Price Store.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Hinky Dinky; Food 4 Less; Save Mart; Super Valu; Randall's.
Other Chain Stores-Firestone; Gail's; Goodyear; Harding Glass; Goodrich Dairy; Zale's; Ace Hardware; Gallenkamp Shoes; Kunian Beauty; Pearle Optical; Tober's; House of Fabrics; Sears; Montgomery Ward; Sherwin Williams; Singer; Alco; Redman's Shoes; Buck's Shoes; Radio Shack; Plum Creek Clothing; 7-Eleven.

14 - NEWSPAPERS: TRIBUNE (e) 11,960; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steve Hively, Adv. Mgr., TRIBUNE, 135 N. Main, Fremont, NE 68025; Tel. (402) 721-5000.
National Representative: Gannett Newspaper Advertising Sales.

GRAND ISLAND

1 - LOCATION: Hall County. E&P Map D-3. County Seat. Meat packing, farm equip. market and shipping center; railroad terminus; on I-80; U.S. Hwys. 30, 34 & 281; State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2 - TRANSPORTATION: Railroads-Union Pac.; CB&QRR.
Motor Freight Carriers-22.
Airlines-Frontier.
Intercity Bus Lines-Greyhound; Continental Trailways; United Motorways.

3 - POPULATION:
Corp. City 80 Cen. 33,180; Loc. Est. 35,078
CZ-ABC: (80) 33,180; (84) 33,400
RTZ-ABC: (80) 75,750; (84) 76,900
County 80 Cen. 47,690; Loc. Est. 49,435
City & RTZ-ABC: (80) 108,930; (84) 110,330

4 - HOUSEHOLDS:
City 80 Cen. 12,819; Loc. Est. 13,783
County 80 Cen. 17,463; Loc. Est. 18,534
CZ-ABC: (80) 12,819; (84) 13,000
RTZ-ABC: (80) 27,962; (84) 28,000
City & RTZ-ABC: (80) 39,881; (84) 41,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$269,255,525
Savings & Loan	4	$167,097,248

6 - PASSENGER AUTOS: County 27,094

7 - ELECTRIC METERS: Residence 14,804

8 - GAS METERS: Residence 15,611

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Manufacturing 3,662, including farm equipment, construction, mobile homes, farm and steel buildings, food processing; Government 2,577; Retail 3,942; Wholesale 930; Transportation and Utilities 783; Finance & Real Estate 572; Services 2,127; all others 1,615.
Principal Pay Days-1st & 15th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1. Last killing frost, April 29.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on 3rd St.; 6 on 4th St.; 14 on cross streets; Five Points Shpg. Cntr., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Vanety Store; 2 Shopping Malls on No. Hwy. 281, 750,000 ft.; 8 blocks on South Locust.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conestoga(60)	NA	Brandeis, Miller & Paine, JCPenney, Sears
Grand Island(20)	NA	Richman Gordman, ShopKo

Principal Shopping Days-Wed., Sat. & Sun.
Stores Open Evenings-Sears, Penney's-Wed. & Fri.; Food, Malls-nightly & Sun.
Stores Open Sundays-5 Supers; Malls; Discount Stores.

13 - RETAIL OUTLETS: Department Stores-Skagway; Brandeis; Penney's; Sears; Miller & Paine; Schwesers.
Discount Stores-Skagway; Allen's; Richman Gordman; K Mart; ShopKo.
Chain Drug Stores-Bens' Drug; Allens; Walgreens.
Chain Supermarkets-Jack & Jill 3; Hinky-Dinky; Wilman's (G.W.); Warehouse Market; Bag & Save.
Other Chain Stores-Firestone; Goodyear; Swan's (furn.); Mode O'Day; Schwesers; Brodkey Jewelers; Singer Co.; Kinney Shoes; Redman Shoes; Brown Shoes; National Shoes; Gen. Nutrition; So-Fro Fabrics; Jo Ann Fabrics; Zale's; Maurices; Waldenbooks; Sidle's; Sherwin-Williams; Wheeler's; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; Team Electronics.

14 - NEWSPAPERS: INDEPENDENT (e) 25,892; (S) 26,500; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Rob James, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68802; Tel. (308) 382-1000.
National Representative: Branham/Newspaper Sales.

HASTINGS

1 - LOCATION: Adams County. E&P Map D-3. County Seat. Shipping; wholesale; miscellaneous light manufacturing. College center. South central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 20 miles south of I-80.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak; Union Pacific; Missouri Pacific (freight).
Intercity Bus Lines-Continental Trailways; Republic Valley; Hi-Line.
Airlines-Continental Commuter.

3 - POPULATION:
Corp. City 80 Cen. 23,045; Loc. Est. 23,217
CZ-ABC: (80) 23,045; (84) 22,800
RTZ-ABC: (80) 56,656; (84) 55,900
County 80 Cen. 30,656; Loc. Est. 31,127
City & RTZ-ABC: (80) 79,701; (84) 78,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,295; Loc. Est. 9,475
County 80 Cen. 11,740; Loc. Est. 12,150
CZ-ABC: (80) 9,295; (84) 9,300
RTZ-ABC: (80) 21,286; (84) 21,200
City & RTZ-ABC: (80) 30,581; (84) 30,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$31,461,603
Commercial	3	$269,460,551

6 - PASSENGER AUTOS: County 14,179

7 - ELECTRIC METERS: Residence 11,278

8 - GAS METERS: Residence 9,677

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage

Earners (Av. Wkly. Wage)-Farm Products 250 ($247); Irrigation Equipment 250 ($277); Various Products 220 ($261); Fertilizer 67 ($189); Cartons and IBM Cards 140 ($203); Newspaper Printing, Photography 122 ($241); Cooling and Heating Equipment 118 ($214); Irrigation pipes, engines and equipment 308 ($275); Swine production 90 ($271); Electricity 90 ($192); Natural Gas 149 ($275); Baked Goods 270 ($312); Women's Wear 100 ($192); Farm Equipment 498 ($233); Plastic Pipe 46 ($267); Mobile Homes 114 ($253); Hospital 501 ($253).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14. Last killing frost, May 1.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas-5th and E Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281; K mart on W Marion Rd., Allen's Shopping Center, Downtown, Gibson's on S Burlington. 1/2 Price Store & Econofoods, Western Mall on S Burlington and Imperial Mall on Marion Rd. & 12 St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Mall(38)	NA	Mont. Ward, Walgreens, Woolworth, Herbergers

Principal Shopping Days-Thur., Fri., Sat., and Sun. for Mall.
Stores Open Evenings-All Stores-Thur.

13 - RETAIL OUTLETS: Department Stores-Schweser's; Montgomery Ward; JCPenney; Allen's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-General Supply; Big G; Allen Drug; Gibson's; K mart; 1/2 Price Store.
Chain Drug Stores-Walgreens; Bert's Rexall 2.
Chain Supermarkets-Jack & Jill 3; IGA; Allen's; Econofoods.
Other Chain Stores-Firestone; Sears (catalog); Gallenkamp Shoes; Mode O'Day; S&H Green Stamps; Maurice's; Brodkeys; Herbergers; Gibson's; Radio Shack; So-Fro Fabrics.

14 - NEWSPAPERS: TRIBUNE (e) 17,139; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Heath, Gen. Mgr., TRIBUNE, 908 W. 2nd St., Hastings, NE 68901; Tel. (402) 462-2131.
National Representative: Branham/Newspaper Sales.

HOLDREGE

1 - LOCATION: Phelps County, E&P Map C-3 South central part of state, 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383, State 23, 17 mi. S of I-80.

2 - TRANSPORTATION: Railroads-Burlington; Amtrak.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-Ideal.

3 - POPULATION:
Corp. City 80 Cen. 5,624; Loc. Est. 5,860
CZ-ABC: (80) 5,624; (84) 5,600
RTZ-ABC: (80) 23,226; (84) 23,200
County 80 Cen. 9,769; Loc. Est. 10,174
City & RTZ-ABC: (80) 28,850; (84) 28,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,267; Loc. Est. 2,410
CZ-ABC: (80) 2,267; (84) 2,300
RTZ-ABC: (80) 8,852; (84) 8,900
County 80 Cen. 3,699; Loc. Est. 3,994
City & RTZ-ABC: (80) 11,119; (84) 11,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$132,405,564
Saving & Loan	3	N.A.

6 - PASSENGER AUTOS: County 5,859

7 - ELECTRIC METERS: Residence 2,500

8 - GAS METERS: Residence 2,285

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Food 9 ($209); Monument Mfg. 18 (NA); Weaving 190 ($186); Medical Supplies 650 ($240).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-79; Summer 68-95; Fall 45-64; Winter 4-46. First killing frost, Nov. 11. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-O'Neals; JCPenney; Wheelers.
Variety Stores-D&S.
Discount Stores-Pamida; Medicine Chest.
Chain Supermarkets-Jack & Jill; Hinky Dinky.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 3,865; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield; PO Box 344, Holdrege, NE 68949; Tel. (308) 995-4441.
National Representative: Branham/Newspaper Sales.

KEARNEY

1 - LOCATION: Buffalo County, E&P Map D-3. County Seat. 200 mi. W of Omaha. On U.S. Hwy. 30; Interstate 80; State Hwy. 10, 40, 44.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington.
Motor Freight Carriers-11.
Intercity Bus Lines-Interstate; Greyhound; Continental.
Airlines-Pioneer Airlines.

3 - POPULATION:
Corp. City 80 Cen. 21,158; Loc. Est. 22,448
CZ-ABC: (80) 21,158; (84) 22,000
RTZ-ABC: (80) 48,906; (84) 50,100
County 80 Cen. 34,797; Loc. Est. 35,765
City & RTZ-ABC: (80) 70,064; (84) 72,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,485; Loc. Est. 8,000
County 80 Cen. 12,284; Loc. Est. 12,888
CZ-ABC: (80) 7,485; (84) 7,800
RTZ-ABC: (80) 17,896; (84) 18,500
City & RTZ-ABC: (80) 25,381; (84) 26,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$838,782,130
Savings & Loan	6	$81,342,110

6 - PASSENGER AUTOS: County 17,295

7 - ELECTRIC METERS: Residence 9,776

8 - GAS METERS: Residence 7,435

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Metal & Irig. Pumps 149 ($245); Oil Filters 725 ($215); Plug Valves 175 ($240); Rubber Closures 170 ($210); Truck Generators 51 ($230); Auto Valves 750 ($265).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 47-101; Fall 7-90; Winter 10-72. First killing frost, Oct. 6. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Central St.; 14 N on Hwy. 10; 5 E on Hwy. 30; 8 W on Hwy. 30.
Neighborhood Shopping Centers-6 blks. E. 25 St.
Shopping Centers-Unimart; Boogaarts; Eastowne Center; IGA Food Center; Hinky-Dinky; Alco Discount Center; K mart West; TSC & Wheelers, South.
Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Food.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Hellmans.
Variety Stores-Kaufmann-Wernert.
Discount Stores-Wheelers; TSC; Bob's Super-Store; Alco; K mart.
Drug Stores-ABC; Valley Prescriptions 2; Medical Arts; Econodrug.
Chain Supermarkets-Boogaart; EconoFoods; IGA; Bob's Super Store; Hinky-Dinky.
Other Chain Stores-Firestone; Goodyear; TSC, Wards; S&H Green Stamps; Goodrich; Earl May Nursery; Western Auto; Coast-to-Coast; Radio Shack; 7-Eleven; Video Kingdom; Ace Hardware; Brass Buckle; Little Professor; Scweiser's.

14 - NEWSPAPERS: HUB (e) 11,564; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steve Trybus, Adv. Mgr., HUB, 13 E. 22nd, Kearney, NE 68847; Tel. (308) 237-2152.
National Representative: Branham/Newspaper Sales.

LINCOLN

1 - LOCATION: Lancaster County (MSA). E&P Map E-3, State Capital, County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of state; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington-Northern; Union Pacific; Missouri-Pacific.
Motor Freight Carriers-Interstate 26; Regional 22.
Intercity Bus Lines-Lincoln City; Trailways; Greyhound.
Airlines-United; Frontier; Air Midwest; American Central; Air Express Service; Federal Express; Emery; Airborne Freight; BN Air Freight; CF Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 171,932; Loc. Est. 177,427
CZ-ABC: (80) 173,465; (84) 181,400
RTZ-ABC: (80) 167,872; (84) 169,800
County/MSA 80 Cen. 192,884; Loc. Est. 199,048
City & RTZ-ABC: (80) 341,337; (84) 351,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,934; Loc. Est. 68,642
County/MSA 80 Cen. 71,769; Loc. Est. 75,830
CZ-ABC: (80) 65,415; (84) 69,000
RTZ-ABC: (80) 61,712; (84) 62,800
City & RTZ-ABC: (80) 127,127; (84) 131,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	18	$1,476,558,000
Savings	12	$1,872,000,000

6 - PASSENGER AUTOS: County 93,728

7 - ELECTRIC METERS: Total 81,059; Residence 71,018

8 - GAS METERS: Residence 65,500

9 - PRINCIPAL INDUSTRIES: Total Employment 106,067; Agricultural 2,385; Mfg. 11,885; Durable Goods 5,288; Nondurable Goods 6,597; Construction 2,708; Railroad Transportation 2,147; Communication, Utility 2,924; Wholesale 4,436; Retail 16,277; Finance, Insurance & Real Estate 7,132; Services 19,092; Fed. Govt. 2,034; State Govt. 16,562; Local Govt. 10,058.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-73; Summer 61-87; Fall 29-78; Winter 13-39. First killing frost, Oct. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Lincoln Center (CBD), including: 4 blocks on O St.; 4 on N St.; 3 on P St.; Gateway at 61st and O Sts.
Neighborhood Shopping Centers-2 blocks at 14th & South; 2 at 27th & Randolph; 3 at 48th & St. Paul; 3 at 61st & Havelock; 3 at 48th & Prescott; 2 at Winthrop Road & Ryons; 2 at 70th & Vine; 4 at 48th & Vine.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(66)	4	Mont. Ward, Sears, Miller & Paine, Brandeis
Piedmont(17)	3	IGA
Rathbone(12)	3	Leon's, Food Mart
Indian Vlg.(14)	3	IGA
Bishop Heights	4	Shopko
Northridge Ctr.(6)	3	Osco, Hy-Vee
Briarhurst(8)	5	Hoppe Lumber
Meadowlane(25)	5	Jack & Jill
48th & Vine	3	K mart, Rich.-Gord.
Westgate	1	Warehouse Mkt.
Belmont(7)	3	Jack & Jill
Clock Tower	2	IGA
Van Dorn(14)	3	1/2 Price Store
East Park Plz.(57)	4	Osco Drug, IGA
Edgewood	6	Osco Drug, IGA

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur.; Food-Some Thur., some each weeknight.

13 - RETAIL OUTLETS: Department Stores-Brandeis; Miller & Paine; Sears; Montgomery Ward; JCPenney; ShopKo; Richmond-Gordman; Target.
Discount & Variety Stores-K mart; Osco; Ardans.
Chain Drug Stores-Walgreens 3; Wagey 4; Rexall 5; Four Star 2; Gilmour-Danielson 3; Winter 2; K-Ray Drug 2; Osco 3.
Chain Supermarkets-Hy-Vee; IGA 13; Hinky Dinky 5; Jack & Jill 7; Food-4-Less 3.
Other Chain Stores-Barker Shoes; Baker Shoes; B. Dalton Books; Kinney Shoe; Famous Footwear; Lawlor's Sporting; DeCosta Sporting; Richman Brothers; Nebraska Clothing; Natelson's; Tober's Fashions; Zale's Jewelry; Coast-to-Coast 3; Bostonian Shoes; Tandy; Colortile; The Limited; Radio Shack; Pier I- True Value; Our Own Hdwe.; Sutherland's; Wheeler's; Gibson; TSC Farm Stores; Land & Sky; Waterbed World; Earl May Garden.

14 - NEWSPAPERS: STAR (m) 36,417; JOURNAL (e) 45,496; JOURNAL & STAR (S) 77,863; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Shriner, Gen. Sales Mgr., JOURNAL and STAR, 926 P St.; PO Box 81609, Lincoln, NE 68501; Tel. (402) 475-4200.
National Representative: Branham/Newspaper Sales.

McCOOK

1 - LOCATION: Red Willow County, E&P Map C-3, County Seat. Agricultural cntr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City; 285 mi. E of Denver; 285 mi. SW of Omaha.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 8,404; Loc. Est. 8,408
CZ-ABC: (80) 8,404; (84) 8,400
RTZ-ABC: (80) 38,988; (84) 38,600
County 80 Cen. 12,615; Loc. Est. 12,561
City & RTZ-ABC: (80) 47,392; (84) 47,000

4 - HOUSEHOLDS:
City 80 Cen. 3,309; Loc. Est. 3,330
County 80 Cen. 4,795; Loc. Est. 4,895
CZ-ABC: (80) 3,309; (84) 3,400
RTZ-ABC: (80) 14,855; (84) 14,800
City & RTZ-ABC: (80) 18,164; (84) 18,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$73,081,327
Savings & Loan	3	Est. $7,500,000

6 - PASSENGER AUTOS: County 7,130

7 - ELECTRIC METERS: Residence 3,481

8 - GAS METERS: Residence 3,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Transp. 400; 350 Oil Producers; TRW 304; Rubber Hose Co. 300; Grain Products Co. 50; Burns Lab. 75.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Sept. 15. Last killing frost, Apr. 13. Mean annual temp., 60.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Norris Ave.; 14 on B St.; 4 on C St.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; DeGroff's; Carmichaels; Vogue; Clapp's; Sweetbriar; Mode O'Day; Alco; Yellow Front.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Alcoa.
Chain Supermarkets-Hinky-Dinky; Safeway; Country Corner.
Other Chain Stores-L. J. Car Parts; Sidles; Stickney's; Firestone; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: GAZETTE (e) 10,440; Mar 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Harry Allen Strunk, Pub., GAZETTE, West First & E Sts., McCook, NE 69001; Tel. (308) 345-4500.
National Representative: Branham/Newspaper Sales.

NEBRASKA CITY

1 - LOCATION: Otoe County, E&P Map F-3, County Seat. Agricultural area; Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 73-75; State Hwy. 2; I-29.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Burlington Northern.
Bus Lines-Greyhound.
River Barge Line-Sioux City-New Orleans.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 7,127; Loc. Est. 7,177
County 80 Cen. 15,183; Loc. Est. 15,534

4 - HOUSEHOLDS:
City 80 Cen. 2,784; Loc. Est. 2,834
County 80 Cen. 5,801; Loc. Est. 6,030

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$45,000,000
Savings & Loan	2	$181,000,000

6 - PASSENGER AUTOS: County 7,639

7 - ELECTRIC METERS: Residence 2,796

8 - GAS METERS: Residence 2,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 300 ($180); Gas Meters 315 ($200); Garment Mfg. 300 ($160).

10 - CLIMATE: First killing frost, Oct. 9. Last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-11

blocks on Central Ave.; 10 off Central Ave.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dammast's.
Variety Stores-Woolworth.
Discount Stores-Pamida; Duck Wall Alco.
Chain Supermarkets-Super-Value; Hinky Dinky; IGA.
Other Chain Stores-Tober's Fashion; Earl May; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 3,630; (S) 3,630; nworm Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Nick Partsch, Gen. Mgr., NEWS-PRESS, 123 S 8th St., Nebraska City, NE 68410; Tel. (402) 873-3334.
National Representative: Branham/Newspaper Sales.

NORFOLK

1 - LOCATION: Madison County, E&P Map E-2. Residential center; 60 mi. W of Missouri River; 115 mi. NW of Omaha; 75 mi. SW of Sioux City, 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State 24 and 35.

2 - TRANSPORTATION: Railroads-C&NW, UP.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; P.Y.N. Bus Line; Arrow; Black Hills Stage Line.
Airlines-Triple "A."

3 - POPULATION:
Corp. City 80 Cen. 19,449; Loc Est. 21,220
CZ-ABC: (80) 19,449; (84) 20,700
RTZ-ABC: (80) 88,867; (84) 88,600
County 80 Cen. 31,382; Loc. Est. 33,668
City & RTZ-ABC: (80) 108,316; (84) 109,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,471; Loc. Est. 8,306
County 80 Cen. 11,586; Loc. Est. 12,294
CZ-ABC: (80) 7,471; (84) 8,000
RTZ-ABC: (80) 31,711; (84) 32,100
City & RTZ-ABC: (80) 39,182; (84) 40,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$253,385,718
Savings & Loan	2	$161,775,121

6 - PASSENGER AUTOS: County 15,851

7 - ELECTRIC METERS: Residence 7,776

8 - GAS METERS: Residence & Comm'l 7,297

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 700; Dairy and Poultry Processing 148; Steel 280; Steel Fabrication 475; Medical 500; Beef Processing 150; Bottling 72.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-71; Summer 59-87; Fall 25-75; Winter 8-35. Average annual precipitation, 23.98 in. Average length of growing season, 155 days.

11 - TAP WATER: Neutral, hard

12 - RETAILING: Principal Shopping Centers-Downtown Norfolk-1st to 8th Sts. on Norfolk Ave., 1 block each on South 3rd, 4th & 5th Sts. N and S of Norfolk Ave. Principal stores: Alco; Hesteds, Stinsons, Ashleys, Style Shop, Behmer's Music, Tom's Music, Bomgaars, Lynn & Son's, Chicago Lumber, Ballantyne Furniture.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plaza	1	JCPenney
Westside Plaza	2	Gibson's, Ballantynes Lynn & Son's
Westgate Plaza	NA	Rexall, Radio Shack
South Hwy. 81	NA	Payless Shoes, Bestt Decorators Thriftiway
Country Club Plz.	NA	Pic 'N Save

Principal Shopping Days-Thur., Fri., Sat. Most stores open Thur. until 9 and Sun. 1-6 P.M.

13 - RETAIL OUTLETS: Department Stores-Stinson's; JCPenney; Herbergers; Wards catalog; Sears (catalog); Schweser's.
Variety Stores-Hested; McCrory.
Discount Stores-Gibson's; Ashleys; K mart; Alco; Warehouse Market; ShopKo; Wal-Mart.
Chain Supermarkets-Hy-Vee.
Other Chain Stores-Firestone; Gallenkamp Shoes; Singer's; Mode O'Day; Goodyear; Brodkey Jewelery; Team Electronics; Chicago Libr.; Earl Mays; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Music City; Tober's; Payless Family Shoes; Holiday Station Store; Warehouse Market, True Value Hardware.

14 - NEWSPAPERS: NEWS (e) 22,881; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Larry G. Bartscher, Adv. Mgr., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.
National Representative: Branham/Newspaper Sales.

NORTH PLATTE

1 - LOCATION: Lincoln County, E&P Map C-3. County Seat. Railroad center. Central part of state; 232 mi. from state capital; 289 mi. from Omaha. At intersection of Interstate 80 and US 83.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 24,509; Loc. Est. 26,335
CZ-ABC: (80) 26,847; (84) 28,700
Bal. in PMA-ABC: (80) 64,505; (84) 66,600
County 80 Cen. 36,445; Loc. Est. 36,910
Total PMA-ABC: (80) 91,352; (84) 95,300

4 - HOUSEHOLDS:
City 80 Cen. 9,178; Loc. Est. 9,748
County 80 Cen. 13,245; Loc. Est. 13,781
CZ-ABC: (80) 9,967; (84) 10,800
Bal. in PMA-ABC: (80) 23,856; (84) 24,900
Total PMA-ABC: (80) 33,823; (84) 35,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$145,474,116
Savings & Loan	6	$90,662,000

6 - PASSENGER AUTOS: County 18,233

7 - ELECTRIC METERS: Residence

8 - GAS METERS: Residence 10,086

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 105 ($138); RR 1,700 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).
Principal Pay Days-RR; 1st and 15th. Food and Textile: Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-99; Summer 33-109; Fall 25-10; Winter 16-76. First killing frost, Sept. 23. Last killing frost, May 24.

11 - TAP WATER: Alkaline, hard. Source-wells; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Dewey St., 12 on Jeffers, 5 on 4th, 5th and 6th; 2 on 3rd.
Neighborhood Shopping Centers-5 Jeffers and W A; E 4th St. A & Carr Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gibson's	1	Gibson, True-Value, Home Furniture
Westfield(27)	2	Sixth St. Mkt., Coast-to-Coast, Beo Franklin
The Mall(40)	NA	JCPenney, Skagg's, Safeway
Parkade Plaza	NA	Alco, Sixth St. Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Mall-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Schweser's; Sears; Herberger's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Gibson's; Skagg's; Alco; K mart; Wheelers.
Chain Drug Stores-Skagg's.
Chain Supermarkets-Safeway; 6th St. Mkt. 5.
Other Chain Stores-Sherwin-Williams; Sweetbriar Shops; Mode O'Day; Firestone; Coast-to-Coast; Gallenkamp Shoes; Maurice's; Claire's Boutique; Evanson's Card Shop; Swiss Colony; So-Fro Fabrics; True-Value; Radio Shack; Team Electronics; KWAL Paint; 84 Lumber; Pay'n Pak, Easy Rest; Waterbed World; Goodyear; K-G Men's Store; Montgomery Ward.

14 - NEWSPAPERS: TELEGRAPH (m-tues to sat) 16,279; (S) 17,071; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Manny Padilla, Adv. Mgr., TELEGRAPH, 621 N Chestnut, North Platte, NE 69101; Tel. (308) 532-6000.
National Representative: Branham/Newspaper Sales.

OMAHA

1 - LOCATION: Douglas County (in Omaha, NE-IA MSA). E&P Map F-2. County Seat. Food processing, retail/wholesale trade, military, insurance, educational, medical center; livestock market. Eastern portion of state on Missouri River; 476 mi. W of Chicago; 358 mi. S of Minneapolis/St. Paul; 205 mi. N of Kansas City; 540 mi. E of Denver. On interstate Hwys. 80 & 29; U.S. 6, 30, 73, 75, 275; State 36, 38, 50, 64, 85, 96, 131, 133 & 370.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago & Northwestern; Illinois Central; Norfolk & Western; Union Pacific System (HQ); Union Pacific/Missouri Pacific.
Motor Freight Carriers-100.
Rail Passenger Service-Amtrak.
River Barge Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Northwest Orient; Eastern; TWA; Republic; Ozark; Frontier; American; America West; Western.

3 - POPULATION:
Corp. City 80 Cen. 313,911; Loc. Est. 305,564
County 80 Cen. 397,884; Loc. Est. 402,822
MSA 80 Cen. 585,907; Loc. Est. 597,854
PMA-ABC: (80) 483,053; (84) 493,800
RTZ-ABC: (80) 326,850; (84) 327,000
PMA & RTZ-ABC: (80) 809,903; (84) 820,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,261; Loc. Est. 116,452
County 80 Cen. 146,405; Loc. Est. 151,603
MSA 80 Cen. 208,746; Loc. Est. 217,647
PMA-ABC: (80) 172,432; (84) 177,500
RTZ-ABC: (80) 118,479; (84) 119,600
PMA & RTZ-ABC: (80) 290,911; (84) 297,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	29	$3,078,518,000
Savings & Loan	9	$3,930,111,877

6 - PASSENGER AUTOS: County 205,299

7 - ELECTRIC METERS: Residence 150,000

8 - GAS METERS: Residence 108,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machy. & Equipment 11,557 ($387); Meat Processing 4,143 ($345); Other Food 6,367 ($397). Metals 2,510 ($528); Printing & Publ. 3,716 ($287); Chemicals 1,174 ($375); Other Mfg. 6,847 ($245).
Principal Pay Days-Industrial, Fri.; others 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20. Last killing frost, April 14.

11 - TAP WATER: Moderately alkaline; moderately soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Westroads, 102nd & Dodge, 161 stores; Crossroads 72nd & Dodge, 39 stores; Southroads, 1001 Fort Crook Road N., Bellevue, 38 stores; Midlands Mall, downtown Council Bluffs, 50 stores; downtown Omaha, 16th & Douglas.
Neighborhood Shopping Area-S. Omaha, 10 blocks at S. 24th & N. Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 3 blocks at 76th & Main; Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baker Sq.(23)	11	Brandeis, Baker's, Walgreens
Bel-Air Plz.(40)	10	Food City
Bellevue Plz.(13)	7	K mart, No Frills, Walgreens
Bluff Plz.(5)	5	JCPenney, Hinky Dinky
Bluffs Northway(7)	4	Richman Gordman, Hy-Vee, Drug Town
Brentwood Sq.(41)	12	Richman Gordman, Baker's, Walgreens
The Center(15)	3	Younkers
Center Plz.(12)	7	Ardan, Walgreens
Crossroads(39)	5	Brandeis, Sears
Frederick Sq.(17)	7	Baker's, ShopKo
50th & Ames(3)	5	Baker's, Half-Price, Walgreens
K mart North(4)	6	K mart
K mart South(6)	5	K mart
Maple Plz.(7)	8	Target, Walgreens
Midlands Mall(50)	3	Sears, Brandeis, Philips, Walgreens
Montclair(27)	11	Half-Price, Service Merchandise
Old Orchard West(8)	11	Richman Gordman
Orchard Plz.(37)	11	Target
Plaza North(15)	9	Philips, Baker's, Richman Gordman
Regency Ct.(29)	8	
Saddle Creek(3)	3	Target, Hinky Dinky, Walgreens
Sherwood Pl.(11)	8	K mart, Warehouse Mkt.
Southroads(38)	6	Brandeis, Sears, JCPenney
Village Shopping Center(14)	8	Skaggs, Hy-Vee, Half-Price
36th & Q(2)	5	Richman Gordman, Hinky Dinky
Westgate Plz.(14)	7	Brandeis
Westroads(161)	8	Mont. Ward, JCPenney, Brandeis, Walgreens
Westwood Mall(8)	10	K mart, Skaggs, Hy-Vee

Principal Shopping Days: Sat. Thur., Sun., Fri., Wed.
Stores Open Evenings-Food & Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Brandeis 7; Montgomery Ward; JCPenney 3; Philips 5; Richman Gordman 5; Sears 3; Younkers 2.
Discount Stores-K mart 8; Walgreen 13; Skaggs 7; Target 3; Ardan; Half-Price 5; Service Merchandise; Pamida; ShopKo 3.
Variety Stores-Ben Franklin 2; Mangelsen's; TG&Y; Woolworth 3.
Chain Drug Stores-Walgreen 13; Skaggs 7; Keystone 3; Rohll's 4; Central Park 5; Beaton 4; Bogard's 3; Clark 2; Drug Town 2; Sieg 2.
Chain Supermarkets-Albertson's 5; Baker's 11; Hinky Dinky 13; Food City 2; Shaver's; Hy-Vee 9; Super Valu 3; Spartan 14; Bag 'N' Save 2; No Frills 3; Warehouse Mkt. 4; Jack & Jill 2; Hawk Shop 30; Convenient 13; 7-Eleven 20; Town & Country 6; Casey's 4; Foodman 5; Shur-Save 8; Bi-Rite 3; Lucky 7 2; IGA 2; Eight oleven 3; Taylor's Quik-Pik 4.
Other Chain Stores-Abigail Uniform; Adolph's Auto Parts; Baker Shoes; Ben Simon's; J. Bragg's; Buck's Shoes; Carriage House; Catherine's Stout Shoppe; Chess King; Color Tile; Crandell's; Darsy; B. Dalton Books; Diamond-Vogel Paint; Earl May; Famous Footwear; Fashion Find; Fashions-at-Large; Firestone; Flagg Bros.; Florsheim; Flower City; Foreman & Clark; Fox Photo; Fredericks of Hollywood; General Nutrition; Genuine Parts; Glidden Paint; Goldstein-Chapmans; B. F. Goodrich; Goodyear; Handy Dan; Haney Shoes; Henry Field; Hickory Farms; Iowa Paint; Jaccard's; Jeans West; Jerry Leonard; Johnson Cashway; Junction; Jr. Shoe World; Kay-Beer Toys; Kinney; Lerner's Shops; Landons; Lawlor's Sport Gds.; Maternity Modes; Minnesota Fabrics; Mr. Automotive; Mode O'Day; Motherhood Maternity; Nafelson's; Natl. Pay-Less Shoes; Natl. Shirt; Natl. Uniform; Normans Shoes; Northwest Fabric; Payless Cashway; Peck & Peck; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Radio Shack; Sallye's; Seiferts; Sheplers; Sherwin-Williams; Singer; So-Fro Fabrics; Sophie-Morris Paint; Spencer Gifts; Stereo West; Susie's Casuals; Sutherland Lumber; Tober's; Toys Plus; Tully's; Unirayal; Westlake Ace Hardware; Waldenbooks; Wickes Lumber; Wolf Bros. Western; World Radio; Youngtown; Zale's; Zondervan Books.

14 - NEWSPAPERS: WORLD-HERALD (m-mon to fri) 121,967; (e-mon to fri) 103,738; (m-sat) 213,189; (S) 284,980; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Kaplan, Nat'l. Adv. Mgr., WORLD-HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SCOTTSBLUFF

1 - LOCATION: Scotts Bluff County, E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, shipping and medical center for irrigated North Platte Valley and surrounding ranch areas. Wholesale center.

2 - TRANSPORTATION: Railroads-Burlington-Northern at Scottsbluff and Union Pacific at Gering.
Motor Freight Carriers-10.
Intercity Bus Lines-Star.
Airlines-Frontier; Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 14,156; Loc. Est. 14,376
CZ-ABC: (80) 24,765; (84) 25,500
Bal. in PMA-ABC: (80) 82,677; (84) 83,400
County 80 Cen. 38,344; Loc. Est. 39,315
Total PMA-ABC: (80) 107,442; (84) 108,900

4 - HOUSEHOLDS:
City 80 Cen. 5,516; Loc. Est. 5,557
County 80 Cen. 13,813; Loc. Est. 14,521
CZ-ABC: (80) 9,115; (84) 9,500
Bal. in PMA-ABC: (80) 30,462; (84) 30,906
Total PMA-ABC: (80) 39,577; (84) 40,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$829,143,000
Commercial	5	$190,365,000

8 - PASSENGER AUTOS: County 20,477

7 - ELECTRIC METERS: Residence 15,048

8 - GAS METERS: Residence 13,942

9 - PRINCIPAL INDUSTRIES: Sugar; Trailer Furniture; Farm Chemical; Food; Farm Mach. Mfg.; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Weekly Wage-$225.
Principal Industrial Pay Days-5th and 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-66; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14. Last killing frost, May 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Broadway; 4 on First Ave.; 3 on Avenue A; 5 on Gering; East 20th Place.
Neighborhood Shopping Centers-W. 27th at Ave. B; E. Overland Drive, between 5th and 17th Aves.; S. Beau. at 11th St.; 5 blocks on East 20th Place.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Murphy; JCPenney.
Discount Stores-Discount Furniture; Yellowmont; Wheeler's; Gibson's; K mart; Alco; Pay 'N Pak.
Variety Stores-Woolworth.
Chain Drug Stores-Super Drug.; Rexall; Murt's Mart; McCosh.
Chain Supermarkets-Safeway; Jack & Jill 2; Co-op; Town & Country; Alexanders; Henry's Mkt.
Other Chain Stores-Firestone; Sears (catalog); Brown Shoes; S&H Green Stamps; Goodyear; Payless Shoes; Montgomery Ward (catalog); Coast-to-Coast.

14 - NEWSPAPERS: STAR-HERALD (m-tues to sat) 17,583; (S) 18,640; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dawn McClain, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0670.
National Representative: Branham/Newspaper Sales.

YORK

1 - LOCATION: York County. E&P Map E-3. County Seat. Some light manufacturing; 100 mi. from Omaha; 50 mi. from Lincoln; 260 mi. from Kansas City; at junction of U.S. Hwys. 34, 81, I-80.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 7,723; Loc. Est. 8,490
County 80 Cen. 14,798; Loc. Est. 15,597

4 - HOUSEHOLDS:
City 80 Cen. 2,939; Loc. Est. 3,277
County 80 Cen. 5,428; Loc. Est. 5,849

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$180,600,000
Savings & Loan	2	$47,200,000

6 - PASSENGER AUTOS: County 7,591

7 - ELECTRIC METERS: Residence & Commercial 5,700

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Hog Slaughtering 62 ($336); Irrigation Pipe 75 ($280); Elevator Machy. 20 ($275); Mobile Homes 135 ($290); Electronics Assembly 135 ($210); Aviation Products 200 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-700; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks on Lincoln and Grant Aves. (U.S. 81 North & South).
Principal Shopping Days-Thur. and Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; O'Neal's.
Variety Stores-McCrory.
Chain Drug Stores-Rexall; Pamida.
Discount Stores-Wheeler's; Pamida; Alco; Wal-Mart.
Chain Supermarkets-Grand Central Super Valu; EconoFoods; Price Chopper.
Other Chain Stores-Sears; Coast-to-Coast; Montgomery Ward; Tober's; S&H Green Stamps; Goodyear; L & W Service Center (Firestone); Tru Value Hardware; Mode O'Day; 7-Eleven; Pump & Pantry.

14 - NEWSPAPERS: NEWS-TIMES (e) 6,234; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Don Gillen, Pub., NEWS-TIMES, 327 Platte Ave.; PO Box 279, York, NE 68467; Tel. (402) 362-4478.
National Representative: Branham/Newspaper Sales.

NEVADA SURVEYS

METROPOLITAN STATISTICAL AREAS

Las Vegas-Clark County
Reno-Washoe County

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	44	56	66
5-14 Years	108	137	201
15-24 Years	79	147	172
25-44 Years	134	250	293
45-64 Years	101	163	191
65 and Over	31	66	77
TOTAL	489	799	937

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwe	100	196	425
General Mdse	188	362	721
Food	326	588	1,213
Automobiles	316	637	1,384
Gasoline Stations	148	295	677
Apparel	92	139	276
Furniture	67	127	269
Eat-Drink Places	144	296	678
Drugs	36	149	318
TOTAL SALES	1,572	3,089	6,615

CARSON CITY

1 - LOCATION: Carson City, an Independent City (formerly Ormsby County). E&P Map A-3. County Seat. State Capital; commercial, recreation and agricultural center; 30 mi. S of Reno; 14 mi. E of Lake Tahoe; 4,675 ft. elevation.

2 - TRANSPORTATION: Railroads-S. Pacific (freight); Amtrak (from Reno); Western Pacific.
Bus Lines-LTR Stage Lines; Gray Lines.
Airlines-(Reno) American; Air California; Braniff; Delta; Eastern; Republic; PSA; United AL; Western.

3 - POPULATION:
Corp. City 80 Cen. 32,022; Loc. Est. 31,900
PMA-ABC: (80) 32,022; (84) 35,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,074; Loc. Est. 12,237
PMA-ABC: (80) 12,074; (84) 14,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 23,304

7 - ELECTRIC METERS: Residence 14,879

8 - GAS METERS: City & County 10,662

9 - PRINCIPAL INDUSTRIES: Gov't.; Tourism; Light Mfg.; Wholesale-Retail Sales.

10 - CLIMATE: Min. & Max. Temp.-Jan. Avg. Low 19.1; July Avg. High 89.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Carson St.; 6 blocks S. 27 stores; 8 blocks N. 3 major stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carson St.(30)	NA	Sears, Safeway, Mont Ward
Silver City(27)	2	K mart, Radio Shack, Albertson's
Carson Mall(33)	2	JCPenney
Frontier Plz.(45)	3	Pay 'N Pak
Mayfair Ctr.(5)	4	Mayfair Super Mkt., Thrifty Drug
Warehouse Ctr. (30)	4	Warehouse Mkt., Coast-to-Coast, Ben Franklin
Carson Sq.(20)	4	Long's Drug, Lucky's, Radio Shack
Sixflags(3)	6	
Winnie West(6)	3	Winchells Donuts, 7-Eleven
Eagle Station(30)	4	Raley's, Mervyn's

13 - RETAIL OUTLETS: Department Stores-JCPenney; Outdoorsman Sporting Goods; Mervyn's.
Variety Stores-Sprouse-Reitz 2; Ben Franklin; Coast-To-Coast.
Discount Stores-K mart.
Chain Drug Stores-Raley's; Thrifty; Skaggs.
Chain Supermarkets-Safeway; Mayfair; Warehouse Markets; Albertson's; Lucky's; Safeway 1; Raley's.
Other Chain Stores-Carson Furniture; Grand Auto; Triple S Tires; 7-Eleven 4; True Value Hardware; Ace Hardware; Pay 'N Pak; Kragen Auto; House of Fabrics; Straw Hat; Firestone; Hartfield's; Zale's; Naugles; Red Wing Shoes; Fotomat; Kenney's Shoes; Curtis Mathis; Sherwin-Williams; Karl's Jr.; Bob's Big Boy; Denney's; Handy Helper; Outdoorsman; Goodyear Tire.

14 - NEWSPAPERS: NEVADA APPEAL (e-mon to fri) 9,316; (S) 10,333; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank Sharp, Adv. Dir., NEVADA APPEAL, 200 Bath St.; PO Box 2288, Carson City, NV 89701; Tel. (702) 882-2111.
National Representative: Papert Companies.

ELKO

1 - LOCATION: Elko County. E&P Map C-2, County Seat. Interstate Hwy. 80 bet. Salt Lake City and Reno.

2 - TRANSPORTATION: Railroads-Western Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 8,758; Loc. Est. 10,617
CZ-ABC: (80) 8,758; (84) 8,500
RTZ-ABC: (80) 12,551; (84) 13,400
County 80 Cen. 17,269; Loc. Est. 20,010
City & RTZ-ABC: (80) 21,309; (84) 21,900

4 - HOUSEHOLDS:
City 80 Cen. 3,353; Loc. Est. 3,733
County 80 Cen. 6,350; Loc. Est. 7,476
CZ-ABC: (80) 3,353; (84) 3,300
RTZ-ABC: (80) 4,393; (84) 4,700
City & RTZ-ABC: (80) 7,746; (84) 8,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 9,925

7 - ELECTRIC METERS: Residence 4,183

8 - GAS METERS: Residence 2,605

9 - PRINCIPAL INDUSTRIES: City Zone-Tourism; Railroad; Trucking; Construction; Ranching; Electronics Manufacturing; Mining.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-40. First killing frost, Sept. 30. Last killing frost, June 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elko Shopping Plaza(21)	NA	JCPenney, Mode O'Day
Sun Rise Ctr.(10)	NA	Albertson's, PayLess, Sprouse Reitz

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Anacabe's; Western Auto; Bob's Togs.
Variety Stores-Sprouse-Reitz; PayLess; Skaggs.
Chain Drug Stores-Walgreens; PayLess; Skaggs.
Chain Supermarkets-Safeway; Mayfair; Albertson's.

14 - NEWSPAPERS: FREE PRESS (e) 3,968; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, 491 Fourth St., PO Box 1330, Elko, NV 89801; Tel. (702) 738-3119.
National Representative: Branham/Newspaper Sales.

ELY

1 - LOCATION: White Pine County. E&P Map C-3, Ely, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City. On U.S. Hwys. 6, 50, 93.

2 - TRANSPORTATION: Railroads-Nevada Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Wycoff; U.P.S.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 4,882; Loc. Est. 5,579
County 80 Cen. 8,167; Loc. Est. 8,903

4 - HOUSEHOLDS:
City 80 Cen. 1,841; Loc. Est. 2,086
County 80 Cen. 3,003; Loc. Est. 3,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$40,000,000
Savings & Loan	1	$10,000,000

6 - PASSENGER AUTOS: County 4,162

7 - ELECTRIC METERS: Residence 4,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Constr. & Mfg.; Transp. & Util.; Total Employed 3,808.
Principal Industrial Pay Day-Tues.

10 - CLIMATE: Min. & Max. Temp.-Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct. Last killing frost, May 28.

11 - TAP WATER: Alkaline, very hard; 197 ppm.

12 - RETAILING: Principal Shopping Center-8 blocks in center of town.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nanette's; Goodman Tidball; Louis Cononelos; Wilson Bates.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Economy; Steptoe; East Ely Phmcy.; Cowley's Phmcy.
Chain Supermarkets-Safeway; IGA; Bradley's.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,449; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Dir., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.
National Representative: Papert Companies.

LAS VEGAS

1 - LOCATION: Clark County (MSA). E&P Map C-5, County Seat. Industrial, mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15. 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-57.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonapah-Reno Stage Line; LTR; Ray & Ross; Sun Valley; West Side.
Airlines-America West; American; Braniff; ConnectAir; Delta; Eastern; Frontier; Muse Air; Northeastern; Northwest Orient; Ozark; PSA; Republic; Southwest; Sunworld; TWA; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 164,674; Loc. Est. 201,996
PMA-ABC: (80) Cen. 463,087; (84) 542,000
County/MSA 80 Cen. 461,816; Loc. Est. 524,339
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,114; Loc. Est. 77,034
County/MSA 80 Cen. 173,563; Loc. Est. 201,607
PMA-ABC: (80) 173,891; (84) 205,500.

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$4,003,113,000
Savings & Loan	9	$2,267,376,000

6 - PASSENGER AUTOS: County 299,338

7 - ELECTRIC METERS: Residence 195,000

8 - GAS METERS: Residence, Commercial & Industrial 102,873

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Hotels, Gaming & Recreation 70,900; Mining 300; Construc. 13,300; Transport Utils. 14,100; Wholesale/Retail Trade 47,000; Fin., Ins., Real Estate 11,100; Services 111,600; Gov't. (excluding military) 28,800; Nellis AFB & Indian Spring AFB 11,000; Nellis AFB (civilian) 2000; Nev. Test Site 5,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: June 1983 Av. monthly high 96, low 69.5; December 1983 av. monthly high 57.7, low 38.1; High temperature 1983, 109. Rainfall 1983, 4.86 in. First killing frost, Dec. 7. Last killing frost, Feb. 8.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Las Vegas is divided east/west by The Strip with Boulevard Mall in the east and Meadows Mall in the west. Third major mall is The Fashion Show located on the Las Vegas Strip with 140 merchants.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bonanza Sq.(24)	2	Lucky's, Hancock Fabrics
Boulevard(80)	6	Diamond's, JCPenney, Sears
Charleston Plz.(40)	1	Thriftimart
College Pk.(33)	2	Safeway, Skaggs
Commercial Ctr.(27)	4	Aaron Bros., First Western Savings
Decatur Center	4	Wonderworld, Thrifty Drug
Fashion Show Family Ctr. (140)	4	Bullocks, Saks Fifth Ave., Neiman Marcus, Black, Starr & Frost
Maryland Sq.	6	Smith's Food King, Wonderworld
Meadows Mall (140)	2	Diamonds, Broadway, Sears, JCPenney
Parkway Plaza	4	Smith's Food King, Western Auto
Plaza Desert Inn(20)	9	Lucky Food
Rancho Center	2	K mart
Sunrise City	4	Montgomery Ward, Thrifty Drug
Tropicana Pl.(34)	NA	Safeway
Tropicana	8	Mayfair Market
Twin Lakes Pl.	2	Skaggs, Thrifty
Westland(70)	4	Thriftimart

Neighborhood Shopping Centers: Alta-Decatur, Alta at Decatur; 8 blocks on Fremont; Bolero Plaza, Desert Inn at Eastern; Camelot S; Maryland Pkwy; Carriage Trade Center, 900 E Sahara; Charleston Bazaar, E Charleston at Maryland Pkwy; College Park, 25th E Lake Mead; Commercial Center, 800 E Sahara; Almond Trade Center, E Sahara; Central Valley, Flamingo at Boulder Hwy.; Charleston Plaza Mall, E Charleston at Bruce; Franklin Center, Nellis at Boulder Hwy.; Decatur Center, Downtown (9 blocks on Fremont); Fashion Show; Spring Mtn. and Las Vegas Blvd. S; Fashion Square; LV Blvd. S at Desert Inn Rd; Lucky Center, W Sahara at Industrial Rd.; Mission Shopping Center, NE Corner of Flamingo Rd. & Maryland Pkwy.; Maryland Square, Twain at Maryland Pkwy; Plaza Desert Inn, Desert Inn at Sandhill; Rancho Plaza, Rancho at Charleston; Sahara Center, LV Blvd. S at Sahara; Sahara-Decatur Plaza, 4610 W Sahara; Somerset, 200 Convention Center Dr.; Sunrise City, Karen Ave. & Maryland Pkwy.; Tiffany Square, Maryland Pkwy. at Flamingo; Tropicana Plaza, 3430 E Tropicana; Vegas Village, Vegas Valley Dr. on Fremont; Vegas Village North, 1200 N Main and LV Blvd. N; Vegas Village West, Decatur at West Oakey; Village East Plaza, 5025 Eastern; Village Square, 957 E Sahara, Westgate W Charleston at Hinson; Westland Mall, 4400 W Charleston; Wonderworld, Sahara at Vegas View Blvd.; Wonderworld East, E Ownes at 25th St.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Food, every evening; 30% open 24 hours.

13 - RETAIL OUTLETS: Department Stores-Broadway Southwest; Bullock's; Diamonds; Goldwaters; JCPenney; Montgomery Ward; Mervyn's; Neiman Marcus; Saks Fifth Avenue; Sears.

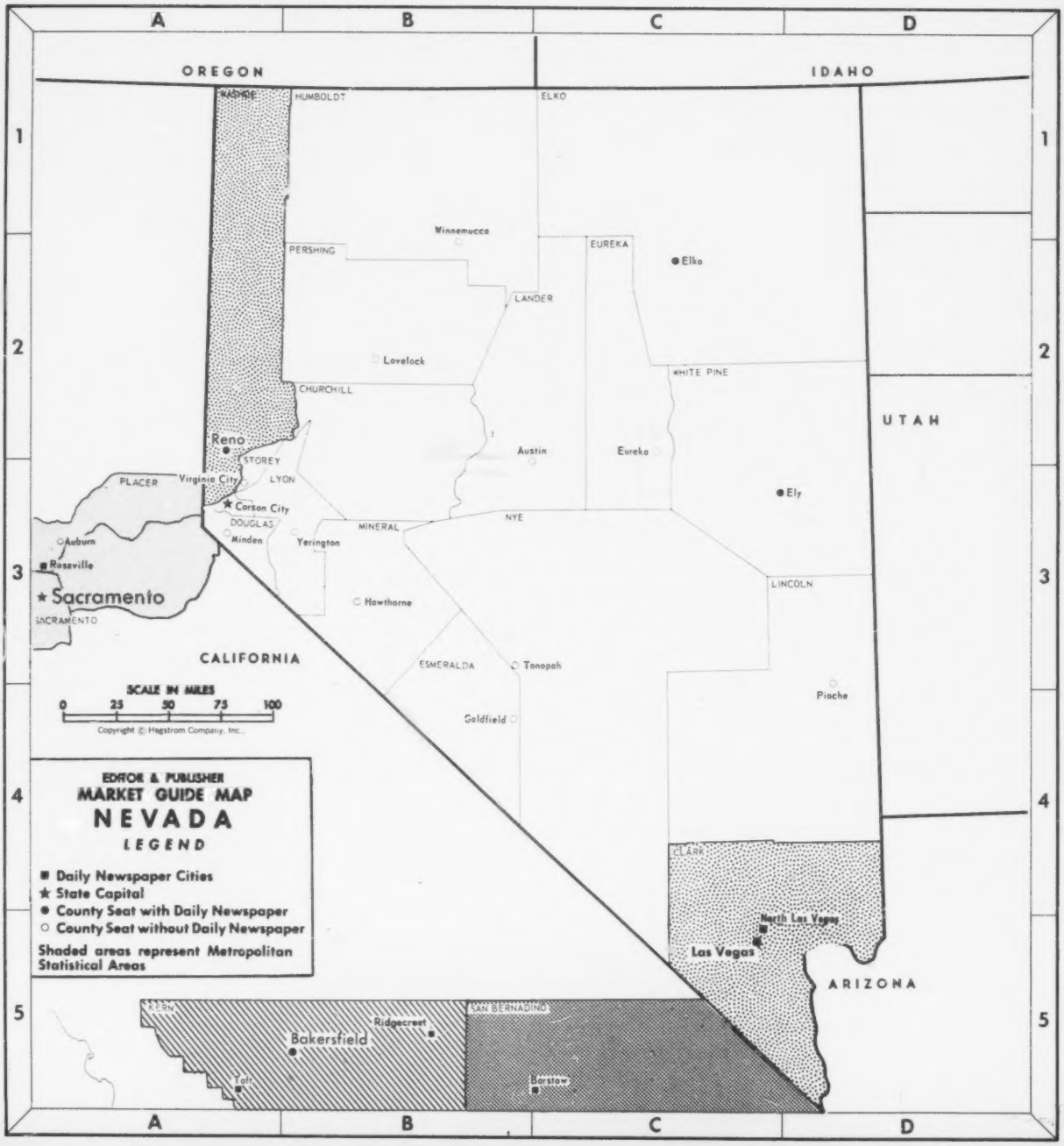
Discount Stores-Ardan; Gemco; K mart; Wonder World; Zody's.

Variety Stores-Woolworth; Sprouse-Reitz; Calavan's 88¢ Store; Pic 'N Save; Skaggs.

Chain Drug Stores-Thrifty Drug; White Cross; Skagg's; Sav-On.

Chain Supermarkets-Albertsons 9; Alpha Beta; Gemco 2; Lucky 102; MayFair; Safeway 13; Smiths Food King 17; Vons 6.

Other Chain Stores-B. Dalton; Bernina; Breuner's Furniture; Carpet Barn; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Color Tile; Fashion Conspiracy; Ethan Allen; Fischer's; Florsheim; Foxmoor Casuals; Fredericks; Gallenkamp; Hallmark; Harris & Frank; Hickory Farms; Home Lumber; Household Finance; House of Fabrics; J. Herbert Hall; Judy's; Karls Shoes; Kinney; Leeds-Qualicraft; Lerners; Merle Norman; McMahan Furniture; Millers Outpost; Mode O Day; Naturalizer; Ole's; Peck & Peck; Pittsburgh Paints; Radio Shack; RB Furniture; Red Cross Shoes; Sees Candy; Show off; Silverwoods; Singer; Size 5-7-9; Standard Brands; Stride Rite; Sun Stereo; Tandy Leather; Timex; Wallpaper To Go; Western Auto; Wilkes Lumber; Zale's.



14 - NEWSPAPERS: REVIEW-JOURNAL (all day-mon to fri) 101,965; (m-sat) 94,458; (S) 114,302; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Wilson, Adv. Dir., REVIEW-JOURNAL, PO Box 70, Las Vegas, NV 89125; Tel. (702) 383-0211.
National Representative: Papert Companies.
SUN (m-mon to fri) 56,106; (m-sat) 54,753; (S) 60,264; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Sharruf, Adv. Dir., SUN, 121 S Highland; PO Box 4275; Las Vegas, NV 89127; Tel. (702) 385-3111.
National Representative: Landon Associates.

NORTH LAS VEGAS

1 - LOCATION: Clark County, E&P Map C-5 (In Las Vegas MSA). Tourist area; SE part of state, adjacent to Las Vegas. U.S. Hwy. 95; State Hwy. 9, 1, 93; I-15.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Las Vegas-Tonopah-Reno Stage Lines; Sun Valley; Intermountain; Iowa Coaches; Orange Belt; Pacific Trailways; Peoria-Rockford; Pioneer Transit; Star.
Airlines-Delta; Frontier; Republic; TWA; United; Western; Scenic; Continental; P.S.A; Southwest; Sunworld; Int'l; California Air (Las Vegas).

3 - POPULATION:
Corp. City 80 Cen. 42,739; Loc. Est. 50,917
County/MSA 80 Cen. 461,816; Loc. Est. 524,339
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,086; Loc. Est. 15,738
County/MSA 80 Cen. 173,563; Loc. Est. 201,607

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 299,338

7 - ELECTRIC METERS: N.A

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism; Gaming; Nellis Air Force Base.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 66-118; Fall 44-82; Winter 26-61. First killing frost, Nov. 15. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston Heights	NA	Sears, Safeway
Civic Ctr. Plz.(22)	NA	Sears, Zodys, Smiths Food King
College Park(33)	NA	Skaggs Drugs, TG&Y, Thriftmart
Commercial Ctr.(22)	NA	Vons
Decatur(17)	NA	Smith's Food King, Thrifty Drugs
Fashion Show(36)	NA	Food Fair
Parkway Plz.(5)	NA	Food Fair
The Meadows(154)	NA	Sears, JCPenney, Diamonds, Broadway

13 - RETAIL OUTLETS: Discount Stores-K mart.
Chain Supermarkets-Smiths Food King; Thriftimart; Vons.

14 - NEWSPAPERS: VALLEY TIMES (m-mon to fri; S) 9,700; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert Schlegel, Adv. Dir., VALLEY TIMES, 1007 Chayenne Ave.; PO Box 3936, N. Las Vegas, NV 89030; Tel. (702) 649-8700.
National Representative: None.

RENO

1 - LOCATION: Washoe County, E&P Map A-2 (In Reno MSA). Situated at the eastern base of the Sierra Nevada Mountains. 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. E of San Francisco, CA via I-80. On U.S. Hwys. 395, I-80.

2 - TRANSPORTATION: Railroads-Southern Pacific; Western Pacific; Union Pacific; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental Trailways; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines-United; Air California; American; Delta; Hughes Airwest; PSA; TWA; Western.

3 - POPULATION:
Corp. City 80 Cen. 100,756; Loc. Est. 112,248
PMA-ABC: (80) 245,066; (84) 272,200
County/MSA 80 Cen. 193,623; Loc. Est. 216,184
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,705; Loc. Est. 48,668
County/MSA 80 Cen. 77,204; Loc. Est. 88,395
PMA-ABC: (80) 96,664; (84) 108,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$1,081,254,768
Commercial	5	$2,481,824,823

6 - PASSENGER AUTOS: County 129,558

7 - ELECTRIC METERS: Residence & Bus. 83,010

8 - GAS METERS: Residence & Bus. 47,810

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Const. 8,900 ($457); Mfg. 8,600 ($257); Transp. Comm. & Util. 7,700 ($324); Total Trade 22,700 ($214); Fin. Ins. & Real Est. 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gov't. 15,000 ($307); Education 5,600 ($232).
Principal Industrial Pay Days-10-20, 15-30.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29. Last killing frost, June 29.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 10 blocks on Virginia St. and Sierra St. and connecting streets. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
Neighborhood Shopping Centers-Value Center, S Virginia St.; Keystone Square, Keystone Ave.; Lakeside Plaza, Plumb Ln.; Plaza, 4th St.; Pyramid Park, Kietzke Ln.; Ideal Moana Ln.; Old Town Mall-S Virginia; Meadowood Mall-S Virginia Village, California Ave.; Clarkson's Plaza, Gentry Way; Town & Country, Vassar Way; Del Monte, S Virginia St.; Moana East, Moana Ln.; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Grand Central, Oddie Blvd.; Sterling Village, Denslow Dr.; Bonanza Square, N Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plaza, Prater Way; Ross Plaza, Rock Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lakeside Plz.(21)	NA	Albertson's, Thrifty
Park Lane(64)	NA	Sears, Weinstock's
Moana West(30)	NA	
Shoppers Sq.(51)	NA	Mayfair, Skaggs
Old Town Reno(50)	NA	Breuner's, Eagle
McCarran Plz.(19)	NA	Mervyn's, Safeway, Skaggs, Warehouse, Lawrence's
Meadowood (110)	NA	Macy's, JCPenney, Joseph Magnin

Principal Shopping Days-Department Stores-Thur., Fri. & Sat.; Food-Every night.
Stores Open Evenings-Food-Every night.
Stores Open Sundays-Food and 35% retail.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Gray Reids; Weinstock; Mervyn's; Macy's; Lawrence's; Roos-Atkins; Liberty House; Grodins.
Variety Stores-Woolworth 2; Sprouse Reitz 3.
Discount Stores-K mart 2; Skaggs; Grand Central.
Chain Drug Stores-Skaggs 2; Thrifty; Pay Less; Raley's 5; Rexall 4.
Chain Supermarkets-Safeway 4; Raley's 6; Albertson's 4; Mayfair 2; Warehouse Mkt. 10; Gemco; 7-Eleven 17.
Other Chain Stores-Western Auto; The Fashion; Karl's; Leeds; Rogers; Edises; Gensler-Lee; Lerner's; J. Magnin; Gallenkamp; Mode O'Day; Lanz; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahen's; Smither's Clothiers; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Harris & Frank; Breuner's; See's Candy; Anita Shops; Radio Shack; House of Fabrics; House of Nine; Swiss Colony; Weisfield's; Shaw's Candy; Goodyear; Walden; Pic-A-Dilly; Baskin-Robbins; Alber's; Ardan; B.F. Goodrich; Sav-Time; Little Professor; Nobby; Hallmark; Ethan Allen; RB Furniture.

14 - NEWSPAPERS: NEVADA STATE JOURNAL (m-mon to fri) 55,282; RENO GAZETTE JOURNAL (sat) 53,628; (S) 59,614; Apr. 1, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Skinner, Adv. Dir., JOURNAL and GAZETTE, 955 Kuenzli Lane, Box 22000, Reno, NV 89520; Tel. (702) 788-6200.
National Representative: Gannett Newspaper Advertising Sales.

NEW HAMPSHIRE SURVEYS

METROPOLITAN STATISTICAL AREAS

Manchester-Manchester city; Bedford and Goffstown towns in Hillsborough County; Allenstown and Hooksett towns in Merrimack County; Auburn and Candia towns in Rockingham County.
Portsmouth-Dover-Rochester, N.H.-Maine-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, Maine.

PRIMARY METROPOLITAN STATISTICAL AREAS

Lawrence-Haverhill, Mass.-N.H.-Lawrence, Newburyport and Haverhill cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, Mass.; Atkinson, Brentwood, Danville, Derry, East Kingston, Hamstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, N.H.
Lowell, Mass.-N.H.-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, Mass.; Pelham town in Hillsborough County, N.H.
Nashua-Nashua City; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mont Vernon and Wilton towns in Hillsborough County, Londonderry town in Rockingham County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, Mass.-N.H.-Includes Boston, Mass. PMSA; Brockton, Mass. PMSA; Lawrence-Haverhill, Mass.-N.H. PMSA; Lowell, Mass.-N.H. PMSA; Nashua, N.H. PMSA; and Salem-Gloucester, Mass. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	65	63	68
5-14 Years	149	145	156
15-24 Years	126	171	184
25-44 Years	171	264	282
45-64 Years	149	175	188
65 and Over	78	103	111
TOTAL	738	921	989

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	140	240	528
General Mdse	244	353	727
Food	497	826	1,747
Automobiles	385	649	1,456
Gasoline Stations	137	237	555
Apparel	86	135	278
Furniture	73	122	268
Eat-Drink Places	124	253	611
Drugs	41	78	172
TOTAL SALES	2,038	3,387	7,558

CLAREMONT

1 - LOCATION: Sullivan County E&P Map B-5. Shopping Center for 35 mi. radius in NH and VT. Center for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12 and 103; Near I-91 & I-89.

2 - TRANSPORTATION: Railroads-Boston & Maine; Claremont & Concord.
Motor Freight Carriers-13.
Intercity Bus Lines-Vt. Transit; Greyhound.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,557; Loc. Est. 15,772
CZ-ABC: (80) 14,557; (84) 14,100
RTZ-ABC: (80) 54,917; (84) 56,200
County 80 Cen. 36,063; Loc. Est. 38,725
City & RTZ-ABC: (80) 69,474; (84) 70,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,967; Loc. Est. 5,337
County 80 Cen. 16,486; Loc. Est. 14,605
CZ-ABC: (80) 5,653; (84) 5,500
RTZ-ABC: (80) 19,991; (84) 20,500
City & RTZ-ABC: (80) 25,644; (84) 26,000

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$74,280,402
Commercial	3	$63,807,641

6 - PASSENGER AUTOS: County 22,248

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durables & Precision Machine in Vt. 3,000 ($225); N.H. 3,300 ($215); Non-Durable-Textiles, Plastics, Paper in Vt. 1,000 ($175); N.H. 2,300 ($180).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-66; Summer 54-93; Fall 24-58; Winter 8-40. First killing frost, late Sept. Last killing frost, May 20.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.
Neighborhood Shopping Centers-6 blocks on Washington St.; 1 on Maple Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Plaza	25	Rich's, Purity Supreme, K mart
Lebanon Mall	25	Curriers, IGA
Newport	10	Ames, Aubuchon, IGA
Springfield Plaza(22)	16	Young's, Sears, P&C
Sugar River &emPlaza(12)	10	Violette's AG, Rite Aid
Washington Street Plaza	NA	K mart, Fayva, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. Super Markets every evening until 11:00 P.M.

13 - RETAIL OUTLETS: Department Stores-Sears; Ames; Furman's; Marson's; JCPenney; Britts.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Rexall; Adams; CVS; Brooks; Duffys; General Sales; Cus; MD; Rite Aid; Carls.
Chain Supermarkets-Jiffy Marts; IGA; P&C; Grand Union 2.
Other Chain Stores-W. E. Aubuchon Hdwe.; Sherwin-Williams; Goodyear; Montgomery Ward; Radio Shack; Dunkin Donuts.

14 - NEWSPAPERS: EAGLE-TIMES (e-mon to fri) 10,107; (S) 10,698; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael O. Quinn, Adv. Dir., EAGLE-TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 miles from Boston. At hub of U.S. Hwys. I-89; I-93, 3-4, 202; State Hwys. 3A, 9, 13, 36, 103, 106.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10
Intercity Bus Lines-Capital; Vermont Transit; Greyhound; Concord Trailways; Whitney's; Interstate.

3 - POPULATION:
Corp City 80 Cen. 30,400; Loc. Est. 32,616
CZ-ABC: (80) 30,400; (84) 29,200
RTZ-ABC: (80) 94,159; (84) 91,400
County 80 Cen. 98,302; Loc. Est. 104,979
City & RTZ-ABC: (80) 114,559; (84) 120,600

4 - HOUSEHOLDS:
City 80 Cen. 11,471; Loc. Est. 11,660
County 80 Cen. 34,674; Loc. Est. 37,935
CZ-ABC: (80) 11,471; (84) 11,100
RTZ-ABC: (80) 29,084; (84) 32,100
City & RTZ-ABC: (80) 40,555; (84) 43,200

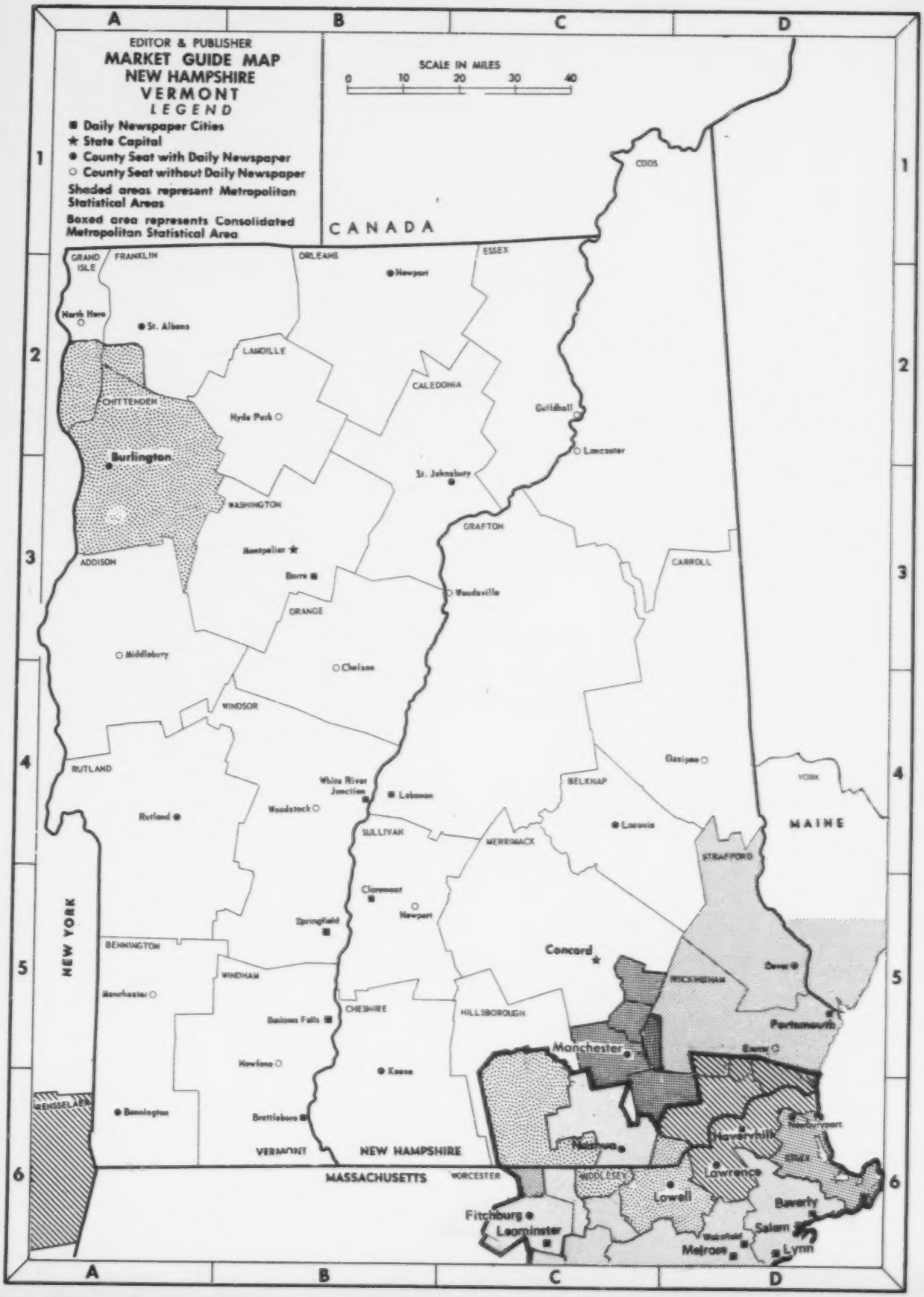
5 - BANKS	NUMBER	EST. DEP.
Savings	3	$300,000,000
Commercial	3	$150,000,000

6 - PASSENGER AUTOS: County 66,318

7 - ELECTRIC METERS: Residence 14,050

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Govt. 7,344 ($310);


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 10 20 30 40
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
Guildhall
Lancaster
CHITTENDEN
Hyde Park
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
ADDISON
Barre
CARROLL
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
RUTLAND
Gorham
YORK
White River Junction
Lebanon
BELKNAP
Rutland
Woodstock
Laconia
MAINE
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
Concord
BENNINGTON
NEW YORK
ROCKINGHAM
WINDHAM
Manchester
Dover
Portsmouth
Bellows Falls
CHESHIRE
HILLSBOROUGH
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Nashua
Haverhill
Newburyport
VERMONT
NEW HAMPSHIRE
ESSEX
MASSACHUSETTS
WORCESTER
MIDDLESEX
Lawrence
Lowell
Beverly
Fitchburg
Leominster
Salem
Malden
Melrose
Lynn
A
B
C
D
1
2
3
4
5
6

Manufacturing 4,542 ($299); Trans., Util., Comm. 584 ($359); Mfg. 4,542 ($299); Trades 5,178 ($236); Fin., Ins., Real Estate 2,668 ($339); Services 5,326 ($287); Contracting/Bldg. 616 ($278). Total employed in Concord, 26,258 ($285).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28. Last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 3 on State; 2 each on Pleasant, Warren School.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arena(6)	NA	
Capitol(12)	NA	Zayre, Howland, DeMoulas, Rite Aid
Eddy Plaza(9)	NA	Osco, Shaws, Rich's Prism Photo
Eagle Square Market Place(58)	NA	
Bradlees	NA	DeMoulas, Bradlees

Other Neighborhood Shopping Centers-Penacook; West Concord; East Concord; Concord Heights; South Street at Clinton and Broadway.
Principal Shopping Days-Wed., Thur., & Fri.
Stores Open Evenings-Fri. Some, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward (catalog); Howlands.
Discount Stores-Bradlees; Rich's; Zayre.
Chain Supermarkets-A&P 2; Mr. Grocer 3; IGA; Shaw's; DeMoulas 2.
Other Chain Stores-Scott Jewelry; Sherwin-Williams; Endicott-Johnson; Goodyear; Carroll; So-Fro; Toy City; Solomons; Allied Radio Shack; Bradlees; Grossman's Lumber; Merrimack Furniture; Ralph Pill Electric; Martin's hosiery; Audio of N.E.; CVS; Duffey's; Rich's; Osco; Steenbeke's Home Supply; Medi Mart; Prism Photo; Artisan Outlet.

14 - NEWSPAPERS: MONITOR (e) 20,900; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Loren G. Osborn, Adv. Dir.; John Ebbets, Ret. Mgr., MONITOR, 3 N. State St., Concord NH 03301; Tel. (603) 224-5301.
National Representative: Landon Associates.

DOVER

1 - LOCATION: Strafford County (In Portsmouth-Dover-Rochester, NH-ME MSA). E&P Map D-5. County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-32.
Intercity Bus Lines-Trailways, Greyhound; York Lines; Dineen; Michaud; Airport Limousine Service.

3 - POPULATION:
Corp City, 80 Cen. 22,377; Loc. Est. 24,379
County 80 Cen. 85,408; Loc. Est. 90,956
PMA-ABC: (80) 90,023; (84) 93,400
MSA 80 Cen. 188,060; Loc. Est. 229,744
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,378; Loc. Est. 8,762
County 80 Cen. 29,104; Loc. Est. 31,754
MSA 80 Cen. 67,630; Loc. Est. 82,918
PMA-ABC: (80) 30,651; (84) 32,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,491,000
Savings & Loan	1	$37,568,000
Savings	2	$132,972,000

6 - PASSENGER AUTOS: County 50,373

7 - ELECTRIC METERS: Residence 11,658

8 - GAS METERS: Residence 892

9 - PRINCIPAL INDUSTRIES: Submarines; Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Electrical components; Fiber goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Products; Mica Products; Steel Fabricators; Leather Products; Shoes (counters, findings & heels).

10 - CLIMATE: Min. & Max. Temp.-NA

11 - TAP WATER: Acid, soft

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rochester Mall(10)	NA	
Lilac City Mall(22)	NA	
Dover/Central Avenue(30)	NA	Star Market,
Somersworth(10)	NA	
Tri-City Plaza(14)	NA	
Dover	NA	A&P, IGA, Shaw's
Newington Mall(70)	NA	Mont. Ward, Porteous Bradlees, Shaw's
Fox Run Mall(96)	NA	Sears, Filene's, Jordan Marsh

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Discount, Variety & Food.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Brooks; Rich's; Jordan Marsh; K mart; JCPenney; Value House; Sears; Filene's.
Discount Stores-Sawyer Mills Factory Outlet; Bradlees; Siegel City; Porteous; Value House; Pease Air Base PX.
Chain Supermarkets-A&P; Star Mkt. 2; Shaw's 4; Purity Supreme; S&S Foods; Hanaford Bros.; Shop 'N Save 4; DeMoulas 2.
Other Chain Stores-Western Auto Store; Globe; Radio Shack.

14 - NEWSPAPERS: FOSTER'S DEMOCRAT (e) 23,361; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Chick, Sales/Mktg. Dir., FOSTER'S DEMOCRAT, 333 Central Ave., Dover, NH 03820; Tel. (603) 742-4455.
National Representative: Landon Associates.

HANOVER

See LEBANON

KEENE

1 - LOCATION: Cheshire County. E&P Map B-6. County Seat. Industrial center in SW part of State on State Hwys. 9, 10, 12 and 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2 - TRANSPORTATION:
Motor Freight Carriers-25.
Intercity Bus Lines-People's; Vermont Transit.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 21,449; Loc. Est. 22,941
PMA-ABC (80) 62,116; (84) 64,100
County 80 Cen. 62,116; Loc. Est. 65,331

4 - HOUSEHOLDS:
City 80 Cen. 7,601; Loc. Est. 7,483
County 80 Cen. 21,832; Loc. Est. 23,495
PMA-ABC (80) 21,832; (84) 22,800

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$264,094,322
Savings & Loan	1	$54,519,627
Commercial	3	$133,982,000

6 - PASSENGER AUTOS: County 38,933

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Manufacturing 9,131 ($3334; Durable goods 6,082 ($356); Nondurable goods 3,049 ($290); Non-manufacturing 15,370 ($240). Total all industry 24,501 ($275).
Principal Individual Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-77; Summer 41-94; Fall 18-79; Winter-12-51. First killing frost, Oct. 5. Last killing frost, May 8.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-Central Sq.; 4 blocks on Main St.; 2 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Mill(35)	NA	Joe Jones Ski & Sport, Cherry Webb & Touraine
Fairbanks(15)	NA	O.K. Fairbanks Medi-Mart
Keene Plaza(1)	NA	Edward's
Riverside Plz.(18)	NA	IGA, Bradlees
Syfeld Dev.(13)	NA	Rich's, CVS
Grand Union Pl.(4)	NA	Grand Union
Key Road Pl.(7)	NA	Edward's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Main St.; Shopping Centers every night.
Stores Open Sun.-12 noon to 6.

13 - RETAIL OUTLETS: Department Stores-Goodnow's; Bradlees.
Variety Stores-Woolworth.
Discount Stores-Jupiter.
Chain Drug Stores-Rexall; Medi-Mart; CVS; Brooks 2.
Chain Supermarkets-Edward's; Grand Union; O.K. Fairbanks 2; Wilbers 2; IGA.
Other Chain Stores-Agway Farm & Garden Center; Bass; Blue Seal Feeds & Needs; Bi-Value; Cherry Webb & Touraine; DeOrsey's Home Entertainment Center; Dexter; Dunham; Fayva; Endicott-Johnson; Goodyear; Grossman's; Hilson's Home Centers; Joe Jones Ski & Sports Shop; McAuliffe Office Supplies, Micro Services of New England; Montogomery Ward; Perfecta Camera; Radio Shack; R & R Jewelry; Sears; S & H Green Stamps; Sherwin-Williams; So-Fro Fabrics;

14 - NEWSPAPERS: SENTINEL (e) 13,870; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Huegel, Adv. Mgr., SENTINEL, 60 West St., Keene, NH 03431; Tel. (603) 352-1234.
National Representative: Landon Associates.

LACONIA

1 - LOCATION: Belknap County. E&P Map C-4. County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Interstate; Trailways; Concord Coach.
Airlines-Precision.

3 - POPULATION:
Corp City 80 Cen. 15,575; Loc. Est. 16,887
CZ-ABC: (80) 15,575; (84) 15,000
RTZ-ABC: (80) 74,146; (84) 81,300
County 80 Cen. 42,884; Loc. Est. 45,740
City & RTZ-ABC: (80) 89,721; (84) 96,300

4 - HOUSEHOLDS:
City 80 Cen. 5,632; Loc. Est. 4,894
County 80 Cen. 15,573; Loc. Est. 16,959
CZ-ABC: (80) 5,632; (84) 5,500
RTZ-ABC: (80) 26,996; (84) 29,900
City & RTZ-ABC: (80) 32,628; (84) 35,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$85,016,000
Savings	2	$122,634,794
Savings & Loan	1	$51,700,000

6 - PASSENGER AUTOS: County 27,380

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Engineering 125; Woodstove Mfg. 65; Woodworking 250; Knitting 235; Gen. Mfg. 746; Electronics 400.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 1 on Court St.; 1 on Union Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	5	
Keller's Plaza(4)	4	Timberline Shoes
Lake Region(14)	4	Osco, K mart, Radio Shack, Sears, Star Mkt.
Belknap Mall(15)	1	Shaw's, Zayre, CVS, Tempo Fashions
Franklin	10	Riteaid, Steenbek, Newberry
Capital(12)	26	Britt's
Concord	26	Shaws, Howlands. Richs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-O'Shea's; Zayre.
Variety Stores-Newberry.
Discount Stores-Globe; K mart.
Chain Drug Stores -Rexall 2; Osco; CVS; Value Plus.
Chain Supermarkets-IGA; Dan's Star Mkt., Shaw's; Mr. Grocer.
Other Chain Stores-Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14 - NEWSPAPERS: CITIZEN (e) 9,370; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: C. Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St.; PO Box 40, Laconia, NH 03246; Tel. (603) 524-3800.
National Representative: Landon Associates.

LEBANON-HANOVER, NH-WHITE RIVER JUNCTION, VT

1 - LOCATION: Grafton County, NH, Windsor County, VT. E&P Map B-4. Manufacturing and industrial center. At junction of Mascoma, Connecticut and White Rivers. 123 mi. from Springfield, Mass.; 142 mi. from Boston, Mass.; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

2 - TRANSPORTATION: Railroads-Boston & Maine; Vermont Central; Canadian Pacific; Candadian National; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-White River; Vermont Transit; Boston & Main, Greyhound.
Airlines-Precision Airlines; Command.

3 - POPULATION:
Corp Cities 80 Cen. 22,835; Loc. Est. 25,301
Lebanon, NH 80 Cen. 11,134; Loc. Est. 12,527
Hanover, NH 80 Cen. 9,119; Loc. Est. 10,047
White River Junction, VT 80 Cen. 2,582; Loc. Est. 2,727
Counties 80 Cen. 116,836; Loc. Est. 123,126
Grafton, NH 80 Cen. 65,806; Loc. Est. 70,725
Windsor, VT 80 Cen. 51,030; Loc. Est. 52,401
PMA-ABC: (80) 30,614; (84) 31,200
RTZ-ABC: (80) 36,118; (84) 38,400
PMA & RTZ-ABC: (80) 66,732; (84) 69,600

4 - HOUSEHOLDS:
Cities 80 Cen. 6,729; Loc. Est. 6,874
Lebanon, NH 80 Cen. 4,504; Loc. Est. 3,973
Hanover, NH 80 Cen. 2,225; Loc. Est. 1,941
White River Junction, VT 80 Cen. N.A.; Loc. Est. 960
Counties 80 Cen. 42,275; Loc. Est. 45,654
Grafton, NH 80 Cen. 23,221; Loc. Est. 25,619
Windsor, VT 80 Cen. 19,054; Loc. Est. 20,035
PMA-ABC: (80) 10,594; (84) 11,000
RTZ-ABC: (80) 13,197; (84) 14,100
PMA &RTZ-ABC: (80) 23,791; (84) 25,100

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$346,400,000
Savings & Loan	1	$8,515,000
Commercial	5	$158,400,000

6 - PASSENGER AUTOS: Grafton, NH 39,953; Windsor, VT N.A.

7 - ELECTRIC METERS: Residence 7,864

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Several blocks in each town in City Zone. Upper Valley Shopping Plaza; West Lebanon Shopping Plaza.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri., Mon., through Sat. in Plazas.

13 - RETAIL OUTLETS: Department Stores-Currier; Surprise; Montgomery Ward.
Discount Stores-J.W. Barber; Rich's; K mart.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Rexall 3; Big L; CVS.
Chain Supermarkets-P&C 5; IGA; Purity Supreme; Lebanon IGA; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.
Other Chain Stores-Aubuchon; Army & Navy; Agway; Western Auto; Sears; Midas Muffler; Trustworthy; Tru-Value; Radio Shack; JCPenney; Campion's; Brown's; Sherwin-Williams; Bridgman's; Fletcher's; Dartmouth Co-op; Greydon Freeman; Powers; Briggs; Hildreth's; Shoetorium; Dulac's; Nugents; Fayva Shoe; Dexter Shoe; Beaconway; Hirschs; Hills; Carroll Reed; Johnson's Home Ctr.; Singer; J&D Auto; Bedpost; Dunham Shoe; Focus On Fashion; Billicks.

14 - NEWSPAPERS: VALLEY NEWS (e-mon to fri; m-sat) 16,148; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS, PO Box 877, White River Junction, VT 05001; Tel. (603) 298-8711.
National Representative: Landon Associates.

MANCHESTER

1 - LOCATION: Hillsborough County, E&P Map C-6 (MSA). Industrial, wholesale & retail center; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; I-93, 293.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-39.
Intercity Bus Lines-Vermont Transit; Concord Trailways; Peoples.
Airlines-Bar Harbor; Precision; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 90,936; Loc. Est. 97,790
CZ-ABC: (80) 135,961; (84) 137,100
RTZ-ABC: (80) 247,609; (84) 271,900
County 80 Cen. 276,608; Loc. Est. 294,734
MSA 80 Cen. 129,305; Loc. Est. 136,910
City & RTZ-ABC: (80) 383,570; (84) 409,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,334; Loc. Est. 37,332
County 80 Cen. 95,820; Loc. Est. 104,522
MSA 80 Cen. 46,232; Loc. Est. 50,889
CZ-ABC: (80) 48,240; (84) 48,800
RTZ-ABC: (80) 81,746; (84) 95,100
City & RTZ-ABC: (80) 133,986; (84) 143,900

5 - BANKS	NUMBER	DEPOSITS
Savings	N.A.	$877,000,000
Savings & Loan	N.A.	$305,000,000
Commercial	N.A.	$702,000,000

6 - PASSENGER AUTOS: County 183,867

7 - ELECTRIC METERS: Residence 59,726

8 - GAS METERS: Residence 18,438

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Lumber, Wood Prod., Furn. 650 ($209); Electrical, Electronic, Mach. 5,950 ($223); Metal Products 750 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11 - TAP WATER: Slightly acid, very soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on Elm St., North to South, Webster to Queen City Ave.; Easterly and Westerly 2 blocks, excepting Bridge, 3 blocks; Hanover, 4 blocks.
Neighborhood Shopping Centers-Granite St. S Main 6 blocks; Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; S Maple St., & So. Willow, 14 blocks; W Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Av. & Massabesic St., 3 blocks; Webster St. & D.W. Hwy N, 16 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall of N.H.(88)	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth, Star Mkt.
Victor Plaza(5)	2	Alexander's, Lord's
Bedford Mall(26)	5	Alexander's, Jordan Marsh, Mont. Ward
Hampshire Plz.(20)	0	Lynch's, Anthony's
Family Center	4	Star Mkt., Osco
South Willow	3	Bradlees, Alexander's
K mart(Hooksett)	5	K mart, Shaw's
K mart(So. Willow) (11)	5	K mart, Filene's Basement Store
McGregor St.	2	Osco, Star Mkt.
Goffstown Plaza(12)	6	Stuart's, Shaw's, Radio Shack

Principal Shopping Days-Thur., Sat., Sun. & Mon.
Stores Open Evenings-Shopping centers, discount stores, supermarkets, neighborhood.
Stores Open Sundays-Shopping centers, supermarkets, neighborhood.

13 - RETAIL OUTLETS: Department Stores-Sears; Jordan Marsh; Moreau's; Filene's; Lechmere; Almy's; Bon Ton; Montgomery Ward.
Variety Stores-Woolworth.
Discount Stores: Mammoth Mills; Zayre; Bradlees; CVS; Lord's; Osco Drug, Caldor; 606; K mart; Stuart's.
Chain Drug Stores-Gosselin 5; Osco 2; Hospital Phmcy. 3; Brooks 3.
Chain Supermarkets-IGA 4; Star Mkt. 3; Alexander's 4; Bi-Wise 2; Shaw's 4; Superfine 4.
Other Chain Stores-Aubuchon Hdwe.; Singer; Noyes Tire; Thom McAn; Radio Shack; Stowells; Sherwin-Williams; Gingiss; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Fayva Shoe; Curtis Mathes; Agway; Merrimack Farm; Grossman's; Florsheim Shoe; Kay Jewelers; Tagway Shoe; Karten's; Hickory Farms; A.S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith; Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms; Docktor Pet; Photo Corral; Mothercare; Zale's Jewelers; Riteaid; Spencer Gifts; Pearle Vision; B. Dalton Bookseller; Mail Drug; Beaconway; ADAP Auto Parts; Robbins Auto; T.J. Maxx; Marshall's; So-Fro Fabrics; Sullivan Tire; Toys R Us; Dexter Shoe; Sanel Auto Parts; Footwear House; Perfecta Camera; Prism Photo.

14 - NEWSPAPERS: UNION LEADER (m) 67,809; NEW HAMPSHIRE SUNDAY NEWS (S) 78,720; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Francis J. Brennan, Adv. Dir., UNION LEADER and NEW HAMPSHIRE SUNDAY NEWS, 35 Amherst St., Manchester, NH 03105; Tel. (603) 668-4321.
National Representative: Sawyer-Ferguson-Walker.

NASHUA

1 - LOCATION: Hillsborough County (PMSA). E&P Map C-6 County Seat. At junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways of NE; Hudson; Vermont; Community.

3 - POPULATION:
Corp. City 80 Cen. 67,865; Loc. Est. 76,830
CZ-ABC: (80) 95,004; (84) 99,700
RTZ-ABC: (80) 67,894; (84) 81,500
County 80 Cen. 276,608; Loc. Est. 294,734
PMSA 80 Cen. 142,527; Loc. Est. 155,082
City & RTZ-ABC: (80) 162,898; (84) 181,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,489; Loc. Est. 27,878
County 80 Cen. 95,820; Loc. Est. 104,522
PMSA 80 Cen. 47,725; Loc. Est. 53,938
CZ-ABC: (80) 32,382; (84) 34,300
RTZ-ABC: (80) 21,464; (84) 25,800
City & RTZ-ABC: (80) 53,846; (84) 60,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$498,001,103
Savings & Loan	2	$234,701,102

6 - PASSENGER AUTOS: County 183,867

7 - ELECTRIC METERS: Residence 38,771

8 - GAS METERS: Residence 18,901

9 - PRINCIPAL INDUSTRIES: Computers; Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Products, Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hardware; Language Trainers; Packaging Materials; Chemicals; Laboratory Equipment; Federal Aviation Control Center; Graphic Arts.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4. Last killing frost, May 26.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Nashua Mall(51)	1	Mont. Ward, Almy's Dept., Bradlees
Southgate(7)	4	Stuart's Dept. Store, DeMoulas Mkt.
Royal Ridge Mall(14)	3	Marshall's, Purity Supreme, Pharmacity
Hudson Mall(6)	3	Alexander's Mkt.
Simoneau Plz.(15)	NA	Bradlees, JCPenney, McQuade's
Turnpike Pl.(7)	2	First Nat'l, Rich's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9:30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; McQuade's; Rich's; Miller's; Almy's; Marshall's; JCPenney.
Discount Stores -Kimrick Mills: Bradlees; Rich's; Stuart's; CVS; Marshall's; Zayre.
Chain Drug Stores-MD Stores; CVS; Pharmacity; Osco.
Chain Supermarkets- Shaw's; Kealey Farms; Soucy's Mkts. 3; Alexander's 3; DeMoulas 3; Purity Supreme.

14 - NEWSPAPERS: TELEGRAPH (e) 28,713; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Brad Burley, Adv. Mgr., TELEGRAPH, 60 Main St.; PO Box 1008, Nashua, NH 03061; Tel. (603) 882-2741.
National Representative: Landon Associates.

PORTSMOUTH

1 - LOCATION: Rockingham County. (In Portsmouth-Dover-Rochester, NH-ME MSA). E&P Map D-5. County Seat 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 18 and 4. State Hwys. 16, 95, 101, 108, & 151. Starting point of N.H. toll road. Resort area.

2 - TRANSPORTATION:
Motor Freight Carriers-3.
Intercity Bus Lines-Timberlane; Greyhound; Oyster River Transportation; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,254; Loc. Est. 28,299
CZ-ABC: (80) 41,452; (84) 39,000
RTZ-ABC: (70) 111,041; (84) 117,800
County 80 Cen. 190,345; Loc. Est. 203,686
MSA 80 Cen. 189,552; Loc. Est. 229,744
City & RTZ-ABC: (80) 152,493; (84) 156,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,424; Loc. Est. 9,449
County 80 Cen. 65,951; Loc. Est. 72,190
MSA 80 Cen. 67,630; Loc. Est. 82,918
CZ-ABC: (80) 14,705; (84) 14,000
RTZ-ABC:(80) 39,452; (84) 42,400
City & RTZ-ABC: (80) 54,157; (84) 56,400

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$302,506,000
Commercial	3	$269,100,000

6 - PASSENGER AUTOS: County 141,351

7 - ELECTRIC METERS: Residence 7,500

8 - GAS METERS: Residence 2,567

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic 1,200; Civil Service 8,000; Shoe & Leather 500; Insurance 550; Wire & Cable 550; Fish Processing 300; Misc. Manufacturing 500; Military 5,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Congress: 1 on Vaughan Mall; 1 on Fleet; 2 on Market; 3 on Daniel; 3 on Pleasant; downtown area (110 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lafayette Plaza	3	Woolworth
Newington(72)	3	Anderson Little, CVS, Shaw's, Bradlees, Porteous Mitchell, Mont. Ward
Southgate Plz.(7)	3	Shaw's, Rich's, Brooks
K mart Plz.(10)	2	K mart, Marshall's, DeMoulas Mkt, Osco
Fox Run Mall(100)	3	Jordan Marsh, CVS, Filene's, Sears
Portsmouth	NA	AAA, Parade, A&P
Maine Outlet Mall(20)	NA	Dinnerware Plus, Rippoffs
Tidewater Mall(4)	NA	Lenox China

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Kimball's; Porteous Mitchell; Filene's; Jordan Marsh; Sears.
Variety Stores-Newberry; Woolworth.
Discount Stores -K mart; Rich's; Bradlees, Marshall's.
Chain Drug Stores-General Sales; Osco; Laverdier Drugs; CVS; Welby; Brooks.
Chain Supermarkets-A&P; Pic-N-Pay; Shaw's; DeMoulas; Shop & Save.
Other Chain Stores-Thom McAn; Barbara Moss; Tweeter; Ross Jewelers; Stowell's Jewelers; Karten's Jewelers; Singer Co.; Atherton's; Radio Shack; Touraine's; Artisan; Anderson Little; Hickory Farms; Scott's; Zale's; Carlyle & Co.; Cumberland's; Fanny Farmer.

14 - NEWSPAPERS: HERALD (e) 15,704; (S) 14,619; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Azio J. Ferrini, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801; Tel. (603) 436-1800.
National Representative: Thomson Newspapers.

NEW JERSEY SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem-Easton, Pa.-N.J.-Carbon, Lehigh and Northampton Counties, Pa; Warren County, N.J.
Atlantic City-Atlantic and Cape May Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bergen-Passaic-Bergen and Passaic Counties.
Jersey City-Hudson County.
Middlesex-Somerset-Hunterdon-Hunterdon, Middlesex and Somerset Counties.
Monmouth-Ocean-Monmouth and Ocean Counties.
Newark-Essex, Morris, Sussex and Union Counties.
Philadelphia, Pa-N.J.-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Trenton-Mercer County.
Vineland-Millville-Bridgeton-Cumberland County.
Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn.-Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.
Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.-Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; Wilmington, Del.-N.J.-Md. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	590	463	479
5-14 Years	1,404	1,114	1,153
15-24 Years	1,122	1,285	1,330
25-44 Years	1,748	2,018	2,088
45-64 Years	1,613	1,624	1,680
65 and Over	694	860	890
TOTAL	7,171	7,364	7,620

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

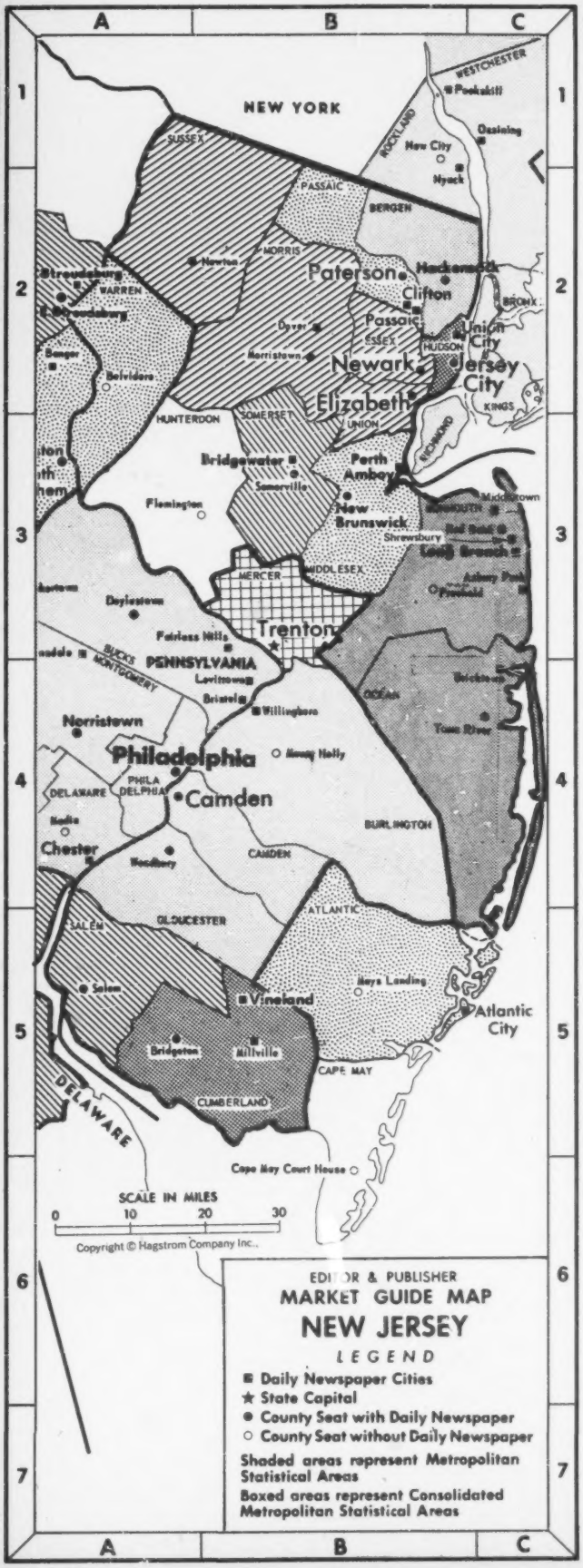
Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	655	918	1,798
General Mdse	2,485	3,009	5,512
Food	3,947	5,838	10,998
Automobiles	2,757	4,225	8,444
Gasoline Stations	1,100	1,804	3,755
Apparel	1,061	1,440	2,633
Furniture	894	1,122	2,191
Eat-Drink Places	1,423	2,148	4,624
Drugs	458	609	1,199
TOTAL SALES	16,831	24,287	48,093

ASBURY PARK

1 - LOCATION: Monmouth County. (In Monmouth-Ocean PMSA). E&P Map C-3. Trading center for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Conrail; New York and Long Branch (passenger and freight).
Motor Freight Carriers-43.
Intercity Bus Lines-Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.
Airlines-Scheduled flights from Monmouth County Airport to JFK Intl., Washington Nat.

3 - POPULATION:
Corp. City 80 Cen. 17,015; Loc. Est. 17,764
PMA-ABC:(80) 849,211; (84) 927,100
County 503,173; Loc. Est. 519,981
PMSA 80 Cen. 849,211; Loc. Est. 884,399
Demographic Information available from Newspaper. See paragraph 14.



4 - HOUSEHOLDS:
City 80 Cen. 7,207; Loc. Est. 8,002
County 80 Cen. 170,130; Loc. Est. 179,942
PMA-ABC: (80) 298,434; (84) 329,900
PMSA 80 Cen. 298,434; Loc. Est. 318,260

5 - BANKS	NUMBER	DEPOSITS
Commercial	35	N.A.
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: 472,115

7 - ELECTRIC METERS: Monmouth Co. 199,515; Ocean Co. 151,282

8 - GAS METERS: Monmouth Co. 104,615; Ocean Co. 76,458

9 - PRINCIPAL INDUSTRIES: Electronics; Utilities; Glass, Apparel & Needlepoint; Foods; Horse Breeding; Recreation; Financial Institutions; Publishing; Education; Retailing; Light Manufacturing; Perfume; Chemicals; Military Installations; Farming; Machinery; Plastics; Metal Products; Real Estate; Construction; Tourism; Boat Building; Commercial Fishing.
Principal Industrial Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-78; Fall 49-63; Winter 26-39; First killing frost, Oct. 29. Last killing frost, Apr. 8.

11 - TAP WATER: Alkaline soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ocean Co. Mall (102)	30	JCPenney, Sears, Bamberger's
Lacey Mall(21)	40	Shop Rite
Kennedy Mall	20	Shop Rite
Brick Plaza(33)	20	A&P, Steinbach, Jamesway, Caldor
Dover Mall(31)	25	Shop Rite-Bradlees
Sea Girt Mall	12	Foodtown
Toms River(19)	30	Acme, Radio Shack, Caldor
Seaview Sq.(140)	4	Stern's, Sears, Steinbach
Lakewood Plaza	20	Foodtown
Bradlee Hazlet Plaza	20	Bradlees
Laurel Square(30)	14	K mart
Shrewsbury(15)	7	Acme
Monmouth(155)	6	Bamberger's, Hahne's Abraham & Straus, Caldor
Middlebrook(20)	5	
Shark River Plaza(10)	NA	Fresh Farms, Medi Mart
Manalapan Mall(25)	NA	CVS, Steinbach's
Circle Plaza(20)	NA	Town & Country
Peddler's Vlg.(137)	NA	
Stella Plz.(24)	NA	

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All stores are open Wed., Fri. evenings (city); 6 nights at shopping centers.

13 - RETAIL OUTLETS: Department Stores-Monmouth and Ocean Counties:
Department Stores-Steinbach Co. 4; Sears 3; Caldor 3; Bamberger's 2; JCPenney 2; Bradlees 4; K mart 5; Rickel's 4; Jamesway 4; Channel Lumber 4; Hahne's; Best Products 2; Consumer Dist. 4.
Variety Stores-Newberry: Green; Nichols.
Chain Drug Stores-Parke; Rite Aid; Medi-Mart; Genovese.
Chain Supermarkets-Acme 9; Cumberland Farms 5; Grand Union; ShopRite 14; Foodtown 15; 7-Eleven 37; Pathmark 9; Kwik Check; Krauzer 33; Wawa 4.
Other Chain Stores-Kinney 8; Thom McAn 7; Shoetown 9; Goodyear 7; Radio Shack 21; Cloth World 3; Baker's 2; Lerner's 4; Marshall's 2; Braddock's; Firestone 9; Huffman Koos 2; Brick Church 5; Castro Convertible 3; Singer 2; Sherwin Williams 6; Reed Jewelers 2; Fanny Farmer 4; Littman Jewelers 4; Gordon Jewelers 2; Hickory Farms 3; Medi-Mart; Flower Time 2; Watchung Pool 2.

14 - NEWSPAPERS: PRESS (e) 120,396; (S) 177,950; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: S. Russell Famulary, Natl. Adv. Mgr., Asbury Park Press, Press Plaza, Asbury Park, NJ 07712; Tel. (201) 774-7000.
National Representative. Sawyer, Ferguson, Walker Co.

ATLANTIC CITY

1 - LOCATION: Atlantic County (MSA). E&P Map B-5.Casino Resort, vacation, and convention center. On Atlantic Ocean; end of the Atlantic City Expressway; 8 mi. E of Garden State Parkway; 5 mi. E of US Hwy. 9. On US Hwy. 30, 40/322. Atlantic City is 60 mi. E of Phila.; 120 mi. S of New York; 179 mi. N of Washington.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-26.
Bus Lines-N.J. Transit; Lincoln Terminal; Adventure Trails; American International; Capitol; Greyhound; Harran; Leisure Line; Martz; Starr; Trailways.
Airlines-Allegheny Commuter (Bader Field); Atlantic International Airways; People Express (Atlantic City Municipal Airport).
Waterways-Cape May-Lewes Ferry.

3 - POPULATION:
Corp. City 80 Cen. 40,199; Loc. Est. 38,578
PMA-ABC: (80) 397,887; (84) 429,300
County 80 Cen. 194,119; Loc. Est. 198,739
MSA 80 Cen. 276,385; Loc ESt. 285,379
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,736; Loc. Est. 17,033
County 80 Cen. 71,806; Loc. Est. 75,141
PMA-ABC: (80) 146,421; (84) 159,500
MSA 80 Cen. 104,153; Loc. Est. 110,029

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$7,449,710,000
Savings & Loan	6	$4,392,770,000

6 - PASSENGER AUTOS: Est. County 104,700

7 - ELECTRIC METERS: Residence 13,954 (City)

8 - GAS METERS: Residence 10,287 (City)

9 - PRINCIPAL INDUSTRIES: Casinos; Retail Trade; Hotel/Motel; Eating & Drinking Places; Contract and Special Trade Construction; Manufacturing; Stone, Clay and Glass Products; Transportation; Wholesale Trade; Finance, Insurance and Real Estate; Business Services; Health Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; 45% fluoridated, 55% not fluoridated.

12 - RETAILING: Downtown Shopping-10 blocks on Atlantic Ave.; 8 on Pacific Ave.; 10 on Boardwalk; Ocean One Center.
Neighborhood Shopping-Absecon; Brigantine; Cape May; Linwood; Margate; Northfield; Ocean City; Pleasantville; Ventnor; Vineland; Wildwood.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardiff Center	10	Pathmark, Rickels, Bradlees
Court House Village	33	Murphy Mart, Super Fresh
Cumberland Mall	40	Bradlees, JCPenney
Jamesway Plaza	33	Jamesway, Acme
Ocean Co. Mall (106)	60	Bamberger's, CVS Pharmacy, Sears, JCPenney
Pleasantville Center	8	K mart, Thrift Drug, Acme
Rio Mall	39	K mart, Super Fresh, Thrift Drug
Shore Mall	10	JCPenney, Sears, Steinbach's
Silo Plaza	8	Silo
Somers Point Plaza	20	Jamesway, Acme
Tilton Center	8	Thriftway, Jamesway
Ventnor Plaza	1	Shop-Rite, Bradlees
Vineland Center	40	Sears, Eckerd

Principal Shopping Days-Sun., Mon., Thur., Fri.
Stores Open Evenings-Retail: Wed.; Food: Mon.-Fri. About 80% Retail and Food open Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Steinbach's; Bradlees; Jamesway; K mart; House and Garden. **Chain Drug Stores**-CVS; Eckerd; Rite-Aid; Thrift Drugs.
Chain Supermarkets-Acme; Foodtown; Pathmark; Shop-Rite; Super Fresh; Thriftway.
Other Chain Stores-American Appliance; Baker's; Brooks; Bob Kislin; Buten; Carvel; Casual Corner; Color Tile; Command Performance; Cumberland Farms; Dee's Appliance; Dunkin Donuts; Ethan Allen Galleries; Goodyear; Hickory Farms; Hit or Miss; Jack Lang; Kinney; Lerners; Littman Jewelers; MAB; Morton's Jewelcor; Murphy Mart; Pep Boys; Penn Jersey; Radio Shack; Rafters; Reese Palley Jewelers; Rickels; Sherwin Williams; Silo; Singer; Spencer Gifts; Tiny Tots; Tom McAn; WA WA; Wilmington Dry Goods; 7-Eleven; 84 Lumber.

14 - NEWSPAPERS: PRESS (m) 76,176; (S) 82,385; Mar. 31, 1984 ABC.
Local Contact for Advertising Data: William K. Battista, Nat. Adv. Mgr., PRESS, 1900 Atlantic Ave., Atlantic City, NJ 08404; Tel. (609) 345-1234.
National Representative: Sawyer-Ferguson-Walker Co.

BERGEN COUNTY

See HACKENSACK

BRICKTOWN

See TOMS RIVER

BRIDGETON

1 - LOCATION: Cumberland County. (In Vineland-Millville-Bridgeton PMSA).E&P Map A-5, County Seat. Farming and glass mfg. center. State Hwys. 77, 49; 40 mi. S of Philadelphia; PA 40 mi. W of Atlantic City.

2 - TRANSPORTATION: Railroads-N.J. Central (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Transport of N.J.; Garden State Coachway.

3 - POPULATION:
Corp. City 80 Cen. 18,795; Loc. Est. 18,729
PMA-ABC: (80) 49,721; (84) 50,100
County/PMSA 80 Cen. 132,866; 137,139
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,681; Loc. Est. 6,821
County/PMSA 80 Cen. 44,287; Loc. Est. 46,767
PMA-ABC: (80) 16,685; (84) 16,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,981,768
Savings & Loan	2	$75,464,176

6 - PASSENGER AUTOS: County 88,377 (1982)

7 - ELECTRIC METERS: Residence 8,570

8 - GAS METERS: Residence 2,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,450 ($204); Glass Mkg. 1,350 ($265); Textiles 1,840 ($174); Machy. 150 ($180).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4. Last killing frost, Apr. 21.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.
Neighborhood Shopping Centers-Broad and West Park Dr.; 1 block on N Pearl St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeton(10)	NA	Acme, Thrift Drug
Jamesway Plaza(8)	NA	Thriftway, Eckerd, Jamesway
Hopewell(8)	NA	Halter's Variety

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri., Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Wax Bros; JCPenney; Rovner's.
Variety Stores-Woolworth; Jamesway.
Chain Drug Stores-Rite Aid; Eckerd; Thrift.
Chain Supermarkets-Thriftway; Acme; IGA Mkt.; Chiari's 2; Eatmor; Fishers Mkt.
Other Chain Stores-Sears (catalog); J.S. Raub Shoes; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 12,028; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James G. Homan, Adv. Dir., NEWS, 100 E. Commerce St., PO Box 596, Bridgeton, NJ 08302; Tel. (609) 451-1000.
National Representative: Landon Associates, Inc.

BRIDGEWATER

1 - LOCATION: Somerset County (In Newark PMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and I-287; 19 mi. N of Garden State Pkwy. and N.J. Tpk.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Transport of N.J.; Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.
Airlines-All at Newark Airport.

3 - POPULATION:
Township 80 Cen. 29,175; Loc. Est. 29,879
PMA-ABC: (80) 390,875; (84) 395,400
PMSA 80 Cen. 1,762,175; Loc. Est. 1,919,850
County 80 Cen. 203,129; Loc. Est. 211,154
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Township 80 Cen. 8,804; Loc. Est. 9,081
County 80 Cen. 67,368; Loc. Est. 71,499
PMSA 80 Cen. 647,317; Loc. Est. 676,572
PMA-ABC: (80) 129,510; (84) 132,300

5 - BANKS	NUMBER	DEPOSITS
Savings	4	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: County Est. 47,000

8 - GAS METERS: County Est. 38,000

9 - PRINCIPAL INDUSTRIES: (PMA)-chemical Apparel; Textiles; Fabricated Metals; Printing; Publishing; Pharmaceuticals; Electrical Products; Construction; Rubber; Plastics; Cosmetics; Farming; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas (PMA)-Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen, Middlesex; South Plainfield; Piscataway.
Shopping Centers (PMA)-Middlesex Mall; Blue Star Ctr.; Somerset Shpg. Ctr; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Village; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plaza; Hillsborough Shpg. Plaza; Rustic Mall; Stirling Plaza; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. Shopping Strip along Route 22 from Springfield to Somerville, over 50 diversified retail outlets.
Shopping Centers in Entire Market Area Include-Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plaza; Montgomery Plaza.

13 - RETAIL OUTLETS: Department Stores (PMA)-Sears; Bamberger's; Hahne's; Stern's; Dunhams; Epsteins.
Variety Stores-S.S. Kresge; Woolworth; McCrory.
Discount Stores-K mart; K-Way; Channel Lumber; Laneco; Bradlees.
Chain Drug Stores-Sav-on; CVS; Rexall; Walgreen; Pathmark; Drug Fair.
Chain Supermarkets-A&P 13; Acme 5; Food town 7; Grand Union 3; Laneco 2; Pathmark 4; Plus Discount 3; Shop Rite 9; Stop N Shop 2.
Other Leading Stores & Chain Stores-Huffman-Koos; Mirons; Granetz; Newberry's; Fabric Land; Larkey; Rogers Clothes; Firestone; Roth & Schlengers; Goodyear; Penn Jersey; B.F. Goodrich; Pep Bros.; Midas Muffler; Loft Candy; Helen Elliott; Singer Sewing; Imperial Magnavox; Brick Church; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods.

14 - NEWSPAPERS: COURIER-NEWS (e) 55,854; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James Petrini, Adv. Dir., COURIER-NEWS, 1201 Route 22, Bridgewater, NJ 08807; Tel. (201) 722-8800.
National Representative: Gannett Newspaper Advertising Sales.

BURLINGTON

See WILLINGBORO

CAMDEN-CHERRY HILL

1 - LOCATION: Camden County (In Philadephia, PA-NJ, PMSA). E&P Map A-4. Camden is County Seat; on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial center; On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge betw. S Phila. & Gloucester links with Penna. Tpk. via Schuylkill Expway. Benjamin Franklin Bridge betw. Center City, Phila. and Camden. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2 - TRANSPORTATION: Railroads-Conrail; Patco High Speed line.
Motor Freight Carriers-244.
Intercity Bus Lines-Transport of New Jersey; Trailways.
Airlines-At Airport in Philadelphia.

3 - POPULATION:
Cities 80 Cen. 153,695; Loc. Est. 155,265
Camden 80 Cen. 84,910; Loc. Est. 82,296
Cherry Hill 80 Cen. 68,785; Loc. Est. 72,969
PMA-ABC: (80) 733,896; (84) 765,700
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,792
County 80 Cen. 471,650; Loc. Est. 489,912
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 50,059; Loc. Est. 53,372
Camden 80 Cen. 28,204; Loc. Est. 30,251
Cherry Hill 80 Cen. 21,855; Loc. Est. 23,121
County 80 Cen. 162,508; Loc. Est. 172,795
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819
PMA-ABC: (80) 249,114; (84) 262,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods 38,800 (Avg. Hrly. Wage $9.18); Mfg. of Non Durable Goods 28,400 (Avg. Hrly. Wage $10.60); Non-Mfg. 277,300.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haddonfield	8	
Black Horse Pike(40)	5	Woolworth, JCPenney
Brooklawn(26)	8	K mart,
Burlington	16	Sears, Strawbridge & Clothier
Cherry Hill Mall (113)	5	Bambergers, Strawbridge & Clothier, JCPenney
Deptford Mall(130)		Sears, Bambergers, Wanamaker's
Echelon	10	Strawbridge & Clothier, JCPenney, Gimbels
Moorestown Mall(85)	10	Wanamaker, Gimbels, Sears
Stratford(14)	10	Clover
Westmont(34)	3	Clover, A&P
Woodcrest(15)	9	Shop'n Bag, Channel
Airport Circle(4)	2	K mart

Principal Shopping Days-Department Stores-Thur., Fri., Sat., Food-Wed., Thur. and Sat.
Stores Open Evenings-Dept.-Mon. to Sat.; Food-Tues. through Fri.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Strawbridge & Clothier 3; Bamberger's; Gimbels; Wanamaker's; Pomeroys; Jefferson Ward.
Discount Stores Dee's; Pennsauken Mart; Clover Stores; K mart; Dry Goods.
Specialty Stores-Charles David; Diane Furs; Zinman Furs; Lillian Albus; Town & Country; Fashion Bug; Lane Bryant; Country Set; Marianne; Sally Shops; Loehmann's; Samar Fashions; Talbots.
Variety Stores-Ben Franklin Stores; Woolworth; McCory's.
Furniture Stores-Bellmawr Furniture; DiMona's; Doughertys' Furniture; Howard Hill; Menchel-McDonald Furniture Co.; Murphy's Furniture; Nastasi's; Newman's Home Furnishings; Philmore Furniture; Ressa Bros.; Sullivan Furniture Co.; J.B. Van Sciver Co.; Robert I. Weir; Levitz; Levine's.
Electrical Appliance Stores-Electrical Center; Hubbs Corner; Dee's; Pearlman's; Nastasi's; Moffa's; A B C Discount Appliances; American Appliances; Sam's Appliances; Silo; Shuman's.
Chain Drug Stores-Lincoln; Quality 6; SupeRx; Thrift 8; Womer; Rite Aid; Eckerd Drug; CVS.
Chain Supermarkets-Acme Markets; Shop-Rite; Shop 'N Bag; Pathmark; SuperFresh; Talk of the Town.
Corporate Chains-Frankford-Quaker; Thriftway; Perlof Bros.; Foodtown; 7-Eleven; Wa-Wa Markets; Plus Foods; Jewel T; Stop N Shop; AM-PM Mini Mart.
Other Chain Stores-Automotive: B.F. Goodrich, Firestone, Goodyear, Penn Jersey, Pep Boys, Rayco Auto Seat Cover Co., Midas Muffler Co., Rem Auto Supply, Aamco; Car Rentals: Hertz, Avis Rent-A-Car, Biddle Car & Truck Rental, Budget Rent-a-Car, Automotive Rentals, Inc.; Candy: Dairy Maid, Bayard's Chocolate Houses, Bowers Candies; Flooring: Best Tile Co., Allied Floor Covering, Tile City; General Merchandise: Singer Sewing Machines, Hanscom's Bakery, Kiddie Mart, Rickles; Jewelry: Zale's, Littmann's, Kellner, Baily, Banks & Biddle, Merrill's, Tappins; Men's Apparel: Jack Lang, Jackman's, Dodd's, Jack King, Clothing Whse., Turl's, Men's Loft; Women's Apparel: Holly Stores, Joy Hosiery, Charming Shoppes, Fashion Bug; Marshall's; Metal Fences: Anchor Fence, Cyclone Fence; Paints: Buten Paints, Sherwin-Williams, M.A. Bruder & Son, DuPont, Dutch Boy, Benjamin Moore, Finnaren and Haley, Pittsburgh, Spred-Glidden; Martin Paint; Shoes: Martin, Baker's, A. S. Beck, Buster Brown, Father & Son, Florsheim, Hanover, Thom McAn, Burts, Chandler's, Regal, Flagg, Hardy, Shoe-Town.

14 - NEWSPAPERS: COURIER-POST (e-mon to fri) 114,146; (m-sat) 107,946; (S) 99,980; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Herman F. Transmondi, Adv. Dir., COURIER-POST, 301 Cuthbert Blvd.; PO Box 5300, Cherry Hill, NJ 08034; Tel. (609) 663-6000.
National Representative: Gannett Newspaper Advertising Sales.

CLIFTON

See PASSAIC

DOVER

1 - LOCATION: Morris County. E&P Map B-2. (In Newark PMSA). Manufacturing & military center; NW part of State; 45 mi. E of New York City.

2 - TRANSPORTATION: Railroads-NJ Transit.
Intercity Bus Lines-Greyhound; Public Transport of N.J.; Lakeland; West Morris; Transit.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,681; Loc. Est. 15,027
PMA-ABC: (80) 157,582; (84) 171,700
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850
County 80 Cen. 407,630; Loc. Est. 421,262
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,901; Loc. Est. 5,115
County 80 Cen. 131,820; Loc. Est. 139,707
PMSA 80 Cen. 647,317; Loc. Est. 676,572
PMA-ABC: (80) 51,279; (84) 56,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$232,105,000
Savings & Loan	7	$401,131,062

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 126,161

8 - GAS METERS: Residence 26,800

9 - PRINCIPAL INDUSTRIES: No. of EmployeesArsenal 8,500; Appliances 400; Glass 300; Paperboard 1,100; Drugs 2,800; Electronics 4,000; Plastics 400; Timers 400; Packaging Machy. 350; Pipe & Ceramics 500; Clothing 800; Aircraft Radio 650.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 53-85; Fall 29-58; Winter 16-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover(30)	NA	JCPenney, Sears
Ledgewood Circle(2)	NA	A&P, Endicott Johnson
Ledgwood Mall(55)	NA	Jamesway
Town Square	NA	JCPenney, Hahne's, Bamberger's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Newberry; Bamberger's; Hahne's.
Discount Stores-K mart.
Chain Supermarkets-A&P; Acme; Jamesway; Foodtown; Shop-Rite; Pathmark; Grand Union.
Other Chain Stores-Goodrich; Firestone; Littman Jewelry; Kinney Shoes; Thom McAn; Sherwin-Williams; Loft Candy; Dean's; Kaufman Carpet; Wick's Lumber; Zale's; Channel; Rickel; Brick Church; Thrift Drug.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 12,583; (S) 12,775; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Rath, Adv. Mgr., ADVANCE, PO Box 30, Dover, NJ 07801; Tel. (201) 347-5400.
National Representative: Drukker Newspapers.

ELIZABETH

1 - LOCATION: Union County (In Newark PMSA). E&P Map B-2, County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Staten Island Sound and Newark Bay; U.S. Hwys. 1, 9.

2 - TRANSPORTATION: Railroads-NJ Transit; Rahway Valley; Amtrak.

Nator Freight Carriers-14.
Intercity Bus Lines-Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.
Airlines-American; Eastern; National; Trans World; USAir; United; Capital; Aero; Flying Tiger; Slick; TWA; Pan Am; Delta; Northwest; Piedmont; N.Y. Airways; World Airways.

3 - POPULATION:
Corp. City 80 Cen. 106,201; Loc. Est. 106,800
PMA-ABC: (80) 504,094; (84) 489,800
County 80 Cen. 504,094; Loc. Est. 518,783
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850

4 - HOUSEHOLDS:
Corp. City 80 Cen. 35,878; Loc. Est. 40,729
County 80 Cen. 177,973; Loc. Est. 187,421
PMSA 80 Cen. 647,317; Loc. Est. 676,572
PMA-ABC: (80) 177,973; (84) 174,600

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$342,442,000
Savings & Loan	6	$341,140,000
National	1	$145,781,000
State	4	$265,951,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,345

8 - GAS METERS: Residence 39,965

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners(Av. Wkly. Wage-N.A.)-Sewing Machine 3,189; Gas and Chemicals 1,655; Pharm. Products 5,750; Auto 5,637; Cookies 1,356; Elec. Equip. 1,737.

10 - CLIMATE: Average Temp.-Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Half mile south from Penna. Railroad arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, east to Union Square. Many fine stores on first blocks of most cross streets off Broad St. east and west to Elizabeth Ave. and north of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers-6 centers throughout city. Neighborhood stores located near all residential sections.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roselle(22)	3	Foodtown
Garwood	5	Medi-Mart
Menlo Park(86)	8	Bamberger's, Alexander's
Short Hills(140)	9	Bloomingdale's, Lord & Taylor, W&J Sloane B.Altmans, Bonwit Teller
Woodbridge(121)	7	A&S, Orbach, Hahne, Stern's, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Furniture-nightly (ex. Sat.); Other retail-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Steinbach's.
Variety Stores-Newman's 3; Green; C. H. Martin; McCrory; K mart.
Discount Stores-Daffy Dan's.
Chain Drug Stores-Rite Aid 4; Shor's 2; Medi-Mart.
Chain Supermarkets-A&P 11; Grand Union 2; Pathmark 15; Foodtown 30; Shop Rite 14; Acme 11.
Other Chain Stores-A. S. Beck; Kitty Kelly; Hanover; National; Flagg Bros.; Miles; Thom McAn; Forsythe; Regal; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; Poppy's; Tappins.

14 - NEWSPAPERS: JOURNAL (e) 39,423; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Eric C. Goltzer, Adv. Dir., JOURNAL, 295 Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.
National Representative: Landon Associates.

HACKENSACK-BERGEN COUNTY

1 - LOCATION: Bergen County, E&P Map B-2 (In Bergen-Passaic MSA), County Seat. On Hwys. 1, 3, 4, 9, 17, 46 and 80. 8 mi. from New York; 9 mi. E of Paterson; 14 mi. N of Newark; Garden State Pkwy.; N.J. Tpk.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail (West Shore); Northern RR of N.J., New York, Susquehanna and Western.
Intercity Bus Lines-Greyhound; Transport of N.J.; Rockland (Red & Tan); Shortline; Manhattan Transit; Maplewood Equipment; Adirondack Trailways; Arrow Bus Co; Fairlawn Transportation; Leisure Line; Reliable Coach Co; Taranto Bus Co.
Motor Freight Carriers-16.
Airlines-Emery; Federal Express (fght.); Purolator; Air National; Alfa Aero Freight; Fast Air Sea Transport; Teterboro Arpt. N.Y. and all airports.

3 - POPULATION:
Corp City 80 Cen. 36,039; Loc. Est. 36,993
County 80 Cen. 845,385; Loc. Est. 869,279
MSA 80 Cen. 1,292,970; Loc. Est. 1,328,529
PMA-ABC: (80) 845,385; (84) 827,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp City 80 Cen. 15,827; Loc. Est. 16,787
County 80 Cen. 300,410; Loc. Est. 316,194
MSA 80 Cen. 453,873; Loc. Est. 477,156
PMA-ABC: (80) 300,410; (84) 296,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	33	$5,554,810,000
Savings & Loan	18	$2,980,566,646
Savings	3	$1,217,660,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence County 248,300
8 - GAS METERS: Residence County 249,200

9 - PRINCIPAL INDUSTRIES: Industry,No. of Plants-Miscellaneous Plastic Products 46; Lithographic Commercial Printing 36; Letterpress Commercial Printing 31; Electronic Components 24; Industrial Organic Chemicals 18; Non-electrical Machinery 20.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55; First killing frost, Oct. 1. Last killing frost, Apr. 20.

11 - TAP WATER: Moderately alkaline, moderately soft; not fluoridated.

12 - RETAILING: Principal Shopping District-Garden State Plaza, 78 Stores; Bergen Mall, 67 Stores; The Fashion Center, 27 Stores; Paramus Park, Paramus, 112 Stores; Riverside Square, Hackensack, 93 stores.
Additional Shopping Areas-Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park.
Neighborhood Shopping Areas-Municipality.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garden State Plaza(120)	NA	Bamberger's, JCPenney, Gimbels
Bergen Mall(67)	NA	Stern's, Ohrbach's, J.J. Newberry
Chestnut Ridge(22)	NA	Grand Union
Paramus Park(112)	NA	Abraham & Straus, Sears
Riverside Sq.(93)	NA	Bloomingdale's, Saks
The Fashion Ctr.(27)	NA	B. Altmar, Lord & Taylor
Caldor Center(5)	NA	Caldor
Linwood Plaza(22)	NA	Foodtown
Mahwah Plaza(20)	NA	A&P
River Rd. Ctr.	NA	Shop-Rite
Fair Ridge(15)	NA	A&P
Urban Farms(22)	NA	Gristede's
Valley Fair(20)	NA	Valley Fair
Park Ridge	NA	A&P
Interstate(35)	NA	Sears, Grossman's
Rochelle Park(7)	NA	Shop-Rite
Allendale(16)	NA	A&P
Foster Vlg.(23)	NA	Grand Union
Clostor Plaza(41)	NA	Woolworth's, K mart, Grand Union
Cresskill Plz.(10)	NA	King's Super Mkt.
Pascack Valley(25)	NA	Channel, Grand Union
Elmwood(15)	NA	Walgreens, Channel
Ramsey Square	NA	Bradlees, Channel
Saddle Brook Mall(21)	NA	Bradlees
Passaic County Willowbrook Mall(17)	NA	Bambergers, Orbach's, Sears, Sterns
West Belt Mall(32)	NA	JCPenney, Fortunoff
Preakness(43)	NA	Sterns, Rickel
Wayne Hills(32)	NA	Meyer Bros,K mart

Stores Open Evenings-Food & Department Stores, Bergen County Shopping Centers Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-County: Sears; Lord & Taylor; B. Altman; Packard's; Bambergers; Stern Bros.; Gimbels; Alexander's; Bloomingdale's; Ohrbach's; Saks Fifth Ave.; Abraham & Straus; Fortunoff.
Variety Stores-Woolworth; Kresge; Newberry; J.C. Penney.
Discount Stores-Valley Fair; Packard's; Bradlees; K mart; Toys-R-Us; Caldors.
Chain Lumber/Hardware-Channel Industries; Rickel Home Center; Kay's.
Chain Drug Stores-Whelan; Rexall 7; Genovese 2, Walgreens 2; Rite Aid 4; CVS 5; Medi-Mart 4.
Chain Supermarkets-Acme 3; A&P 9; Grand Union 18; Gristede; Kings 2; Shop-Rite 16; Foodtown 14; Pathmark 8; IGA 4.
Other Chain Stores-Shoes: Miles, A. S. Beck, Baker's, Thayer McNeil, Stenchever's, Globe Shoes, Shoe-Town, Red Cross, National Coward's, Chandler's, Thom McAn, Kinney; Candy: Loft's, Fanny Farmer, Russell Stover, Barracini; Clothing: He Man Shops, Lowits, Lane Bryant, MacHughe's, Roaman's, Schlessinger's, Florence Shop, Sealfon's, Plymouth Shops, Ann Taylor Sportswear, Syms, Susan Ives, Roger Kent, Lorry's, Bond's, Wallach's, National Shirt, Lerner, Melburn; Jewelry: Wiss Jewelers, Marcus Jewelers, Fortunoff; Others: Adler's, Radio Shack, Trader Horn, Friendly Frost, Sam Goody, Roots, Field Bros, Conrans; Furniture: Carlyle, Einstein Moomjy, Huffman-Koos, Kaufman, Levitz; Sporting Goods: Morsan's, Herman's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 153,480; SUNDAY RECORD (S) 223,782; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Kimball, Adv. Dir., RECORD, 150 River St., Hackensack, NJ 07602; Tel.(201) 646-4000; In NYC (212) 279-8484.
National Representative: Sawyer-Ferguson-Walker.

JERSEY CITY

1 - LOCATION: Hudson County (PMSA), E&P Map B-2, County Seat. Industrial, wholesale, residential and educational center. Occupies 19.2 square mi. on peninsula formed by Hudson River and Upper N.Y. Bay on East and South and Hackensack River and Newark Bay on West.

2 - TRANSPORTATION: Railroads-Journal Square Transportation Center; Lehigh Valley; Hoboken Shore & Path.
Motor Freight Carriers-117
Intercity Bus Lines-Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue; Edwards Lakes to Sea; Domenico; Central Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 223,532; Loc. Est. 214,754
CZ-ABC: (80) 507,072; (84) 488,700
RTZ-ABC: (80) 420,104; (84) 413,100
County/PMSA 80 Cen. 556,972; Loc. Est. 562,518
City & RTZ-ABC: (80) 927,176; (84) 901,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City: 80 Cen. 80,720; Loc. Est 80,305
CZ-ABC: (80) 189,779; (84) 184,800
RTZ-ABC: (80) 160,112; (84) 159,100
County/PMSA 80 Cen. 207,857; Loc. Est. 214,754
City & RTZ-ABC: (80) 349,891; (84) 343,900

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$2,049,520,000
Savings & Loan	15	$3,165,209,000
Commercial	18	$4,325,807,000

6 - PASSENGER AUTOS: County 173,805

7 - ELECTRIC METERS: City Residence 196,512

8 - GAS METERS: City Residence 196,480

9 - PRINCIPAL INDUSTRIES: Metro Area-Container Port; Pharmaceutical Prod.; Lamps; Food Packing; Radio & TV Sets; Iron Prod.; Candy; Soap; Carbon; Chemical; Wearing Apparel; Paper Prod.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining; Finance/Insurance.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Plz.(40)	3	Toys 'R Us, Bradlees
Stadium Plz.(2)	4	Rickels, K mart, Pathmark
Harmon Meadows (34)	6	Annie Sez
Twin City Plz.(12)	2	Acme, McCrory
Channel Shoprite(3)	NA	Channel Lumber

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Woolworth; Grand; McCrory; Home Fair; Jupiter 2; Odd Lots 4.
Discount Stores-Bradlees; K mart 2; Wonder Store 4; C.H. Martin 5.
Chain Drug Stores-Rexall 5; Rite Aid 7; Drug Guild; Rite Way 12; Rock Bottom.
Chain Supermarkets-A&P 14; Shop Rite 15; Food Town 7; Pathmark 3; Acme 3; Shelley's 2; IGA; Basics; Met 5.
Other Chain Stores-Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Martin Paints; National Shoes; Midas; A.S. Beck; Kinney Shoes; Kay Jewelers; Lynn; Allied Radio Shack; Channel Co.; Shoe Town, Knapp; Fayva; Zale's Jewelers; Mandee; Rickels; Beauty Barn; Hit or Miss; GNC; Consumers; Trader Horn; Joyce Leslie; Brick Church Appliance.

14 - NEWSPAPERS: JERSEY JOURNAL (e-mon to fri) 64,675; (e-sat) 60,389; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306; Tel. (201) 653-1000.
National Representatives: Newhouse Newspapers Metro Suburbia.

MIDDLETOWN

See RED BANK

MILLVILLE

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA), E&P Map B-5, Industrial center. On State Hwys. 47 and 49 at the head of navigation on the Maurice River 41 mi. from Philadelphia; 35 mi. from Atlantic City; 130 mi. from New York City.

2 - TRANSPORTATION: Railroads-Conrail; Reading Sea Shore.
Motor Freight Carriers-11.
Intercity Bus Lines-Public Service; Bridgeton.

3 - POPULATION:
Corp. City 80 Cen. 24,815; Loc. Est. 26,824
CZ-ABC: (80) 24,815; (84) 26,400
RTZ-ABC: (80) 13,170; (84) 13,900
County/PMSA 80 Cen. 132,866; Loc. Est. 137,139
City & RTZ-ABC: (80) 37,985; (84) 40,300

4 - HOUSEHOLDS:
City 80 Cen. 9,007; Loc. Est. 9,768
County/PMSA 80 Cen. 44,287; Loc. Est. 46,767
CZ-ABC: (80) 9,007; (84) 9,700
RTZ-ABC: (80) 4,071; (84) 4,300
City & RTZ-ABC: (80) 13,078; (84) 14,000

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$53,000,000
Savings & Loan	2	$31,000,000

6 - PASSENGER AUTOS: County 88,377 (1982)

7 - ELECTRIC METERS: Residence 10,905

8 - GAS METERS: Residence 4,997

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass Mfg. 4,700; Textile Mfg. 600; Sand Mining 560; Airworks & Aircraft Repairs.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 52-83; Fall 45-66; Winter 22-24.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on High, Main and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Delsea(2)	6	Sears
Cumberland Mall(60)	NA	Bradlee's, Wilmington Dry Goods, Pathmark

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept.-Fri. Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Fath's.
Variety Stores-Woolworth; K Mart.
Chain Drug Stores-Joseph's; Rexall; Sun Ray; Rite-Aid.
Chain Supermarkets-Acme; Pathmark; Thriftway; IGA.
Other Chain Stores-Endicott-Johnson (shoes); Diana Shop; Goodyear; Firestone.

14 - NEWSPAPERS: DAILY (e) 7,060; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Brad Borton, Adv. Dir., DAILY, 22 E. Vine St., Millville, NJ 08332; Tel. (609) 825-3456.
National Representatives: Landon Associates; Robert Hitchings & Co.

MORRISTOWN

1 - LOCATION: Morris County (In Newark PMSA). E&P Map B-2. County Seat. Mfg. & education center.

2 - TRANSPORTATION: Railroads-Morristown & Erie; New York, Susquehanna & Western; Erie Lackawanna; Central Railroad of New Jersey.
Motor Freight Carriers-1.
Intercity Bus Lines-Morristown; Public Service; De-Camp.

3 - POPULATION:
Corp. City 80 Cen. 16,614; Loc. Est. 16,776
PMA-ABC: (80) 359,857; (84) 371,900
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850
County 80 Cen. 407,630; Loc. Est. 421,262
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,534; Loc. Est. 6,704
County 80 Cen. 131,820; Loc. Est. 139,510
PMSA 80 Cen. 647,317; Loc. Est. 676,572
PMA-ABC: (80) 117,051; (84) 121,700

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$351,031,802
Savings & Loan	4	N.A.
Commercial	2	$697,811,109

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 138,096

8 - GAS METERS: Residence 24,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Public Utilities 1,218; Chemical Products 2,663; Printing 687; Construction 570; Rubber 305; Food 372; Paper 1,547; Engineering 2,891; Pharmaceuticals 1,095.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 60-97; Fall 32-80. Winter 28-50. First killing frost, Oct. Last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown(9)	NA	A&P
Baldwin Manor(11)	NA	Baldwin Pharm., Foodtown
Troy(19)	NA	Pathmark, K mart
Morris Hills Plaza(15)	NA	Kinney Shoes, Rexall

Principal Shopping Days-Fri., Wed., Sat.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Bamberger's; M. Epstein; Sears; JCPenney.
Discount Stores-Jamesway; Rockaway Sales 2; K mart, Bradlees.
Variety Stores-Woolworth.
Chain Drug Stores-Sav On; Foods Plus; Thrift CVS; Drug Fair.
Chain Supermarkets-A&P 3; Acme 2; Grand Union; Foodtown 3; Shop-Rite 8; Pantry Pride; Progressive 4; W&O; Finast; Kings; Stop & Shop.

14 - NEWSPAPERS: RECORD (m-mon to fri) 58,921; (m-sat) 55,918; (S) 68,266; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Coren, Adv. Dir., RECORD, 55 Park Pl., Morristown, NJ 07960; Tel. (201) 538-2000.
National Representative: Landon Associates.

NEW BRUNSWICK

1 - LOCATION: Middlesex County (In Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3. County Seat. Industrial and educational center. 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 26; Lincoln Hwy., New Jersey Tpke., Rt. 287.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-71.
Water-Raritan River.
Intercity Bus Lines-Transport of N.J.; Continental Trailways; Suburban; Greyhound; Middlesex; Star.

3 - POPULATION:
Corp. City 80 Cen. 41,442; Loc. Est. 42,741
CZ-ABC: (80) 189,428; (84) 193,100
RTZ-ABC: (80) 206,086; (84) 214,300
County 80 Cen. 595,893; Loc. Est. 617,755
City & RTZ-ABC: (80) 395,514; (84) 407,400
PMSA 80 Cen. 886,383; Loc. Est. 919,664
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,244; Loc. Est. 14,434
County 80 Cen. 196,708; Loc. Est. 208,786
CZ-ABC: (80) 63,544; (84) 65,500
RTZ-ABC: (80) 66,229; (84) 69,500
City & RTZ-ABC: (80) 129,773; (84) 135,000
PMSA 80 Cen. 292,591; Loc. Est. 310,603

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$979,230,000
Savings & Loan	11	$462,130,000
Commercial	13	$1,505,790,000

6 - PASSENGER AUTOS: County Est. 301,240

7 - ELECTRIC METERS: Residence 16,890

8 - GAS METERS: Residence 14,110

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals 4,830; Medical Goods 3,210; Electrical 2,160; Apparel 3,010; Transp. 3,840.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-92; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20. Last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on George St.; 5 on Albany St.; 3 on Neilson; 3 on Church; 2 on Bayard; 2 on Paterson; 1 on Livingston; Miracle Mall; U.S. Route 1; Tano Mall.
Neighborhood Shopping Centers-5 blocks on French St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brunswick(27)		A&P, Woolworth
Brunswick Square	8	Bamberger's, JCPenney
Kilmer Plaza(11)	4	Acme, Sav-On Drugs
Menlo Park Mall(86)	10	Alexander's, Bamberger's
Middlesex Mall(17)	7	A&P, Grants
MidState Mall(23)	7	Acme
Village Green	7	He Man Shop
Woodbridge	11	Abraham & Strauss, Thom McAn
Rutgers	4	
Nixon	5	
Market Place	10	
Old Bridge	12	
Shoppers	6	

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most Mon. through Fri.; Some on Mon. & Thur. only.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Lerner's; Kennedy's; Bamberger's; Alexander's; Loehmann's; Ohrbach's; A. & S.; Sterns; Bradlees.
Variety Stores-Newberry; McCrory; Woolworth.
Discount Stores-Bradlees; Channel; Rickel; K mart; Pergament 2; Caldor.
Chain Drug Stores-Drug Fair 3; Sav-On; Walgreens; Rexall; Siegel's; Sunray 2; Thrift Drug; Pathmark; Mandell's; Tobin's.; Rite-Aid.
Chain Supermarkets-A&P 7; Shop Rite; Foodtown 6; Acme; Pathmark; Mayfair 3; Grand Union.
Other Chain Stores-Shoes: Thom McAn, National, A.S. Beck, Miles, Kinney, Florsheim, Melco; Clothing: Bond, Rogers, Franklin-Simon, Wallachs; Auto Supplies: Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear; Misc.: Loft, Singer Co.

14 - NEWSPAPERS: HOME NEWS (e) 57,119; (S) 74,730; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.S. Kain, Gen. Adv. Mgr., HOME NEWS, 123 How Lane, P.O. Box 551, New Brunswick, NJ 08903; Tel. (201) 246-5604.
National Representative: Story & Kelly-Smith.

NEWARK

1 - LOCATION: Essex County (In Newark PMSA). E&P Map B-2. County Seat. Industrial, wholesale and retail center. On U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 280, 82; N.J. Tpke. & linked with Garden State Pkway.

2 - TRANSPORTATION: Railroads-NJ Transit; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger).
Motor Freight Carriers-30.
Intercity Bus Lines-Public Service; Trailways; Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset; Martz; Consolidated Shore.
Airlines-USAir; American; Delta; Eastern; TWA; United; NY Air; Continental; Pan Am; Piedmont; World Airways; People Express; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 329,248; Loc. Est. 314,022
CZ-ABC: (80) 1,003,182; (84) 969,600
RTZ-ABC: (80) 4,224,906; (84) 4,249,400
County 80 Cen. 850,451; Loc. Est. 858,884
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850
City & RTZ-ABC: (80) 5,228,088; (84) 5,218,000

4 - HOUSEHOLDS:
City 80 Cen. 110,912; Loc. Est. 112,381
County 80 Cen. 299,934; Loc. Est. 309,986
PMSA 80 Cen. 647,317; Loc. Est. 651,190
CZ-ABC: (80) 355,706; (84) 347,100
RTZ-ABC: (80) 1,454,690; (84) 1,475,400
City & RTZ-ABC: (80) 1,810,396; (84) 1,822,500

5 - BANKS	NUMBER	DEPOSITS
Savings	11	$1,350,000,000
Savings & Loan	88	$1,840,000,000
Commercial	16	$50,229,000,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: 324,991

8 - GAS METERS: County 343,974

9 - PRINCIPAL INDUSTRIES: Estimated No. of Employees, Essex, Union & Morris Counties-Prim. Metal Ind. 10,700; Fab. Metal Pdts. 21,300; Mach. (ex. Elec.) 25,500; Elect. Mach. 38,500; Transp. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prod. 22,000; Textile-Mill Prod. 3,400; Apparel & Textile Prod. 14,600; Paper & Prod. 6,600; Printing & Publishing 11,700; Chemicals & Prod. 34,100; Rubber & Plastic Prod. 9,200; Leather & Prod. 4,000; Other Nondurable Goods 3,400; Mining 900; Construction 28,400; Transp. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & Real Est. 48,400; Service & Misc. 110,900; Govt. 85,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost, late Oct. Last killing frost, early Apr.

11 - TAP WATER: Alkaline, soft to medium.

12 - RETAILING: Downtown Shopping Areas-Newark; Livingston; Montclair; Orange; Plainfield; Morristown; Summit; Irvington; East Orange; Elizabeth; Dover; Madison; Maplewood; Westfield; Union; Bloomfield; Somerville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Essex Co.:		
The Common(24)	NA	Lane Bryant
Livingston(127)	NA	Bamberger's, Sears, Hahne's, Epsteins
Oakwood Mall(6)	NA	Kings
The Mall, Short Hills (140)	NA	Bloomingdale's, Abraham & Straus, Bonwit Teller, B. Altman
Pilgrim Plaza(15)	NA	Newberry, Sav-on Drug
Essex Mall(17)	NA	Marshall's, Stop & Shop
West Caldwell(27)	NA	A&P
Essex Green(42)	NA	Woolworth, Shop-Rite
In Morris Co.:		
Dover(30)	NA	Woolworth, JCPenney

The *Daily Record* Delivers Market 1 America

Morris County, N.J., is today the state's richest, and in 1986, it will be the nation's wealthiest.* The Daily Record delivers Market 1 America and a readership with unequaled buying power. To sell food in Morris County, you need "Best Food Day's" dominant newspaper ...** The Daily Record. In the New York ADI of 25 counties, Morris County, N.J. is the #1 county in annual per capita food sales.***

For information, call Richard Cammack at (201) 538-2000 or 800-334-1333.

* Sales & Marketing Management, October, 1982.
** SRDS Newspaper Circulation Analysis, October, 1983.
*** Modern Grocer, May, 1984.

Daily Record, 55 Park Place, Morristown, N.J. 0960

Morris Co. Mall(77)	NA	Bradlees, JCPenney, Stop & Shop
Morris Hill Plz.(5)	NA	Rexall Drug, Sherwin-Williams
Rockaway Town Square(150)	NA	Bamberger's, Hahne's, Sears, JCPenney
In Union Co.:		
Murry Hill Sq.(45)	NA	
Parkway Plz.	NA	Grand Union, Kresges

Outside Metro Area-Bergen Mall, Paramus; Menlo Park; Blue Star, Watchung; East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shopping center in themselves, in Somerset County. A 15 mi. shopping strip along Route 22, 40 stores.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Wed., Fri. Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-(Metro Area)-Bamberger's; Steinbach's; Hahne's; Muir's; Ohrbach's; Sears; Bloomingdale's; B. Altman; Abraham & Straus; JCPenney; Sterns.
Discount Stores-Carr's; J.M. Fields; Newberry; Rickel Bros.; Valley Fair; Channel; K mart; Bradlees; Caldor.
Chain Drug Stores-Rubin Bros. 6; Weisberd Bros. 2; Thrift Drug; Sav-on; CVS; Medi-Mart; Schwartz; RiteAid 2; Winsor; Angelo 2.
Chain Supermarkets-A&P; Acme; Food Fair; Finast; Grand Union; Shop-Rite; Foodtown; King's; Valley Fair; Pathmark.
Other Leading Stores-Canadian Fur; Loft's Candy; McCrory; Lerner's; Woolworth; Bond's; Wallach's; A.S. Beck; Howard Clothes.
Suburban-B. Altman; Lord & Taylor; Saks Fifth Ave.; Franklin Simon; Huffman-Koos; Harrison Bros.; Marshall's; M. Epstein; Teppers; Wiss Jewelers; Levitz; Gimbels.

14 - NEWSPAPERS: STAR LEDGER (m-mon to fri) 432,328; (m-sat) 389,986; (S) 654,446; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Schwartz, Gen. Adv. Mgr., STAR LEDGER, Star Ledger Plaza, Newark, NJ 07101; Tel. (201) 877-4141.
National Representatives: Newhouse Newspapers Metro Suburbia; Leonard Company; American Publishers' Representatives.

NEWTON

1 - LOCATION: Sussex County. (In Newark PMSA). E&P Map A-2. County Seat. Recreation, agricultural, manufacturing NW portion of state. 58 mi. NW of NYC; 48 miles NW of Newark.

2 - TRANSPORTATION: Railroads-2 (Freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Garden State; Lakeland.
Airports-4, plus 1 Heliport.

3 - POPULATION:
Corp. Town 80 Cen. 7,748; Loc. Est. 8,244
PMA-ABC: (80) 125,421; (84) 144,000
County 80 Cen. 116,119; Loc. Est. 120,921
PMSA 80 Cen. 1,878,294; Loc. Est. 1,919,850
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,995; Loc. Est. 2,766
County 80 Cen. 37,221; Loc. Est. 39,655
PMA-ABC: (80) 40,313; (84) 46,600
PMSA 80 Cen. 647,317; Loc. Est. 676,572

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$850,000,000
Savings & Loan	6	$420,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County 50,021

8 - GAS METERS: County 1,655

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gvt. & Education 1,000 ($300); Retailers & Service 600 ($280); Professional & Staff 500 ($350); Manufacturing & Fabrics 300 ($265).
Principal Industrial Pay Day-Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11 - TAP WATER: Neutral to alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clinton St.(10)	NA	Rockaway Sales
Spring St.(49)	NA	Shelby's
Ames/Big N(12)	NA	Ames/Big N, Shepards Fashions
Sussex County Mall(8)	NA	Sears, A&P
Sparta Centre(12)	NA	Acme
Hardyston(6)	NA	A&P
Franklin(7)	NA	Shop Rite
Sussex(9)	NA	A&P
Tri-States(10)	NA	Jamesway
Vernon(8)	NA	A&P
Gristmill(6)	NA	A&P
Wantage(3)	NA	Foodtown

Principal Shopping Days-Mon., Thur., Fri., Sun.
Stores Open Evenings-Ames/Big N; Jamesway; A&P; Acme; Grand Union; Foodtown; Rockaway Sales; Shelby's.
Stores Open Sundays-Ames/Big N; A&P; Acme; Grand Union; Shop-Rite; Shepards; Jamesway; Foodtown; Rockaway Sales; Shelby's.

13 - RETAIL OUTLETS: Department Stores-Shelby's.
Discount Stores-Jamesway; Rockaway Sales; Ames/Big N.
Variety Stores-R. J. Mars.
Chain Drug-Thrift; Rite-Aid; Genovese.
Chain Food Stores-A&P 5, Acme 2; Grand Union 3; Shop Rite 3; Foodtown.

14 - NEWSPAPERS: HERALD (e-mon to fri) 17,824; (S) 24,844; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ronald R. Waer, Adv. Mgr., HERALD, 2 Spring St.; PO Box 10, Newton, NJ 07860; Tel. (201) 383-1500.
National Representative: Landon Associates, US Suburban Press.

PARSIPPANY

See MORRISTOWN

PASSAIC-CLIFTON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. Industrial center. 12 mi. W of New York; 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3 & 21.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.
Intercity Bus Lines-Manhattan; Inter-City; DeCamp; Greyhound; Public Transport of N.J.
Airlines-At Teterboro Airport-915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport, all airlines (8 mi.).

3 - POPULATION:
Corp. Cities 80 Cen. 126,851; Loc. Est. 126,247
Passaic 80 Cen. 52,463; Loc. Est. 52,797
Clifton 80 Cen. 74,388; Loc. Est. 73,450
PMA-ABC: (80) 840,949; (84) 824,900
County 80 Cen. 447,585; Loc. Est. 459,250
PMSA 80 Cen. 1,292,970; Loc. Est. 1,328,529
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,048; Loc. Est. 48,304
Passaic 80 Cen. 19,161; Loc. Est. 19,678
Clifton 80 Cen. 28,887; Loc. Est. 28,626
County 80 Cen. 153,463; Loc. Est. 160,962
PMA-ABC: (80) 292,249; (84) 289,500
PMSA 80 Cen. 453,873; Loc. Est. 477,156

5 - BANKS	NUMBER	DEPOSITS
Commercial(PMSA)	49	$8,714,998,000
Savings & Loan(PMSA)	29	$4,669,585,120
Mutual Savings(PMSA)	8	$1,460,552,000

6 - PASSENGER AUTOS: County 760,029 (1981)

7 - ELECTRIC METERS: PMSA 477,170

8 - GAS METERS: PMSA 512,179

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly Wage N.A.)-Fabricated Metals 5,300; Nonelectrical Machinery 5,400; Electrical Machinery 11,400; Other Durable Goods 6,700; Food 3,200; Printing and Publishing 3,400; Chemicals 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Construction 5,500; Transport. and Utilities 6,500; Trade 42,000; Finance, Insurance, Real Estate 9,300; Services 29,000; Government 2,800.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.
Shopping Centers-Passaic-Clifton: Main Ave. and Intersecting Streets; Clifton-Allwood Shopping Center; Clifton Plaza Shopping Center; Elmwood Shopping Center; Garden State Plaza; Styertowne; and Bergen Mall; Preakness; Willowbrook; Fashion Center; Paramus Park; West Belt Mall; Riverside Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Preakness(42)	NA	Sterns
Elmwood(15)	5	Walgreens, Grand Union, K mart
Fashion Center	10	Lord & Taylor, Altmans, W.J. Sloane
Garden State Plaza(120)	5	Bamberger, Gimbels, JCPenney
Styertown(32)	2	Grand Union, Rowe Manse
Bergen Mall(74)	6	Ohrbach's, Sterns
Willowbrook(175)	9	Bamberger's, Sears, Sterns, Ohrbach's
Paramus Park(117)	7	Sears, A&S, Fortunoff
Clifton Plaza	3	Acme, Channel
West Belt Mall(37)	9	JCPenney, Fortunoff
Riverside Sq.(90)	7	Saks, Bloomingdale's
Wayne Hills(32)	6	Meyer Brothers

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. through Fri. Closed Sun. in Bergen County; open Sun. in Passaic County.

13 - RETAIL OUTLETS: Department Stores-Alexander's; B. Altman; Bamberger's 2; Bloomingdale's 5; Canadian Furs; Gimbels; Meyer Bros.; Ohrbach's 2; JCPenney 2; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A&S; Saks; Marshall's; Caldor 30.
Discount Stores-K mart; National Family Stores; Bradlees.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Liggett; Whelan; Walgreens; Rite Aid; Medi-Mart; CVS; Drug Fair; Genovese.
Chain Supermarkets-A&P 7; Shop-rite 4; Grand Union 7; Acme Super Saver 2; Pathmark 5; Foodtown 10; Basics; Plus Stores.
Other Chain Stores-Shoes: Burts, Red Cross, Regal, Miles, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Rogers Clothing, Wallach's, Lane Bryant, Canadian; Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys, Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, Garden State Tire, Bamberger's Auto; Others: Trader Horn, Radio Shack, Singer Co., Prince Range, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry: Wiss, Corbo's, Marcus, Zale's; Furniture: Castro, Huffman-Koos 3, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros., Seaman's, Barney's, Levitz.

14 - NEWSPAPERS: HERALD-NEWS (e-mon to fri; m-sat) 62,846; (S) 58,032; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Golczewski, Gen. Adv. Mgr., HERALD-NEWS, 988 Main Ave., PO Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000; In NYC (212) 594-6310.
National Representative: Drukker Newspaper.

PATERSON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA). E&P Map B-2. County Seat. Diversified mfg., 15 mi. W of New York; 10 mi. N of Newark. On U.S. Hwys. 46, 80; State Hwys. 3, 4, 20, 23, 208; Garden State Pkway.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Susquehanna.
Motor Freight Carriers-76.
Intercity Bus Lines-Transport of N.J.; Inter-city; Manhattan; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 137,970; Loc. Est. 138,898
CZ-ABC: (80) 249,443; (84) 244,000
RTZ-ABC: (80) 499,085; (84) 497,000
County 80 Cen. 447,585; Loc. Est. 459,250
City & RTZ-ABC: (80) 748,528; (84) 741,000
PMSA 80 Cen. 1,292,970; Loc. Est. 1,328,529
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,113; Loc. Est. 47,744
County 80 Cen. 153,463; Loc. Est. 160,962
CZ-ABC: (80) 85,615; (84) 84,400
RTZ-ABC: (80) 164,154; (84) 165,510
City & RTZ-ABC: (80) 240,768; (84) 249,500
PMSA 80 Cen. 453,873; Loc. Est. 477,156

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$2,737,241,550
Savings & Loan	11	$4,644,570,555

6 - PASSENGER AUTOS: County 228,870(1978)
7 - ELECTRIC METERS: Residence 41,212; City 100,519
8 - GAS METERS: Residence 37,402; City 100,060

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 4,800; Transport. & Utilities 5,900; Trade 39,700; Fin., Ins. & Real Estate 39,700; Service & Misc. 28,200; Gov't. 23,900; Fabricated Metals 5,200 ($318); Non-Elect. Mach. 4,500 ($201); Elect. Mach. 9,700 ($157); Chemicals 9,500 ($241); Food 2,800; Print. & Pub. 4,100; Rubber & Plastics 3,600; Other Nondurables 18,500; Other Durables 6,200.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-100; Fall 30-70; Winter 10-60. First killing frost, Sept. 15-Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St.; 7 on Market St.; 5 on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmwood(15)	3	Walgreen, Grand Union
Garden State Plaza(110)	6	Bamberger's, Gimbels, JCPenney
Bergen Mall(74)	7	Sterns, Orbach's
Willow Brook(120)	5	Bambergers, Sears, Orbachs, Sterns
Preakness(42)	4	Stern's, A&P
Midland Park	6	Kress, Grand Union
Fashion Center	5	Lord & Taylor, B. Altman
Wayne Hills Mall(14)	4	Meyer Bros., K mart
West Belt Mall(37)	5	Fortunoff's, JCPenney
Paramus Park(122)	5	A&S, Sears

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Meyer Bros.; Jacob's.
Discount Stores)-Bradlees; K mart; Caldor.
Variety Stores-Woolworth; Martin's; Kresge.
Chain Drug Stores-Walgreens; Rite-Aid 2.
Chain Supermarkets-A&P 41; Acme 3; Foodtown 16; Grand Union 17; Pathmark 4; Quick Check 4; Shop Rite 10; Garden State Farms 27; 7-Eleven 4.
Other Chain Stores-Thom McAn; Singer Co.; Hanover Shoes; Simco Shoes; Regal Shoe; W.L. Douglas Shoe; Goodrich; Goodyear; National Shoe; Miles Shoes; Pep Boys; Shoetown; General Tire.

14 - NEWSPAPERS: NEWS (m-mon to fri) 49,352; (weekend) 46,258; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Phil Baker, VP Adv., Fred C. Splaine, Retail Adv. Dir., NEWS, News Plaza & Straight St., Paterson, NJ 07509; Tel. (201) 684-3000.
National Representative: Landon Associates.

PERTH AMBOY-WOODBRIDGE

1 - LOCATION: Middlesex County. (In Middlesex-Somerset-Hunterdon PMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of New York City; 18 mi. S of Newark; 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Amtrak; NJ Transit.
Intercity Bus Lines-Transport of N.J.; Marathon; Hudson; Suburban.
Motor Freight Carriers-43.
Airlines-Almost all at Newark Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 129,025; Loc. Est. 130,521
Perth Amboy 80 Cen. 38,951; Loc. Est. 40,390
Woodbridge 80 Cen. 90,074; Loc. Est. 90,131
County 80 Cen. 595,893; Loc. Est. 617,755
PMA-ABC: (80) 356,869; (84) 353,300
PMSA 80 Cen. 866,383; Loc. Est. 919,664
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 42,914; Loc. Est. 44,178
Perth Amboy 80 Cen. 13,617; Loc. Est. 14,491
Woodbridge 80 Cen. 29,297; Loc. Est. 29,687
County 80 Cen. 196,708; Loc. Est. 208,786
PMA-ABC: (80) 118,421; (84) 118,500
PMSA 80 Cen. 292,591; Loc. Est. 310,603

5 - BANKS	NUMBER	EST. DEP.
Savings	1	$425,000,000
Savings & Loan	5	$250,000,000
Commercial	3	$300,000,000

6 - PASSENGER AUTOS: County 297,550

7 - ELECTRIC METERS: Residence 44,217

8 - GAS METERS: Residence 47,117

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precious Metals 1,000 ($500); Oil Ref. 250 ($450); Ceramicware 512

($350); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances, Steel Making 500 ($400); Service Related; Financial, Legal, etc.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Center.
Neighborhood Shopping Centers-3 blocks on Outer Smith St.; 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge 3 on Main St.; Metuchen 3 on Main St.; Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodbridge(256)	2	A&S, Stern's, Ohrbach's, JCPenney
Menlo Park(86)	6	Bamberger's, Rickel
Sayre Woods(38)	8	JCPenney
South Amboy	8	
Middlesex Mall(17)	12	Pathmark, K mart, Stern's
Oakwood Plaza	NA	Marshall's, Drug Fair

Principal Shopping Days-Thur., Fri., Sat.
Most Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bamberger's; Alexander's; JCPenney, Abraham & Straus; Ohrbach's; Sterns; Marshall's; Hahnes.
Variety Stores-Woolworth; McCrory; Mickey Finn.
Discount Stores-Bradlees; K mart; Caldor; Service Merchandise; Consumers Distributing.
Chain Drug Stores-Walgreens; Sav-On; Medi-Mart; Drug Fair; Mack; Pathmark; Thrift; Rite Aid.
Chain Supermarkets-A&P 16; Foodtown 16; Acme 11; Grand Union 2; Shop-Rite 7; Pathmark 3; Discount Food 2.
Other Chain Stores-Shoes: Knapp, A.S. Beck, National, Kinney, Father & Son, Thom McAn, Shoetown 2, Fayva; Auto Supply: R&S, Auto-Rite, Western Auto. Clothing: Lerner's, Rogers, Wallachs, Bond, Canadian Fur, Field Bros.; Candy: Loft, Barracini.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 52,537; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William E. Sherman, Assoc. Pub., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (201) 442-0400.
National Representative: Sawyer-Ferguson-Walker.

RED BANK-MIDDLETOWN-SHREWSBURY

1 - LOCATION: Monmouth County (In Monmouth-Ocean PMSA). E&P Map C-3. Trading center (427 square mile area); On Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36; 40 mi. S from New York City; 45 mi. from Trenton.

2 - TRANSPORTATION: Railroads-Conrail (freight & passenger).
Motor Freight Carriers-All Met.
Intercity Bus Lines-North & South Jersey Bus Co.; N.Y. Keansburg-Long Branch; Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpk. Express Service to N.Y. & Newark.
Airlines-Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport; Wall Township; Preston Airport, Marlboro; Deep Run Aviation; Marlboro; Gibson Air Academy; Neptune; Lakewood.

3 - POPULATION:
Corp. Cities 80 Cen. 77,567; Loc. Est. 82,791
Red Bank 80 Cen. 12,031; Loc. Est. 12,132
Middletown 80 Cen. 62,574; Loc. Est. 67,721
Shrewsbury 80 Cen. 2,962; Loc. Est. 2,938
PMA-ABC: (80) 243,052; (84) 250,200
County 80 Cen. 503,173; Loc. Est. 519,981
PMSA 80 Cen. 849,211; Loc. Est. 884,399
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,744; Loc. Est. 25,810
Red Bank 80 Cen. 4,908; Loc. Est. 4,945
Middletown 80 Cen. 18,841; Loc. Est. 19,928
Shrewsbury 80 Cen. 995; Loc. Est. 937
County 80 Cen. 170,130; Loc. Est. 179,942
PMA-ABC: (80 77,607; (84) 80,500
PMSA 80 Cen. 298,434; Loc. Est. 318,260

5 - BANKS: 149 Savings, Commercial and Sav. & Loan incl. branches. Deposits N.A.

6 - PASSENGER AUTOS: County Est. 453,224

7 - ELECTRIC METERS: Res./County 155,480

8 - GAS METERS: Residence 102,048

9 - PRINCIPAL INDUSTRIES: Electronics; Educational; Army Signal School; Naval Ammunition Depot; cosmetics; race horse breeding; apparel; paper products; constr.; electric mach. equip.; lumber equip.; fabr. metal prod.; instruments; lumber & wood prod.; misc. mfg.; printing & pub.; boats; soft drinks; medical equip.; hospitals; real estate; whole & ret. nurseries; fruits, poultry; dairying; truck & farming; perfumes.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Shrewsbury, Red Bank, Atlantic Highland, Fair Haven, Little Silver, Middletown, Hazlet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.
Shopping Centers (County)-Eatontown; Monmouth Mall; Seaview; Square Shopping Mall; Ocean Twsp.; Shrewsbury-Market Place; Shrewsbury Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Bank(175)	3	Steinbach, Foodtown
Monmouth(145)	6	Bamberger's, A&S JCPenney, Hahnes
Middletown(100)	6	A&P, Sears, Channel, Bradlees
Lincroft(5)	3	Acme
Little Silver(11)	2	A&P
Fair Haven	3	Acme
Hazlet(16)	12	K mart, Pergament, Service Mdse, Rickel's
Middlebrook(20)	5	Food Town, Channel
Marlboro	5	A&P
Matawan	14	Nichols Discount City, Drug Fair
Seaview Sq.(140)	7	Sterns, Sears, Steinbach
Eatontown	1	Rickels, A&S, Bamberger's, Hahne's
Colts Neck Towne Shoppes	6	
Shrewsbury Plz. (15)	0	Marshalls, CVS, Acme
W. Long Branch (6)	5	Shop-Rite, A&P, K mart

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Food, drug, service, retail.

13 - RETAIL OUTLETS: Department Stores-Bamberger's; A&S; Steinbach; Sterns; JCPenney; Consumers Dist. Co.; Hahne's; Sears; Woolworth.
Variety Stores-Prown's; Windsor; 5 J's Variety; Franklen Stores; Jo-Ro Inc.; L & S Variety; West End Variety; Deal Variety.
Discount Stores-Bradlees; K mart; Thrifty Cut Rate; CVS; Marshalls; Annie Sez; Best Products; Market Place; Kinkel's.
Chain Drug Stores-Genovese; Grand Union; CVS; Pathmark; Rite-Aid; Shop-Rite; Sun-Ray; Thrift; Family Pharmacy.
Chain Supermarkets-A&P 12; Acme 8; Foodtown 14; Grand Union 6; Pathmark 3; Shop-Rite 10; Foodland 3; 7-Eleven 11; Cumberland Farms; Krauszers; Welsh's.
Other Chain Stores-Auto: Rite Auto Stores, Firestone, Star Auto, Western Auto. Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Lady of Fashion Maternity Boutique, Lane Bryant. Shoes: Postur-Line, A. S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Naturalizer, Nunn-Busch, Shoe-Town, Melco, Stride-Rite. Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Rickels, Channel, Marshalls, Kresge, Arthur Murray Dance Studios, Baskin-Robbins, Friendly Ice-Cream, Buxton's, Investors Loan, Beneficial Finance, Four Seasons Gift Shop, Household Finance, Littman's Jewelers, Sherwin-Williams Paints, Singer Co., Paint-N-Place, Reed's Jewelers, Halle & Stieglitz, Canadian Furs, Hillman/Kohan, Pergament.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 28,793; (S) 29,099; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Donahue, Adv. Dir., REGISTER, One Register Plaza, Shrewsbury, NJ 07701; Tel. (201) 542-4000.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Salem County (In Wilmington, DE-NJ-MD-PMSA). E&P Map A-5, County Seat. Manufacturing and agriculture center; SW portion of state. Historical City, 34 mi. SW of Philadelphia; on State Hwys. 49, 45, 5 mi. S of I-295, U.S. 40 N.J Turnpike.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Transport of New Jersey.
Motor Freight Carriers-19.

3 - POPULATION:
Corp. City 80 Cen. 6,959; Loc. Est. 7,028
PMSA 80 Cen. 524,108; Loc. Est. 540,475
County 80 Cen. 64,676; Loc. Est. 67,616

4 - HOUSEHOLDS:
City 80 Cen. 2,567; Loc. Est. 2,703
County 80 Cen. 22,330; Loc. Est. 23,884
PMSA 80 Cen. 180,986; Loc. Est. 190,844

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$250,000,000
Savings & Loans	3	$90,000,000

6 - PASSENGER AUTOS: County 27,890

7 - ELECTRIC METERS: Residence/County 28,197

8 - GAS METERS: Residence/County 5,485

9 - PRINCIPAL INDUSTRIES: Floor Coverings; Chemicals; Glass; Canned Foods; Farming (Tomatoes & Vegetables).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1. Last killing frost, Apr. 5.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pennsville(50)	NA	Ames, K mart, Acme,
Christiana(100)	NA	Bamberger's, Strawbridges, JCPenney
Salem(20)	NA	Acme, G.C. Murphy, JCPenney, IGA
Woodstown(15)	NA	Acme
Penns Grove(25)	NA	IGA

13 - RETAIL OUTLETS: Department Stores-Bamberger's.
Discount Stores-K mart.
Chain Supermarkets-IGA.

14 - NEWSPAPERS: TODAY'S SUNBEAM (m-mon to fri) 10,088; sworn Dec. 31, 1983 CAC.
Local Contact for Advertising and Merchandising Data: Joan White, Adv. Mgr., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.
National Representative: Landon Associates; U.S. Suburban Press.

SOMERVILLE

See BRIDGEWATER

TOMS RIVER

1 - LOCATION: Ocean County. (In Monmouth-Ocean PMSA). E&P Map C-4. Apparel, Food Processing, Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York; 58 mi. from Philadelphia, PA. Garden State Pky., N.J. Tpk, State Hwy. 9.

2 - TRANSPORTATION:
Motor Freight Carriers-20.
Intercity Bus Lines-Transport of New Jersey.

3 - POPULATION:
Corp. City 80 Cen. 7,303; Loc. Est. 9,564
PMA-ABC: (80) 293,160; (84) 340,900
County 80 Cen. 346,038; Loc. Est. 364,418
PMSA 80 Cen. 849,211; Loc. Est. 884,399
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
Toms River 80 Cen. 2,860; Loc. Est. 3,358
PMA-ABC: (80) 106,446; (84) 128,700
County 80 Cen. 128,304; Loc. Est. 138,318
PMSA 80 Cen. 298,434; Loc. Est. 318,260

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$1,314,000,000
Savings & Loan	7	$1,060,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 139,000

8 - GAS METERS: Residence 90,000

9 - PRINCIPAL INDUSTRIES: Military Installation; Farming; Boating; Real Estate; Financial Inst.; Publishing; Utilities; Light Mfg.; Construction; Education; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29. Last killing frost, Apr. 8.

11 - TAP WATER: Well water, hard.

12 - RETAILING: Principal Shopping Centers-Ocean County Mall 96 units-Sears; JCPenney, Bamberger's; Brick Plaza 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Square 20 units; Riviera Plaza 9 units; Birchwood 10 units; Dover Mall 25 units; Toms River Shopping 17 units; Bellcrest Mall 5 units; Shop Rite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plaza 19 units; Berkeley Plaza 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plaza 18 units; Lakewood Plaza 20 units; H&O 7 units; Brook Plaza 15 units; Toms River Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eatontown	20	
Toms River(17)	7	A&P, Shop-Rite
Manasquan Cir. Plaza(25)	8	Grand Union
Point Pleasant(11)	6	Grand Union

Principal Shopping Days-Food, Wed., Thur., Sat.; Dept. Stores: Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Most until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Steinbachs; JCPenney; Sears; Bamberger's.
Discount Stores-Bradlees; K mart; Rickels; Channel; Best Products; Caldor.
Variety Stores-H.L. Green; Woolworth; McCrory.
Chain Drug Stores-Lanes; Rexall; Thrift; CVS.
Chain Supermarkets-A&P; Shop-Rite; Grand Union; Foodtown; Pathmark.
Other Chain Stores-Firestone; Goodyear; Penn-Jersey; Western Auto; Atlantic Appliance; Prince Range; R&S; Kinney Shoes; Shoetown; Singer Co.; Sherwin-Williams; M.A.B. Paints; Diamond Pools; Consumers Distributing; Ethan Allen; Toys R Us.

14 - NEWSPAPERS: OBSERVER (m-mon to fri) 25,092; (S) 25,130; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Constance C. Harmon, Adv. Dir. OBSERVER, 8 Robbins St., Toms River, NJ 08753; Tel. (201) 349-3000.
National Representative: Landon Associates

TRENTON

1 - LOCATION: Mercer County. (PMSA) E&P Map B-3. County Seat. State Capital. Fort Dix Training Center, 60 mi. to New York; 30 mi. to Phila. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak.
Airlines-United; Ransome; Allegheny Commuter.
Motor Freight Carriers-100.
Intercity Bus Lines-Capital; Greyhound; Continental Trailways; Safeway Trails; Blue; Starr; Trenton-Philadelphia Coach; Suburban Transit.

3 - POPULATION:
Corp. City 80 Cen. 92,124; Loc. Est. 90,100
CZ-ABC: (80) 255,519; (84) 254,800
RTZ-ABC: (80) 415,408; (84) 418,900
County/PMSA 80 Cen. 307,863; Loc. Est. 315,802
City & RTZ-ABC: (80) 670,927; (84) 673,700
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,463; Loc. Est. 34,020
County/PMSA 80 Cen. 105,819; Loc. Est. 111,047
CZ-ABC: (80) 88,538; (84) 89,100
RTZ-ABC: (80) 134,635; (84) 139,200
City & RTZ-ABC: (80) 223,173; (84) 228,300

5 - BANKS	NUMBER	DEPOSITS
Savings	1	N.A.
Savings & Loan	12	$1,892,455,544
State	4	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 188,100 (1981)

7 - ELECTRIC METERS: 122,950

8 - GAS METERS: 87,316

9 - PRINCIPAL INDUSTRIES: Metal Products; Ceramics; Rubber; Non-Electric Machy.; Clay, Stone & Glass; Chemicals & Allied Prods.; Electrical Mach., Equip & Supplies; Fabricated Metal Prod.; Leather Prod.; Lumber & Wood Prod.; Paper & Allied Prods.; Textile; Brewery; Automotive; Government.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on State St.; 5 on Broad St.
Neighborhood Shopping Centers-4 at E State & Clinton; 3 on Hermitage Ave.; 6 on S Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ewing(17)	2	Woolworth, Shop Rite, Shop'N Bag
Princeton(56)	12	A&P, Sears
Levittown(60)	8	Pomeroy's
Home & Fashion	4	Spiegel
Lawrence(36)	2	S.P. Dunham, Channel
Hamilton Sq.(9)	5	Jamesway
Fairless Hills	7	
Country Club(25)	NA	Sav-On, Tile Discount
Clover Mall	NA	Clover, Thriftway
Independence Mall(29)	NA	G.C. Murphy, Thrift Drug, S.P. Dunham
Oxford Valley Mall(140)	6	Bamberger's, JCPenney, Gimbels, Wanamaker
Morrisville(25)	NA	Acme, Clover, Shop'N Bag
Neshaminy Mall	NA	Strawbridge & Clothier
Hamilton Twp.(9)	3	K mart, Acme
Quakerbridge Mall(140)	NA	Sears, Bamberger's, JCPenney, Hahne's

Principal Shopping Days-Mon., Thur. & Sat.
Stores Open Evenings-Dept.-Mon., Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-S.P. Dunham 3; Sears; Bamberger's 2; Hahne's; JCPenney 2; Clover 2; Pomeroy's; Wanamaker; Epstein's; Montgomery Ward; Gimbel; Strawbridge.
Variety Stores-Woolworth; Kresge; Murphy; McCrory.
Discount Stores-K mart 2; Jamesway 2; Jefferson Ward 2.
Chain Drug Stores-Thrift 3; Sav-On 3; Rite-Aid; Medicine Shoppe; Liggett Rexall.
Chain Supermarkets-A&P 2; Acme 8; Shop Rite 5; Thriftway 7; Shop 'N Bag 5; Pathmark; Super Fresh 3.
Other Chain Stores-National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney Shoes; LeRoy; Anderson Little; Red Cross Shoes; Howard Johnson; Rustler; Lazy-Z-Boy; Ethan Allen; Gordon Jewelers; Spiegel Catalog; Roger's Clothes; Norton Paint; Shoetown; Herman Brooks; Sporting Goods; Einstin & Moomjy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zale's.

14 - NEWSPAPERS: TIMES (m) 62,755; (S) 77,807; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peter Barnhard, V.P.-Mktg., TIMES, 500 Perry St., PO Box 847, Trenton, NJ 08605; Tel. (609) 396-3232.
National Representative: Sawyer-Ferguson-Walker.
THE TRENTONIAN (m) 66,413; (S) 64,806; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James E. Keller, Mktg. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.
National Representative: Landon Associates.

UNION CITY

1 - LOCATION: Hudson County (In Jersey City PMSA). E&P Map B-2, 21 minutes from Times Sq., N.Y.; border lines of Hoboken, West New York, North Bergen, Secaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

2 - TRANSPORTATION: Railroads-NJ Transit.
Motor Freight Carriers-98.
Intercity Bus Lines-Trailways; Greyhound; Public Service; Hudson Bus; Esor Bus; Orange & Black.
Airlines-All major lines at Newark Airport.

3 - POPULATION:
Corp. City 80 Cen. 55,593; Loc. Est. 54,847
CZ-ABC: (80) 269,119; (84) 269,500
RTZ-ABC: (80) 428,570; (84) 408,700
County/PMSA 80 Cen. 556,972; Loc. Est. 562,518
City & RTZ-ABC: (80) 697,689; (84) 678,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,781; Loc. Est. 20,333
County/PMSA 80 Cen. 207,357; Loc. Est. 214,754
CZ-ABC: (80) 107,911; (84) 109,100
RTZ-ABC: (80) 152,172; (84) 146,400
City & RTZ-ABC: (80) 260,083; (84) 255,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$3,524,852,066
Savings & Loan	14	$1,345,485,168
Savings	3	$1,632,878,887

6 - PASSENGER AUTOS: County 182,000

7 - ELECTRIC METERS: Residence 26,381

8 - GAS METERS: Residence 24,448

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Mfg. 6,852 ($215); Embroidery 3,535 ($205); Furniture 111 ($195); Truck 1,195 ($213); Elec. 1,128 ($200); Chemical 331 ($200); Clothing Textile 3,840 ($179); Printing 1,414 ($250); Food 1,067 ($180); Toiletries 136 ($185); Automotive 2,700 ($183); Lumber 108 ($178); Jewelry 625 ($193).
Principal Industry Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-44 blocks on Bergenline Ave.; 27 blocks on Summit Ave.; Anderson Ave., Cliffside Park; Fair Ridge, Fairview.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Schlesinger's (Men's Dept. Store); Sears; K mart.
Variety Stores-Woolworth 2; Kress.
Discount Stores-BD Store; Home Fair; Wonder Store 4; Bargainland 4; Marburn Warehouse; Radio Shack; K mart.
Chain Drug Stores-Rite Aid 8; Rexall 2; Rite-Way.
Chain Supermarkets-A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark.
Other Chain Stores-Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Miles Shoes; Adams Hats; Sylvette Specialty 2; Father & Son Shoes; Panelrama Corp.

14 - NEWSPAPERS: DISPATCH (m) 35,780; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Carol Hale, Nat'l. Adv. Mgr., DISPATCH, 409 39th St., Union City, NJ 07087; Tel. (201) 863-2000.
National Representative: Landon Associates.

VINELAND

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA). E&P Map B-5, Agricultural center. In Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem. Glass & clothing mfg., food processing.

2 - TRANSPORTATION: Railroads-New Jersey Central (freight); Conrail; Amtrak.
Intercity Bus Lines-Trailways; Transport of N.J.; Garden State Coachways.

3 - POPULATION:
Corp. City 80 Cen. 53,753; Loc. Est. 57,675
CZ-ABC: (80) 58,958; (84) 62,100
RTZ-ABC: (80) 67,460; (84) 77,000
County/PMSA 80 Cen. 132,866; Loc. Est. 137,139
City & RTZ-ABC: (80) 126,418; (84) 139,100

4 - HOUSEHOLDS:
City 80 Cen. 17,393; Loc. Est. 18,617
County/PMSA 80 Cen. 44,287; Loc. Est. 46,767
CZ-ABC: (80) 19,180; (84) 20,300
RTZ-ABC: (80) 21,674; (84) 25,100
City & RTZ-ABC: (80) 40,854; (84) 45,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$577,649,957*
Savings & Loans	3	$244,500,000

*2 are branch banks; individual figures not available.

6 - PASSENGER AUTOS: County Est. 88,377 (1982)

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 10,051

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 3,700 ($280); Clothing 3,300 ($290). Food 1,100 ($290).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7. Last killing frost, Apr. 13.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping District-500-600 blocks on Landis Ave.
Neighborhood Shopping Centers: W. Landis Ave. from West Ave. to Orchard Road and along Delsea Drive, Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Mall(60)	8	Bradlees, JCPenney, Wilmington Dry Goods, Pathmark
Vineland Plaza(13)	NA	Eckerd, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; Wilmington Dry Goods; Bradlees.
Discount Stores-K mart; Jamesway; Ames.
Chain Drug Stores-Eckerd 2; Thrift; Rite-Aid; CVS.
Chain Supermarkets-Shop-Rite 2; IGA; Shop N' Bag.
Other Chain Stores-Shoes: Hanover, Kinney, Endicott-Johnson; Tires: Bridgestone, Toyo, Dayton, Dunlop, General, Wilhelm, Uniroyal, Firestone, Goodyear; Auto Supply: Pep Boys, Penn-Jersey; Jewelry: Crosby's, Horowitz Jewelers; Paint: M.A. Bruder; Sherwin-Williams.
Wholesale Distributors-M. Zuckerman (groceries); Vineland (groceries).

14 - NEWSPAPERS: TIMES-JOURNAL (e) 17,698; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Brad Borton, Adv. Mgr., TIMES-JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
National Representatives: Landon Associates; Robert Hitchings.

WILLINGBORO-BURLINGTON

1 - LOCATION: Burlington County. (In Philadelphia, PA-NJ PMSA). E&P Map B-4. On Delaware River. On Route 130.

2 - TRANSPORTATION: Railroads-N.J. Transit.
Motor Freight Carriers-24.
Intercity Bus Lines-Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 50,158; Loc. Est. 50,720
Burlington 80 Cen. 10,246; Loc. Est. 10,153
Willingboro 80 Cen. 39,912; Loc. Est. 40,567
CZ ABC: (80) 126,584; (84) 126,100
RTZ-ABC: (80) 200,223; (84) 212,600
City & RTZ: (80) 326,807; (84) 338,700
County 80 Cen. 362,542; Loc. Est. 380,213
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,556; Loc. Est. 14,943
Willingboro 80 Cen. 10,915; Loc. Est. 11,004
Burlington 80 Cen. 3,783; Loc. Est. 3,939
County 80 Cen. 114,890; Loc. Est. 123,276
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819
CZ-ABC: (80) 40,241; (84) 40,400
RTZ-ABC: (80) 61,785; (84) 67,900
City & RTZ: (80) 102,026; (84) 108,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	19	$193,640,943
Savings	4	N.A.
Commercial	18	N.A.

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: Residence 12,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Prod.; Food; Textiles; Electronic Equip.; Ceramics; Chemicals; Explosives; Sand & Gravel; Plastics; Rubber; Construction; Pipe; Computers; Engineering; Metal-Working; Heating Equip.; Boats.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
Neighborhood Shopping Centers-Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 8 mi.; Bordentown, 9 mi.; Moorestown, 10 mi.; Trenton, 12 mi.; Cherry Hill, 14 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(28)	NA	Shop-N-Bag
Willingboro Plaza(42)	NA	Woolworth's, Jewel T, Pomeroy's, Lerner's
Moorestown(85)	NA	Wanamaker's, Gimbels, Sears
Cinnaminson(20)	NA	
Willingboro Vlg. Mall(2)	NA	Dunham's, Acme
Outlet Sq.(30)	NA	Clover
Burlington Center Mall(125)	NA	Strawbridge & Clothier, Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-daily.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Pomeroy's; Gimbel's; Wanamaker's; Strawbridge-Clothier 2; Dunham's.
Discount Stores-Gregory 2; K mart 4; Kings; Clover Stores 2; Jefferson-Ward 3; Dees 2.
Chain Drug Stores-Thrift; Rite-Aid; Pathmark; CVS.
Chain Supermarkets-Acme 9; Pathmark; Shop-Rite 4; Shop 'n Bag 4; Cumberland Farms 26; Red Robin 5; 7-Eleven 10; Super Fresh; Wawa 2.

14 - NEWSPAPERS: BURLINGTON COUNTY TIMES (e) 42,248; (S) 44,631; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack DeHaven, Adv. Mgr., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046; Tel. (609) 871-8085.
National Representatives: Sawyer-Ferguson-Walker.

WOODBRIDGE

See PERTH AMBOY

WOODBURY-GLOUCESTER COUNTY

1 - LOCATION: Gloucester County (In Philadelphia, PA-NJ PMSA). E&P Map A-4, County Seat.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Public Service; Transport of NJ.

3 - POPULATION:
Corp. City 80 Cen. 10,353; Loc. Est. 10,085
PMA-ABC: (80) 199,917; (84) 212,100
County 80 Cen. 199,917; Loc. Est. 207,789
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,827; Loc. Est. 3,920
County 80 Cen. 65,129; Loc. Est. 69,247
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819
PMA-ABC: (80) 65,129; (84) 69,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$455,065,000

6 - PASSENGER AUTOS: County 109,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Petroleum Refining; Electrical Equipment; Chemicals; Fabricated Metal Products; Agriculture.

10 - CLIMATE: Min. & Max. Temp.-NA

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deptford Mall(107)	NA	Bamberger, Wanamaker, Sears
Woodbury Hts. Plaza(3)	NA	Pathmark, Thrift Drug
Sickel's(6)	NA	Shop-Rite, Gaudios
Woodbury(6)	NA	Thriftway
Collegetown-Glassboro(25)	NA	Grossman's, Gaudios
Woodbury Hts.(2)	NA	Jefferson Ward
Turnersville	NA	Jefferson Ward

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Tue., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Bamberger's; Wanamaker; Jefferson Ward.
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Quality; Thrift; Eckerd; Rite Aid; CVS.
Chain Supermarkets-Acme; Shop-Rite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms; Jewel Discount Food.
Other Chain Stores-Firestone; Pep Boys; Charming Shoppes; Sherwin-Williams; S&H Green Stamps; Singer Co.; Diana Shops; Penn-Jersey Auto; Jamesway; Edison Bros.; Channel Home Centers; Shoe Town.

14 - NEWSPAPERS: GLOUCESTER COUNTY TIMES (e-mon to fri) 27,153; (S) 29,044; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Walter Holt, Adv. Dir., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.
National Representatives: Landon Associates; U.S. Suburban Press.

NEW MEXICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Albuquerque-Bernalillo and Sandoval Counties.
Las Cruces-Dona Ana County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	97	114	125
5-14 Years	242	223	244
15-24 Years	188	257	290
25-44 Years	241	361	394
45-64 Years	170	229	250
65 and Over	70	116	127
TOTAL	1,016	1,300	1,420

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	142	250	501
General Mdse.	283	451	845
Food	471	839	1,618
Automobiles	511	934	1,910
Gasoline Stations	227	366	780
Apparel	106	187	350
Furniture	104	182	363
Eat-Drink Places	171	345	760
Drugs	76	110	221
TOTAL SALES	2,300	4,022	9,151

ALAMOGORDO

1 - LOCATION: Otero County. E&P Map C-4. County Seat. Home of Holloman Air Force Base.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-New Mexico Transp.
Airlines-Airways of NM.

3 - POPULATION:
Corp. City 80 Cen. 24,024; Loc. Est. 25,400
County 80 Cen. 44,665; Loc. Est. 46,510

4 - HOUSEHOLDS:
City 80 Cen. 8,921; Loc. Est. 8,360
County 80 Cen. 14,608 Loc. Est. 15,572

5 - BANKS

	NUMBER	DEPOSITS
Commercial	3	$164,000,000
Savings & Loan	3	$63,700,000

6 - PASSENGER AUTOS: County 21,449

7 - ELECTRIC METERS: Residence 10,850

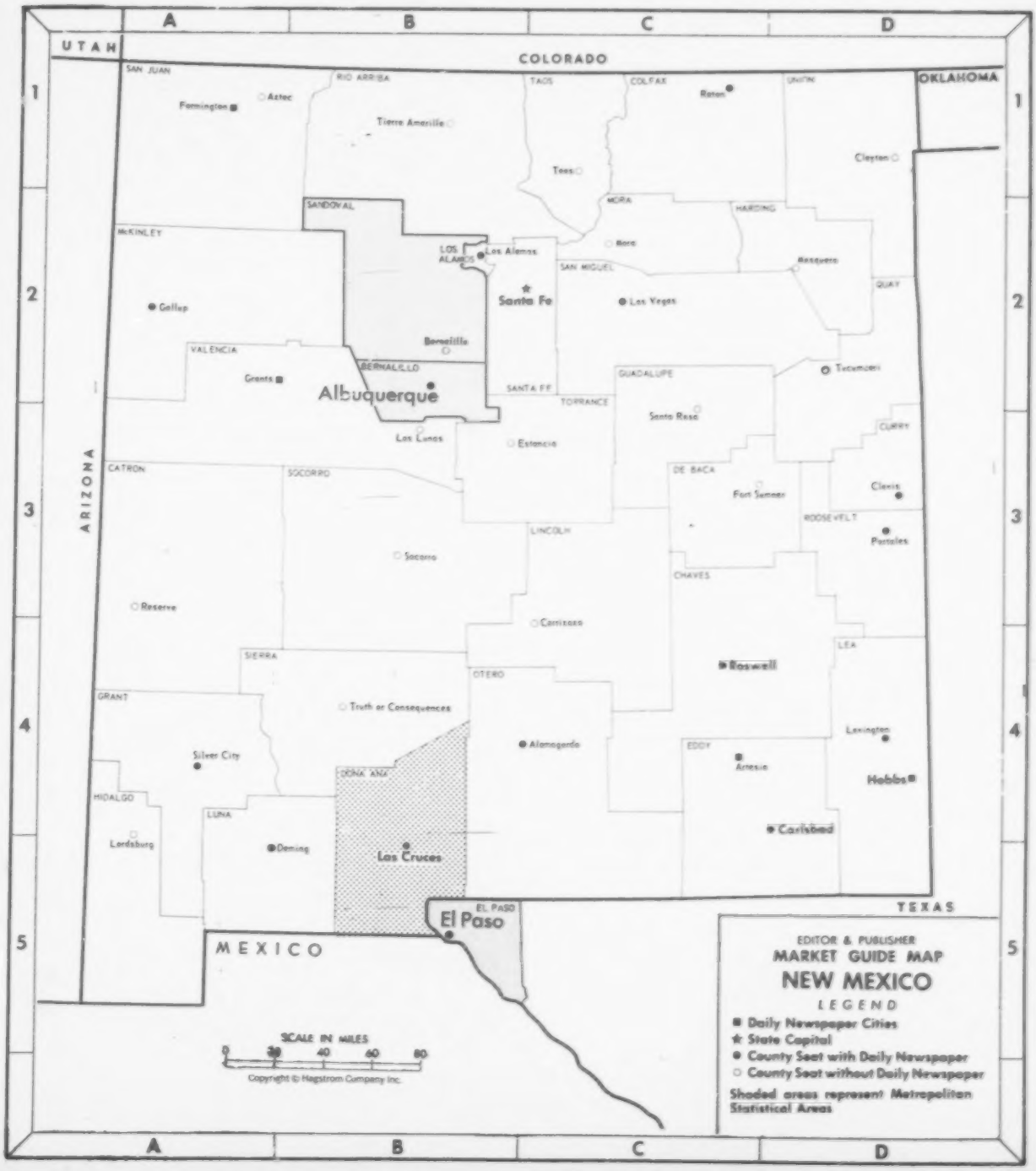
8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Force Base 5,837 (Annual Payroll $94,650,000); Civil Service 1,140 (Ann. Payroll $25,750,000); Lumber Sawmills 47; Elect. Appliance Mfg. 179; Bus Air Conditioners 112; Gov't Contractors 564; Electronics 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1. Last killing frost, Apr. 15. Annual Precipitation 10.6

11 - TAP WATER: Alkaline, hard. Not fluoridated.

12 - RETAILING: Principal Shopping Center-White Sands Mall (28 stores-K mart, JCPenney, Beall's).
Neighborhood Shopping Centers-Security Center (15 stores-Goodyear, TG&Y, Anthony's); Gibson's (21 stores). Downtown 3 Blocks-Radio Shack, Sears (catalog), Montgomery Ward (catalog).
Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping centers.



13 - RETAIL OUTLETS: Department Stores-JCPenney, C.R. Anthony, Beall's, Bonanza City. **Variety Stores**-Nott's. **Discount Stores**-TG&Y; Surplus City; Gibson; K mart. **Chain Drug Stores**-Revco; Furr's. **Chain Supermarkets**-Safeway; Furr's; Big 8. **Other Chain Stores**-Goodyear; Firestone; Western Auto; Karl's Shoes; Sweetbriar; Sherwin-Williams; Hallmark; Hastings; T-Bird Home Centers; Mode O'Day; Good Housekeeping Store; 84 Lumber; White Auto; Singer; Sears (catalog); Montgomery Ward (catalog); Checker Auto; Payless Shoes; Radio Shack; Zale's; Baskin-Robbins; 7-Eleven; Circle K; General Tire.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,541; (S) 9,937; sworn Oct. 3, 1983.
Local Contact for Advertising and Merchandising Data: Cliff Neim, Adv. Mgr., NEWS, 24th & Eudora St., PO Box 870, Alamogordo, NM 88310; Tel. (505) 437-7120.
National Representative: Papert Companies.

ALBUQUERQUE

1 - LOCATION: Bernalillo County. (In Albuquerque MSA) E&P Map B-2. In north central New Mexico. In the middle Rio Grande Valley, about equidistant from east and west state boundaries. At crossroads of Interstate 40 and 25. Home of Kirtland Air Force Base.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-37.
Intercity Bus Lines-Continental; New Mexico Greyhound.
Airlines-Trans-World; Continental; Frontier; Ross; American; Eastern; Southwest; Western; United; Delta; Air Midwest; Pacific Southwest; America West; Mesa Air; Trans Colorado; Airways of N.M.; Sun West.

3 - POPULATION:
Corp. City 80 Cen. 331,767; Loc. Est. 349,936
PMA-ABC: (80) 890,389; (84) 960,600
County/MSA 80 Cen. 419,700; Loc. Est. 442,685

4 - HOUSEHOLDS:
City 80 Cen. 124,032; Loc. Est. 133,486
PMA-ABC: (80) 302,426; (84) 339,300
County/MSA 80 Cen. 151,037; Loc. Est. 162,978

5 - BANKS	NUMBER	EST. DEP.
Commercial	12	$2,562,758,000
Savings & Loan	6	$1,829,159,000

6 - PASSENGER AUTOS: County 265,187

7 - ELECTRIC METERS: Residence 160,718

8 - GAS METERS: Residence 141,928

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Wholesale & Retail 51,300; Service & Misc. 50,100; Finance, Ins. & Real Estate 11,700; Govt. 43,500; Trans., Util., Comm. 11,600; Constr. 12,200; Mfg. 18,700.
Principal Pay Days-1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altura(3)	NA	Safeway
B&H(8)	NA	Russell's Bakery
Bel-Aire	NA	Duran Opt.
Belle-Haven(18)	NA	
North Towne(30)	NA	Safeway
Juan Tabo Plaza(15)	NA	Safeway, Thrifty Drug
Coronado(146)	NA	Sears Broadway, Goldwater's, Sanger Harris
Del Norte(10)	NA	
Eastdale(28)	NA	Safeway, Skaggs
El Dorado Sq.(26)	NA	
Encantada Sq.(13)	NA	
Fair Plaza(21)	NA	Skaggs, Foodway
Fidelity Square(13)	NA	Sleepworld
Five Points(12)	NA	Zales, Shop-Rite Mkt.
Franklin Plaza(18)	NA	Safeway, Thrifty Drug
Galeria(25)	NA	
Corrales(16)	NA	Walgreen, Safeway
Gibson(2)	NA	Piggly Wiggly
Goff Plaza(6)	NA	Big Value Drugs
Arrowhead(24)	NA	Grand Central, Albertson's
La Mesa(15)	NA	Foodway
Los Altos(15)	NA	Buy-Low Auto Supply
The Mall(25)	NA	Furr's, Foodway
Manzano(22)	NA	Safeway, TG&Y
Monterey Plaza (11)	NA	Piggly-Wiggly, Sprouse-Reitz
Montgomery Plaza(51)	NA	Safeway, Anthony
Rob Hill(18)	NA	Rob Hill Super Mkt.
Northdale(23)	NA	TG&Y, Foodway
North San Pedro(6)	NA	Swell Bakery
Old Town(10)	NA	Safeway, TG&Y
Park Land Hills(15)	NA	Foodway
Princess Jeanne (23)	NA	TG&Y, Foodway
Ranchitos(6)	NA	Piggly-Wiggly
Republic Sq.(21)	NA	
Snow Heights(7)	NA	Furr Foods
South San Pedro	NA	Central Super Mkt.
Winrock(79)	NA	Mont. Ward, JCPenney, Dillards, Ben Franklin, Walgreens

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Tue., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Kistler Collister; C. R. Anthony; Dillard's; JCPenney; Sears Roebuck; Montgomery Ward; Sanger Harris; Broadway; Goldwater's; Mervyn's. **Discount Stores**-Gibson; K mart 5; Grand Central. **Variety Stores**-Sprouse-Reitz; Ben Franklin; TG&Y; Wray's. **Chain Drug Stores**-Walgreens; Payless 13; Skaggs 3; Thrifty 3; Alpha Beta 4. **Chain Supermarkets**-Safeway 22; Smith's Food King 5; Furr Food 8; Bag 'N Save 4; Save 'N Gain 4; Circle K Corp. 57; Albertson's 4. **Other Chain Stores**-7-Eleven 22; Allsups 23; Firestone; Goodrich; Goodyear; Lerner's Shops (Women's); Sweetbriar (Women's); Maternity Modes; Thom McAn; Kinney; Stover Candy; Singer Co.; White's Auto.

14 - NEWSPAPERS: JOURNAL (m) 94,420; TRIBUNE (e) 46,103; Comb (m&e) 140,523; JOURNAL (S) 133,566; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Smithson, Gen. Adv. Mgr., Albuquerque Pub. Co., 717 Silver Ave. SW, Albuquerque, NM 87102; Tel. (505) 842-2300.
National Representative: JOURNAL-Branham Newspaper Sales; TRIBUNE-Story & Kelly-Smith.

ARTESIA

1 - LOCATION: Eddy County. E&P Map C-4. Situated 40 mi. S of Roswell; 40 mi. N of Carlsbad; 85 mi. W of Hobbs.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-New Mexico.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,385; Loc. Est. 11,160
County 80 Cen. 47,855; Loc. Est. 51,280
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,761; Loc. Est. 4,078
County 80 Cen. 16,669; Loc. Est. 18,305

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$250,000,000
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: County 29,181

7 - ELECTRIC METERS: Residence 3,960

8 - GAS METERS: Residence 3,650

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly Wage)-Oil & Gas 2,000 ($350); Agric. 812 ($200); Const. 75 ($400); Trade Serv. 1,700 ($160); Potash Mines 75 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Main; 3 blocks on Quay.
Neighborhood Shopping Centers-Abo Center, S 13th St. (Furr Foods); TG&Y; K mart; W Main.
Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Main Place.
Variety Stores-TG&Y.
Discount Stores-K mart.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Safeway; Furr's; Food; Allsups.
Other Chain Stores-Tru Value; State Furn; Montgomery Ward; Sears (catalog); T-Bird; Home Lumber.

14 - NEWSPAPERS: PRESS (e-mon to fri; S) 3,932; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Gary Scott, Bus. Mgr., PRESS, 503 W. Main, Artesia, NM 88210; Tel. (505) 746-3524.
National Representative: Landon Associates.

CARLSBAD

1 - LOCATION: Eddy County. E&P Map D-4. County Seat. On Pecos River near center of county, Southeastern section of state.

2 - TRANSPORTATION: Railroads-AT&SF (Clovis, NM).
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; New Mexico & Okla. Coaches; New Mexico Transp.; APEX; ICX; J&L; Sun Freightways; UPS; Yellow Freightways; Purolater Courier.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 25,496; Loc. Est. 27,321
CZ-ABC: (80) 26,767; (84) 28,400
RTZ-ABC: (80) 6,568; (84) 6,700
City & RTZ-ABC: (80) 33,335; (84) 35,100
County 80 Cen. 47,855; Loc. Est. 51,280
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,811; Loc. Est. 9,892
County 80 Cen. 16,669; Loc. Est. 18,305
CZ-ABC: (80) 9,656; (84) 10,400
RTZ-ABC: (80) 1,935; (84) 1,900
City & RTZ-ABC: (80) 11,591; (84) 12,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$242,018,526
Savings & Loan	4	$107,258,478

6 - PASSENGER AUTOS: County 29,181

7 - ELECTRIC METERS: Residence 14,444

8 - GAS METERS: Res. & Bus. 10,640

9 - PRINCIPAL INDUSTRIES: Potash mining and refining 1,700; Emp. Av. Wage ($400); Annual Payroll $66,963,340; Santa Fe Ry. ships 29,339 cars potash annually; Farming and ranching; Cotton and alfalfa main crops on 25,000 acre irrigation project; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20. Last killing frost, Mar. 29.

11 - TAP WATER: 18.9 grains per gal.

12 - RETAILING: Principal Shopping Centers-Downtown Carlsbad between Greene and Mermod and between S Halagueno and Main St. Shopping Center, 158,000 sq. ft., West Pierce St.
Neighborhood Shopping Centers-Northgate on Roswell Hwy. (12 Stores-Furr's, Winns, Trisha's Fashions, Anthony's, Burton Drug); N Canal St. Stores-Cindy's); Carlsbad Mall (20 Stores)
Principal Shopping Days-Fri., Sat., & Sun.
Stores Open Sundays-Drug; Variety; Supermarkets; Carlsbad Mall.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Bealls.
Variety Stores-Sprouse-Reitz; Woolworth.
Chain Drug Stores-Revco.
Discount Stores-Farmers Market; Carlsbad Surplus City; Tempo; K mart.
Chain Supermarkets-Safeway; Albertson's; Furr's; Circle K; Shop Rite; IGA Foodliner.
Other Chain Stores-Winns; Checker Auto; Payless Shoes; Goodyear; Montgomery Ward (catalog); Sears (catalog); Bealls; Winns; Zale's; Mode O'Day; True Value Hdwe.; Emphasis; Morrey A.; Kinney Shoes; Regis Hairstylist; Western Auto; Peanut Shack; Gordons Jewelers; Alladins; Stevensons; Castle.

14 - NEWSPAPERS: CURRENT-ARGUS (e-mon to fri) 8,868; (S) 9,674; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Howard Greene, Adv. Dir., CURRENT ARGUS, 620 S Main St.; PO Box 1629, Carlsbad, NM 88220; Tel. (505) 887-5501.
National Representative: None.

CLOVIS

1 - LOCATION: Curry County. E&P Map D-3. County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock; 220 mi. E of Albuquerque.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound, Tex. N.M. & Okla. Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 31,194; Loc. Est. 32,759
CZ-ABC: (80) 31,194; (84) 31,800
RTZ-ABC: (80) 49,405; (84) 48,400
County 80 Cen. 42,019; Loc. Est. 42,950
City & RTZ-ABC: (80) 80,599; (84) 80,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,268; Loc. Est. 12,056
County 80 Cen. 14,419; Loc. Est. 15,127
CZ-ABC: (80) 11,268; (84) 11,600
RTZ-ABC: (80) 16,406; (84) 16,300
City & RTZ-ABC: (80) 27,674; (84) 27,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$67,724,694
Commercial	4	$108,465,785

6 - PASSENGER AUTOS: County 26,008

7 - ELECTRIC METERS: Residence 13,525

8 - GAS METERS: Residence 12,650

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Agric. 188 Constr. 709; Mfg. 530; Transp. 573; Transp. R.R. 850; Meat Packing; Milk Plant; Cannon AFB 3,500-home of 4,200 personnel.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26. Last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Grand; 6 on Metchell; three Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland(9)	NA	Stansel's Mkt.
Hilltop Plaza(15)	NA	TG&Y, Alco

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vohs; Sears; Turners; C.R. Anthony. **Discount Stores**-Surplus City; TG&Y; K mart; Gebo's. **Chain Drug Stores**-Rexall; Walgreen; Highland Drug. **Chain Supermarkets**-Safeway; Furr's; Affiliated 5; Albertson's. **Other Chain Stores**-White's Auto; Goodyear; Shaw (jewelry); Sherwin-Williams; Firestone; Zale's; Allsup's; Circle K 7.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri) 10,266; (S) 11,037; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Nat'l. Adv. Mgr., NEWS-JOURNAL, 6th & Pile Sts.; PO Box 1689, Clovis, NM 88101; Tel. (505) 763-3431.
National Representative: Papert Companies.

DEMING

1 - LOCATION: Luna County. E&P Map A-5. General farming, livestock. South-central portion of state. On U.S. Hwys. 70, 80, I-10.

2 - TRANSPORTATION: Railroads-AT & SF; Southern Pacific.
Motor Freight Carriers-Merchants' Motor Lines.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-N.A.

3 - POPULATION:
City 80 Cen. 9,964; Loc. Est. 11,510
County 80 Cen. 15,585; Loc. Est. 17,113

4 - HOUSEHOLDS:
City 80 Cen. 3,527; Loc. Est. 4,164
County 80 Cen. 5,557; Loc. Est. 6,293

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$78,419,000
Savings & Loan	1	$71,321,125

6 - PASSENGER AUTOS: County 9,184

7 - ELECTRIC METERS: Residence 6,020

8 - GAS METERS: Residence 4,083

9 - PRINCIPAL INDUSTRIES: Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-100; Winter 30-70.

11 - TAP WATER: 99% pure.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-K mart.
Discount Stores-Surplus City; Ben Franklin.
Chain Supermarkets-Safeway; Shur-Sav.

14 - NEWSPAPERS: HEADLIGHT (e-mon to fri) 3,590; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Walter L. Green, Pub., HEADLIGHT, 219 E. Maple; PO Box 881, Deming, NM 88030; Tel. (505) 546-2611.
National Representative: Landon Associates.

FARMINGTON

1 - LOCATION: San Juan County. E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming center for the San Juan Basin & Four-Corners region of NM, CO, AZ, & UT. 185 hwy. mi.

NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver, CO; 400 mi. NE of Phoenix, AZ and 34 mi. from Navajo Lake recreation area on San Juan River.

2 - TRANSPORTATION: Continental Trailways Bus.
Motor Freight Carriers-5.
Airlines-Frontier; Sun West; Mesa Aviation; Air Midwest; Pioneer; Aspen.

3 - POPULATION:
Corp. City 80 Cen. 30,729; Loc. Est. 37,539
CZ-ABC: (80) 31,222; (84) 35,300
RTZ-ABC: (80) 50,211; (84) 60,300
County 80 Cen. 80,833; Loc. Est. 89,929
City & RTZ-ABC: (80) 81,433; (84) 95,600

4 - HOUSEHOLDS:
City 80 Cen. 10,565; Loc. Est. 12,374
CZ-ABC: (80) 10,804; (84) 12,300
RTZ-ABC: (80) 14,216; (84) 17,300
County 80 Cen. 24,859; Loc. Est. 28,317
City & RTZ-ABC: (80) 25,020; (84) 29,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$300,697,000
Savings & Loan	3	$118,363,000

6 - PASSENGER AUTOS: County 40,203

7 - ELECTRIC METERS: Res. & Comm. 13,684

8 - GAS METERS: Res. & Comm. 13,077

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 5,500 ($400); Agri. & Fruit Grow. 1,800 ($160); Constr. 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. $1,400 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; Fluoridated.

12 - RETAILING: Principal Shopping Centers-24 blocks on Main St.; 14 blocks on Broadway. Valle Grande Ctr., in Valle Grande subdiv.; Village Square, Ute St., at N Orchard; Palmer Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd; Orchard Valley, Farmington Ave. & Main; Animas Valley Mall, 4601 E Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Animas Valley Mall(110)	NA	Sears, JCPenney, Beall's, LaBelle's, Dillard
Palmer Plaza(25)	NA	Britt's
West Main St.(15)	NA	Mont. Ward, Safeway
Brookside(5)	NA	Sprouse-Reitz
Mesa(15)	NA	Thrifty Discount Mkts.
San Juan Plaza(60)	NA	K mart, Safeway, Albertson's, Grand Central
Orchard Valley(8)	NA	Furrs

Principal Shopping Days-Wed. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Dunlaps; Hopper's; Britt's; Grand Central; Beall's; La Belle's; Dillard.
Variety Stores-Woolworth; F. S. Rasco; Sprouse-Reitz; McClellan; Ben Franklin.
Chain Drug Stores-Farmington Drug; Thrifty; Walgreens.
Discount Stores-Gibson; K mart.
Chain Supermarkets-Foodway; Leon's Discount Food Mkts.; 7-Eleven 18; Safeway 2; Furr Food; Albertson's; Sack 'N Save; Thrifty Discount Mkt. 2.
Other Chain Stores-Sears; Montgomery Ward; Cooper's; Western Auto; Firestone; White's Auto; Sweetbriar; Construction Supply; Mode O'Day; Kinney Shoe; Komac Paint; Singer Co.; Zale's; S&H Green Stamps; Mor-Valu Stamps; Gamble's; Furr's Cafeteria; Grand Central.

14 - NEWSPAPERS: TIMES (e-mon to fri; m-sat) 15,584; (S) 18,365; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Vincent, Adv. Dir., TIMES, 201 N. Allen; PO Box 450, Farmington, NM 87499; Tel. (505) 325-4545.
National Representative: Branham/Newspaper Sales.

GALLUP

1 - LOCATION: McKinley County, E&P Map A-2, County Seat. Trading center. 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sun West (4 flights daily).

3 - POPULATION:
Corp. City 80 Cen. 18,167; Loc. Est. 20,845
CZ-ABC: (80) 18,161; (84) 19,700
RTZ-ABC: (80) 90,598; (84) 101,900
County 80 Cen. 54,950; Loc. Est. 58,833
City & RTZ-ABC: (80) 108,759; (84) 121,600

4 - HOUSEHOLDS:
City 80 Cen. 6,014; Loc. Est. 6,129
County 80 Cen. 14,671; Loc. Est. 16,041
CZ-ABC: (80) 6,014; (84) 6,600
RTZ-ABC: (80) 20,059; (84) 23,700
City & RTZ-ABC: (80) 26,873; (84) 30,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$182,000,000
Savings & Loan	2	$52,000,000

6 - PASSENGER AUTOS: County 15,777

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 6,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners; Federal 2,210; Mining 1,969; Trade 2,356; Services 1,292; Other 1,438.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82, Summer 53-86; Fall 33-66; Winter 12-46. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Coal; 4 on 66th; Malls N. 666.
Neighborhood Shopping Centers-Uptown Plaza; Foodway Square; Downtown Plaza; Little Bear; Zecca Plaza, Rio West Mall; Cedar Hills Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Daily; Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Aaronson; Beall's.
Variety Stores-Sprouse-Reitz 3; Winn's.
Chain Drug Stores-Thrifty 2; Revco.
Chain Supermarkets-California 3; Dan Dee; Smiths Foodway; Albertson; Safeway; (in Window Rock, Az., Fed Mart); (in Chinle, Az. Bashas).
Other Chain Stores-Sweetbriar; Firestone; Goodrich; Ward; Sears (catalog); Big O Tire; Goodyear; Yellow Front 2; Gamble's; White Auto; Regis; Payless; Gallenkamp; Kinney; S & H Green Stamps; Houston Lumber; TG&Y; Zale's; Gordons; Alexanders; K mart G.N.C.; Midas; Fox Photo; Kwik Kopy; Crown TV (Bruces); Radio Shack 2; Allsops; Record Bar; Coach House; Pure Jean Yes; Mark-It.

14 - NEWSPAPERS: INDEPENDENT (e) 12,324; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Charles Pullin, Adv. Mgr., INDEPENDENT, P.O. Box 1210, Gallup, NM 87301; Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.
National Representative: Branham/Newspaper Sales.

GRANTS-MILAN

1 - LOCATION: Cibola County, E&P Map B-1/B-2. Both cities were formerly in Valencia County which was divided into two separate counties, Valencia and Cibola, in July 1981. County Seat of Cibola County is Grants.

2 - TRANSPORTATION: Railroads-AT&SF Ry.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 15,198, Loc. Est. 16,209
Grants 80 Cen. 11,451; Loc. Est. 11,838
Milan 80 Cen. 3,747; Loc. Est. 4,371
Valencia County 80 Cen. 60,853; Loc. Est. 62,821
No available figures for Cibola County. Valencia County figures reflect population and households prior to July, 1981.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,710; Loc. Est. 4,878
Grants 80 Cen. 3,559; Loc. Est. 3,580
Milan 80 Cen. 1,151; Loc. Est. 1,298
Valencia County 80 Cen. 19,040; Loc. Est. 20,058
See note in paragraph 3.

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$55,745,000
Savings & Loan	1	$17,500,000

6 - PASSENGER AUTOS: Cibola County 11,910; Valencia County 23,798

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourism 1,800 ($216).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baties'(20)	NA	Gambles, Shop Rite, McClellan's, Alco
Hillcrest(6)	NA	Winn's, Mode O'Day, Anthony's, Furn. Mart
Lobo Canyon(29)	NA	TG&Y,Smith's

Principal Shopping Days-Wed. Fri., Sat.
Stores Open Evenings-Fri. (Some); Sat.
Stores Open Sundays-Food.

13 - RETAIL OUTLETS: Department Stores-McClellan's; Anthony's.
Chain Supermarkets-Handy Andy Quick Stops 2; Shop Rite; Sturges 2; Smith Foodway.
Other Chain Stores-Aaronson Bros.; Gamble's; White's; Winn's; Alco; TG&Y.

14 - NEWSPAPERS: BEACON (e-mon to fri) 4,750; sworn Seot. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mario C. Pizii, Adv. Mgr., BEACON, 300 N. 2nd, Grants, NM 87020; Tel. (505) 287-4411.
National Representative: None.

HOBBS

1 - LOCATION: Lea County, E&P Map D-4. Carlsbad, 75 mi. SW; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, Tex., 111 mi. SE; Lubbock, Tex., 110 mi. NE.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Motor Freight Carriers-5.
Airlines-Air Midwest; Crown.
Bus Lines-TNMO; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,794; Loc. Est. 33,615
CZ-ABC: (80) 29,153; (84) 30,200
RTZ-ABC: (80) 42,013 (84) 44,300
County 80 Cen. 55,634; Loc. Est. 62,960
City & RTZ-ABC: (80) 71,166; (84) 74,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,948; Loc. Est. 11,746
CZ-ABC: (80) 10,109; (84) 10,600
RTZ-ABC: (80) 13,678; (84) 14,600
County 80 Cen. 18,786; Loc. Est. 21,851
City & RTZ-ABC: (80) 23,787; (84) 25,200

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$447,125,661
Savings & Loan	3	$42,452,000
Commercial	NA	$447,125,661

6 - PASSENGER AUTOS: County 37,290

7 - ELECTRIC METERS: Residence 19,216

8 - GAS METERS: Residence 11,175

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Eqpt. and Supply 28,000; Welding; Acidization; Rig Bldg.; Housing & Trucking; Farm Produce Processing; Space Probing Antennas; Truck Beds; Men's Clothing Mfgr.; Refining; Chemical Processing Plant; Livestock Feed Lots.

10 - CLIMATE: Avg. Winter, 27-57; Avg. Summer 65-93; Rel. Humidity, Summer, 30%

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-10 blocks from downtown; Broadmoor; Corner of Grimes & Bender, Hobbs Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel Aire(7)	NA	Sears, Wackers, Anthonys
Broadmoor(40)	NA	Mont. Ward, Dunlaps, Anthonys, JCPenney
Hobbs Plaza(16)	NA	Alpha Beta
Covered Mall(42)	NA	
Mini Mall(14)	NA	

Principal Shopping Days-Mon., Wed., Sat.; Best grocery day-Wed.
Stores Open Evenings-Discount stores.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony 2; JCPenney; Dunlap; Sweet Briar.
Variety Stores-S&H Green Stamps; Winn's.
Chain Drug Stores-Broadmoor; Walgreens; Cashmart Pharmacy; Reese 2; Norte Vista; Revco.
Discount Stores-Gibson's; K mart; Allwoods.
Chain Supermarkets-Furr's Food; Safeway; Allsup's 6; Smith's; Foodway; Tooties Hom-Ond; Albertson's; Skaggs Alpha Beta.
Other Chain Stores-General Tire; Allied Radio Shack; Sears; Montgomery Ward; Payless Shoes; Sherwin-Williams; T-Bird Lumber; Callaway Lbr. & Furniture; Smith Furniture; Woods Furniture; Miller-Waldrop Furn.; Whites Auto; Western Auto.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 11,317 (S) 13,164; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Hendrix, Adv. Mgr., NEWS-SUN, P.O. Box 860, Hobbs, NM 88240; Tel. (505) 393-2123.
National Representative: Landon Associates.

LAS CRUCES

1 - LOCATION: Dona Ana County (In Las Cruces MSA), E&P Map B-5, County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range; 45 mi. N of El Paso, Tex. On U.S. hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-Greyhound; Whitfield; N.M. Transportation; Continental Trailways.
Motor Freight Carriers-9.
Airlines-Airways of New Mexico; 5 major airlines at El Paso.

3 - POPULATION:
Corp. City 80 Cen. 45,086; Loc. Est. 49,992
CZ-ABC: (80) 45,086; (84) 45,100
RTZ-ABC: (80) 51,254; (84) 56,200
County/MSA 80 Cen. 96,340; Loc. Est. 106,823
City & RTZ-ABC: (80) 96,340; (84) 101,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,165; Loc. Est. 18,007
CZ-ABC: (80) 16,165; (84) 16,400
RTZ-ABC: (80) 14,237; (84) 16,100
County/MSA 80 Cen. 30,402; Loc. Est. 34,504
City & RTZ-ABC: (80) 30,402; (84) 32,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$291,169,000
Savings & Loan	7	$156,048,000

6 - PASSENGER AUTOS: County 60,950

7 - ELECTRIC METERS: Residence 17,774

8 - GAS METERS: Residence 15,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Education 630 faculty, 701 non-teaching-total 1,331 ($300); Missile Range 4,205 government civilian, 1,406 military, 2,218 contractor total 7,829 ($300); Agric. and food processing $84 million annually; Hosiery Mfg. 966 ($200); Nurseries 300 ($200); Microswitches 100; Construction 1000 ($300).

10 - CLIMATE: Min. & Max. Temp. Winter 20-60; Summer 60-90.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mesilla Valley Mall(114)	NA	Sears, Dillard, JCPenney, Wilson's, Walgreens, Beall's
Loretto(32)	NA	Safeway, White House, Skaggs
Brazito Mall(22)	NA	Albertson's, Thrifty Drug
Solano Square(16)	NA	Motts
Midway(7)	NA	Goodyear, S&H
Cruces Norte(13)	NA	Albertson's, Revco
University Hgts.(4)	NA	Motts, Furr's
Madrid(10)	NA	Safeway, TG&Y, Rexall
Pan Am Plz.(22)	NA	Furr's, Revco

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Popular Dry Goods; United Fashion; Anthony; White House; Montgomery Ward; Sears; Dillard; Wilsons; Beall's.
Variety Stores-TG&Y 2; Mott's 2.
Discount Stores-Gibson's; K mart; Furr's; Bonanza City.
Chain Drug Stores-Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall; Walgreens; Revco 2.
Chain Supermarkets-Safeway 2; Furr's 3; Pic Quik 18; Quick Chek 2; Albertson's 2; Circle K 4; Smith Food King.
Other Chain Stores-White's; Firestone; Zale's; Feder's; American Furniture; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdwe.

14 - NEWSPAPERS: SUN-NEWS (e-mon to fri) 17,350; (S) 18,623; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS, 256 W. Las Cruces Ave.; PO Box 1749, Las Cruces, NM 88004; Tel. (505) 523-4581.
National Representative: Branham/Newspaper Sales.

LAS VEGAS

1 - LOCATION: San Miguel County. E&P Map C-2. County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84 & 85; State Hwys. 3 & 65.

2 - TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,322; Loc. Est. 16,664
County 80 Cen. 22,751; Loc. Est. 23,828

4 - HOUSEHOLDS:
City 80 Cen. 4,706; Loc. Est. 4,978
County 80 Cen. 7,370; Loc. Est. 7,893

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$69,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 10,397

7 - ELECTRIC METERS: Residence 5,671

8 - GAS METERS: Residence 2,401

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Education 350 ($250); State Hosp. 425 ($200); Convalescent Care ($200); State Hwy. Dept. 150 ($200).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Dec. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Gamble's; California; TG&Y; K mart; Revco; Taichert's; Mode O' Day; Bonanza; Nancy's Apparel.
Variety Stores-Wacker's.
Chain Drug Stores-Rexall.
Chain Supermarkets-Safeway; Furr's Gro.

14 - NEWSPAPERS: OPTIC (e-mon to fri) 3,477; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Hazel Hancock, Adv. Mgr., OPTIC, 612 Lincoln, Las Vegas, NM 87701; Tel. (505) 405-6796.
National Representative: Papert Companies.

LOS ALAMOS

1 - LOCATION: Los Alamos County. E&P Map B-2. County Seat. Nuclear Research Center in North Central part. 35 miles NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Airline-Ross Aviation.

3 - POPULATION:
Los Alamos Divn. 80 Cen. 11,039; Loc. Est. 11,387
County 80 Cen. 17,599; Loc. Est. 18,320
Demographic Information available from Newspaper See paragraph 14.

4 - HOUSEHOLDS:
Los Alamos Divn. 80 Cen. 4,538; Loc. Est. 4,555
County 80 Cen. 6,283; Loc. Est. 6,660

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$31,000,000
Building & Loan	1	$30,000,000
Credit Unions	4	$61,000,000

6 - PASSENGER AUTOS: County 15,898

7 - ELECTRIC METERS: Residence 4,363

8 - GAS METERS: Residence 3,424

9 - PRINCIPAL INDUSTRIES: Nuclear/scientific research 7,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Soft, salty.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(6)	NA	Metzgers Hdwe., Anthony's
Community(30)	NA	Sears, Goodyear
The Village(22)	NA	Gibson's, Ed's Food Market
White Rock(15)	NA	Smith's
Mari-Mac(30)	NA	TG&Y, Revco, Safeway

13 - RETAIL OUTLETS: Variety Stores-TG&Y.
Discount Stores-Gibson's; Anthony's
Chain Drug Stores-Los Alamos; Revco.
Chain Supermarkets-Speedway; Safeway; Smith's; Eds Food Market.

14 - NEWSPAPERS: MONITOR (e-tues to fri) 4,491; (S) 4,931; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Holly Vigil, Adv. Mgr., MONITOR, 256 D.P. Rel.; PO Box 1268, Los Alamos, NM 87544; Tel. (505) 662-4185.
National Representative: Landon Associates.

LOVINGTON

1 - LOCATION: Lea County. E&P Map D-4; County Seat in SE part of state. On U.S. Hwys. 82 & 62; State 18.

2 - TRANSPORTATION: Railroads-Texas & New Mexico.
Intercity Bus Lines-Greyhound.
Airlines-At Lovington Airport.
Motor Freight Carriers-Apex; ICX; Yellow Transit.

3 - POPULATION:
Corp. City 80 Cen. 9,727; Loc. Est. 11,304
County 80 Cen. 55,634; Loc. Est. 62,960

4 - HOUSEHOLDS:
City 80 Cen. 3,165; Loc. Est. 3,665
County 80 Cen. 18,786; Loc. Est. 21,851

5 - BANKS	NUMBER	EST. DEP.
Comm./Savings	N.A.	$268,795,000

6 - PASSENGER AUTOS: County 37,290

7 - ELECTRIC METERS: City Residence 4,312

8 - GAS METERS: City Residence 3,298

9 - PRINCIPAL INDUSTRIES: Oil and Gas Production, Refineries, Irrigated Farming, Ranching.

10 - CLIMATE: Mild, sunny; Summer mean 84; Winter mean 53.

11 - TAP WATER: Alkaline, medium hard. 3541 meters in use in city.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St. (13 stores). **Principal Stores**-C.R. Anthonys; Montgomery Ward; Sears; Radio Shack.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lovington Sq.(6)	1	TG&Y, Safeway, Mr. Gatti's
Mini Mall(6)	1	General Telephone
Town & Country(4)	2	Thriftway
Apaula Ctr.(3)	2	One Shop Convenience
Plains Plz.(4)	1	Lovington Vacuum
June Ctr.(9)	2	Thrifty Drug, Bob's Supermarket

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears; Montgomery Ward; Whites.
Chain Drug Stores-Thrifty.
Chain Supermarkets-Thriftway; Safeway, Furrs; One Stop; Alsups 4, Circle K 2.
Other Chain Stores-Gibsons; TG&Y; Western Auto.

14 - NEWSPAPERS: DAILY LEADER (e-mon to fri) 3,950; (S) 4,127 sworn September 30, 1983.
Local Contact for Advertising and Merchandising Data: W. H. Graham, Pub., Jean Richardson, Circ. Mgr., John Graham, Adv. Mgr., LEADER, 14W. Ave. B; PO Box 1717, Lovington, NM 88260; Tel. (505) 396-2844.
National Representative: Papert Companies.

MILAN

See GRANTS

PORTALES

1 - LOCATION: Roosevelt County. E&P Map D-3. County Seat. Agricultural, dairying, oil, education and livestock. Shipping center. 120 mi. SW of Amarillo, TX; 98 mi. N of Roswell, NM on U.S. Hwy. 70 State 18, 88.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; New Mexico Transp.; Yellow Transit; Calif.-Ill. Express; Apex.

3 - POPULATION:
Corp. City 80 Cen. 9,940; Loc. Est. 10,293
County 80 Cen. 15,695; Loc. Est. 16,627

4 - HOUSEHOLDS:
City 80 Cen. 3,580; Loc. Est. 3,795
County 80 Cen. 5,645; Loc. Est. 6,162

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$76,694,000
Savings & Loan	2	$51,112,575

6 - PASSENGER AUTOS: County 8,476

7 - ELECTRIC METERS: Residence 3,871

8 - GAS METERS: Residence 4,112

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)- Farming 500 ($125); Dairying 125 ($200); Farm Processing 160 ($100); Ranching 75 ($150); Casing Factory 60 ($150); Peanut Mills 143 ($115); Meat Packing Plants 15 ($125); Feed Mills 15 ($125); University Education 680 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: Shopping Centers-Sands (Foodtown); Safeway.
Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Turner's.
Variety Stores-Sprouse-Reitz.
Discount Stores Alco.
Chain Drug Stores-Walgreens; B&J; Thrifty.
Chain Supermarkets-Safeway; Food Town; Home Town 3.
Other Chain Stores-White's.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 3,894; (S) 4,189; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St., PO Box 848, Portales, NM 88130; Tel. (505) 356-4481.
National Representative: Papert Companies.

RATON

1 - LOCATION: Colfax County. E&P Map C-1. County Seat. Shipping & wholesale center. 225 mi. S of Denver; 228 mi. NE of Albuquerque; 214 mi. NW of Amarillo. On U.S. Hwys. 64, 85, 87; State Hwy. 72; I-25.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,225; Loc. Est. 9,278
County 80 Cen. 13,706; Loc. Est. 14,716
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,942; Loc. Est. 2,757
County 80 Cen. 4,927; Loc. Est. 5,452

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,000,000
Savings & Loan	2	$45,004,000

6 - PASSENGER AUTOS: County 7,995

7 - ELECTRIC METERS: Residence 2,470

8 - GAS METERS: Residence 1,161

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 100 (N.A.); Railroad 180 ($200); Lumber Mills 225 (N.A.); Coal Mines 400 ($250); Metal Prods. 130 (N.A.); Furniture 18 (N.A.); National Rifle Assn. 12 ($250); Building Mfg. 40 ($150).
Principal Industrial Pay Days-Mines, Lumber Mills10th & 25th; Railroads-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-63; Summer 51-83; Fall 32-67; Winter 14-46. First killing frost, Sept. 25. Last killing frost, May 17.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Second St.; 2 on 1st St.; 3 on Third St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dona Anna Plaza(14)	NA	Safeway, Revco, Sprouse Reitz
Mira Monte	NA	Sears (catalog), Fashion Fabrics

Principal Shopping Days-Sat.

13 - RETAIL OUTLETS: Department Stores-Di Lisio's; C.R. Anthony; Rubins; Marchiondo's; JCPenney; Montgomery Ward.
Variety Stores-Ben Franklin.
Chain Drug Stores-Merit; Rexall.
Chain Supermarkets-Safeway.
Other Chain Stores-Gamble's (hardware, furniture); Mode O'Day (women's); Goodyear; Fabrific Fabrics; Coast-to-Coast; K mart; Bernard's Hdwe.; Woody's Furn.

14 - NEWSPAPERS: RANGE (e-tue to fri; S) 2,777; sworn Oct. 6, 1983.
Local Contact for Advertising and Merchandising Data: Wilson Koeppel, Pub., RANGE, 208 S. Third, Raton, NM 87740; Tel. (505) 445-2721.
National Representative: Landon Associates.

ROSWELL

1 - LOCATION: Chaves County. E&P Map C-4. County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70,285 & 380.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-8.
Intercity Bus Lines-New Mexico; Greyhound.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 39,676; Loc. Est. 44,396
CZ-ABC. (80) 40,376; (84) 42,700
RTZ-ABC. (80) 60,169; (84) 63,600
County 80 Cen. 51,103; Loc. Est. 54,996
City & RTZ-ABC: (80) 100,545; (84) 106,300

4 - HOUSEHOLDS:
City 80 Cen. 14,519; Loc. Est. 16,300
CZ-ABC: (80) 14,847; (84) 15,900
RTZ-ABC: (80) 20,499; (84) 22,100
County 80 Cen. 18,194; Loc. Est. 20,067
City & RTZ-ABC: (80) 35,346; (84) 38,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$418,988,733
Savings & Loan	4	$268,785,602

6 - PASSENGER AUTOS: County 33,676

7 - ELECTRIC METERS: Residence 21,866

8 - GAS METERS: Residence 16,384

9 - PRINCIPAL INDUSTRIES: Cotton Seed and Oil; Concrete Block; Apparel; University Education.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.
Neighborhood Shopping Centers-Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalero Rd.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(8)	1	Sears, Furr's Mkt., Anthony Dept.
Del Norte(3)	2	Safeway, Allwoods
Highland(14)	1	
Monterey(15)	1	Safeway, Anthony, Hancock Fabrics
Plains Park(22)	1	Alco, Thriftway
Sunset(3)	2	Sunset Appliance, Shama's
Union Plaza(5)	1	Primm Drug, Roadrunner Appliance
Wilshire(10)	2	Furr's Mkt., Wacker's Variety

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Anthony; JCPenney; White's.
Variety Stores-Wackers.
Discount Stores-Alco; K mart.
Chain Drug Stores-Rexall; Primm; Mitchell's; Medicine Shop.
Chain Supermarkets-Thriftway; Safeway 3, Furr Food 2; Albertson's; Save N' Gain.
Other Chain Stores-Firestone; Zale's; Goodyear; Checker Auto; Radio Shack; Hobo Joe's; Allwoods; Sonic; Big O Tires.

14 - NEWSPAPERS: RECORD (e-mon to fri) 14,300; (S) 15,197; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD, 2301 W Main; PO Box 1897, Roswell, NM 88201; Tel. (505) 622-7710.
National Representative: Papert Companies.

SANTA FE

1 - LOCATION: Santa Fe County. E&P Map C-2. State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285.

2 - TRANSPORTATION: Railroads-AT&SF.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Chama Valley; New Mexico Transportation.
Airlines-Albuquerque International Airport; American; Continental; Eastern; Frontier; Texas International; TWA; Southwest. Local: Air Midwest; Crown; ZIA.

3 - POPULATION:
Corp. City 80 Cen. 48,899; Loc. Est. 54,796
CZ-ABC: (80) 52,840; (84) 56,600
Bal. in PMA: (80) 61,046; (84) 68,800
County 80 Cen. 75,306; Loc. Est. 80,360
Total PMA-ABC: (80) 113,886; (84) 125,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,836; Loc. Est. 20,160
CZ-ABC. (80) 19,214; (84) 20,800
Bal. in PMA-ABC. (80) 20,043; (84) 22,900
County 80 Cen. 26,272; Loc. Est. 28,680
Total PMA-ABC: (80) 39,257; (84) 43,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$289,267,000
Savings & Loan	6	$164,604,265

6 - PASSENGER AUTOS: County 49,625

7 - ELECTRIC METERS: Residence 26,500

8 - GAS METERS: Residence 21,455

9 - PRINCIPAL INDUSTRIES: United Pump Co.; Clothing; Instruments; Mills; Scientific Labs.; State Capitol Offices; Tourism.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-59; Summer 55-90; Fall 35-61; Winter 10-50. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Neutral, soft in summer; hard in winter; mt. streams and reservoirs.

12 - RETAILING: Principal Shopping Centers-12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo Pevalta and Jefferson.
Neighborhood Shopping Centers-College St.; Cordova Rd.; Pen Rd.; Cerrillos Rd.; Casa Solana; St. Michaels Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
DeVargas(55)	1	JCPenney, TG&Y, Albertsons, Mont. Ward
St. Michaels Vil.	2	K mart, Safeway
Cordova Road	2	Skaggs, Kinney Shoes
Pen Road	1	Bonanza; Surplus City
Kaunes Ctr.	1	Kaunes Food Town
Cerrillos Rd.	4	TG&Y
Coronado Ctr.	2	Furr's, TG&Y, Anthonys, Walgreens
College Plaza	5	Albertson's, Grand Central
Plaza Princesa	6	Smith's Foodway, TG&Y
Casa Solana	1	Warehouse Market, TG&Y
Downtown		Dunlaps, Sears, Guarantee

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Dunlaps; Bell's; JCPenney; Sears; Montgomery Ward; Guarantee; Anthonys.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Bonanza; Surplus City.
Chain Drug Stores-Walgreens-Payless 2; Rexall; Skaggs; Capital; G & C Super Drug 2.
Chain Supermarkets-Kaunes 3; Smith's Foodway; Safeway 3; Furr's; 7-Eleven; Speedway 4; Albertson's.
Other Chain Stores-Ace Auto; Leed's Shoes; Sweetbrier; Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Zale's; Big O Tires; Coopers Western Wear; Furr's; House of Fabrics; Revco; Corbins Draperies; Margos; Hickory Farms; Kinney Shoes.

14 - NEWSPAPERS: NEW MEXICAN (e-mon to fri) 16,053; (m-sat.) 15,473; (S) 17,962; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George J. Wetzel, Adv. Dir., NEW MEXICAN, 202 E. Marcy, Box 2048, Santa Fe, NM 87501; Tel. (505) 983-3303.
National Representative: Gannett Newspaper Advertising Sales.

SILVER CITY

1 - LOCATION: Grant County. E&P Map A-4. County Seat. 160 mi. NW of El Paso, TX. On U.S. Hwy. 180; State Hwy. 90.

2 - TRANSPORTATION: Motor Freight Carriers-5 O.N.C.; Whifield; Chaparral; U.P.S.; Puralator.
Airlines-Midwest.

3 - POPULATION:
Corp. City 80 Cen. 9,887; Loc. Est. 11,420
County 80 Cen. 26,204; Loc. Est. 28,098

4 - HOUSEHOLDS:
City 80 Cen. 3,388; Loc. Est. 3,885
County 80 Cen. 8,586; Loc. Est. 9,463

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	3	$126,490,000
Savings & Loan	2	$48,960,000

6 - PASSENGER AUTOS: County 14,397

7 - ELECTRIC METERS: County 11,294

8 - GAS METERS: County 7,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper; Lead; Zinc; Gold; Silver; Manganese; Molybdenum; Vanadium; Iron; Cattle Raising; Lumber; Farming; Mining and Smelting-2,900 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 42-85; Winter 28-65.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Centers-(No. of Miles from Downtown)-Hudson Street 10 stores; Silver Heights 4 stores (9 mi.); Hurley (18 mi.); Tyrone (5 mi).
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Maxwell House; JCPenney; Montgomery Ward; C.R. Anthony.
Variety Stores-TG&Y; Sprouse-Reitz; Rasco's.
Discount Stores-USA; Gibson's; K mart.
Chain Drug Stores-Rexall; Howell 2; Rx Fee System.
Chain Supermarkets-Piggly Wiggly; Safeway; Furr's; Snappy Mart 12.

14 - NEWSPAPERS: PRESS & INDEPENDENT (e) 6,590; sworn Oct. 3, 1983.
Local Contact for Advertising and Merchandising Data: William F. Ely, Natl. Adv. Mgr.; PRESS, Box 740, Silver City, NM 88062; Tel. (505) 388-1576.
National Representative: None.

NEW YORK SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy-Albany, Greene, Montgomery, Rensselaer, Saratoga and Schenectady Counties.
Binghamton, N.Y.-Broome and Tioga Counties.
Elmira-Chemung County.
Glens Falls-Warren and Washington Counties.
Poughkeepsie-Dutchess County.
Rochester-Livingston, Monroe, Ontario, Orleans and Wayne Counties.
Syracuse-Madison, Onondaga and Oswego Counties.
Utica-Rome-Herkimer and Oneida Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Buffalo-Erie County.
Nassau-Suffolk-Nassau and Suffolk Counties.
New York-Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland and Westchester Counties.
Niagra Falls-Niagra County.
Orange County-Orange County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Buffalo-Niagra Falls-Includes Buffalo PMSA and Niagra Falls PMSA.
New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn.-Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1985
Under 5 Years	1,488	1,136	1,159
5-14 Years	3,393	2,591	2,643
15-24 Years	2,949	3,117	3,179
25-44 Years	4,421	4,823	4,919
45-64 Years	4,039	3,728	3,803
65 and Over	1,951	2,162	2,204
TOTAL	18,241	17,557	17,907

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	1,312	1,752	3,357
General Mdse.	5,816	6,645	11,912
Food	9,526	12,611	23,245
Automobiles	5,457	7,512	14,691
Gasoline Stations	2,022	2,984	6,078
Apparel	2,899	3,342	5,980
Furniture	2,048	2,266	4,333
Eat-Drink Places	3,813	4,953	10,432
Drugs	1,220	1,629	3,136
TOTAL SALES	39,173	50,698	98,143

ALBANY

1 - LOCATION: Albany County (In Albany-Schenectady-Troy MSA). E&P Map F-4. State Capital. On West bank of Hudson River, 143 mi. N of N.Y. City. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail Freight.
Motor Freight Carriers-120.
Intercity Bus Lines-Adirondack-Trailways; Arrow Line; Greyhound; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines; Bonanza; Village Transportation.
Airlines-American; USAir; Eastern; Air North; Mall Airways; Command Airways; Aztec Air East; Bar Harbor; Peidmont.

3 - POPULATION:
Corp. City 80 Cen. 101,727; Loc. Est. 99,433
CZ-ABC. (80) 198,266; (84) 197,800
RTZ-ABC. (80) 548,380; (84) 567,900
County 80 Cen. 285,909; Loc. Est. 293,489
MSA 80 Cen. 835,880; Loc. Est. 855,782
City & RTZ-ABC. (80) 746,646; (84) 765,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,767; Loc. Est. 42,699
CZ-ABC. (80) 75,625; (84) 76,100
RTZ-ABC. (80) 194,524; (84) 203,300
County 80 Cen. 106,589; Loc. Est. 111,876
MSA 80 Cen. 302,191; Loc. Est. 316,498
City & RTZ-ABC. (80) 270,149; (84) 279,400

5 - BANKS	NUMBER	DEPOSITS
Savings	9	$3,423,448,000
Savings & Loan	3	$246,769,000
Commercial	20	$2,362,944,000

6 - PASSENGER AUTOS: County 137,607

7 - ELECTRIC METERS: Residence 75,081

8 - GAS METERS: Residence 48,440

9 - PRINCIPAL INDUSTRIES: State Gov't. (Capital); Banking; Insurance; Education; Electronics; Housecare; Precision Tools; Printing; Steel Foundries.
Principal Industrial Pay Days-Fri., Thur.; N.Y. State Employees: every 2nd Wed. (Depts.), Fri. (Institutions).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35; First freeze, late Sept. Last freeze, early May.

11 - TAP WATER: Alkaline, very soft; 43-paper mill; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on N Pearl St.; State St.; Broadway; 10 on Central Ave; Robinson Square-Hamilton St.
Neighborhood Shopping Centers-3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Century II Mall(15)	NA	
Loudon Ctr.(16)	NA	Convenient Mkt.
Westgate(26)	NA	Albany Public Mkt.
Elsmere(20)	NA	Grand Union, Woolworth
Latham Circle(55) Mall	NA	JCPenney, Boston Store, Grand Union
Stuyvesant(35)	NA	Caldor, Fiah's, Grand Union
Mid City(4)	NA	Price Chopper
Colonie Ctr.(72)	NA	Macy's, Sears
Crossgates Mall(100)	NA	JCPenney, Caldor
Northway Mall(36)	NA	Mont. Ward, Tehans
Mohawk Mall(88)	NA	Boston Store, Bradlees, Mont. Ward
K mart(2)	NA	K mart, Price Chopper
Loehman's Plaza(16)	NA	Loehman's
Wolf Rd. Pk.(12)	NA	Service Mdse.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur., Downtown; Mon. through Sat., Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Boston Store; Macy's; Sears; Fiah's; Marshall's; Cohoes; Barbizon's.
Discount Stores-Boardman; K mart; Joy Discount; Present Co.; Service Mdse; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Supermarkets-Trading Port 7; Albany Public 10; Grand Union 28; Shop-Rite 5; Star 9; Price Chopper 41; P&C 2.
Other Chain Stores-Thom McAn; Firestone; Lerner; Shoe Town; Carl Co.

14 - NEWSPAPERS: TIMES-UNION (m) 85,475; KNICKERBOCKER NEWS (e-mon to fri) 37,118; (e-sat) 28,628; (S) 164,744; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: C. J. Cunningham, Nat. Adv. Mgr., TIMES-UNION, KNICKERBOCKER NEWS, Box 15000, Albany, NY 12212; Tel. (518) 454-5680.
National Representative: Hearst Advertising Service.

AMSTERDAM

1 - LOCATION: Montgomery County (In Albany-Schenectady-Troy MSA). E&P Map E-3. 1 1/4 mi. to New York Thruway; on State Hwys. 5, 5-S, 67 and 30; 16 mi. W of Schenectady; 34 mi. W of Albany; 114 mi. E of Syracuse; 185 railroad mi. from New York City.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Waterway-Terminal of N.Y. State Barge Canal.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,872; Loc. Est. 21,031
CZ-ABC. (80) 21,872; (84) 20,800
RTZ-ABC. (80) 38,954; (84) 40,700
County 80 Cen. 53,439; Loc. Est. 54,512
MSA 80 Cen. 835,880; Loc. Est. 855,872
City & RTZ-ABC. (80) 60,826; (84) 61,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,908; Loc. Est. 8,862
CZ-ABC. (80) 8,957; (84) 8,600
RTZ-ABC. (80) 13,413; (84) 14,200
County 80 Cen. 19,845; Loc. Est. 20,745
MSA 80 Cen. 302,191; Loc. Est. 316,498
City & RTZ-ABC. (80) 22,370; (84) 22,800

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$270,000,000
Savings & Loan	1	$27,000,000
Commercial	5	$168,000,000

6 - PASSENGER AUTOS: County 25,835

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mohasco Industries Executive Offices 100; General Electric 2,300; Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees; Lawn Furniture and Chairs 175; Warp Knitting 425; Toys 425; Recreational Products (pools, video games, home computers) 1,500; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furniture Refinishing Products 175.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost Sept. 28. Last killing frost April 25.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on E. Main St. New 60 Store Downtown Enclosed Mall.
Neighborhood Shopping Centers-Reid Hill Section; Fifth Ward Section; Route 30 Section; K mart Plaza; Nichols Plaza 2; Price Chopper; Fay's Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Reid Hill(3)	1	Carls Drug, P&C
Rt. 30 Plz.	1	Price Chopper, Fay's, Radio Shack, Red-Barn, National Auto
Downtown Amsterdam	NA	Grand Union, CVS, McCrory, Endicott, Fayva, Radio Shack
K mart Plaza	2	K mart, Chicago Mkts., JoAnn Fabrics
Nichols Disc. City	2	Nichols
Pyramid Mall, Johnstown(9)	13	Price Chopper, Fay's

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Downtown Mall Mon. through Sat.; most major stores open every night and Sun.

13 - RETAIL OUTLETS: Department Stores-Carl Co.
Discount Stores-Nichols; Fay's; K mart; Present Co.
Chain Drug Stores-Daw/Rite Aid; Carl's; Fay's; CVS.
Chain Supermarkets-P&C; Chicago Markets; Price Chopper; Grand Union 2; Lou's Mkt.

Other Chain Stores-Radio Shack; Jo-Ann Fabrics; Big A Auto Parts; Agway; National Auto; So-Fro Fabrics.

14 - NEWSPAPERS: RECORDER (e) 13,994; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul H. Haus, Adv. Dir., RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: Cayuga County, E&P Map D-3. County Seat. Diversified mfg. center. Rich dairy. 26 mi. SW of Syracuse on U.S. 20; N.Y. State 5 (junction).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus-Onondaga Coach Lines; Centro Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 32,548; Loc. Est. 32,635
CZ-ABC: (80) 32,548; (84) 32,100
RTZ-ABC: (80) 62,931; (84) 66,000
County 80 Cen. 79,894; Loc. Est. 81,975
City & RTZ-ABC: (80) 95,479; (84) 98,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,672; Loc. Est. 10,938
CZ-ABC: (80) 11,672; (84) 11,600
RTZ-ABC: (80) 20,541; (84) 21,800
County 80 Cen. 26,896; Loc. Est. 28,222
City & RTZ-ABC: (80) 32,213; (84) 33,400

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$180,000,000
Savings & Loan	1	$25,000,000
Commercial	3	$210,000,000

6 - PASSENGER AUTOS: County 35,277

7 - ELECTRIC METERS: Residence 11,414

8 - GAS METERS: Residence 10,594

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal & Metal Prod. 2,795; Shoes 575; Plastics 290; Foods 380; Electronics 400; Bottling 300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp -Spring 20-60; Summer 40-90; Fall 30-70- Winter 0-50. First killing frost, Oct. 10. Last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Genesee St.; 2 on State St.; 2 on North St.
Neighborhood Shopping Centers-At the Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plaza(30)	NA	Ames, Central Tractor
Finger Lakes Mall(90)	3	Choppell's, Sears, JCPenney, K mart, Anderson Little
Grant Ave. Plz(10)	NA	K mart
Seminary Plaza(4)	NA	Fay's
Westside Plaza(5)	NA	Westside Phcy.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri. (most Thur.); Food: 7 days.

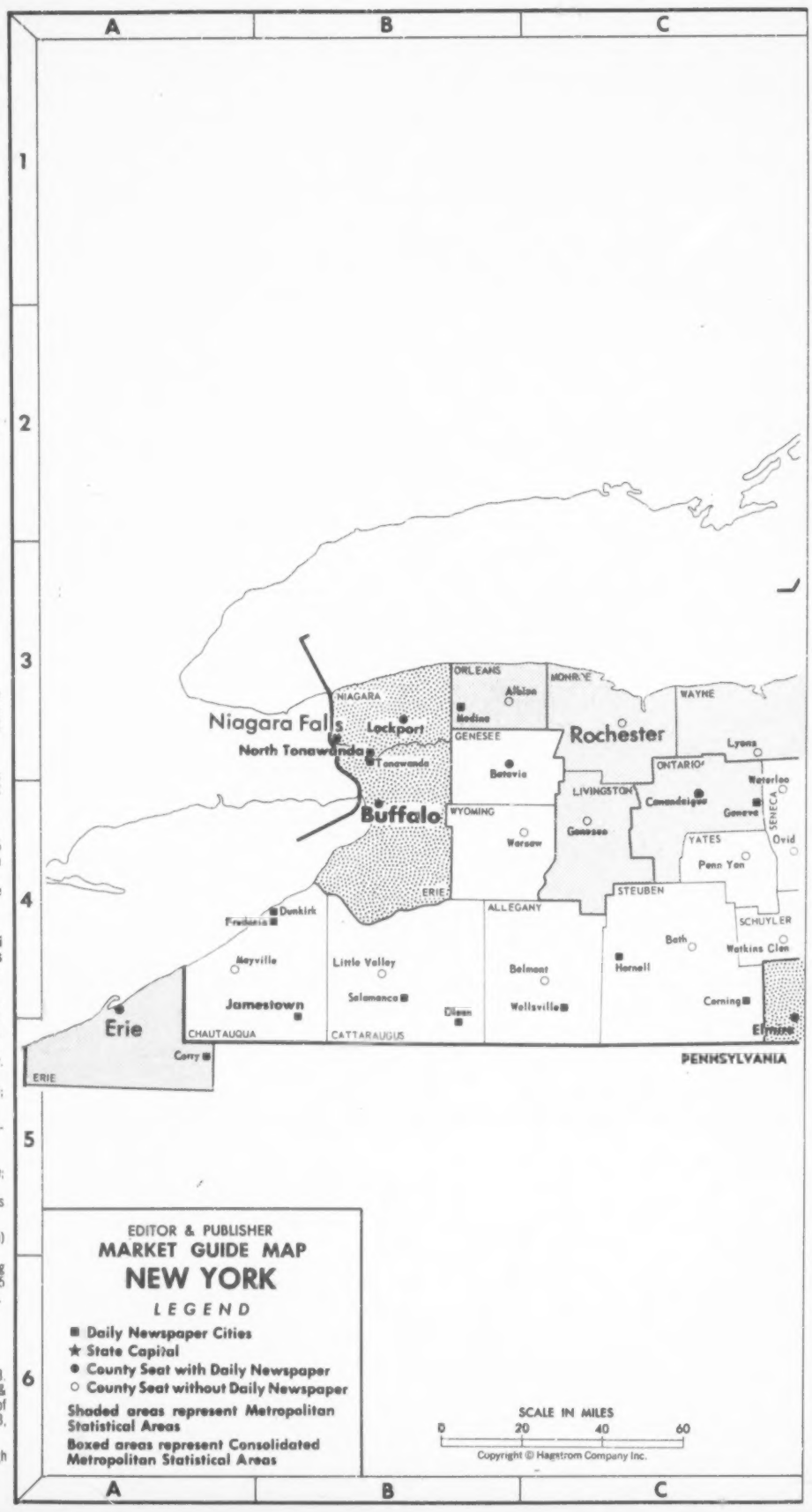
13 - RETAIL OUTLETS: Department Stores-Auburn Dry Goods.
Discount Stores-K mart; Ames; Nichols.
Chain Drug Stores-Rite-Aid 3; Fay's; Westside; Carl's Drugs; CVS.
Chain Supermarkets-P&C 2; Super Duper 2; Tops 2; Wegmans.

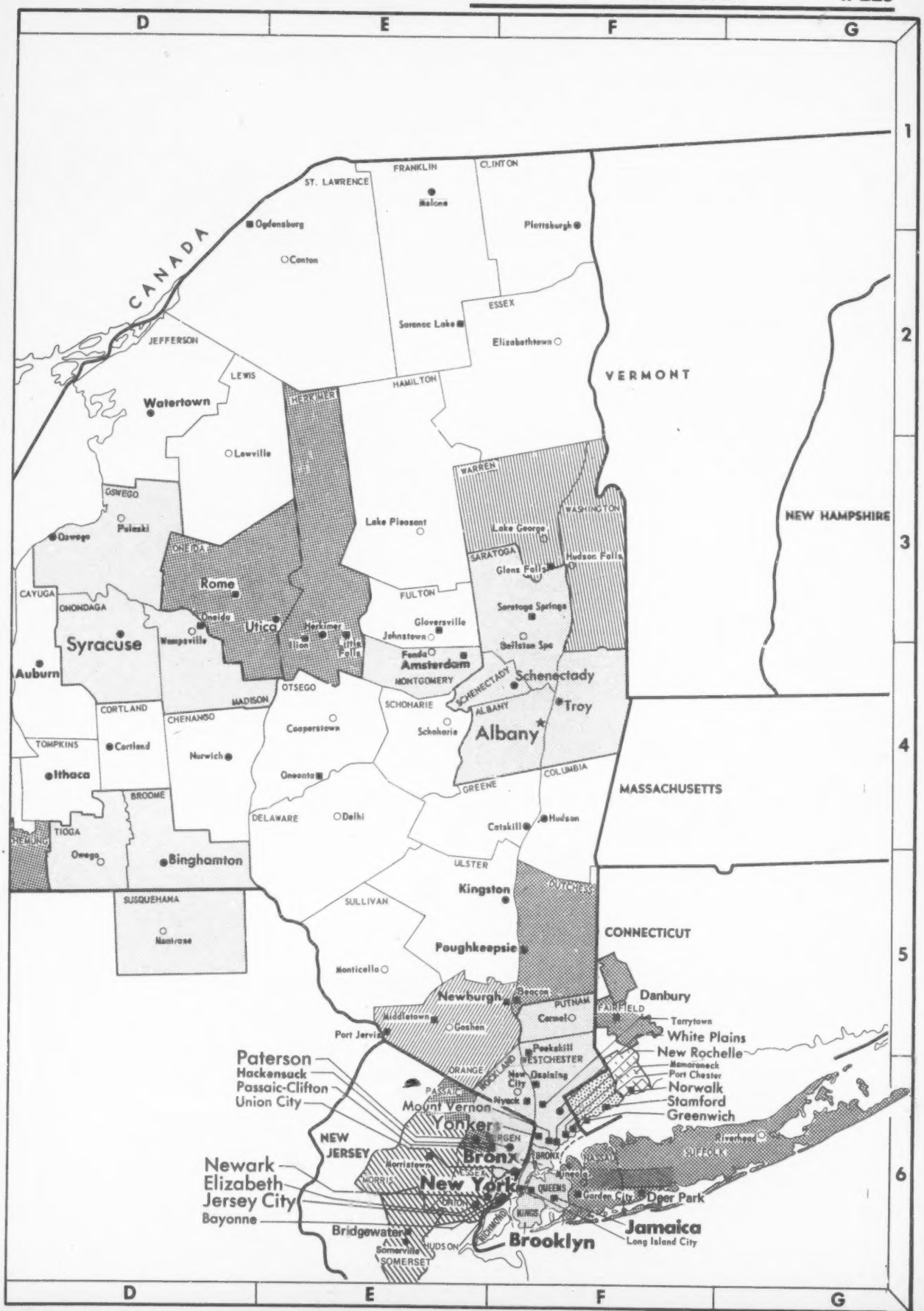
14 - NEWSPAPERS: THE CITIZEN (e-mon to fri) 16,234; (S) 16,709; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Panetta, Jr., Adv. Dir., CITIZEN, 25 Dill St., Auburn, NY 13021; Tel. (315) 253-5311.
National Representative: Landon Associates.

BATAVIA

1 - LOCATION: Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester; 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound.

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CANADA
ST. LAWRENCE
FRANKLIN
CLINTON
Malone
Ogdensburg
Canton
Plattsburgh
ESSEX
Saranac Lake
Elizabethtown
VERMONT
JEFFERSON
LEWIS
HAMILTON
HERKIMER
Watertown
Lowville
WARREN
WASHINGTON
NEW HAMPSHIRE
OSWEGO
Pulaski
Oswego
Lake Pleasant
Lake George
SARATOGA
Glens Falls
Hudson Falls
ONEIDA
Rome
Oneida
Utica
Herkimer
Ilion
Little Falls
FULTON
Gloversville
Johnstown
Saratoga Springs
Ballston Spa
CAYUGA
ONONDAGA
Syracuse
Wampsville
Auburn
Fonda
Amsterdam
MONTGOMERY
SCHENECTADY
Schenectady
Troy
MADISON
OTSEGO
SCHOHARIE
ALBANY
Albany
CORTLAND
CHENANGO
Cooperstown
Schoharie
TOMPKINS
Cortland
Norwich
Ithaca
Oneonta
GREENE
COLUMBIA
MASSACHUSETTS
BROOME
DELAWARE
Delhi
Catskill
Hudson
CHEMUNG
TIOGA
Owego
Binghamton
ULSTER
Kingston
DUTCHESS
SUSQUEHANNA
Montrose
SULLIVAN
CONNECTICUT
Poughkeepsie
Monticello
Newburgh
Beacon
Danbury
PUTNAM
FAIRFIELD
Middletown
Carmel
Tarrytown
Port Jervis
Goshen
White Plains
Peekskill
New Rochelle
WESTCHESTER
Mamaroneck
Port Chester
ORANGE
ROCKLAND
New Castle
Paterson
Hackensack
Passaic-Clifton
Union City
PASSAIC
Nyack
Norwalk
Mount Vernon
Stamford
Yonkers
Greenwich
NEW JERSEY
BERGEN
Bronx
Riverhead
BRONX
NASSAU
SUFFOLK
Morristown
Newark
Elizabeth
Jersey City
Bayonne
MORRIS
New York
QUEENS
Garden City
Deer Park
UNION
KINGS
Bridgewater
Somerville
SOMERSET
HUDSON
Brooklyn
Jamaica
Long Island City

3 - POPULATION:
Corp. City 80 Cen. 16,703; Loc. Est. 17,259
PMA-ABC: (80) 22,268; (84) 22,400
RTZ-ABC: (80) 63,504; (84) 65,400
County 80 Cen. 59,400; Loc. Est. 62,240
City & RTZ-ABC: (80) 85,772; (84) 87,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,152; Loc. Est. 6,386
PMA-ABC: (80) 8,122; (84) 8,200
RTZ-ABC: (80) 20,110; (84) 21,100
County 80 Cen. 20,111; Loc. Est. 21,535
City & RTZ-ABC: (80) 28,232; (84) 29,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000
Savings & Loan	2	$39,000,000

6 - PASSENGER AUTOS: County 28,677

7 - ELECTRIC METERS: County 22,500

8 - GAS METERS: County 11,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 350; Condensers 370; Steel Metal Prod. 175; Road Machy. 500; Sprayers 300.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Genesee Country Mall.
Neighborhood Shopping Centers-Ellicott & Liberty Sts.; W. Main St.; E. Main St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Court St. Plaza(5)	0	Miners
Eastown Plaza(10)	1	K mart, Bell's, Lane Drug
Ames Plaza(24)	1	Bell's, Fay Drugs, Ames, Nat'l Auto

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Mall Plazas every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney 3; C.L. Carr; Ames.
Discount Stores-Century; K mart.
Variety Stores-Newberry.
Chain Drug Stores-Fay's; C.V.S.
Chain Supermarkets-Bell's; Super Duper; Tops.
Other Chain Stores-National Auto; Endicott-Johnson; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 13,921; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth A. Holloway, Gen. Mgr., NEWS, PO Box 870, Batavia, NY 14020; Tel. (716) 343-8000.
National Representative: Landon Associates.

BEACON

See NEWBURGH

BINGHAMTON

1 - LOCATION: Broome County (Binghamton MSA). E&P Map D-4, County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81 and 88. State Hwys. 7, 17 and 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2 - TRANSPORTATION: Railroads-Conrail; D&H.
Motor Freight Carriers-60.
Intercounty Bus Lines-Interstate; Capitol-Trailways; Greyhound; Short Line.
Airlines-USAir; Colgan; Empire; Air North; Air Vectors; USAir Commuter; Susquehanna.

3 - POPULATION:
Corp. City 80 Cen. 55,860; Loc. Est. 54,645
CZ-ABC: (80) 175,518; (84) 174,600
RTZ-ABC: (80) 197,839; (84) 204,600
County 80 Cen. 213,648; Loc. Est. 220,160
MSA 80 Cen. 263,460; Loc. Est. 272,546
City & RTZ-ABC: (80) 373,357; (84) 379,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,314; Loc. Est. 22,880
CZ-ABC: (80) 64,482; (84) 64,600
RTZ-ABC: (80) 66,837; (84) 70,100
County 80 Cen. 76,809; Loc. Est. 81,143
MSA 80 Cen. 93,329; Loc. Est. 98,893
City & RTZ-ABC: (80) 131,319; (84) 134,700

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 110,092

7 - ELECTRIC METERS: Binghamton Area 91,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Mfg. 42,000 ($309); Metals & Machy. 29,300 (N.A.); Durable Goods 34,100 ($341); Construction 3,100 (N.A.); Transp. & Pub. 4,500 (N.A.); Whole & Ret. Trades 20,500 (N.A.); Services & Misc. 19,900 (N.A.); Govt. 21,400 (N.A.).
Principal Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 57-80; Fall 41-60; Winter 18-34. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Binghamton; Downtown Endicott & Johnson City.
Neighborhood Shopping Centers-19 blocks at Clinton St.; 5 at Main & Beethoven Sts.; 3 at So. Washington St. & Vestal Ave.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Endwell Plaza(9)	7	Norman's Super Mkt.
Chenango Plaza(17)	2	Great American
Vestal Plaza(45)	1	Grand Union, K mart
Campus Plaza(4)	2	Great American, Sugerman's
Binghamton Plz(40)	1	K mart, CVS, Grand Union
Century Plaza	3	Fay's Drug
Endicott Plaza(12)	9	CVS, Grand Union, K mart
Vestal 5-Corner's(4)	10	Grand Union, CVS
West Corners Pl.	12	Giant, CVS
Riverside Plaza(6)	2	Great American, SupeRx, Schuster's
Northgate Plaza(17)	2	Ames, Carl's, Grand Union
Oakdale Mall(124)	4	Sears, Ward, Bradlees, Fowler's
Park Manor Plaza(8)	6	Carl's, Grand Union
Stowe Plaza(5)	1	Carl's,
Binghamton		Great American
Shop Rite Plaza(6)	3	Shop Rite
Small Mall(12)	3	Chuck E. Cheese's
Valley Plaza(6)	5	Dingman's, Robson
Giant Oakdale Plaza(8)	4	Giant Mkt., Rite Aid Drug

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon. & Thur.; Food: Mon.-Fri. Oakdale Mall (Mon.-Sat.).

13 - RETAIL OUTLETS: Department Stores-Fowler, Montgomery Ward; Sears; JCPenney; Burts; Howland's.
Discount Stores-Philadelphia Sales 3; Sugerman's; Bradlees; Ames; Jamesway; K mart 3.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-CVS 9; Brooks 6; Fay's 3; Crone's SuperRx 3; Rite-Aid; Carl's 3.
Chain Supermarkets-Grand Union 9; Great American 12; Giant Food 10; 7-Eleven 3; Day & Night Stores 4; P & C Foods; Schuster 7.
Other Chain Stores-Goodyear; Barbara Moss; Henry's; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Rayco; Cole's Mufflers; Discount Records; Scranton Fabric; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Hickory Farms; Fanny Farmer; KayBee Toys; Kay's Jewelers; Listening Booth; Kinney Shoes; Ormond Shops, Recordland; Rosenbaums; Shedhouse, So-Fro Fabrics; Thom McAn; Walden Books; Zale's Jewelry; Herman's; Catalog Present Co.; Boardman; Service Merchandise.

14 - NEWSPAPERS: PRESS (e) 60,821; (S) 84,794; SUN-BULLETIN (m) 30,300; (m-sat) 69,279 Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Higgins, Nat. Adv. Mgr., PRESS and SUN-BULLETIN, Vestal Pkwy East, Binghamton, NY 13902; Tel. (607) 798-1234.
National Representative: Gannett Newspaper Advertising Sales.

BUFFALO

1 - LOCATION: Erie County (In Buffalo PMSA) E&P Map B-4, County Seat. Industrial, distribution, research and transportation center. Western part of the state on Lake Erie and Niagara River on U.S.-Canada border: 72 mi. W of Rochester, 187 mi. NE of Cleveland; 254 mi. E of Detroit, 382 mi. NW of N.Y. City; 526 mi. E of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie.

2 - TRANSPORTATION: Railroads-Amtrak, Conrail; Delaware & Hudson; Chessie System; Norfolk & Western; South Buffalo Railway, Canadian National.
Motor Freight Carriers-327.
Freight Steamship Lines-5.
Intercity Bus Lines-Greyhound; Bluebird; D&F; NFTA Metro; Trailways; Grand Island Transit.
Airlines-American; United; USAir; Eastern; Federal Express; People Express; Best Airlines; Continental; Empire.

3 - POPULATION:
Corp. City 80 Cen. 357,870; Loc. Est. 331,007
CZ-ABC: (80) 671,318; (84) 635,300
RTZ-ABC: (80) 752,799; (84) 771,800
County/PMSA 80 Cen. 1,015,472; Loc. Est. 1,036,404
City & RTZ-ABC: (80) 1,424,117; (84) 1,407,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 104,954; Loc. Est. 140,182
CZ-ABC: (80) 253,562; (84) 241,900
RTZ-ABC: (80) 253,236; (84) 263,500
County/PMSA 80 Cen. 365,217; Loc. Est. 381,444
City & RTZ-ABC: (80) 506,798; (84) 505,400

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$7,366,381,000
Savings & Loan	3	$254,694,000
Commercial	14	$3,589,076,000

6 - PASSENGER AUTOS: County 485,650

7 - ELECTRIC METERS: Residence 424,767

8 - GAS METERS: Residence 348,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 70,700 ($464); Stone, Clay, Glass & Concrete 4,800 ($387); Primary Metals 11,300 ($533); Fabricated Metal Prod. 10,500 ($537); Machinery (except elect.) 11,400 ($384); Electrical Equip. 10,500 ($398); Transp. Equip. 16,800 ($513); Other Durable Goods 5,400 (NA); Nondurable Goods 42,500 ($387); Food & Allied Prod. 8,500 ($431); Textiles & Apparel 3,200 ($267); Paper & Allied Prod. 3,500 ($316); Printing & Pub. 9,100 ($373); Chemicals 9,000 ($454); Rubber & Plastic Goods 4,900 ($438); Other Nondurables 4,300 (NA); Constr. 15,400; Trans. & Public Util. 25,700; Wholesale 25,100; Retail 82,700; Fin., Ins. & Real Estate 22,600; Services & Misc. 105,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 59-77; Fall 43-59; Winter 19-32. First killing frost, Oct. 16. Last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Main St., from S Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.
Neighborhood Shopping Centers-Bailey Kensington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W Utica 5 blocks; Jefferson Ave. near E Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W Ferry 4 blocks. Ridge Road in Lackawanna 7 blocks; Genesee St. near Moselle 3 blocks.
Large Plaza Centers (No. of Stores)-Summit Park Mall, Williams Rd., Niagara Falls 90; Mill-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 10; Mid-City Plaza, Payne Ave. & Meadow Dr., N Tonawanda 26; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 24; Boulevard Mall, Niagara Falls Blvd., Amherst 95; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 58; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 18; Eastern Hills Mall, Transit Rd., Williamsville 97; Clarence Mall, Main St. & Transit Rd., Clarence 17; Transitown Plaza, Main St. & Transit Rd., Clarence 40; University Plaza, Main St. & Kenmore Ave. 14; Central Park Shopping Plaza, Amherst & Main Sts. 43; Airport Plaza, Genesee St. & Union Rd., Cheektowaga 42; Thruway Mall, Harlem Rd. & Walden Ave., Cheektowaga 86; Como Mall, Union Rd. between Como Park Blvd. & Bennett Rd., Cheektowaga 47; D & L Plaza, Broadway, Depew 27; Main Place Mall, Main St., between Church & Court Sts. 60; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 32; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 53; Southgate Plaza, Union Rd. at Seneca St., West Seneca 52; Aurora Village Shopping Center, Grey St., East Aurora 23; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 21; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 7; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 28; Lockport Mall, S Transit Rd., Lockport 30 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 17; Cleve Hill Plaza, Kensington & Eggert Rd. 14; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 16; Del-Arrow Plaza, Delaware & Great Arrow, Buffalo 18; Del-Ton Plaza, Delaware Ave., Tonawanda 16; Evans-Sheridan Plaza, Sheridan Dr. & Evans St., Amherst 15; Garden Village Plaza, French & Union Rds., Cheektowaga 20; Highland-Colvin Plaza, Colvin Blvd. & Highland Ave., Tonawonda 23; Marvin Gardens Plaza, Niagara Falls Blvd. & Treadwell, Tonawonda 13; Pierce Arrow Plaza, Sheridan Dr. & Evan St., Amherst 16; Stuyvesant Plaza, Elmwood Ave. between North & Summer Sts., Buffalo 14; Townedge Square, Transit Rd. near French Rd., Lancaster 15; Wimbledon Plaza, Center Rd. near Seneca St., West Seneca 26.
Free Standing Stores (Complete Dept. Stores)-Sibley's; Main St. & Eggert Rd., K mart; Walden Ave., Cheektowaga; Niag. Falls Blvd., Amherst; Southwestern Blvd., Orchard Pk.; Transit & Maple, Amherst; Military Rd., Niag. Falls; Transit Rd. Plaza, Lockpt.; Gold Circle; Walden Ave., Depew; Elmwood Ave., Buffalo; Seneca St., West Seneca; Maple Rd., Amherst; Lake Ave., Blosdell; Camp Rd., Hamburg; Military Rd., Niagara Falls; Hills; Lake Ave., Blosdell; Meadows Dr., North Tonawonda.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Stores Thur. Most Plaza stores open nightly.
Stores Open Sunday-Most supermarkets, some plazas, most discount stores.

13 - RETAIL OUTLETS: Department Stores-Adam, Meldrum & Anderson 9; Sibley's 5; Sears 4; JCPenney 4; Hills Dept. 8; Gold Circle 7.
Variety Stores-Woolworth 5; Ames 3; G.C. Murphy 3; D&K 7.
Discount Stores-Century 9; Brand Names 7; K mart 10; Ames 3.
Chain Drug Stores-Brooks Drug 8; Fay Drug 9; Leader Wholesale Drugs 40; Miller Drugs 2; Peterson Drug 6; Revco 3; Rite Aid 31; CVS 20.
Chain Supermarkets-Super Duper 41; Tops 38; B-Kwik 14; Bell's 43; Wegman's 3.
Other Chain Stores-Endicott Johnson; Thom McAn; Firestone; Goodyear; Fanny Farmer; Kinney; Ulbrichs; Chess King; Martin Jacobi; Radio Shack; Cavages; L.L. Berger; Lane Bryant; Florsheim Shoes; The Gap; Kleinhans; The Sample; Jenss; Airport; Casual Corner; Friendly Ice Cream; Gutman's; Hickory Farms; Kay Bee Toys; Child World; Walden Books; Baker Shoes; Ormonds; Stuarts; Jeans West; Spencer Gifts; Richman Bros.

14 - NEWSPAPERS: NEWS (all day-mon to fri) 320,028; (m-sat) 282,222; (S) 374,645; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Hugh G. Monaghan, Gen. Adv. Mgr., NEWS, 1 News Plaza, Buffalo, NY 14240; Tel. (716) 849-3434.
National Representative: Sawyer-Ferguson-Walker Co.; Publishers Representatives of Florida; American Publishers' Representatives of Canada; Landon Associates.

CANADAIGUA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-4, County Seat. Shipping center. In W central part of state on Canadaigua Lake; on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

2 - TRANSPORTATION: Amtrak-Freight only.
Intercity Bus Lines-Greyhound Bus.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 10,419; Loc. Est. 10,697
County 80 Cen. 88,909; Loc. Est. 91,574
MSA 80 Cen. 971,879; Loc. Est. 1,004,052
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,615; Loc. Est. 3,817
County 80 Cen. 30,307; Loc. Est. 31,922
MSA 80 Cen. 342,101; Loc. Est. 362,002

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$214,700,000
Savings & Loan	2	$48,200,000

6 - PASSENGER AUTOS: County 43,396

7 - ELECTRIC METERS: Residence 3,775

8 - GAS METERS: Residence 3,277

9 - PRINCIPAL INDUSTRIES: Industry (No. of Employees)-Winery (237); Comm, Indus. & Office Tapes (300); Plastics (1700); Electric Insulators (310); Paper, Paper Prods. (200).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15. Last killing frost, Apr. 20.

11 - TAP WATER: Filtrated, soft; flouridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkway Plaza(20)	NA	Woolworth
Townline Plaza(14)	NA	Big Wheel
Nichols Plaza(6)	NA	Nichol's
Finger Lake Plaza(10)	NA	Dox Drugs

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-S.E. Nichols; JCPenney; Big Wheel.
Variety Stores-Woolworth.
Discount Stores-Nichol's; Big Wheel.
Chain Drug Stores-Wayne 2; Dox; Fays.
Chain Supermarkets-Shurfine; Bell's Market; Wegman's; P&C Mkt.
Other Chain Stores-Endicott-Johnson; Finn Auto; Johnson; Montgomery Ward (catalog); Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 10,912; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Thomas Miller, Gen. Mgr. & Mktg. Dir., MESSENGER, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770.
National Representative: Landon Associates.

CATSKILL

1 - LOCATION: Greene County. (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Shopping center for County; small mfg. On W bank of Hudson River. 30 mi. S of Albany; 115 mi. N of N.Y. City.

2 - TRANSPORTATION: Railroads-Conrail to Hudson; West Shore.
Motor Freight-Cross Country Service.
Intercity Bus Lines-Greyhound; Mountain View; Adirondack Transit & Jersey.

3 - POPULATION:
Corp. Village 80 Cen. 4,718; Loc. Est. 4,651
County 80 Cen. 40,861; Loc. Est. 42,068
MSA 80 Cen. 835,880; Loc. Est. 855,782

4 - HOUSEHOLDS:
Corp. Village 80 Cen. 1,836; Loc. Est. 1,431
County 80 Cen. 14,919; Loc. Est. 15,753
MSA 80 Cen. 302,191; Loc. Est. 316,498

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$178,325,000
Commercial	2	$141,520,000

6 - PASSENGER AUTOS: County 24,305

7 - ELECTRIC METERS: Residence Village 2,244; Trade Area 16,252

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Cement Mfr. 589 Emp. ($355 Wkly.); Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Main Street Shopping Center; Jamesway Plaza, 9 W. Hwy. S.
Principal Shopping Days-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Newberry; Jamesway; King's; Morton's.
Variety Stores-Newberry.
Discount Stores-Jamesway.
Chain Drug Stores-Mikhitarian; Mall Drugs; Rite Aid.
Chain Supermarkets-Grand Union 2; Joe's Mkt.; Shop-Rite; Arbees; Cumberland Farms 3; Great American 2.

14 - NEWSPAPERS: MAIL (e) 4,704; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Gunther Hafner, Pub., MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100.
National Representative: None.

CORNING

1 - LOCATION: Steuben County. E&P Map C-4, SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17,414.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail (freight only).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 12,953; Loc. Est. 12,351
CZ-ABC: (80) 26,244; (84) 25,300
RTZ-ABC: (80) 59,406; (84) 61,900
County 80 Cen. 99,135; Loc. Est. 101,684
City & RTZ-ABC: (80) 85,650; (84) 87,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,394; Loc. Est. 4,810
CZ-ABC: (80) 10,243; (84) 9,900
RTZ-ABC: (80) 19,714; (84) 20,700
County 80 Cen. 32,121; Loc. Est. 36,815
City & RTZ-ABC: (80) 29,957; (84) 30,600

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	5	$49,722,000
Savings & Loan	2	$72,000,000
Commercial	4	$208,000,000

6 - PASSENGER AUTOS: County 45,597

7 - ELECTRIC METERS: Residence 12,409

8 - GAS METERS: Residence 11,000

9 - PRINCIPAL INDUSTRIES: Glass prod.; Fibre boxes; Air comp.
Principal Industrail Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkway.; 3 on Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall, Big Flats(130)	NA	JCPenney, McCrory, Rea & Derick, Hess, Sears
Grand Central(20)	NA	K mart
Murphy's Mart Plz.	NA	Murphy's Mart, Radio Shack, Great American
Painted Post(18)	NA	Tallman's
V.G. Sq.	NA	Great American
S. Corning Pk.	NA	Corning Bldg. Co.
Rts. 415 & 17	NA	Nichols

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. and Fri.; Food Stores open 7 day's evenings.

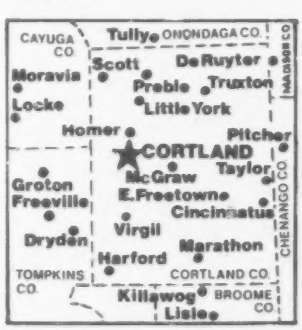
13 - RETAIL OUTLETS: Department Stores-Gates-Rockwell; JCPenney.
Variety Stores-Woolworth.
Chain Drug Stores-Rea & Derick; Rite Aid; Fay's; Carl's.
Discount Store-Nichols; Murphy's Mart.
Chain Supermarkets-Foodmart; A&P; Great American 4; P&C.
Other Chain Stores-Firestone; Joann Fabrics; Goodyear; Bern Furniture; Wickes; Grossman's; Radio Shack; Central Tractor.

14 - NEWSPAPERS: LEADER (e) 16,915; Mar. 31, 1984 ABC. Member Howard Publications, Inc.
Local Contact for Advertising and Merchandising Data: Jeanne Petti, Adv. Dir., LEADER, 34 W. Pulteney St., Corning, NY 14830; Tel. (607) 936-4651.
National Representative: Landon Associates.

CORTLAND

1 - LOCATION: Cortland County. E&P Map D-4. County Seat. Agriculture & dairy shipping center; misc. mfg.; college center. Central part of state. 32 mi. from Syracuse; 40 mi. from Binghamton; 220 mi. from N.Y. city. On U.S. Hwy. 11 & Interstate 81; State Hwys. 13, 41, 90 & 281.

2 - TRANSPORTATION: Railroad-NYS&W (freight).
Motor Freight Carriers-20.
Intercity Bus Line-Greyhound.
Airline-USAir.



Cortland Standard (e)
12,387 ABC 3/ 31/ 84

3 - POPULATION:
Corp. City 80 Cen. 20,138; Loc. Est. 20,804
CZ-ABC: (80) 20,138; (84) 20,600
RTZ-ABC: (80) 31,587; (84) 33,000
County 80 Cen. 48,820; Loc. Est. 49,964
City & RTZ-ABC: (80) 51,675; (84) 53,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,868; Loc. Est. 7,025
CZ-ABC: (80) 6,868; (84) 7,100
RTZ-ABC: (80) 10,500; (84) 11,100
County 80 Cen. 16,324; Loc. Est. 17,073
City & RTZ-ABC: (80) 17,368; (84) 18,200

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$204,838,107
Commercial	3	$142,500,000

6 - PASSENGER AUTOS: County 20,231

7 - ELECTRIC METERS: Residence 7,646

8 - GAS METERS: Residence 5,796

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Metal Prod. 1,069; Typewriters 2,500; Electronics 425; Printing 112; Corsets & Clothing 610; Sporting Goods 109; Wood Products 245; Plastics 451; General Mfg. 303; State University College 984.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter-15-34. First killing frost, late October. Last killing frost, early April.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortlandville(5)	2	K mart, Chappell's
Groton Ave.(20)	1	JoAnn Fabrics, Fay's, Radio Shack
Grand Union Pl.(3)	1	Grand Union, Philadelphia Sales, Carl's Drugs
Riverside Mall	1	P&C Markets
Cortland Plaza(3)	2	Great American, Action Audio
Port Watson Pl.(2)	1	Great American, Carl's Drugs

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food-Mon. through Sun. Others-Thur., Plazas-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Chappell's.
Variety Stores-Newberry.
Chain Drug Stores-Rite-Aid 2; Fay's; Carl's 2.
Discount Stores-K mart; Philadelphia Sales; Crown Jewelry; Ames.
Chain Supermarkets-Great American 2; IGA 3; Grand Union; P&C; Tops.
Other Chain Stores-Singer Co.; Royce Shoes; Sears (catalog); Radio Shack; Action Audio; Central Tractor Sales; My Fair Lady; JoAnn Fabrics; Montgomery Ward (catalog); Goodyear; Grossman's; TSC; Tallmadge Tire; Firestone.

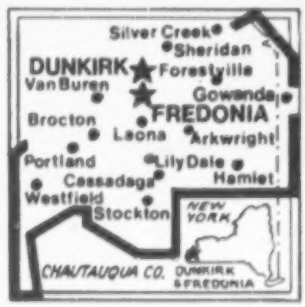
14 - NEWSPAPERS: STANDARD (e) 12,387; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD, 110 Main St., PO Box 5548, Cortland, NY 13045; Tel. (607) 756-5665.
National Representative: Landon Associates.

DUNKIRK-FREDONIA

1 - LOCATION: Chautauqua County. E&P Map B-4. On S. Shore of Lake Erie, 40 mi. SW of Buffalo. Steel manufacturing center.

2 - TRANSPORTATION: Railroads-Conrail, Erie-Lackawanna; Norfolk & Western.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; D&F Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 26,436; Loc. Est. 27,069
Dunkirk 80 Cen. 15,310; Loc. Est. 15,299
Fredonia 80 Cen. 11,126; Loc. Est. 11,770
CZ-ABC: (80) 28,020; (84) 28,100
RTZ-ABC: (80) 28,260; (84) 29,400
County 80 Cen. 146,925; Loc. Est. 151,572
City & RTZ-ABC: (80) 56,280; (84) 57,500
Demographic Information available from Newspaper. See paragraph 14.



Dunkirk Observer (e)
14,985 ABC 3/ 31/ 84

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,544; Loc. Est. 8,550
Dunkirk 80 Cen. 6,216; Loc. Est. 5,300
Fredonia 80 Cen. 3,328; Loc. Est. 3,250
CZ-ABC: (80) 9,544; (84) 9,600
RTZ-ABC: (80) 9,895; (84) 10,400
County 80 Cen. 52,817; Loc. Est. 55,773
City & RTZ-ABC: (80) 19,439; (84) 20,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$23,427,000
Savings	1	$50,000,000
Commercial	6	$161,000,000

6 - PASSENGER AUTOS: County 66,362

7 - ELECTRIC METERS: Residence 11,488

8 - GAS METERS: Residence 12,275

9 - PRINCIPAL INDUSTRIES: Industry, No. of wage earners (Av. weekly wage): Stainless Steel 1200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fabricating 100 ($250); Food Processors 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375); Printing ($350).

10 - CLIMATE: First killing frost, Sept. 30. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Dunkirk, 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St; 10 on Route 60 strip.
Neighborhood Shopping Centers-D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westfield	18	Bells Supermarket, Quality Market
Silver Creek	11	Super Duper, Quality Market
Brocton	9	Country Fair
Cassadaga	11	Super Duper, Red & White

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most plaza stores.

Cortland Standard.

The Only Daily Newspaper in Cortland County
Combined with the Weekly
CONSUMER-NEWS
Gives the best hh. coverage at comb. "savings" rate.
Serving growing Cortland industrial, educational & agricultural area. Located on Interstate 81.
Represented by Landon Associates

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sidey's; Brand Names Sales.
Discount Stores-Ames; Hills.
Variety Stores-G.C. Murphy; Jupiter; McCrory; Ben Franklin.
Chain Drug Stores-Leader; Brooks 2; CVS; Fay's Rx.
Chain Supermarkets-Bells; Tops 2; Freshmart; Quality Markets 2; Super Duper.

14 - NEWSPAPERS: OBSERVER (e) 14,985; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER, 8-10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.
National Representative: Landon Associates.

ELMIRA

1 - LOCATION: Chemung County (MSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13, 14, 17.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Capitol Trailways; Empire Trailways; T.N.T. Bus Co.; Short Lines; Greyhound.
Airlines-USAir; Elarco (charter); Mall Airways; Air North; Empire.

3 - POPULATION:
Corp. City 80 Cen. 35,327; Loc. Est. 34,301
CZ-ABC: (80) 71,529; (84) 70,600
RTZ-ABC: (80) 205,073; (84) 208,900
County/MSA 80 Cen. 97,656; Loc. Est. 99,325
City & RTZ-ABC: (80) 276,602; (84) 279,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,603; Loc. Est. 12,832
CZ-ABC: (80) 26,033; (84) 26,000
RTZ-ABC: (80) 70,812; (84) 73,000
County/MSA 80 Cen. 34,521; Loc. Est. 35,951
City & RTZ-ABC: (80) 96,845; (84) 99,000

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$192,571,000
Savings & Loan	3	$181,766,000
Commercial	4	$375,019,000

6 - PASSENGER AUTOS: County 44,201

7 - ELECTRIC METERS: Residence 20,679

8 - GAS METERS: Residence 15,332

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-All Mfg. 8,300 ($360); Durable Goods 6,600 ($375); Non-durable Goods 1,600 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20. Last killing frost, Apr. 20-30.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks E. and W. Water Sts.; 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.
Neighborhood Shopping Centers-S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S. edge of CZ); Lakehills Plaza; Diven Plaza (8 stores); Langdon Plaza (2 stores); Midtown Plaza (15 stores); Miller Plaza (4 stores); The Arnot Mall, Rt. 17 (N.W. edge of CZ) (100 stores).
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; S.F. Iszard; Hess's; Sears; Women's Specialty; Rosenbaum; Schwartz; Fashion Factory.
Discount Stores-Nichols; Hills; Seagull's; K mart; Bradlees.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Brooks 2; Nichols; Rea & Derick; Fay's 2; Rite-Aid 5.
Chain Supermarkets-Acme; Great American 2; P&C 2; Super Duper 2; Tops 2; Weis.
Other Chain Stores-Goodyear; Endicott-Johnson; Richman Bros.; Pittsburgh Plate Glass; Sherwin-Williams.

14 - NEWSPAPERS: STAR-GAZETTE (m) 38,754; TELEGRAM (S) 47,045; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Randy Chapman, Adv. Dir., STAR-GAZETTE and TELEGRAM, 201 Baldwin St.; PO Box 285, Elmira, NY 14902; Tel. (607) 734-5151.
National Representative: Gannett Newspaper Advertising Sales.

FREDONIA
See DUNKIRK

FULTON
See OSWEGO

GARDEN CITY
See LONG ISLAND

GENEVA

1 - LOCATION: Ontario County (In Rochester MSA). E&P Map C-4. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

2 - TRANSPORTATION: Railroad-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Onondaga Coach; Elmira; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,133; Loc. Est. 14,998
CZ-ABC: (80) 15,133; (84) 14,400
RTZ-ABC: (80) 112,488; (84) 114,900
County 80 Cen. 88,909; Loc. Est. 91,574
MSA 80 Cen. 971,879; Loc. Est. 1,004,052
City & RTZ-ABC: (80) 127,621; (84) 129,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,400; Loc. Est. 4,916
CZ-ABC: (80) 5,241; (84) 5,000
RTZ-ABC: (80) 38,880; (84) 40,000
County 80 Cen. 30,307; Loc. Est. 31,922
MSA 80 Cen. 342,101; Loc. Est. 362,022
City & RTZ-ABC: (80) 44,121; (84) 45,000

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$59,586,572
Savings & Loan	1	$45,838,000
Commercial	2	$99,348,000

6 - PASSENGER AUTOS: County 43,396

7 - ELECTRIC METERS: Residence 4,555

8 - GAS METERS: Residence 3,998

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prod. 250 ($180); Print & Publ. 100 ($200); Primary Metal 130 ($200); Fab. Metal 100 ($250); Machy. 850 ($250); Electronics 100 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 36-99; Fall-2-84; Winter-11-59. First killing frost, Oct. 22. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-1 block on Main St.; 4 on Seneca; 4 on Exchange; 2 on Linden.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall(14)	2	K mart, Mont. Ward
Town & Country Plaza(19)	1	Sears, Bells, Tops, McCurdys
Big N Plaza(2)	4	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Store-McCurdy.
Variety Store-Woolworth.
Discount Stores-CVS; Present, Inc.; K mart; Ames.
Chain Drug Stores-Fays; Carl's Drug; CVS.
Chain Supermarkets-Red & White 6; IGA 3; Bells; Grand Union; P&C 7; Foodland; Super Duper 2; Tops 2; Wiegman's 2.
Other Chain Stores-JCPenney; Kinney; Fanny Farmer; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: FINGER LAKES TIMES (e) 19,418; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: K.F. Bauer, Display Adv. Mgr., 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.
National Representative: None.

GLENS FALLS

1 - LOCATION: Warren County (MSA). E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between New York City and Montreal. Manufacturing, agricultural and resort area.

2 - TRANSPORTATION: Railroads-D&H.
Motor Freight Carriers-18.
Intercity Bus Lines-Adirondack Trailways; Greyhound; Vermont Transit.
Airlines-Courtesy Air Service.

3 - POPULATION:
Corp. City 80 Cen. 15,897; Loc. Est. 15,634
CZ-ABC: (80) 30,951; (84) 29,700
RTZ-ABC: (80) 124,288; (84) 133,400
County 80 Cen. 54,854; Loc. Est. 55,572
MSA 80 Cen. 109,649; Loc. Est. 111,269
City & RTZ-ABC: (80) 154,879; (84) 163,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,069; Loc. Est. 4,708
CZ-ABC: (80) 11,336; (84) 11,200
RTZ-ABC: (80) 41,146; (84) 44,900
County 80 Cen. 19,420; Loc. Est. 20,112
MSA 80 Cen. 37,307; Loc. Est. 38,700
City & RTZ-ABC: (80) 52,482; (84) 56,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$351,600,710
Savings	3	N.A.

6 - PASSENGER AUTOS: County 27,701

7 - ELECTRIC METERS: Residence 52,864

8 - GAS METERS: Residence 14,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prod. 2,200 ($400); Shirts, Dresses 650 ($165); Elec. Products 1,725 ($325); Machy. 500 ($200); Ins. 1,200 ($155); Color Pigments 1,080 ($250); Cement 140 ($200); Gloves 75 ($150); Textiles 540 ($125); Surg. Inst. 600 ($210); Print & Publishing N.A. ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1. Last killing frost, May 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aviation Mall(80)	NA	JCPenney, Sears, Caldor
Northway(34)	2	Howland
Midtown(10)	1	Joy, Barbers
Zayre(5)	3	Zayre
Northgate(10)	1	Radio Shack
Glen Square(5)	1	Grand Union
Pyramid Mall(70)	NA	Mont. Ward
Queensbury Plaza(18)	1	Shop Rite, Rite Aid

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs. and Discount-Mon. through Sat.; Sun. noon-5 p.m.

13 - RETAIL OUTLETS: Department Stores-Howland's; Sears; Joy; Pearl's; JCPenney; Denby's; Magram's; Caldor.
Discount Stores-Cooks; Joy; Zayre.
Variety Stores-Woolworth.
Chain Drug Stores-Rite-Aid; CVS.
Chain Supermarkets-Grand Union 6; Price Chopper 3; Shop Rite.
Other Chain Stores-Rudolph's Jewelry; Endicott Johnson; Thom McAn; Kinney; Triangle; Fanny Farmer; Women's Clothing; Erlanger's; Hongsbaum's; Magram's; Denby; Barbara Moss; Argersinger's.

14 - NEWSPAPERS: POST STAR (m) 33,715; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: M. Vern Hellijas, Adv. Mgr., POST STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131.
National Representative: Landon Associates.

GLOVERSVILLE-JOHNSTOWN

1 - LOCATION: Fulton County. E&P Map E-3. County Seat. Central New York. 43 mi. W of Albany, 42 mi. E of Utica. Four miles north of Barge Canal. On State Hwys. 29 and 30A; 5 miles N of exit 28, N.Y.S. Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 27,196; Loc. Est. 26,977
Gloversville 80 Cen. 17,836; Loc. Est. 17,632
Johnstown 80 Cen. 9,360; Loc. Est. 9,345
CZ-ABC: (80) 34,739; (84) 34,700
RTZ-ABC: (80) 47,918; (84) 50,700
County 80 Cen. 55,153; Loc. Est. 56,572
City & RTZ-ABC: (80) 82,657; (84) 85,400

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,982; Loc. Est. 9,418
Gloversville 80 Cen. 7,176; Loc. Est. 6,250
Johnstown 80 Cen. 5,806; Loc. Est. 3,168
CZ-ABC: (80) 13,420; (84) 13,500
RTZ-ABC: (80) 16,465; (84) 17,500
County 80 Cen. 20,259; Loc. Est. 21,267
City & RTZ-ABC: (80) 29,885; (84) 31,000

5 - BANKS	NUMBER	EST. DEP.
Savings	2	N.A.
Commercial	6	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 25,670

7 - ELECTRIC METERS: Residence 26,519

8 - GAS METERS: Residence 10,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tanneries 2,074; Gloves 6,790; Shoes 206; Phono. Records 236; Machine Shops 499; Awnings/Boats/Supplies 270; Knit/Fabric 500; Toys/Electronics 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-78; Summer 65-96; Fall 45-65; Winter 10-55. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-Gloversville: 6 blocks on Main St., 2 on Bleecker St., 2 on W Fulton St.; Johnstown: 5 blocks on Main St., 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antenal Plaza(12)	3	Mont. Ward, CVS Drugs
Nichol's Plaza(5)	3	Nichol's
Pyramid Mall(14)	2	Jamesway, Radio Shack

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. Shopping centers 6 nights.

13 - RETAIL OUTLETS: Department Stores-Argersinger; Gould's; Jamesway.
Chain Drug Stores-Rite-Aid 2; CVS 2; Fay 2; Carl's.
Discount Stores-Nichol's; Jamesway.
Variety Stores-Woolworth.
Chain Supermarkets-Grand Union 2; P&C 2; Price Chopper 2; Chicago Market.
Other Chain Stores-Picway Shoes; Radio Shack; Grossman's; Agway; Stylish Women; Singer; Endicott Johnson Shoes; Firestone; Montgomery Ward; Woodbury's.

14 - NEWSPAPERS: LEADER-HERALD (e) 13,835; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-8616.
National Representative: Landon Associates.

HERKIMER-ILION

1 - LOCATION: Herkimer County (In Utica-Rome MSA). E&P Map E-3. County Seat. Midway bet. N.Y. and Buffalo on State Hwys. 5, 5S, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

2 - TRANSPORTATION: Motor Freight Carriers-16.
Intercity Bus Lines-Central New York; Greyhound; Trailways to Mohawk.
Airlines-USAir; Empire.

3 - POPULATION:
Corp. Cities 80 Cen. 17,573; Loc. Est. 17,538
Herkimer 80 Cen. 8,383; Loc. Est. 8,364
Ilion 80 Cen. 9,190; Loc. Est. 9,174
CZ-ABC: (80) 20,789; (84) 20,700
RTZ-ABC: (80) 45,925; (84) 46,800
County 80 Cen. 66,714; Loc. Est. 68,353
MSA 80 Cen. 320,180; Loc. Est. 329,332
City & RTZ-ABC: (80) 66,714; (84) 67,500

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,553; Loc. Est. 5,824
Herkimer 80 Cen. 3,232; Loc. Est. 2,853
Ilion 80 Cen. 3,321; Loc. Est. 2,971
CZ-ABC: (80) 7,761 (84) 7,700
RTZ-ABC: (80) 15,921; (84) 16,500
County 80 Cen. 23,682; Loc. Est. 24,845
MSA 80 Cen. 111,682; Loc. Est. 117,533
City & RTZ-ABC: (80) 23,682; (84) 24,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$195,000,000
Savings & Loan	3	$21,500,000

6 - PASSENGER AUTOS: County 29,910

7 - ELECTRIC METERS: Residence CZ 8,739

8 - GAS METERS: Residence CZ 6,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Apparel 581; Machy. 5,084; Textile 284; Metal Fab. 1,597; Furn. & Fixture 1,112; Computer Components 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66;

Summer 55-92; Winter -15-40. First killing frost, Oct. 10. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Herkimer, 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St.; Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St.; Mohawk: 2 on Main St., 1 on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Herkimer(9)	NA	
Central Plz.(34)	NA	Fays
Little Falls Square	NA	Mont. Ward
Little Falls(6)	NA	JCPenney

13 - RETAIL OUTLETS: Discount Stores-Nichol's, Fay's; K mart; Montgomery Ward.
Variety Stores-Woolworth.
Chain Drug Stores-Gallinger; Lennox Bros.; Daw Rite Aide; Nichols; Burns; Fay's; Wardle's Plaza; Carl's Drug.
Chain Supermarkets-Chicago Markets; P&C 2; Victory; Herkimer Chief; Avello's; Big M 2.
Other Chain Stores-National Auto; Western Auto; Losurdo's Mutual Distributors.

14 - NEWSPAPERS: TELEGRAM (e) 7,087; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Gen. Mgr., TELEGRAM, 111-113 Green St., Herkimer, NY 13350; Tel. (315) 866-2220.
National Representative: Thomson Newspapers.

HORNELL

1 - LOCATION: Steuben County. E&P Map C-4. Industrial Center. 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Genesee Valley; Short Line.

3 - POPULATION:
Corp. City 80 Cen. 10,234; Loc. Est. 9,846
CZ-ABC: (80) 11,047; (84) 10,400
RTZ-ABC: (80) 64,804; (84) 67,500
County 80 Cen. 99,135; Loc. Est. 101,684
City & RTZ-ABC: (80) 75,851; (84) 77,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,861; Loc. Est. 3,576
CZ-ABC: (80) 4,165; (84) 4,000
RTZ-ABC: (80) 21,028; (84) 22,000
County 80 Cen. 35,121; Loc. Est. 36,815
City & RTZ-ABC: (80) 25,193; (84) 26,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$600,000,000
Savings & Loan	2	$31,300,000

6 - PASSENGER AUTOS: County 45,597

7 - ELECTRIC METERS: Residence 4,206

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 400 ($275); Textiles 400; Machinery 275 ($175); Retail 1,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-85; Fall 45-75; Winter -10-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks downtown-Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(6)	NA	K mart
Nichols Plaza(7)	NA	S.E. Nichols
Rt. 21 Plaza(3)	NA	Food Barn

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Tuttle & Rockwell; JCPenney; Sears.
Variety Stores-Woolworth; Servi-Star.
Discount Stores-K mart; S.E. Nichols.
Chain Drug Stores-Brooks; Fay's; Rexall; Rite Aid.
Chain Supermarkets-Super Duper; Acme; Wegman's; Food Barn; Big M.
Other Chain Stores-Endicott-Johnson; Triangle; Singer; Sherwin-Williams; Montgomery Ward; Goodyear; Mary Carter Paint; Harold's Army & Navy Store; Monro Muffler/Brake.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,357; (S) 9,100; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Frangillo, Adv. Div., TRIBUNE, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Columbia County. E&P Map I-4. County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66 and 9G.

2 - TRANSPORTATION: Railroads-Conrail; B.&A.; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Columbia County Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,986; Loc. Est. 7,984
CZ-ABC: (80) 12,015; (84) 11,700
RTZ-ABC: (80) 43,547; (84) 47,700
County 80 Cen. 59,487; Loc. Est. 61,990
City & RTZ-ABC: (80) 55,562; (84) 59,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,163; Loc. Est. 2,922
CZ-ABC: (80) 4,703; (84) 4,600
RTZ-ABC: (80) 15,246; (84) 16,900
County 80 Cen. 21,325; Loc. Est. 22,748
City & RTZ-ABC: (80) 19,949; (84) 21,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	$269,959,000

6 - PASSENGER AUTOS: County 32,762

7 - ELECTRIC METERS: Residence 9,651

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing (Durable and nondurable goods) 1131 ($363); Agriculture 1,872 ($303); Government employees 455 ($353).

10 - CLIMATE: Temperate, large variations.

11 - TAP WATER: City Zone; Neutral, soft; surrounding area; very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza	1	Ames
Port 9 Plaza	1	Bermans
Jamesway Plz.	2	Jamesway
Hudson Valley Mall	25	Hess's, K mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Marsh's.
Variety Stores-J. J. Newberry; Jupiter; Montgomery Ward.
Discount Stores-Jamesway; Baker's.
Chain Supermarkets-Shop Rite; Price Chopper; A&P.
Other Chain Stores-Endicott-Johnson; CVS; Radio Shack; Fays; Grossman's.

14 - NEWSPAPERS: REGISTER-STAR (e-mon to fri) 15,092; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Thornton, Adv. Dir., REGISTER-STAR, 364 Warren St., Hudson, NY 12534; Tel. (518) 828-4355.
National Representative: Landon Associates.

ITHACA

1 - LOCATION: Tompkins County. E&P Map D-4. County Seat. S central part of western section. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi. E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N of Pennsylvania border. Education; dairy; some fruit and mfg. Home of various agricultural enterprises.

2 - TRANSPORTATION: Railroads-Lehigh Valley (freight).
Intercity Bus Lines-Interstate; Greyhound.
Airlines-USAir; Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 28,732; Loc. Est. 30,847
CZ-ABC: (80) 44,754; (84) 46,400
RTZ-ABC: (80) 42,331; (84) 45,900
County 80 Cen. 87,085; Loc. Est. 90,569
City & RTZ-ADC: (80) 87,085; (84) 92,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,105; Loc. Est. 9,984
CZ-ABC: (80) 14,105; (84) 14,700
RTZ-ABC: (80) 15,443; (84) 16,900
County 80 Cen. 29,548; Loc. Est. 31,448
City & RTZ-ABC: (80) 29,548; (84) 31,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$138,000,000
Savings	1	$102,000,000
Savings & Loan	1	$31,000,000

6 - PASSENGER AUTOS: County 37,682

7 - ELECTRIC METERS: Residence 32,336

8 - GAS METERS: Residence 11,063

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Univ. Education 7,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on State St., 1 on Green St., 1/2 on Seneca St. (these 3 parallel); 3 on Aurora St., 3 on Tioga St., 3 on Cayuga St. (these 3 crossing).
Neighborhood Shopping Centers-Triphammer, NE; The Plaza to SE College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, NE on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell Univ.); Community Corners, about 3 mi. NE, beyond village of Cayuga Heights; Pyramid Mall NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corners Community(29)	NA	IGA
Fairgrounds(2)	NA	Great American, Carl's Drug, Tops
East Hill(12)	NA	Rite Aid Drug, P&C
Ithaca Plaza(13)	NA	Grand Union
Triphammer(15)	NA	A&P, Sears, Jamesway
Cayuga Mall(8)	NA	Grand Union, Fays
Pyramid Mall(80)	NA	JCPenney, Howlands, J.W. Rhodes, Hill's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Malls-every night except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Woolworth; Hills; J.W. Rhodes; Howlands; Montgomery Ward.
Discount Stores-Jamesway; Clinton; Rite Aid; Down Town; Fay's; K mart.
Chain Drug Stores-Co-op Village Green; The Hills; Rite Aid; Clinton.
Chain Supermarkets-A&P; Grand Union 2; P&C 2; Victory; Great American 2; IGA; Tops.
Other Chain Stores-Fanny Farmer; Outdoor; Triangle; Singer Co.; Firestone; Goodyear; Thom McAn; Sears (catalog); Sherwin-Williams; Mary Carter Paints.

14 - NEWSPAPERS: JOURNAL (e) 20,431; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Scott T. Donaldson, Adv. Dir., JOURNAL, 123 W. State St., Ithaca, NY 14850; Tel. (607) 272-2321.
National Representative: Gannett Newspaper Advertising Sales.

JAMESTOWN

1 - LOCATION: Chautauqua County. E&P Map B-4. Wholesale shipping & mfg. center. 70 mi. from Buffalo; 60 mi. from Erie; 115 mi. from Pittsburgh; 140 mi. from Rochester.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-24.
Airlines-USAir; Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,775; Loc. Est. 35,457
CZ-ABC: (80) 46,579; (84) 45,600
RTZ-ABC: (80) 96,345; (84) 98,400
County 80 Cen. 146,925; Loc. Est. 151,572
City & RTZ-ABC: (80) 142,924; (84) 144,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,194; Loc. Est. 13,628
CZ-ABC: (80) 18,391; (84) 18,200
RTZ-ABC: (80) 33,316; (84) 34,400
County 80 Cen. 52,817; Loc. Est. 55,773
City & RTZ-ABC: (80) 51,707; (84) 52,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$508,311,000
Savings & Loan	3	$481,218,000

6 - PASSENGER AUTOS: County 66,362

7 - ELECTRIC METERS: City Residence 19,670

8 - GAS METERS: City Residence 27,455

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Oct. 26. Last killing frost, May 3.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Third St.; 2 on Main St.; 3 on Second St.; 4 on Fourth St.; 2 in Brooklyn Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side Plaza	2	Eckerd, Quality Mkt.
Fairmont Plaza	3	Century
Big N Plaza(8)	2	Ames, Big N
Super Duper Plaza	5	Super Duper, Jamesway
Zayre Plaza(7)	4	Zayre, Revco Drug, Valu Home Center
Chautaugua Mall(59)	4	Sears, JCPenney, Woolworth
Fluvanna Plaza(6)	2	Super Duper Mkt.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Drugs; Supermkts. & mall stores; Discount Stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bigelow; Sears.
Discount Stores-Jamesway; Century Wholesale; Zayre; Big N; Hills; Brand Name Sales.
Variety Stores-Woolworth; Murphy.
Chain Drug Stores-Eckerd; Rite-Aid; Gray 2.
Chain Supermarkets-Bells; Super Duper 2; Quality 28.
Other Chain Stores-Thom McAn; Triangle; National; Richman Bros.; Fashion Factory; Ames-Big N; Fanny Farmer; Betty Dixon.

14 - NEWSPAPERS: POST-JOURNAL (e) 29,375; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Beverly Launn, Nat'l. Supervisor, POST-JOURNAL, PO Box 190, Jamestown, NY 14702; Tel. (716) 487-1111.
National Representative: Landon Associates

KINGSTON

1 - LOCATION: Ulster County. E&P Map F-5. County Seat. Mfg. Agriculture dairy and resort area. On W bank of Hudson River, 83 mi. N of N.Y. City; 54 mi. S. of Albany. At Gate 19 on NY Thruway; U.S. Hwy. 9W; State Hwys. 32, 213, 209 & 28.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Mountain View; Adirondack Pine Hill; Eagle; Adirondack Trailway; Acker; Arrow.

3 - POPULATION:
Corp. City 80 Cen. 24,481; Loc. Est. 24,931
CZ-ABC: (80) 41,489; (84) 41,800
RTZ-ABC: (80) 68,882; (84) 72,600
County 80 Cen. 158,158; Loc. Est. 163,620
City & RTZ-ABC: (80) 110,371; (84) 114,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,791; Loc. Est. 8,911
County 80 Cen. 55,862; Loc. Est. 59,167
CZ-ABC: (80) 15,897; (84) 16,100
RTZ-ABC: (80) 24,142; (84) 25,600
City & RTZ-ABC: (80) 40,039; (84) 41,700

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$479,221,363
Savings & Loan	2	$155,713,082
Commercial	3	$346,000,000

6 - PASSENGER AUTOS: County 87,808

7 - ELECTRIC METERS: Residence 55,102

8 - GAS METERS: Residence 9,470

9 - PRINCIPAL INDUSTRIES: Boats; Bricks; Dresses; Knit Goods; Apparel; Military Prod.; Shirts; Electronics; Cooling Equip.
Principal Pay Days-Mon., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18. Last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Wall St., 2 on Fair St., 2 on John St. & 4 on N Front St.; Kingston Shopping Center adjacent to uptown business section.
Neighborhood Shopping Centers-Central Shopping Center 10 blocks on Bway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Valley Mall(35)	2	Hess's, K mart
Ulster Plaza(12)	1	Woolworth

Simmons Plaza(8)	9	Grant's, Rexall Drugs
New Paltz Plz(26)	0	Great American, Rite Aid
Caldor	1	Waldbaums
Kings Mall	1	Kings Mart
Kingston Plaza(29)	NA	Sears, Britt's
Kingston	NA	Big Scot Dept.

Principal Shopping Days-Wed., Fri., & Sat.
Stores Open Evenings-All Fri., many Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Britt's; Hess's.
Variety Store-Woolworth.
Discount Stores-Shop-Rite; Big Scot; Caldor; Kings Mart; K mart.
Chain Drug Stores-Walgreens; Mack Drug.
Chain Supermarkets-Grand Union; Waldbaums; Weis Markets; Shop-Rite.
Other Chain Stores-National; Nugent's; Standard; Fanny Farmer; Firestone; Rudolph's; Singer Co.; Flah's; Crane's; Pittsburgh Plate Glass.

14 - NEWSPAPERS: FREEMAN (e-mon to fri) 20,640; (S) 27,295; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John M. Greklek, Mkt. Dir., FREEMAN, 79-97 Hurley Ave., Kingston, NY 12401; Tel. (914) 331-5000.
National Representative: Landon Associates.

LITTLE FALLS

1 - LOCATION: Herkimer County (In Utica-Rome MSA). E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-21.
Intercity Bus Lines-N.Y. Central Coach; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,156; Loc. Est. 5,836
MSA 80 Cen. 320,180; Loc. Est. 329,332
County 80 Cen. 66,714; Loc. Est. 68,353

4 - HOUSEHOLDS:
City 80 Cen. 3,048; Loc. Est. 2,188
County 80 Cen. 23,682; Loc. Est. 24,845
MSA 80 Cen. 111,682; Loc. Est. 117,533

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$87,000,000

6 - PASSENGER AUTOS: County 29,910

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 10,686

9 - PRINCIPAL INDUSTRIES: Dairy Equip.; Salada Foods; Bicycles; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hardware.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 6. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany St. Plaza(6)	NA	JCPenney, Great American
Shoppers Sq.(20)	NA	P&C, McCrory

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wonder; Boston Store; McCrory.
Variety Stores-Lovenheim's; Park Row Drugs; Daffy.
Chain Supermarkets-P&C; Great American.
Other Chain Stores-Sears; Montgomery Ward; National Auto.

14 - NEWSPAPERS: TIMES (e) 6,384; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Donald A. Paparella, Pub. or Carson Hotaling, Adv. Mgr., TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 823-3680.
National Representative: Landon Associates.

LOCKPORT

1 - LOCATION: Niagara County (In Niagara Falls PMSA). E&P Map B-3. County Seat. 26 mi. N of Buffalo; 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal; State Hwys. 31, 78, 93 & 263.

2 - TRANSPORTATION: Railroad-Erie-Lackawanna; Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Metro Bus.

3 - POPULATION:
Corp. City 80 Cen. 24,844; Loc. Est. 23,557
CZ-ABC: (80) 24,844; (84) 25,000
RTZ-ABC: (80) 51,718; (84) 54,700
PMSA/County: 80 Cen. 227,101; Loc. Est. 217,969
City & RTZ-ABC: (80) 75,562; (84) 79,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,769; Loc. Est. 9,247
CZ-ABC: (80) 9,635; (84) 9,800
RTZ-ABC: (80) 16,568; (84) 17,700
PMSA/County 80 Cen. 80,156; Loc. Est. 78,675
City & RTZ-ABC: (80) 26,203; (84) 27,500

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$92,126,108
Savings & Loan	1	$12,500,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 110,389

7 - ELECTRIC METERS: Residence 10,241

8 - GAS METERS: Residence City & Town 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chemicals 100 ($160); Food Processing 200.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.
Neighborhood Shopping Centers-S side of city; 17 stores served by free parking area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lockport Plz(17)	1	Century, Valu
Lockport Mall(33)	1	Mont. Ward, AM&A
Transit Rd. Plz(4)	1	K mart, Bell's
Transit Plaza(2)	1	Ames, Tops

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All

13 - RETAIL OUTLETS: Department Stores-AM&A's; Montgomery Ward; Sample; Hills.
Discount Stores-Bell's Family Center; Ames; Quartet Sales; Valu Discount; KML; K mart.
Chain Drug Stores-Jay's 5; Parsons; Singer's; Peterson; Rite-Aid; Lane's 3; CVS; Fay's.
Chain Supermarkets-Super Duper; IGA 2; Tops 2.
Other Chain Stores-Endicott-Johnson; S. B. Thing; Singer Co.; Mary Carter; Morse Shoe; Kinney Shoes; Waldenbooks; Foxmoor; JoAnne Fabrics; Stuart's Books; Uibricks.

14 - NEWSPAPERS: UNION-SUN & JOURNAL (e) 18,074; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: M. Caswell, Adv. Dir., UNION-SUN & JOURNAL, 459-491 S. Transit, Lockport, NY 14094; Tel. (716) 439-9222.
National Representative: Landon Associates.

LONG ISLAND

1 - LOCATION: Nassau & Suffolk Counties. E&P Map F-6, G-5, G-6. Long Island consists of four counties: Kings & Queens which are a part of New York City; Nassau and Suffolk which lie E of the New York City boundary line are a Metropolitan center, a Primary Metropolitan Statistical Area, adjacent to but not part of New York City. At this time, approximately 78 percent of its labor force works & lives within the two counties:.

2 - TRANSPORTATION: Railroads-LIRR.
Motor Freight Carriers-100.
Intercity Bus Lines-Metropolitan Suburban Bus Authority.
Water Freight Carriers-26.
Airlines-All major National & International Airlines from J.F. Kennedy and La Guardia Airports. In Suffolk County, MacArthur Airport in Islip, Republic Airport in Farmingdale, and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

3 - POPULATION:
Counties PMSA 80 Cen. 2,605,813; Loc. Est. 2,671,861
Nassau 80 Cen. 1,321,582; Loc. Est. 1,360,000
Suffolk 80 Cen. 1,284,231; Loc. Est. 1,311,861
CZ-ABC: (80) 2,506,949; (84) 2,559,400
RTZ-ABC: (80) 98,864; (84) 105,200
City & RTZ-ABC: (80) 2,505,813; (84) 2,665,600
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Counties PMSA 80 Cen. 809,192; Loc. Est. 848,619
Nassau 80 Cen. 423,401; Loc. Est. 445,636
Suffolk 80 Cen. 385,719; Loc. Est. 402,983
CZ-ABC: (80) 770,721; (84) 793,500
RTZ-ABC: (80) 38,399; (84) 41,200
City & RTZ-ABC: (80) 809,120; (84) 834,700

5 - BANKS Ranking Offices (Main Offices and Branches)	NUMBER	DEPOSITS
Commercial	Nassau 277	Suffolk 280
Savings	Nassau 100	Suffolk 62
Savings & Loan	Nassau 92	Suffolk 78
Totals	Nassau 469	Suffolk 420

Deposits in Mutual Savings Bank, Savings & Loan Associations & Commercial Banks in Nassau and Suffolk Counties; Total $322 Billion.
Source: L.I. Research Bureau.

6 - PASSENGER AUTOS: (Counties)-Nassau 874,560; Suffolk 801,051

7 - ELECTRIC METERS: 915,124 Nassau & Suffolk Counties; Residential 825,740; Commercial & Industrial 85,016; All other 4,368.

8 - GAS METERS: Nassau & Suffolk Counties 397,621; Residential 365,902; Commercial & Industrial 31,719.

9 - PRINCIPAL INDUSTRIES: Nassau/Suffolk-Total Non-Agricultural employed 1,015,000. In Mfg., 171,000; Larger plants manufacture Cosmetics, Drugs, Bakery Goods, Aircraft, Aerospace Equipment, Airplanes & Elect. Motors. Non-Mfg., 843,000.
NOTE: There are 37 Industrial Parks totaling about 2,391 acres in Nassau County, 86 Industrial Parks totaling about 4,966 acres in Suffolk County.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-81; Summer 59-98; Fall 33-64; Winter 26-45. First killing frost, Oct. 28. Last killing frost, Apr. 21.

11 - TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12 - RETAILING: Retail Establishments-NASSAU COUNTY-Total 18,091. Building & Hardware 449; General Merchandise 205; Food Stores 1,707; Automotive Dealers 547; Gasoline Service Stations 1,025; Apparel and Accessory Stores 1,209; Furniture, Home Furnishings & Equip. Stores 816; Drug & Propriety Stores 347; Misc. Other Stores 3,126; Hotels, Motels, Camps 84; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 2,771; Auto Repairing 1,085; Motion Picture Theatres 121; Other Amusements 1,342; Misc. Repair Services 974.
SUFFOLK COUNTY-Total 14,170; Building Materials & Hdwe. 465; Gen. Merchandising 205; Food Stores 1,400; Automotive Dealers 595; Gasoline Service Stations 826; Apparel & Accessory Stores 709; Furn., Home Furnishings & Equip. Stores 609; Drug & Propriety Stores 250; Misc. Other Stores 2,520; Hotels, Motels, Camps 206; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,797; Auto Repairing 933; Motion Picture Theatres 64; Other Amusements 815; Miscellaneous Repair Services 873.
Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Department Stores-One to six night a week. Food-six nights. Many Shopping Centers every evening ex. Sunday.
Nearby Shopping Centers
Principal Stores 75,000 Sq. Ft. or more
NASSAU COUNTY
Manhasset-Abraham & Straus; B. Altman; Bloomingdale's; Lord & Taylor; Filene's.
Garden City-Abraham & Straus; Bloomingdale's; Lord & Taylor; Saks 5th Ave.
Green Acres-Alexander's; Gimbels; JCPenney; Sterns.
Roosevelt Field-Alexander's; Fortunoff's; Gimbels; Macy's; Orbach's; Marshall's; JCPenney.
Mid Island Plaza-Sterns; Sears.
Nassau Mall-Rickels; Filene's; Pergament; TSS.
Sunrise Mall-Sterns; Macy's; JCPenney; Abraham & Straus; Sears.
SUFFOLK COUNTY
Gardiner Manor Mall-Sterns; Sears.
Walt Whitman-Abraham & Straus; Macy's; Filene's.
Big H/Huntington-Lord & Taylor; Marshall's.
Great South Bay-JCPenney; TSS.
South Shore Mall-Macy's; JCPenney.
Commack/East Northport-Modell's; Gimbels; Sears; Sterns.
Smith Haven Mall-Abraham & Straus; Macy's; Sears; Marshall's; Rickels.

13 - RETAIL OUTLETS: Department Stores-Abraham & Straus 6; Alexander's 2; Bloomingdale's 2; Sterns 7; Gimbels 4; Macy's 5; JCPenney 6; Sears 9; Filene's 3; B. Altman. Saks 5th Ave.; Bonwit Teller; Orbach's.
Discount Stores-Pergament 23; Rickels 6; TSS 9; Modell's 6; Marshall's 7; Channel Home Center 8; Caldor 4.
Chain Drug Stores-Courtesy 3; Genovese 28; Nescott-Whelan 13; Rite Aid 8; Rexall 5; SuperRx 5; CVS 6.
Chain Supermarkets-A&P 24; Associated Food 10; C-Town 9; Dan's Supreme 3; Finast 5; Food Town 20; Gouz 2; Grand Union 19; IGA 16; Gristede's 8; Key Food 19; King Kullen 46; Met Foods; Pathmark 26; ShopRite 5; Shopwell; Value Plus; Waldbaums 46. Total 250.
Other Chain Stores-Newmark & Lewis; Lerner's; Kinney; Miles; National; Father & Son; A.S. Beck; Thom McAn; Strauss; Lynn's; Ripley; Loft's; Wurlitzer; Firestone; Friendly Frost; Plesser's; Singer Co.; Lafayette; P.C. Richards; Sherwin-Williams; Flagg Bros.; Castro; Bond; Martin; Wallach's; Playworld; Fayva; Radio Shack; Toys-R-Us; Herman's; Child World; Jeffreys; Channel Home Centers; Levitz; Suburban Colonial Shoppes.

14 - NEWSPAPERS: NEWSDAY (e-mon to fri) 533,384; (e-sat) 562,327; (S) 608,640; Mar. 31, 1984 ABC; published in Melville, Suffolk County.
Local Contact for Advertising and Merchandising Data: David Flinn, Nat. Adv. Dir., NEWSDAY, Long Island, NY 11747; Tel. (516) 454-2020.
National Representative: Direct.

MALONE

1 - LOCATION: Franklin County. E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Adirondack Trailways.

3 - POPULATION:
City 80 Cen. 7,668; Loc. Est. 7,882
County 80 Cen. 44,929; Loc. Est. 47,063

4 - HOUSEHOLDS:
City 80 Cen. 6,870; Loc. Est. 2,359
County 80 Cen. 15,127; Loc. Est. 16,202

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 18,284

7 - ELECTRIC METERS: Residence 3,743

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 390 ($185); Dresses 300 ($185); Industrial-recreational vehicle distributor 100 ($210).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30. Last killing frost, May 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Plz.(4)	1	Mont. Ward, Super Duper Mkt., Fay Drug
Ames Center(5)	1	Ames
Malone Plaza(7)	NA	Great American, K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Empsall's; Radio Shack.
Variety Stores-Newberry.
Discount Stores-Ames.
Chain Supermarkets-IGA 2; Super Duper; Great American; P&C.
Other Chain Stores-Endicott-Johnson; Radio Shack; Kinney Drugs; Grossman's; Fay Drugs.

14 - NEWSPAPERS: TELEGRAM (e) 6,105 sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Joyce T. Tavernier, Pub., TELEGRAM, 136 E Main St., Malone, NY 12953; Tel. (518) 483-4700.
National Representative: Landon Associates.

MAMARONECK

1 - LOCATION: Westchester County. (In New York PMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Metro North.

Airlines-Air Florida; Command Airways; Empire Airlines; Air North; Atlantic Air; Mall Airways; United Airlines.

3 - POPULATION:
Corp. City 80 Cen. 17,616; Loc. Est. 17,629
PMA-ABC: (80) 37,397; (84) 36,800
County 80 Cen. 866,599; Loc. Est. 890,902
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,386; Loc. Est. 6,458
PMA-ABC: (80) 13,312; (84) 13,300
County 80 Cen. 307,456; Loc. Est. 323,524
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	EST. DEP.
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 517,106

7 - ELECTRIC METERS: Residence 6,001

8 - GAS METERS: Residence 5,321

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Fabricated Metals 2,700 ($381); Non-Electrical Machinery 15,100 ($844); Electrical Machinery 7,400 ($400); Transportation Equipment 2,800 ($595); Instruments 4,200 ($452); Food 10,700 ($620); Apparel 3,200 ($230); Printing & Publishing 8,100 ($386); Chemicals 4,800 ($571).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated

12 - RETAILING: Principal Shopping Centers-5 blocks on Mamaroneck Ave.; 3 on Boston Post Road, Mamaroneck; 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave., 3 on Palmer Ave., Larchmont.
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Discount Stores-Home Fair.
Chain Supermarkets-A&P; Grand Union; Grsted-e; Finast; Shopwell 3; Waldbaum's.
Other Chain Stores-Castro Convertible; Kinney Shoes.

14 - NEWSPAPERS: TIMES (e) 7,313; (S) 5,601; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

MEDINA

1 - LOCATION: Orleans County (In Rochester MSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31,63; U.S. Hwy. 104, 41 mi. W of Rochester.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,392; Loc. Est. 6,669
MSA 80 Cen. 971,875; Loc. Est. 1,004,052
PMA-ABC: (80) 17,081; (84) 17,300
County 80 Cen. 38,496; Loc. Est. 40,221

4 - HOUSEHOLDS:
City 80 Cen. 2,404; Loc. Est. 2,355
County 80 Cen. 12,976; Loc. Est. 13,839
MSA 80 Cen. 342,101; Loc. Est. 362,022
PMA-ABC: (80) 5,888; (84) 6,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	1	$7,630,558
Savings	1	N.A.

6 - PASSENGER AUTOS: County 17,810

7 - ELECTRIC METERS: Residence 22,225

8 - GAS METERS: Residence 1,508

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Scft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main and Center Sts.; Maple Ridge Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Crowley's; JCPenney; Ames.
Variety Store-G. C. Murphy.
Chain Drug Stores-Jay's; Rite-Aid.
Chain Supermarkets-Super Duper; Bell's.
Other Chain Stores-Western Auto; Radio Shack; Valu Home Centers.

14 - NEWSPAPERS: JOURNAL-REGISTER (e-mon to fri) 5,002; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Owen Toale, Adv. Dir., JOURNAL-REGISTER, 409-13 Main St., Medina, NY 14103; Tel. (716) 798-1400.
National Representative: Landon Associates.

MIDDLETOWN

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. Industrial center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Middletown & New Jersey (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Short Line.

3 - POPULATION:
Corp. City 80 Cen. 21,454; Loc. Est. 21,598
CZ-ABC: (80) 46,233; (84) 50,500
RTZ-ABC: (80) 299,667; (84) 321,800
County/PMSA 80 Cen. 259,603; Loc. Est. 266,580
City & RTZ-ABC: (80) 345,900; (84) 372,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,834; Loc. Est. 7,739
CZ-ABC: (80) 15,631; (84) 17,100
RTZ-ABC: (80) 98,560; (84) 106,800
County/PMSA 80 Cen. 84,251; Loc. Est. 88,569
City & RTZ-ABC: (80) 113,991; (84) 123,900

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$180,766,000
Savings & Loan	3	$128,432,000
Commercial	10	$166,953,000

6 - PASSENGER AUTOS: County 146,589

7 - ELECTRIC METERS: Residence 7,815

8 - GAS METERS: Residence 7,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wager Earners-Machy. 450; Metal Fab. 300; Ptg. 620; Apparel 1,200; Brushes 225; Dairy Prod. 150; Chemical 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2. Last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; not fluoridated

12 - RETAILING: Principal Shopping Centers-3 blocks on North St., 4 on E and W Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lloyd's(9)	3	Lloyd's
Orange Plaza(87)	3	Sears, JCPenney, Woolworth, CVS, Sullivan's
Shop Rite(2)	3	Rickels, Shop Rite
Monticello Mall (10)	NA	Jamesway, Great American
Zayre Plaza(16)	18	Shop Rite, Zayre
Campbell Plaza(16)	1	Shop Rite
Mid-Valley(14)	19	JCPenney
Caldor(6)	3	Caldor
Newburgh Mall(60)	NA	Sears, Caldor

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Stores on 211 & 17m open every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Green's; Sears; Kassel Bros.; Lloyds; Tompkins Dry Goods; Sullivan's; JCPenney; Howlands; Flahs.
Variety Stores-Woolworth; Caldor.
Discount Stores-Playtogs; Lloyd's; North End Sales; Rickel's; Caldor.
Chain Drug Stores-CVS; Rite Aid.
Chain Supermarkets-A&P; Great American 2; Dis Count Plus 2; Weis Markets; Grand Union; IGA 4; Shop Rite 8.
Other Chain Stores-Fanny Farmer; Barbara Moss; Hickory Farms; General Nutrition; Fabric Tree; Joyce Leslie; Florsheim; Thom McAn; Father & Son; Book & Record; B. Dalton; Zale's; Record World; Firestone; Color Tile; Helen Gallagher.

14 - NEWSPAPERS: TIMES HERALD RECORD (m) 72,132 SUNDAY RECORD (S) 82,582; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Daniel E. Witt, Adv. Dir., TIMES HERALD RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.
National Representative: Branham/Newspaper Sales.

MOUNT VERNON

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1; State 22.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air Florida; Command Airways; Empire Airlines; Air North; Atlantic Air; Mall Airways; United Airlines.

3 - POPULATION:
Corp. City 80 Cen. 66,713; Loc. Est. 66,378
PMA-ABC: (80) 106,615; (84) 105,200
County 80 Cen. 866,599; Loc. Est. 890,902
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,377; Loc. Est. 25,939
PMA-ABC: (80) 39,509; (84) 39,400
County 80 Cen. 307,450; Loc. Est. 323,524
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 517,106

7 - ELECTRIC METERS: Residence 23,502

8 - GAS METERS: Residence 19,512

9 - PRINCIPAL INDUSTRIES: Industry, No. of wage earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($381); Non-Electrical Machinery 15,100 ($844); Electrical Machinery 7,400 ($400); Transportation Equipment 2,800 ($595); Instruments 4,200 ($452); Food 10,700 ($620); Apparel 3,200 ($230); Printing & Publishing 8,100 ($386); Chemicals 4,800 ($571).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Gramaton Ave.; 3 blocks 4th Ave.
Shopping Centers-Eastchester Shopping Center at Vernon Hills; Pelham Manor.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Bonwit Teller; Lord & Taylor; Caldor.
Variety Stores-Woolworth; Green.
Chain Drug Stores-Rite-Aid.
Chain Supermarkets-A&P; Finast; Waldbaums; Pioneer; Shopwell; Grand Union.

14 - NEWSPAPERS: ARGUS (e) 8,780; (S) 9,572; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

NEW ROCHELLE

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center; 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B; New England Thruway.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air Florida; Command Airways; Empire Airlines; Air North; Atlantic Air; Mall Airways; United Airlines.

3 - POPULATION:
Corp. City 80 Cen. 70,794; Loc. Est. 71,050
PMA-ABC: (80) 96,357; (84) 95,500
County 80 Cen. 866,599; Loc. Est. 890,902
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,789; Loc. Est. 26,200
PMA-ABC: (80) 34,611; (84) 34,700
County 80 Cen. 307,450; Loc. Est. 323,524
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	EST. DEP.
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 517,106

7 - ELECTRIC METERS: Residence 23,132

8 - GAS METERS: Residence 19,216

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($381); Non-Electrical Machinery 15,100 ($844); Electrical Machinery 7,400 ($400); Transportation Equipment 2,800 ($595); Instruments 4,200 ($452); Food 10,700 ($620); Apparel 3,200 ($230); Printing & Publishing 8,100 ($386); Chemicals 4,800 ($571).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40 First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Rochelle Mall(50)	NA	Macy's, Shopwell, McCrory
WyKagyl(11)	NA	
Quaker Ridge(19)	NA	A&P
Scarsdale(19)	NA	

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Liggett; Rite-Aid.
Chain Supermarkets-A&P; Shopwell 5; Caruso's 2; Pioneer.
Other Chain Stores-Sears; National Shoes; A.S. Beck.

14 - NEWSPAPERS: STANDARD-STAR (e) 13,015; (S) 11,581; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

Mount Kisco

...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $39,732) covered by the morning, evening and Sunday editions of the...

Gannett Westchester Rockland Newspapers

Call 914-694-9300 or Gannett Newspaper Advertising Sales

NEW YORK

1 - LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). On E&P Map F-6. Eastern seaboard; largest city in USA in mfg. imports, exports and retail sales; important financial, publishing and garment center. More than 60% of the US garment industry is within the New York Metropolitan area. United Nations Headquarters; approx. 10 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled more than 58.6 billion in trade goods in 1982, nearly half again the value of the second place port. It covers 1,500 sq. mi. in the two states, generally within a 25-mi. radius of the Statue of Liberty.

2 - TRANSPORTATION: Railroads-Conrail, with connecting service throughout the US, and six terminal railroads furnish service to industrial and marine facilities.

Motor Freight Carriers-10,000 registered common carrier trucks serve the Port District each business day. Over 420 carriers provide local and long haul service.

Port Steamship Service-Ships of 110 steamship lines and agencies carry cargos and passengers from and to the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 336,050 passengers in 1982, mostly on cruises.

CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL:

Intercity Bus Lines

Short Haul Carriers
Arrow Bus Co., Inc.
Boulevard Transit Lines, Inc.
Carefree Bus Service
Community Transit Lines, Inc.
DeCamp Bus Lines
Domenico Bus Service, Inc.
The Hudson Bus Transportation Co., Inc.
Lakeland Bus Lines, Inc.
Melni Bus Service, Inc.
North Boulevard Transportation Co.
Rockland Coaches, Inc.

Long Haul Carriers
Adirondack Transit Lines (Adirondack Trailways)
American Buslines (Continental Trailways)
Asbury Park-New York Transit Corp.
Bieber Tourways
Blue & Grey Transit, Inc.
Bonanza Bus Lines, Inc.
Caravan Coach Lines, Inc.
Central Transit Lines, Inc.
Empire Bus Line, Inc. (Leprechaun Line)
Evergreen Equipment Corp.
Frank Martz Coach Company
Garden State Coachways
Greyhound Lines, Inc.
Hudson Transit Lines, Inc.
International Bus Services, Inc.
Lakeland Bus Lines, Inc.
Leisure Time Tours, Inc.
NJ Transit Bus Operations, Inc.
New York-Keansburg-Long Branch Bus Co., Inc.
Pine Hill-Kingston Bus Corporation
Real Transit
Recreation Lines, Inc.
Safeway Trails, Inc.
Suburban Transit Corp.
Trailways Edwards, Inc.
Trailways of New England, Inc.
Trans-Bridge Lines, Inc.
West Hunterdon Transit Company, Inc.

AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION

Scheduled Airlines and Certified Cargo Carriers

Airports-The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens, and Newark International and Teterboro Airports in northern New Jersey. Kennedy handles most international flights and long distance domestic flights. The Air Cargo Center, the largest in the world, handles approx. one million tons a year between major cities in the US and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority, handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

AIRLINES SERVING METROPOLITAN AIRPORTS	Kennedy	LaGuardia	Newark
U.S. FLAG AIRLINES:			
Air Canada	•		•
Air New England	•	•	
Air North			•
Air Virginia			•
American Airlines	•	•	•
Bahamasair			•
Capitol International Airways	•		
Continental			•
Delta Airlines	•	•	•
Eastern Airlines	•	•	•
Empire Airlines			•
Holiday Airlines			•
Midway		•	
New York Air	•	•	•
New York Helicopter	•	•	•
Northwest Airlines	•	•	•
Ozark Airlines			•
Pan American World Airways	•	•	•
People Express			•
Piedmont Airlines	•	•	
Pocono Airlines			•
Ransome Airlines			•
Republic Airways		•	
Suburban Airlines (Reading)			•
Trans World Airlines	•	•	•
United Air Lines	•	•	•
USAir	•	•	•
World Airways			•
AIR CARGO ONLY			
Airborne Express	•		•
Arrow	•		
China Airlines	•		
Federal Express			•
Flying Tiger Line	•		
Summit	•		•
Trans Mediterranean Airways	•		
Viking International			•
Zantop International			•
COMMUTER AIRLINES:			
Air North(Main Terminal)		•	
Allegheny(Main Terminal)		•	
Bar Harbor(Shuttle Terminal)		•	
Catskill Airways Inc.(Marine)		•	
Command Airways(Eastern)		•	
Commuter Airlines(Marine)		•	•
East Hampton Aire(Marine)		•	
Forde Aire(Marine)		•	
Island Helicopter(Marine)		•	
Mall Airways(Marine)		•	•
Montauk Caribbean(Marine)		•	
Pennsylvania Commuter			•
Pilgrim Airways		•	
Precision(Eastern)		•	
Provincetown/Boston(Eastern)		•	
Starflite(Marine)		•	
FOREIGN FLAG AIRLINES (serving Kennedy only):			
Aer Lingus	•		
Aerolineas Argentinas	•		
Aeromexico	•		
Air Afrique	•		
Air Canada	•		
Air France	•		
Air India	•		
Air Jamaica	•		
Alia Royal Jordanian	•		
Alitalia	•		
Arrow Air	•		
Avianca (Colombia)	•		
British Airways	•		
British West Indian Airways	•		
Czechoslovakian Airlines	•		
Dominicana (Dominican Republic)	•		
Ecuatoriana	•		
El Al Israel Airlines	•		
Finnair	•		
Ghana	•		
Guyana	•		
Hispaniola	•		
Iberian Airlines of Spain	•		
Icelandair	•		
Japan Air Lines	•		
KLM Royal Dutch Airlines	•		
Korean Airlines	•		
Kuwait Airlines	•		
Lan-Chile	•		
LOT Polish Airlines	•		
Lufthansa German Airlines	•		
Metro International	•		
Nigerian Airways	•		
Olympic Airways	•		
Pakistan International Airlines	•		
Royal Air Maroc	•		
SABENA-Belgian World Airlines	•		
SAS-Scandinavian Airlines System	•		
Saudia	•		
South African Airways	•		
Swissair	•		
TAP (Air Portugal)	•		
TAROM Romanian Airlines	•		
VARIG Airlines (Brazil)	•		
VIASA Airlines (Venezuela)	•		
Yugoslav Airlines	•		

SUPPLEMENTAL AIRLINES (U.S. & Foreign):

Aviaco
Balair
Condor Air Service
Guy-America
LTU (Lufttransport Unternehmen)
Overseas National Airlines
Spantax S.A.
Transamerica

Air Terminals 1982

Totals at the Three Major Airports:	
Plane Movements	780,600
Passenger Traffic	56,700,000
Cargo-Tons	1,267,800
Revenue Mail-Tons	219,900
Kennedy International Airport:	
Plane movements	290,400
Passenger Traffic (total)	26,452,000
Domestic	12,813,00
Overseas	13,639,000
Cargo-Tons	1,112,600
LaGuardia Airport:	
Plane Movements	291,800
Passenger Traffic	18,517,000
Cargo-Tons	35,400
Newark International Airport:	
Plane Movements	198,400
Passenger Traffic	10,731,000
Cargo-Tons	119,000

3 - POPULATION:

	80 Census	85 Est.
Total Corporate		
City	7,071,030	7,217,985
Bronx	1,169,115	1,206,304
Kings (B'klyn.)	2,230,936	2,241,332
New York (Manh.)	1,427,533	1,437,098
Queens	1,891,325	1,966,554
Richmond	352,121	366,497

City Zone: Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City; towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, NJ.

Retail Trading Area Populations: Extends north to Cornwall-on-Hudson, NY; east to Patchogue, NY; south to Silverton, NJ; west to Washington, NJ; all of these places being 50 mi. from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. Users of the Market Guide should consult the surveys of these cities for more detailed information.

Retail Trading Zone: The largest towns in retail trading zone: Yonkers, NY; Mt. Vernon, NY; Newark, NJ; Passaic, NJ; Patterson, NJ; Elizabeth, NJ; The Oranges, NJ.

Corp. City (5 Boros)
80 Cen. 7,071,030; Loc. Est. 7,217,985
TIMES: PMA-ABC:
(80) 18,290,946; (84) 18,270,600
NEWS and POST ABC:
CZ-ABC: (80) 7,517,973; (84) 7,292,300
RTZ-ABC: (80) 9,202,113; (84) 9,306,800
City & RTZ-ABC: (80) 16,720,086; (84) 16,599,100
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245

4 - HOUSEHOLDS:

	80 Census	85 Est.
Total Corporate		
City	2,788,221	2,909,072
Bronx	429,191	453,446
Kings (B'klyn.)	828,257	851,224
Manhattan	704,259	724,956
Queens	711,940	757,419
Richmond	114,574	122,027

TIMES: PMA-ABC:
(80) 6,574,166; (84) 6,617,500
NEWS and POST ABC:
CZ-ABC: (80) 2,954,577; (84) 2,895,700
RTZ-ABC: (80) 3,069,725; (84) 3,130,600
City & RTZ-ABC: (80) 6,024,392; (84) 6,206,027
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS:

	NUMBER	DEPOSITS
Savings Banks:		
Bronx	3	$5,776,336,000
Brooklyn	10	$17,583,940,000
Manhattan	7	$18,001,870,000
Queens	5	$3,724,250,000
Richmond	3	$1,160,358,000
Total Entire City	28	$46,246,754,000

NOTE: Banking Laws in N.Y. State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.
Source: Savings Banks Assn. of N.Y. State. Dec. 31, 1983.

6 - AUTO REGISTRATION: Bronx 206,235; Kings (Brooklyn) 376,707; New York (Manhattan) 161,494; Queens 600,804; Richmond (Staten Island) 169,151. Total Pd. Registrations New York City 1983: 1,514,391. (Commercial Trucks, Trailers, Motorcycles & Mopeds, Buses, Taxis, Ambulances, Rental Cars and Farm Vehicles.)
Source: State of N.Y. Dept. of Motor Vehicles, 1983.

7 - ELECTRIC METERS: (Residential): Bronx: 298,365; Brooklyn: 671,912; Manhattan: 485,265; Queens: 585,934; Richmond: 110,319; Total: 2,151,795.
(Commercial & Industrial): Bronx 34,268; Brooklyn 100,488; Manhattan 100,327; Queens 64,413; Richmond 9,103; Total 308,594.
Source: Consolidated Edison Co., of New York, Inc., to the NY State Public Service Commission for the year ended Dec. 31, 1983.

8 - GAS METERS: Brooklyn Union Gas Co., Sept. 30, 1983: Brooklyn 643,474; Queens 334,064; Richmond 97,452; Total: 1,750,000.
Consolidated Edison Co., Dec. 31, 1983 (Residential): Bronx 257,124; Manhattan 319,463; Queens 169,083; Total 745,670; (Commercial & Industrial): Bronx 15,854; Manhattan 37,796; Queens 12,560; Total 66,210. Long Island Ltg. Co. provides gas in part of Queens County.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (in thousands), New York City, 1983-Mfg. 432.1; Durable Goods 87.3; Lumber, Wood Prod. 3.4; Furniture, Fixtures 8.8; Stone, Clay, Glass Prods. 3.7; Primary Metal Industries 3.7; Fabricated Metal Prods. 18.7; Nonelectrical Machinery 12.8; Electrical & Electronic Machinery 23.9; Transportation Equipment 4.6; Instruments, Related Prods. 7.7; Nondurable Goods 344.8; Food & Kindred Prods. 24.6; Tobacco Mfgs. 2.9; Textile Mill Prods. 17.1; Apparel & Other Textile Prods. 119.9; Paper & Allied Prods. 14.0; Printing & Publishing 92.8; Chemicals & Allied Prods. 21.1; Petroleum & Coal Products 2.4; Rubber & Misc. Plastics Prods. 6.3; Leather & Leather Prods. 11.6; Misc. Mfg. 32.2; Mining 1.7; Construction 87.2; Gen'l Bldg. Contractors 15.9; Heavy Construction Contractors 8.3; Special Trade Contractors 62.9; Transportaion & Public Utilities 236.0; Railroad Transportation 5.3; Air Transportation 44.8; Other Transportation 81.4; Communication 82.3; Electric, Gas, & Sanitary Services 22.2; Wholesale & Retail Trade 608.1; Wholesale Trade 238.6; Retail Trade 369.4; Building Materials & Garden Supplies 6.6; General Merchandise Stores 60.8; Food Stores 60.5; Auto Dealers & Service Stations 15.0; Apparel & Accessory Stores 41.0; Furniture & Home Furnishings Stores 16.4; Eating & Drinking Places 113.8; Miscellaneous Retail Stores 55.4; Finance, Insurance & Real Estate 493.9; Banking 173.3; Security Commodity Brokers & Services 110.1; Insurance Carriers 70.9; Insurance Agents, Brokers Service 27.0; Real Estate, Insurance Comb., Etc. 87.2; Credit Agencies, Investment Companies 25.2; Services & Misc. 966.8; Government 518.5; Total 3,344.2.
Source: NY State Dept. of Labor. Prepared in the NY State Dept. of Commerce, Division of Economic Research & Statistics, February 28, 1984.

10 - CLIMATE: Normal Mean Temp.-Spring 52.2; Summer 77.7; Fall 59.5; Winter 37.9; An. Av. 56.0; Annual precipitation av. 80.56 in. (Source: Nat'l Weather Service).

11 - TAP WATER: Three major sources of water supply through the Catskill & Delaware (Neutral, soft; neutral, av. pH 7.0); Croton (Moderately hard; alkaline, av. pH 7.2). Av. consumption per day in City during 1983: 1,446 M.G.D.; outside communities 130 M.G.D.; Combined 1,576 M.G.D. New main city feeder under construction. Water is fluoridated.
(Source: Dept. of Environmental Protection Sept. 1984.)

12 - RETAILING: Principal Shopping Districts

Bronx Borough (Bronx County)

Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner drug stores, to most modern large department stores and national chain outlets, may be found in some of these centers. A partial list follows:

183rd Street-King Korn Stamps; Barton Candy; Florsheim Shoes; Red Cross; Coward.
Fordham Road, Grand Concourse E. to 3rd Ave.: Alexander's; Lerners; Plymouth Shops; Woolworth; Sears-Roebuck; Bond; Ripley; Shoes by Regal; National; Kitty Kelly; Miles; Thom McAn; Florsheim; Fayva; Adler; Sachs Furn.; Castro Convertible; Barton's Candy; Busch Jewelers.
Fordham Road, Jerome Ave. to Grand Concourse: Woolworth; Modell's; Singer; Thom McAn.
149th St. and 3rd Ave.: Howard; Ripley; McCrory; Green's Sach's Furniture; Castro Convertible; Shoes: National, Florsheim, Flagg Bros, Alexander's.
Department Stores: Alexander's; Wertheimer Stores Corp.
Variety Stores: B&L; Frank Bee; Kay & Eff; Woolworth; M.H. Lamston; McCrory.
Discount Stores: Alexander's; Franklin; Honig's Parkway.
Principal Supermarkets: A&P; Altagracia; Baychester Consumer Cooperative; Concourse Food Corp.; D'Urso Supermarkets; Domino Supermarkets; E & B; E&W Foods; Feoco Foods; Food City; Foodman; Gristede Bros.; Merit Farms; Met Food Stores; Modern Food Centers; Olinsky's Supers; Pioneer Mkts.; Ragonese's IGA; Shopwell, Inc.; Sloan's Associated.

Brooklyn Borough (King's County)

Principal Shopping Area is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center Stores.

Retail Centers along Flatbush Ave. at main thoroughfares such as Times Plaza and Park Pl., Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section; Fifth, Sixth and Seventh Avenues in Park Slope Section. In South Brooklyn, a number of blocks on Fifth Ave., Broadway from Myrtle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford section Nostrand, Franklin and Flatbush Aves.; Manhattan Ave. in Greenpoint section; Third, Fourth, Fifth and Seventh Aves. in Bay Ridge; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. including stores such as Ripley, Thom McAn, Miles.

Other retail sections through Brooklyn are Canarsie, Red Hook, Fort Greene, Bedford-Stuyvesant, Crown Heights, Cypress Hills, Ulmer Park, New Utrecht and East Flatbush.

Department Stores: Abraham & Strauss; Martin's; May's; Alexander's; Sears; Macy's.
Ladies Shops: Lerner's; Plymouth; Goodwin's; Lynns.
Men's Clothing: Bond; Howard; Bernhd; Wallach's; B&B Lorry's.
Ladies Shoes: Baker's; Chandler; Carlyle Bostery; Coward; Miles; National; Simco; Fabco; Fayva; Selby.
Men's Shoes: Adler; Florsheim; Flagg; Hardy; Father & Son; Thom McAn; Regal; Wallabee.
Drug: Crown Pathmark; Rexall; Whelan; Silver Rod.
Candy: Barricini; Barton; Loft's; Russell Stover.
Discount Stores: Buy Rite; Century Value Center; Discount City; L.H. Martin Value Ctr.; B.D's; Sid's Bargain Mart; Time Square Stores.
Variety Stores-Lamston; Grand General Stores; Payless; Value City; Thrifty's; King Solomon Stores, Kresge's; Newberry; Jahn's Bargain Stores.
Principal Supermarkets: A&P; Ahmad; C-Town; Charles Scaturro & Sons; D'Agostino; Danza; Dominick Coluccio; El Faro; Miehle's Key Mkts.; Royal Farms; Speedway Food; Sunnydale Franchise System; Town Fair.
Other Chain Stores: Castro; Sachs; Singer Co.; Busch Jewelry.

Manhattan Borough (New York County)

Many shopping areas all over the borough.

Most famous is along Fifth Ave., where from 34th to 59th Sts., many well known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Cro Pearls, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier Jewelry, Saks-Fifth Ave., Rogers Peet, Scribner's, Doubleday, Wallachs, Hoffritz, Florsheim, Russell Stover, Woolworth, Lerner's, Wise Shoe, Blackton, Lane Bryant, Feminette, Miller, Barton's, Lord & Taylor, Selby Shoes, W&J Sloane, Miles Shoes, Red Cross Shoes, Bond Clothes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th a most complete shopping area. Stores along the 34th St. area include Gimbels, Macy's, Florsheim 2, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Franklin Simon, Hoffritz, John Ward, Barton, Barricini, Woolworth, Simco, Miles Shoe, National Shoe, Wise Shoe, Busch Jewelers, Whelan Drug, Sach's Furniture, Castro, Singer, John's Bargain Store.

Other areas on Madison Ave. from 42nd to 59th; 59th St. and Lexington Ave. (Bloomingdale's Dept. Store; Alexanders).

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through entire borough. Character of Broadway changes from financial district around Wall St. to wholesale areas from Chambers St. to about 8th St.; then primarily small retail outlets and office buildings to Columbus Circle with the exception of Union and Herald Squares and the entertainment and theatrical vicinity of Times Square (42nd St.) Above 59th St., Broadway is comprised of smaller retail outlets more typical of residential neighborhoods and centered around the major subway stations. Around Union Square: May's, The Fair, and others.

Other important shopping districts in Manhattan: 8th Ave. at 125th St., 7th Ave. at 14th St., 23rd St.; 3rd Ave. at 23rd St. 34th St., 42nd St., 59th St., 68th St., 79th St., 86th St., 96th St., 110th St., 116th St., 125th St., Lenox Ave. at 116th St., 125th St., 145th St., E. B'way. and Division St.; 207th St. from 10th Ave. to B-way., 231 St. & B-way.
Department Stores: Mays, Macy's; Gimbel's; Altman's, Alexander's; Lord & Taylor; Bonwit Teller; Bergdorf Goodman; Bloomingdale's; Blumstein's; Lane Bryant; W&J Sloane; Ohrbach's; Saks-Fifth Ave.; JCPenney; Sears-Roebuck.
Variety Stores: Jay's; Everyone's Stores; M. H. Lamston; McCrory's; G. C. Murphy; Woolworth; 88c Stores.
Discount Stores: Amsterdam Discount; Bargain World; Century 21; Mays.
Principal Supermarkets: A&P; Bleecker Super Mkts.; D'Agostino; Federation of Cooperatives, Inc.; Great Way; Gristede Bros.; Kane's; Lisa Super Mkts.; Peer Super Mkts.; Pioneer Super Mkts; Pueblo International; Red Apple; Shopwell; Sloan's Supers; Smiler's Food Stores; Supermarkets General.

Queens Borough (Queens County)

Jamaica and Flushing have the two main shopping districts serving the borough's extensive single dwelling residential population. Jamaica's business area is along Jamaica Ave. from Sutphin Blvd. to 169th St. and to a lesser degree on Hillside Ave. bet. 150th and 172nd Sts. Stores include Goodwins, Gertz, Wilbur-Rogers, Michaels Bros., Henshaw, Spear's, Roaman's.

In Flushing from Sanford Ave. to Northern Blvd. Main St. are Howard, Kays, Wallachs, Thom McAn, Abramson's, Miles, Gertz, Alexander's, Michaels Bros., Lerner Shops. Roosevelt Ave. is shopping thoroughfare leading off of Main St.

Smaller shopping districts include Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (Queensborough Hall), Jackson Heights, Astoria, Queens Village, Ridgeway and Far Rockaway.

Department Stores: G. Gertz; Alexander's; Bloomingdale's; Macy's; Master; May's; Sears; Lerner's; Abraham & Strauss.
Variety Stores: ABC; B&J; Ben Franklin; Silver Dollar; H.L. Green; Kresge's; Lamston; Woolworth.
Discount Stores: Alexander's; L.H. Martin Valu Center; Sunset Stores; Times Square Stores.
Principal Supermarkets: A&P; Carrozza; Conte Super Mkts.; Crystal's Supers; D'Urso; E&B; Federation of Cooperatives; First National; Foodarama; Food Pageant; The Food Warehouse; The Grand Union; Gristedes; King Kullen; Man-Dell; Meats & Treats; Melmarkets; Mid-Eastern Co-ops.; Olinsky; Pich-Quick Supers; Red Apple; Royal Farms; Charles Scaturo; Shell-Mar Foods; Shopwell; Supermarkets General; Trade Fair; Trunz; Waldbaum's.

Richmond (Staten Island) Borough

Eight Shopping Centers, largest of which is Port Richmond, where retail trade is along Richmond Ave. from Church St. to Hatfield Place, with a number of shops on Castleton Ave. Stores include Lerner, Woolworth, Richmond Dry Goods, Audrey Philips, Stone's, Norwood Shoes, Frankel's, Ripley, Archie Jacobson, Thom McAn, Lobel's, A.S. Beck and others.

Other shopping areas are Tomplainsville on Bay St. and Victory Blvd.; New Brighton and West Brighton on Castleton Ave.; Stapleton along Bay, Broad, Water and Canal Sts. around Tappen Park, Princess Bay on Amboy Rd., New Dorp or New Dorp Lane; Great Kills on Amboy Rd., 7 mi. N of Princess Bay and Tottenville along Hyland Blvd. and Amboy Rd.

Stores in Tomplainsville include Nunn-Bush, Richmond Dry Goods, Susskind's, Sylvia's and others. In the two Brightons: Marie's, Goodman's, Krasner's and others.
Department Stores: Richmond Dry Goods Plaza; Lerner's.
Variety Stores: C.H. Martin; Kresge's; Woolworth; McCrory's.
Discount Stores: K mart; Major's; Masters.
Principal Supermarkets: A&P; Acme; Associated Super Mkts; Dougle "D" Foods; Finast; Waldbaum; Pathmark; Pantry Pride; South Beach Supermarket; Trunz.

NEW YORK CITY SHOPPING CENTERS

Name & Location	No. of Stores
Bronx:	
Bazaar Mall (Preston Way & Route 117)	60
Boston Post Rd. Ctr. (Boston Post Rd.)(under construction)	NA
Bruckner Plaza (Bruckner Blvd.)	30
Castle Hill (Castle Hill Ave.)	21
Kingsbridge Plaza (B'way. 233rd St.)	10
Brooklyn:	
Albee Square Mall (De Kalb Ave.)	80
Dykers Plaza (535-86th St.)	44
Flatlands (Ralph & Flatlands Aves.)	16
Fort Greene (Myrtle Ave)	21
Glenwood (Flatlands & Ralph Aves.)	9
Kings Bay (Nostrand Ave.)	17
King's Pla. & Marina (Flatbush & Ave. U)	146
Seaview Vlg. (Rockaway Pkwy., Ave. M)	12
Manhattan:	
Delano Village (Lenox Ave. & 139th St.)	NA
Grand Square (B'way & 125th St.)	NA
Manhattan Plaza (42nd/43rd Sts., 9th/10th Aves.)	NA
Park West (Columbus Ave.)	NA
Shorewew Towers (First Ave. & 85th St.)	NA
Queens:	
Barclay Square (Kissena Blvd., 41st Ave.)	NA
Bay Terrace (Bayside)	64
Beach 32nd St. (Far Rockaway)	NA
Beechcroft (Kissena Blvd., Elder Ave.)	14
Belle Harbor (Beach Channel Dr.)	12
Breezy Point (Forest Hills)	NA
Carlyle (Kissena Blvd.)	9
Crossroads at Whitestone (Whitestone)	9
Dayton Plaza (Rockaway Beach)	25
Expressway (99th St. Long Island Expressway)	NA
Far Rockaway (Motte Central Aves.)	32
Flatlands Mart (S/E/C Flatlands Ave., 108th St.)	12
Glen Oaks (255-55 Union Tpke.)	NA
Grand Union (Merrick Rd., Laurelton Pkwy.)	NA
Jackson Heights (31st Ave.)	20
Lefrak City (Junction Blvd. & 57th Ave.)	50
Northridge (Northern Blvd., Jackson Hts.)	NA
Queens Center (Queens & Woodhaven Blvd., L.I. Expwy.)	74
Queens Plaza North (Long Island City)	NA
Rego City (57th Ave., 96th & 97th Sts.)	20
Rego Park (Queens Blvd., 63rd Rd.)	20
Rentar Plaza Mall (Queens)	NA
Whitestone (Cross Island Parkway)	NA
Yellowstone (Forest Hills)	NA
Staten Island:	
Fox Hills (Targee St.)	17
Greenridge Plaza (Richmond Ave.)	22
Green Tree Mall (Victory Blvd. Expwy.)	20
Heartland Village (Richmond Ave.)	14
Hylan Plaza (New Dorp)	46
New Springville (Richmond Ave.)	21
Oakwood (Amboy Rd.)	12
Page & Amboy (Tottenville)	NA
Richmond Valley (Page Ave.)	7
Rosebank (Tompkins Ave.)	2
Southgate Center (Forest Ave.)	20
Staten Island Mall (Richmond Ave.)	150
Staten Island Plaza (Forest Ave.)	37

13 - RETAIL OUTLETS: Largest Department Stores

Bronx:Alexander's; Hearn's; Macy's; Lerner's; Plymouth Shops; Sears; Wertheimer.

Brooklyn: Alexander's; Abraham & Straus; Macy's; Mays; Lerner's; Plymouth Shops; Sears; Times Square Stores.

Manhattan: Alexander's, B. Altman; Bloomingdale; Gimbels; Lord & Taylor; Macy's; Saks-5th Ave.; Lerner's; Ohrbach's; Plymouth Shops; Bonwit Teller; Montgomery Ward; JCPenney; Melmkoffs.

Queens: Sterns; Montgomery Ward; Macy's; Abraham & Strauss; Sears; Abramson's; Bloomingdales; Alexander's; Lerner's; Ohrbachs; Times Square Stores.

Staten Island: Harry's; JCPenney; Garber's; Sears; Richmond Dry Goods; Lerner's; Macy's.

Leading Chain Drug Stores

Bronx: Baychester Co-op. Circle; Courtesy; Family; Leroy; Metropolitan; K & K; Parchester; Pathmark; Rite Aid; Stanken; Whelan.

Brooklyn: Courtesy; Crown Pathmark; Hamco; Ketchum Distributors; Neergard; Rexall; Silver Rod; Thriftway; Whelan.

Manhattan: Block; Clearfield; Drug Mart; Duane Reade; Falk Drug Corp.; Liggett-Rexall; Pathmark; Prescriptions Ltd.; Rite Aid; Walgreen; Eastern Co.; Whelan.

Queens: Courtesy; Duane Reed; Genovese; Pathmark; Rexall; Whelan.

Staten Island: Neergaard; Pathmark; Rexall; Sav-On Drugs; Whelan.

Leading Grocery Supermarkets

Bronx: Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Gristedes; Finast; Merit Farms; Food City 11; Pioneer 4; D'Agostino's 3; Grand Union 7; Associated 23; Shopwell 8; Sloans 3; Pathmark 2; Concourse Food Corp. 4; D'Urso 17.

Brooklyn: Danza 4; Bornstein Bros. 6; D'Agostino; Pioneer 3; Speedway 7; Miele-Key Mkts. 3.

Manhattan: A&P 25; D'Agostino 15; Gristedes 81; Finast 30; Grand Union 6; Shopwell 22; Pathmark; Food Family 2; Food-O-Rama 3; Food Pageant 8; Smilers 10; Sloans; Shop Quick 6; Great Way 2.

Queens: A&P 21; Finast 10; Gristedes; Grand Union 7; Shopwell 5; Pathmark 4; Sloan's.

Staten Island: A&P 5; Grant City Food Market; Midland Superette; Pathmark 4.

Largest Variety Stores

Bronx: Woolworth; Kresge's; Green; Lamston; Newberry; McCrory 3.

Brooklyn: Woolworth; Kresge's; Green; Lamston; Newberry; McCrory 3.

Manhattan: Woolworth 30; Green 3; Lamston 20; Nichols 3; McCrory 3.

Queens: Woolworth 23; Kresge's 2; Green; Lamston 4; Nichols; McClellan 2; McCrory 3.

Staten Island: Woolworth 2; Kresge's 2; McCrory.

14 - NEWSPAPERS: Contact for Advertising and Merchandising Data; Representatives.

Bronx Borough

No daily newspaper published in the Bronx.

Brooklyn Borough

BULLETIN (m-mon to fri) Circ: 5,000; Pub. est. Sept. 1984; Edward Goldstein, Ed./Pub., 129 Montague St., Brooklyn, NY 11201; Tel./ (212) 624-0536.
National Representative: None.
CHALLENGE (m-mon to fri; sat) 72,000; pub. est. Sept. 1984. Thomas Watkins, Pub., 1368 Fulton St., Brooklyn, NY 11216; Tel. (212) 636-9500.
National Representative: None.

Manhattan Borough

DAILY WORLD (Tues.-Sat.) No Mon. or Sun. edition; 40,250 national; publisher's est.; Thomas Dennis;

Gen. Mgr.; Micheal Zagarell, Editor, 239 W. 23rd Street, New York, N.Y. 10011; Tel. (212) 924-2523.
JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 21,429; Mar. 31, 1984 ABC. P. Robert Potesky, Adv. Dir., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.
National Representative: Knight-Ridder Newspaper Sales.
NEWS (m-mon to fri) 1,374,858, (m-sat) 1,075,866; (S) 1,813,671; Mar. 31, 1984 ABC. A.J. Calianese, Adv. Dir., 220 E. 42 St., New York, NY 10017; Tel. (212) 949-1234.
National Representatives: Chicago Tribune Newspapers.
POST (all day-mon to fri) 963,069; (sat) 639,477; Mar. 31, 1984 ABC. Patrick Smith, V.P.-Adv., 210 South St., New York, NY, 10002; Tel. (212) 345-5000.
National Representatives: Braham/Newspaper Sales; Metropolitan Publishers Reps.;
TIMES (m-mon to fri) 970,051; (m-sat) 737,193; (S) 1,593,107; Mar. 31, 1984 ABC. Lance R. Primis, Senior V.P./Adv. Dir., 229 W. 43 St., New York, NY 10036; Tel. (212) 556-1234.
National Representative: Direct-through branch offices.
WALL ST. JOURNAL (Eastern Edition m-mon to fri) 806,632; (Total all editions m-mon to fri) 2,081,995; Mar. 31, 1984 ABC. Lee Heffner, VP/Adv. Dir., Main Office-22 Cortlandt St., New York, NY, 10007; Tel. (212) 285-5000. Ad Offices (NYC)-420 Lexington Ave., 10170; Tel. (212) 808-6600.
National Representative: Direct-through branch offices.
NEW YORK TRIBUNE (formerly News World) (mS) 69,450; sworn Sept. 30, 1983. Scott Soulman, Adv. Dir., 401 5th Ave., New York, NY 10016; tel (212) 532-8300.
National Representative: Direct.

Queens Borough

No daily newspaper published in Queens.

Richmond Borough

STATEN ISLAND ADVANCE (a-mon to fri) 72,626; (e-sat) 70,442; (S) 82,139; Mar. 31, 1984 ABC. Jack Furnari, Mktg. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (212) 981-1234.
National Representative: Newhouse Newspapers Metro Suburbia.

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NEWBURGH-BEACON

1 - LOCATION: E&P Map F-5 (Newburgh in Orange County PMSA; Beacon in Poughkeepsie MSA). Newburgh in Orange County on W bank of Hudson River; Beacon in Dutchess County on E bank of Hudson River; 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mile from N.Y. State Thruway; Interstate Rte. 84.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Short; Flying Eagle; Fishkill; Mohawk.

3 - POPULATION:
Corp. Cities 80 Cen. 36,375; Loc. Est. 36,434
Newburgh 80 Cen. 23,438; Loc. Est. 23,099
Beacon 80 Cen. 12,937; Loc. Est. 13,335
CZ-ABC: (80) 59,122; (84) 58,200
RTZ-ABC: (80) 219,658; (84) 242,500
Counties/PMSA & MSA 80 Cen. 504,658; Loc. Est. 521,504
Dutchess County/MSA 80 Cen. 245,055; Loc. Est. 254,924
Orange County/PMSA 80 Cen. 259,603; Loc. Est. 266,580
City & RTZ-ABC: (80) 278,780; (84) 300,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,956; Loc. Est. 13,573
Newburg 80 Cen 8,565; Loc. Est. 9,027
Beacon 80 Cen 4,391; Loc. Est. 4,546
CZ-ABC: (80) 20,306; (84) 20,100
RTZ-ABC: (80) 69,908; (84) 78,100
Counties/PMSA & MSA 80 Cen. 164,893; Loc. Est. 174,420
Dutchess County/MSA 80 Cen. 80,642; Loc. Est. 85,851
Orange County/PMSA 80 Cen. 84,251; Loc. Est. 88,569
City & RTZ-ABC: (80) 90,214; (84) 98,200

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$273,669,000
Savings & Loan	2	$98,640,000
Commercial	12	$2,080,160,000

6 - PASSENGER AUTOS: Counties: Orange 146,589; Dutchess 143,908

7 - ELECTRIC METERS: Residence: Newburgh 12,243; Beacon 7,220

8 - GAS METERS: Residence: Newburgh 12,223; Beacon 9,532

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; Military Academy 8,300; Beacon: Research 1,160; Printing 565; Electronics 19,750; Apparel 200; Furniture 154.
Principal Industrial Pay Days-Newburgh: Wed., Thur., Fri.; Beacon: Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8. Last killing frost, May 1.

11 - TAP WATER: Newburgh: Alkaline, soft; Beacon: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Newburgh-Newburgh Mall; Vails Gate Plaza; Mid-Valley Mall; Beacon-Main Street; Fishkill-Dutchess Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid Valley Mall(47)	NA	JCPenney, Woolworth
Newburgh Mall(70)	NA	Sears, Caldor, Howlands
Zayre Plaza(22)	NA	Zayre
Big V Plaza	NA	Shoprite
Dutchess Mall(75)	NA	Service Merchandise
South Hill Mall(72)	NA	K mart, Sears

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lloyd's; Caldor; Howlands.
Variety Stores-Woolworth; Sears; Caldor's; Value City; Howland's; Big V; Albany Market.
Discount Stores-Zayre; Value City.
Chain Drug Stores-Rexall; Rite Aid; Dixx 2; Fay's Drug; CVS.
Chain Supermarkets-Grand Union 4; Shop-Rite 3; A&P 2; Weiss Markets.
Other Chain Stores-Miles; Thom McAn; Radio Shack 2; Firestone 2; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber; Lloyd Lumber.

14 - NEWSPAPERS: NEWS (e) 16,716; (S) 16,693; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John D. Weinman, Adv. Mgr., NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3000.
National Representative: Thomson Newspapers.

NIAGARA FALLS

1 - LOCATION: Niagara County (PMSA). E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical mfg. center; 23 mi. NW of Buffalo on Niagara River.

2 - TRANSPORTATION: Railroads-Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).
Motor Freight Carriers-55.
Intercity Bus Lines-Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

3 - POPULATION:
Corp. City 80 Cen. 71,384; Loc. Est. 63,991
CZ-ABC: (80) 95,087; (84) 91,400
RTZ-ABC: (80) 40,345; (84) 41,100
County/PMSA 80 Cen. 227,101; Loc. Est. 217,969
City & RTZ-ABC: (80) 135,432; (84) 132,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,272; Loc. Est. 25,555
CZ-ABC: (80) 34,910; (84) 33,800
RTZ-ABC: (80) 12,971; (84) 13,300
County/PMSA 80 Cen. 80,258; Loc. Est. 78,675
City & RTZ-ABC: (80) 47,881; (84) 47,100

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$373,685,000
Savings & Loan	1	$143,132,289
Commercial	5	$245,618,000

6 - PASSENGER AUTOS: County 110,389

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 30,181

9 - PRINCIPAL INDUSTRIES: Chemical Abrasives, Metallurgical, Paper Pdts. (16,684 employees). Av. Wkly. Wage $293.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd., 93-store mall.
Neighborhood Shopping Centers-12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston; mall on Williams Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Center		Beirs
Niagara Factory Outlet		
Haeberle(6)	NA	Portage Pharmacy
Military Square Plaza(11)	NA	Century Housewares
Mil-Pine Plaza(9)	NA	Jenss, Tops Mkt.
Pine Plaza(22)	NA	Super Duper
Summit Park Mall(66)	NA	Hens & Kelly, Jenss, Sears

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-City-Mon., Thur., Fri.; Plazas-every eve.

13 - RETAIL OUTLETS: Department Stores-Beirs; Jenss 5; Sears; Hens & Kelly; AM&A.
Discount Stores-Century; Jupiter; King's; Twin Fair; K mart; Saxon's; Brand Names.
Chain Drug Stores-Miller; Rexall; Stines; Leader 5; Coulson 2; Saraceni 3; Rite-Aid 2; Brooks.
Chain Supermarkets-Super Duper; Bell's; Wilson Farms; Tops 5; Twin Fair; B Kwik.
Other Chain Stores-Shoes: Shoetown, Kinney, Nobil, Gallenkamp, Regal, Flagg Bros, Thom McAn 2; Clothing: National Shirt, Richmond Bros., Motherhood Maternity, David's, Merry-Go-Round, Chess King, Snodgrass, Lerner's, Norban; Auto Supplies: Firestone, Goodrich, Goodyear, General Tire; Paints: Sherwin-Williams, Mary Carter; Color Your World; Crandall; Misc. Singer Co., S&H Green Stamps, Spiegel (catalog), Color Tile, Gordon Jewelers, Child World, The Gap, Cavage's, Fredericks of Hollywood, General Nutrition, Jaccord Jewelers, Zales, Waterbed World, Keepsake, Proving Grounds, Susie's Casuals.

14 - NEWSPAPERS: GAZETTE (m) 28,565; (S) 30,799; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Jacobs, Adv. Dir., GAZETTE, 310 Niagara St., Niagara Falls, NY 14303; Tel. (716) 282-2311.
National Representative: Gannett Newspaper Advertising Sales.

NORTH TONAWANDA-TONAWANDA

1 - LOCATION: Niagara & Erie Counties (Tonawanda in Buffalo PMSA; North Tonawanda in Niagara Falls PMSA). E&P Map B-3. 9 mi. from Niagara Falls and 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Metro Bus.
Airlines-American; United; USAir; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 54,453; Loc. Est. 51,957
North Tonawanda 80 Cen. 35,760; Loc. Est. 34,098
Tonawanda 80 Cen. 18,693; Loc. Est. 17,859
CZ-ABC: (80) 54,453; (84) 54,000
RTZ-ABC: (80) 114,531; (84) 110,000
Counties/PMSAs 80 Cen. 1,242,573; Loc. Est. 1,254,373
Niagara County/PMSA 80 Cen. 227,101; Loc. Est. 217,969
Erie County/PMSA 80 Cen. 1,015,472; Loc. Est. 1,036,404
City & RTZ-ABC: (80) 168,984; (84) 164,000

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 19,549; Loc. Est. 18,575
North Tonawanda 80 Cen. 12,868; Loc. Est. 12,195
Tonawanda 80 Cen. 6,681; Loc. Est. 6,380
CZ-ABC: (80) 19,549; (84) 19,600
RTZ-ABC: (80) 40,731; (84) 39,400
Counties/PMSA 80 Cen. 445,373; Loc. Est. 460,119
Niagara County/PMSA 80 Cen. 80,258; Loc. Est. 78,675
Erie County/PMSA 80 Cen. 365,217; Loc. Est. 381,444
City & RTZ-ABC: (80) 60,280; (84) 59,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: (Counties): Erie 485,650; Niagara 110,389

7 - ELECTRIC METERS: Residence 20,706

8 - GAS METERS: Residence 16,018

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem., Plastics, Paints 797 ($320); Paper & Allied Products 53 ($330); Machine Shop Metal Trades 172 ($340).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21. Last killing frost, Apr. 27.

11 - TAP WATER: Medium Hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 1 one each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.
Neighborhood Shopping Centers-3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park; Green Acres Plaza; Highland-Colvin Plaza; Parkview Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midcity Plaza (25)	3	Bell's, Sav-Rite
Blvd. Mall(77)	4	Kleinhans, Jenss, JCPenney
Sheridan Plaza(33)	4	AM&A, Hengerers
Northtown Plz.	5	AM&A, Bergers
Del-Ton Plaza(15)	2	Bells
Powerline Plaza	2	Rite Aid
Rainbow Centre(65)	11	Beir's
Summit Park Mall(66)	5	Sears, McCrory, Jenss, AM&A

Principal Shopping Days-Thur., Fri., Mon., Sat.
Stores Open Evenings-Mon., Sat. until 9 p.m.

13 - RETAIL OUTLETS:
Discount Stores-Ames; Valu; Hill's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-Leader; Rite Aid 6; P.K.2; Brooks; C.V.S. 3; Fay's 2.
Chain Supermarkets-Bell Mkts 2; Super Duper 2; Tops 2.
Other Chain Stores-Endicott-Johnson; Kinney; Dunlop Tire; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,514; (m-sat) 14,468. Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Francis X. Stack, Adv. Dir., NEWS, 435 River Rd., North Tonawanda, NY 14120; Tel. (716) 693-1000.
National Representatives: Landon Associates; U.S. Suburban Press.

NORWICH

1 - LOCATION: Chenango County, E&P Map D-4, County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23 & 319.

2 - TRANSPORTATION: Railroads-Erie & Lackawanna (freight)
Intercity Bus Lines-Shortline.
Airlines-Midstate Airport Chartered Service.

3 - POPULATION:
Corp. City 80 Cen. 8,082; Loc. Est. 8,049
County 80 Cen. 49,344; Loc. Est. 50,823
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,521; Loc. Est. 3,080
County 80 Cen. 16,858; Loc. Est. 17,804

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$270,000,000
Savings & Loan	1	$26,000,000
Mutual Savings	1	$32,000,000

6 - PASSENGER AUTOS: County 22,669

7 - ELECTRIC METERS: County 11,323

8 - GAS METERS: County 3,345

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500; Food Processing; Storage; Shipping 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great American Plaza(9)	NA	Great American, Ames, Family Bargain
Norwich(15)	NA	Jamesway, Grand Union

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-McLaughlin's.
Discount Stores-Ames; Jamesway.
Chain Drug Stores-Carl Drug; Rite Aid; Fayes.
Chain Supermarkets-Grand Union; A&P; Great American.
Other Chain Stores-Sears (catalog); Bern's; Endicott-Johnson; Natl' Auto; Mila Fabrics; Montgomery Ward; Emily Lawrance; Napa Auto; Champion.

14 - NEWSPAPERS: SUN (e-mon to fri) 7,117; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Lawrence Sarvey, Gen. Mgr., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (607) 334-3276.
National Representative: Landon Associates.

NYACK

1 - LOCATION: Rockland County (In New York PMSA). E&P Map F-6. On New York State Thruway, Garden State Pkwy., Route 59 & 17.

2 - TRANSPORTATION: Railroads-Metro North; New Jersey Transit
Motor Freight Carriers-1.
Intercity Bus Lines-Mohawk, Rockland, Short Line; Red & Tan.

3 - POPULATION:
Corp. City 80 Cen. 6,428; Loc. Est. 6,539
PMA-ABC: (80) 259,530; (84) 275,000
County 80 Cen. 259,530; Loc. Est. 267,534
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,657; Loc. Est. 2,777
PMA-ABC: (80) 77,905; (84) 83,400
County 80 Cen. 77,905; Loc. Est. 82,166
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	EST. DEP.
Commercial	11	$941,760,000
Savings	10	$513,580,000
Savings & Loan	7	$510,367,000

6 - PASSENGER AUTOS: County 163,962

7 - ELECTRIC METERS: Res. County 79,457

8 - GAS METERS: Res. County 62,258

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 15,600 ($432); Contract Construction 2,900 ($366); Transportation & Public Utilities 3,500 ($444); Wholesale & Retail Trade 19,000 ($219); Finance, Insurance and Real Estate 3,400 ($305); Services 21,200 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Rockland Plaza, Nanuet Mall, Nanuet; Pacesetter Park, Ponoma; Samsondale Plaza, West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave. Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Bambergers; Caldor; Marshall's.
Variety Stores-Woolworth; Newberry.
Chain Supermarkets-Shop Rite; A&P; Grand Union; Waldbaums; Pathmark; Shopwell; Foodtown; Stop and Shop.
Other Chain Stores-National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Channel Lumber; Trader Horn.

14 - NEWSPAPERS: JOURNAL-NEWS (e) 44,576; (S) 48,786; March 24, 1984 ABC.
Local Contact for Advertisng and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

OGDENSBURG

1 - LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distributing center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2 - TRANSPORTATION: Railroads-Conrail.
Intl. Bridge Provides fast truck & car connections with Canada. Also, Ogdensburg Bridge and Port Authority-Port of Ogdensburg.
Motor Freight Carriers-5.
Freight Steamship Lines-2.
Intercity Bus Lines-Greyhound; Thousand Island.
Airport-Air North

3 - POPULATION:
Corp. City 80 Cen. 12,375; Loc. Est. 11,872
County 80 Cen. 114,254; Loc. Est. 116,278
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,204; Loc. Est. 3,545
County 80 Cen. 35,801; Loc. Est. 37,281

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$63,632,393
Savings & Loan	1	$14,342,140
Commercial	2	$198,000,000

6 - PASSENGER AUTOS: County 43,920

7 - ELECTRIC METERS: Residence 4,382

8 - GAS METERS: Residence 3,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hosp. 1050 ($269); Pulp & Paper 310 ($270); Shade Rollers 150 ($200); Off. Equip. 153 ($225); Drapery Hdwe. 100 ($240); Office Sup. 250 (N.A.); Telephone Components 325.
Principal Pay Days-Wed., Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 40-94; Fall 40-70; Winter -28-35; First killing frost, Oct. 15. Last killing frost, Apr. 1.

11 - TAP WATER: Normal; Fluoridated

12 - RETAILING: Principal Shopping Centers-4 blocks on Ford St.; 2 on State St.
Neighborhood Shopping Centers-2 blocks on E Ford St.; 2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Cntr.(13)	2	P&C, Sears
Park Plaza	1	

Principal Shopping Days-Tues. through Sun.
Stores Open Evenings-Shopping centers every evening; Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Ames; K mart.
Chain Drug Stores-B.O. Kinney; Fays Drugs.
Chain Supermarkets-Great American; Eddy's Mkt.; P&C; Chicago Market.
Other Chain Stores-Singer Co.; Sperlings Furn.; Goodyear; Agway; Sears; Montgomery Ward; Grossman's; Endicott-Johnson; National Army Stores; Garns Supply; Dixie Lee.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,242; ADVANCE NEWS (S) 8,139; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Patricia Ginnane, Adv. Mgr., JOURNAL and ADVANCE-NEWS, 308-312 Isabella St., Box 409, Ogdensburg, NY 13669; Tel. (315) 393-1000.
National Representative: Landon Associates.

OLEAN

1 - LOCATION: Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary; 70 mi. S of Buffalo.

2 - TRANSPORTATION: Railroads-Conrail (2).
Motor Freight Carriers-18
Airports-Olean Municipal; Giermek Executive.

3 - POPULATION:
Corp. City 80 Cen. 18,207; Loc. Est. 18,399
CZ-ABC: (80) 33,442; (84) 33,900
RTZ-ABC: (80) 137,247; (84) 141,100
County 80 Cen. 85,697; Loc. Est. 88,328
City & RTZ-ABC: (80) 170,689; (84) 175,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,793; Loc. Est. 6,545
CZ-ABC: (80) 11,521; (84) 11,800
RTZ-ABC: (80) 46,825; (84) 48,600
County 80 Cen. 29,280; Loc. Est. 30,901
City & RTZ-ABC: (80) 58,346; (84) 60,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	NA
Savings	1	$208,000,000

6 - PASSENGER AUTOS: County 34,673

7 - ELECTRIC METERS: Residence 7,225

8 - GAS METERS: Residence 6,304

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Turbines, compressors, 2,700; Electric components, 1050; Capacitors, resistors, 700; Ceramic Tile, 400; Elec. Protect. Equip., 185; Household cutlery, 150; Precision machine work; Tool & Die; Industrial supplies; Industrial machinery; Electroplating.
Principal Pay Days-Wed., Thur., Fri., Sat.

10 - CLIMATE: Average Temp.-Spring 46; Summer 68; Fall 49; Winter 23. First killing frost, Sept. 30. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany(3)	NA	Reids Food Barn, Rite Aid, K mart
Bradners(3)	NA	Bradners, JCPenney, Mont. Ward
Olean Mall(53)	NA	A.M. & A's, Hills
Westons(1)	NA	Westons

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown: Wed.; Shopping centers: every night.

13 - RETAIL OUTLETS: Department Stores-A.M.&A's; Bradner's; Hill's; Sears; Montgomery Ward; JCPenney.
Discount Stores-K mart; Weston's.
Chain Drug Stores-Rite-Aid; CVS; Rexall.
Chain Supermarkets-Reids Food Barn 2; F.J. Mahar 5; Tops; Quality.
Other Chain Stores-Co-op Grocery; Grossmans; Century House; Valu-Homes; Brand Names.

14 - NEWSPAPERS: TIMES-HERALD (e) 25,831; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Chris Henzel, Adv. Dir., TIMES-HERALD, 639 Norton Dr., Olean, NY 14760; Tel. (716) 372-3121.
National Representative: Landon Associates.

ONEIDA

1 - LOCATION: Madison County (In Syracuse MSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E. of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Central N.Y.

3 - POPULATION:
Corp. City 80 Cen. 10,810; Loc. Est. 10,956
County 80 Cen. 65,150; Loc. Est. 67,887
MSA 80 Cen. 642,375; Loc. Est. 659,050
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,041; Loc. Est. 3,888

County 80 Cen. 20,805; Loc. Est. 22,233
MSA 80 Cen. 223,642; Loc. Est. 234,577

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$2,457,027,000
Savings	2	$1,247,920,136

6 - PASSENGER AUTOS: County 28,458

7 - ELECTRIC METERS: Residence 14,251

8 - GAS METERS: Residence 7,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 2,200; Paper Plates 300; Food Prod. 190; Milking Mach. 110.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave.; Farrier Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big N Plaza(10)	NA	Ames, Fay Drug
North Side(13)	NA	Carl's, Sears
Oneida(16)	NA	P&C Mkt., Mont. Ward, Sears

Principal Shopping Days-Thur., Fri., Tues.
Stores Open Evenings-Thur.; Grocery, Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-Ames.
Discount Stores-Alfred's Bargain City; Agway.
Chain Drug Stores-Medical Ctr. Phcy; Carl's; Fay's Drugs; Rite-Aid.; Colonial Pharmacy.
Variety Stores-H.L. Green.
Chain Supermarkets-P&C; Chicago Markets; Foodland.
Other Chain Stores-Montgomery Ward; Singer Co.; Sears (catalog);

14 - NEWSPAPERS: DISPATCH (e-mon to fri; m-sat) 10,716; sworn: Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Joseph M. Zlomek, Gen. Mgr., DISPATCH, 130 Broad St., PO Box 120, Oneida, NY 13421; Tel. (315) 363-5100.
National Representative: Landon Associates.

ONEONTA

1 - LOCATION: Otsego County, E&P Map E-4. Agricultural and dairy center. 80 mi. SW of Albany; 62 mi. from Binghamton. On U.S. Hwy. 7 and State Hwys. 28 and 23.60 mi. S of Utica.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Adirondack; Pine Hill.
Airlines-Catskill Airways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; Loc. Est. 15,076
CZ-ABC: (80) 16,648; (84) 16,500
RTZ-ABC: (80) 79,302; (84) 83,000
County 80 Cen. 59,075; Loc. Est. 61,232
City & RTZ-ABC: (80) 95,950; (84) 99,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,431; Loc. Est. 4,059
CZ-ABC: (80) 5,162; (84) 5,200
RTZ-ABC: (80) 27,830; (84) 29,300
County 80 Cen. 20,228; Loc. Est. 21,503
City & RTZ-ABC: (80) 32,992; (84) 34,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$157,000,000
Savings & Loan	1	$140,000,000
Savings	1	$46,000,000

6 - PASSENGER AUTOS: County 26,458

7 - ELECTRIC METERS: Residence 4,123

8 - GAS METERS: Residence 2,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Colleges 1,223 ($280); RR. 172 ($365); Plastics 276 ($180); Electronics 365 ($230); Paper Processing 142 ($230); Dress Mfg. 190 ($160); Feed Mill 76 ($200); Metal Products 85 ($230).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12. Last killing frost, May 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers-East Main St.; Chestnut St.; River St.; Oneonta Shpg. Plaza.; West End Shpg. Center; Route 7; Oneonta Trade Mart; West End; Sidney Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid(8)	2	P&C Mkt., Fays Drug
Southside Mall	1	K mart, JCPenney, Great American
Westgate(12)	2	Ames, Rite Aid Grand Union

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Mon. through Sat. at shopping centers; Thur. downtown. Some stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Bresee's; Argersingers; JCPenney; K mart.
Discount Stores-Carl's Drug; Jamesway; Ames.
Variety Stores-Woolworth; Fay's Drug; Ames.
Chain Supermarkets-Victory; Grand Union; P&C; Price Chopper; Great American.
Other Chain Stores-Endicott Johnson; Montgomery Ward (catalog); Woolworth; Sears (catalog).

14 - NEWSPAPERS: STAR (m) 18,464 Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James Vitale, Adv. Mgr., STAR, 102 Chestnut St., Oneonta, NY 13820; Tel. (607) 432-1000.
National Representative: Branham/Newspaper Sales.

OSSINING

1 - LOCATION: Westchester County (In New York, PMSA). E&P Map F-5. Residential center 30 mi. N of NYC. On U.S. Hwy. 9; State 133 & 134.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air Florida; Atlantic Air; Command Airways; Mall Airways; Empire Airlines; Air North; United Airlines.

3 - POPULATION:
Corp. City 80 Cen. 20,196; Loc. Est. 20,217
PMA-ABC: (80) 60,670; (84) 60,500
County 80 Cen. 866,599; Loc. Est. 890,902
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,777; Loc. Est. 7,399
PMA-ABC: (80) 19,536; (84) 19,600
County 80 Cen. 307,450; Loc. Est. 323,524
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 517,106

7 - ELECTRIC METERS: Residence 6,503

8 - GAS METERS: Residence 4,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($381); Non-Electrical Machinery 15,100 ($844); Electrical Machinery 7,400 ($400); Transportation Equipment 2,800 ($595); Instruments 4,200 ($452); Food 10,700 ($620); Apparel 3,200 ($230); Printing & Publishing 8,100 ($386); Chemicals 4,800 ($571).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on Main St.; 3 on Spring St.; Croton Ave.
Nearby Shopping Centers-Chilmark (Pleasantville Rd.); Arcadia (So. Highland Ave.).
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Kipp's 2; Medicine Shoppe 2.
Chain Supermarkets-A&P; Grand Union 2; Finast Shopwell 2; Shop-Rite.

14 - NEWSPAPERS: CITIZEN REGISTER (e) 7,306; (S) 8,035; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 751-5300.
National Representative: Gannett Newspaper Advertising Sales.

OSWEGO-FULTON

1 - LOCATION: Oswego County (In Syracuse MSA). E&P Map D-3, County Seat. Shipping center for 2-county agricultural and dairy area. Misc. mfg., wholesale and education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 48, 57 and 104.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3 - POPULATION:
Corp. Cities 80 Cen. 33,285; Loc. Est. 32,101
Fulton 80 Cen. 13,312; Loc. Est. 13,274
Oswego 80 Cen. 19,793; Loc. Est. 18,827
CZ-ABC: (80) 21,698; (84) 21,400
RTZ-ABC: (80) 79,000; (84) 84,900
County 80 Cen. 113,901; Loc. Est. 115,990
MSA 80 Cen. 642,375; Loc. Est. 659,050
City & RTZ-ABC: (80) 100,698; (84) 106,300

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,417; Loc. Est. 11,290
Fulton 80 Cen. 5,088; Loc. Est. 4,793
Oswego 80 Cen. 7,329; Loc. Est. 6,497
CZ-ABC: (80) 7,855; (84) 7,800
RTZ-ABC: (80) 25,325; (84) 27,300
County 80 Cen. 37,238; Loc. Est. 38,820
MSA 80 Cen. 223,642; Loc. Est. 234,577
City & RTZ-ABC: (80) 33,180; (84) 35,100

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$95,091,251
Savings & Loan	1	$7,299,948
Commercial	3	$65,000,000

6 - PASSENGER AUTOS: County 49,143

7 - ELECTRIC METERS:
Residence: Oswego 12,102; Fulton 7,508

8 - GAS METERS:
Residence: Oswego 9,302; Fulton 5,717

9 - PRINCIPAL INDUSTRIES: Miller Brewing Co.; Nestle Co.; Armstrong Co.; Sealright; Alcan Aluminum Corp.; Hammermill Paper Co.; Plexo. Wire Div.; Copperweld Steel Corp.; General Foods; Owen-Illinois; Niagara Mohawk atomic plant.
Principal Industrial Pay Days-Oswego-Thur. & Fri. Fulton-Fri., Tues., Wed. & Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oswego: 3 blocks on W Bridge St.; 9 on E Bridge St.; 3 on W 1st St.; 3 on W 2nd St.; 2 on E 1st St.; 2 on E 2nd St.; 2 on E 3rd St.; 2 on S 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on W Broadway; 1 on E Broadway, 1 on W First St. S; Canalview Mall; Pyramid Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(10)	NA	Half Price Outlet, Fays
Pyramid Mall(10)	NA	Jamesway
Price Chopper	NA	Price Chopper
Oswego Plz.(12)	NA	P&C, Fay Drugs, Sears, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plaza Stores-Mon. through Sat.
Stores Open Sunday-Many in Plaza.

13 - RETAIL OUTLETS: Department Stores-Kline Bros.; Shapiro Bros.; Montgomery Ward.
Variety Stores-McCrory; McLellan; Green's.
Discount Stores-KBC; Jamesway.
Chain Drug Stores-Wayne 2; Key; Fay 2.
Chain Supermarkets-P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.
Other Chain Stores-Endicott-Johnson 2; M. Goldberg & Sons 2; Western Auto 2; Harris Army & Navy 2; Agway Farm 2; Pickway Shoes; JoAnn Fabrics; JCPenney; Midas Muffler; Goodyear; Woolworth.

14 - NEWSPAPERS: PALLADIUM-TIMES (e) 7,947; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gloria Baker, Adv. Dir., PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.
National Representative: Thomson Newspapers.

PEEKSKILL

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential center. On E bank of Hudson River. 41 mi. N of NYC. On U.S. Hwys. 6, 9, 202.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Walters Transit; American.
Airlines-Air North; United; Atlantic; Comand; Empire; Mall Airways.

3 - POPULATION:
Corp. City 80 Cen. 18,236; Loc. Est. 18,349
PMA-ABC: (80) 132,026; (84) 140,000
County 80 Cen. 866,599; Loc. Est. 890,902
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,850; Loc. Est. 7,240
PMA-ABC: (80) 42,185; (84) 45,000
County 80 Cen. 307,450; Loc. Est. 323,524
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$3,739,900,000
Savings & Loan	17	$1,056,382,000
Commercial	16	$2,931,813,000

Note: In addition, banks based outside of Westchester have branches in the County (13 Savings, 9 Savings and Loan and 128 Commercial branches) deposit figures for which are not available and not included in the above.

6 - PASSENGER AUTOS: County 517,106

7 - ELECTRIC METERS: Residence 7,007

8 - GAS METERS: Residence 3,605

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,600 ($263); Non-Electrical Machinery 12,500 ($497); Electrical Machinery 6,000 ($215); Transportation Equipment 4,600 ($373); Instruments 4,800 ($275); Food 9,400 ($393); Apparel 3,800 ($149); Printing and Publishing 7,500 ($256); Chemicals 6,000 ($344).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beach(37)	NA	Woolworth, Grand Union
Westchester Mall(40)	NA	Pergament, Fayva, Alexanders, Radio Shack, Waldbaum's
Hampton Oaks	NA	IGA
Welcher Ave.	NA	A&P
Baldwin Pl.(38)	NA	Sears (catalog), Radio Shack
Yorktown Green(30)	NA	Caldor, A&P, Shopwell
Putnam Square(10)	NA	Shopwell
Jefferson Valley Mall(70)	NA	Reads, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Howland; Reads; Alexander's; Pergament.
Variety Stores-McCrory; Woolworth.
Discount Store-Caldor.
Chain Drug Stores-Brooks 3; Rite Aid.
Chain Supermarkets-A&P 2; First Nat'l; Grand Union; Shopwell 3; Shop-Rite; Waldbaums 2.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Shoe-Town; Thom McAn; Singer; Trader Horn; Kinney; Sherwin-Williams.

14 - NEWSPAPERS: STAR (e) 10,845; (S) 12,285; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terry Miller, Adv. Mgr., STAR, 824 Main St., Peekskill, NY 10566; Tel. (914) 737-1200.
National Representative: Gannett Newspaper Advertising Sales.

PLATTSBURGH

1 - LOCATION: Clinton County, E&P Map F-1, County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center; Air Force Base. On U.S. Rt. 9 & I-87, 310 mi. from N.Y.C.; 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

2 - TRANSPORTATION: Railroads-Delaware & Hudson.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.
Airlines-Brockway.

3 - POPULATION:
Corp. City 80 Cen. 21,057; Loc. Est. 22,480
CZ-ABC: (80) 37,441; (84) 39,000
RTZ-ABC: (80) 48,979; (84) 52,100
County 80 Cen. 80,750; Loc. Est. 82,771
City & RTZ-ABC: (80) 86,420; (84) 91,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,925; Loc. Est. 6,937
CZ-ABC: (80) 11,253; (84) 12,300
RTZ-ABC: (80) 15,614; (84) 16,300
County 80 Cen. 24,896; Loc. Est. 26,069
City & RTZ-ABC: (80) 26,867; (84) 28,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$269,432,000
Savings & Loan	1	$100,000,000

6 - PASSENGER AUTOS: County 33,769

7 - ELECTRIC METERS: Residence 8,910

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Paper Products; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Products; Machine Prod.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days-Wed.; Thur.; Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall (50)	NA	K mart, JCPenney, Mont. Ward
North Country(40)	NA	A&P, H.L. Green
Plattsburgh Plaza(16)	NA	Sears, Zayre, Grand Union
Skyway Corners(15)	NA	Ames, Grand Union, Woolworth
Ames Plaza(8)	NA	Ames, P&C Food, Kinney Drugs

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Merkels; Sears; JCPenney; Magram's.
Variety Stores-Woolworth; Green.
Discount Stores-Meyer's; Kinney; Fay's; Ames; K mart.
Chain Supermarkets-Grand Union 3; A&P; P&C Mkts; Price Chopper.
Other Chain Stores-Merit; Bass Shoe; Dexter Shoe; Kinney; Anderson-Little; Zale's Jewelers; Shoe Corp. of America; Endicott-Johnson; Fashion; National Army & Navy; Goodyear; Goodrich; Western Auto.; Thom McAn.

14 - NEWSPAPERS: PRESS-REPUBLICAN (m) 22,093; Mar 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William C. Lundquest, Adv. Dir., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.
National Representative: Branham/Newspaper Sales.

PORT CHESTER

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center; On U.S. Hwy. 1 and State Hwys. 119, 120, and 120A; 9 mi. E of White Plains; New England Thruway; Connecticut Tpk.; Cross-Westchester Expressway.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air Florida; Atlantic Air; Command Airways; Mall Airways; Empire Airlines; Air North; United Airlines.

3 - POPULATION:
Corp. City 80 Cen. 23,565; Loc. Est. 23,416
PMA-ABC: (80) 71,835; (84) 71,600
County 80 Cen. 866,599; Loc. Est. 890,902
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,001; Loc. Est. 9,129
PMA-ABC: (80) 24,651; (84) 24,800
County 80 Cen. 307,450; Loc. Est. 323,524
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 517,106

7 - ELECTRIC METERS: Residence 7,957

8 - GAS METERS: Residence 6,523

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($381); Non-Electrical Machinery 15,100 ($844); Electrical Machinery 7,400 ($400); Transportation Equipment 2,800 ($595); Instruments 4,200 ($452); Food 10,700 ($620); Apparel 3,200 ($230); Printing & Publishing 8,100 ($386); Chemicals 4,800 ($571).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St.; 6 blocks on Westchester Ave.
Principal Shopping Days-Thur. through Sun.
Shopping Centers-Rye Ridge; Finast; Woolworth; Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district; Washington Park Plaza Center.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Chain Drug Stores-Rock Bottom; CVS.
Chain Supermarkets-A&P; Finast 2; Shopwell 2; Waldbaum's; Pathmark; Food Emporium.
Other Chain Stores-Caldor; Kaplan's; Neisner Bros.; Pergament Paints.

14 - NEWSPAPERS: ITEM (e) 11,217; (S) 10,740; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

PORT JERVIS

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. On Delaware River; 88 mi. NW of N.Y. City.

2 - TRANSPORTATION: Motor Freight Carriers-3.
Intercity Bus Lines-Shortline.

3 - POPULATION:
Corp. City 80 Cen. 8,699; Loc. Est. 8,871
County/PMSA 80 Cen. 259,603; Loc. Est. 266,580

4 - HOUSEHOLDS:
City 80 Cen. 3,385; Loc. Est. 3,435
County/PMSA 80 Cen. 84,251; Loc. Est. 88,569

5 - BANKS	NUMBER	EST. DEP.
Savings	2	N.A.
Savings & Loan	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 146,589

7 - ELECTRIC METERS: Residence 3,784

8 - GAS METERS: Residence 3,642

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 170 ($275); Cosmetics 800 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Pike Front; Sussex; and Ball Sts.
Neighborhood Shopping Centers-W Main St.; Kingston Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant Plz.(8)	0	Rite-Aid, K mart
Jamesway Ctr.(2)	2	Jamesway, Shop Rite

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart.
Variety Stores-Jamesway.
Chain Supermarkets-Grand Union 2; A&P; Shop-Rite; Great American.

14 - NEWSPAPERS: TRI-STATE-GAZETTE (e) 4,720; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Dir., TRI STATE-GAZETTE, 84-88 Fowler St., Port Jervis, NY 12771; Tel. (914) 856-5383.
National Representative: Branham/Newspaper Sales.

POUGHKEEPSIE

1 - LOCATION: Dutchess County (MSA). E&P Map F-5. County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9; I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-20.
Intercity Bus Lines-Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.
Airlines-Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, D.C., and to Raleigh-Durham, N.C.

3 - POPULATION:
Corp. City 80 Cen. 29,757; Loc. Est. 30,126
CZ-ABC: (80) 69,306; (84) 68,200
RTZ-ABC: (80) 219,428; (84) 236,500
County/MSA 80 Cen. 245,055; Loc. Est. 254,924
City & RTZ-ABC: (80) 288,734; (84) 304,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,262; Loc. Est. 12,682
CZ-ABC: (80) 24,663; (84) 24,400
RTZ-ABC: (80) 70,454; (84) 77,000
County/MSA 80 Cen. 80,642; Loc. Est. 85,851
City & RTZ-ABC: (80) 95,117; (84) 101,400

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$909,655,000
Commercial	12	$433,105,000
Savings & Loan	2	$121,346,000

6 - PASSENGER AUTOS: County 143,908

7 - ELECTRIC METERS: County 83,000

8 - GAS METERS: County 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Utilities 12,264; Elec. Prod. 487.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Pedestrian Mall over 6 blocks; Downtown Poughkeepsie.
Neighborhood Shopping Centers-Hooker Ave.; Raymond Ave.; Poughkeepsie Plaza, South Rd.; Bradlee Plaza, South Rd.; Hudson Plaza, South Rd.; 44 Plaza, Route 44; Red Oaks Mill; Manchester Rd.; Hyde Park Mall; South Hills Mall; Imperial Plaza; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hyde Pk. Mall	4	Shop Rite, Kings
South Hills Mall(72)	5	K mart, Howlands, Sears, Up-To-Date
Dutchess Mall (75)	15	Service Mdse., Shop Rite, May's
Hopewell Plaza	8	Grand Union
Poughkeepsie(70)	2	Grand Union, Marshall's
Hudson Plaza(20)	2	Mont. Ward, Hermans, Flah's
Bradlees Plz.(25)	2	Bradlees
Dutchess Center	2	K mart, Shop-Rite, Miron Catalogue Ctr.
44Plaza(25)	1	Edwards, Caldor
9 Mall(23)	6	Caldor, Shop-Rite
Imperial Plaza	7	Grand Union
Fishkill	13	Grand Union
Blodgett Farm Plz.	13	Kings
Dutchess Park	15	A&P
Hyde Park	4	Grand Union
Rhinebeck	16	Grand Union, A&P, Jamesway
Apple Valley Plz.	4	Grand Union
Red Oaks Mill(9)	4	Rite Aid, A&P, Grand Union
Arthursburg	14	A&P
Wappingers	3	Channel Home Ctr., Waldbaums

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-All Stores, Thur.; Food & Shpg. Ctrs., Mon. through Fri. and Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Howlands; Danish Design.
Discount Stores-Bradlee; Caldor 2; K mart 2; Kings 2; Jamesway; Ames.
Variety Stores-Woolworth.
Chain Drug Stores-CVS 2; Neustat 6; Liggett Rexall; Rite-Aid 2.
Chain Supermarkets-A&P 4; Grand Union 15; Edwards; Stop-and-Shop; Shop Rite 4; IGA 2; Waldbaums.
Other Chain Stores-Goodyear 3; Goodrich; Miles; A.S. Beck Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Howlands; French Bout 2; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Flannigans; Lloyd Lumber 3; Barton's; Western Auto; Kings 2; Shoe Town; Stewart's Ice Cream 2; Channel Lumber.

14 - NEWSPAPERS: POUGHKEEPSIE JOURNAL (m) 41,752; (S) 57,136; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Merryweather, Adv. Dir., POUGHKEEPSIE JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.
National Representative: Gannett Newspaper Advertising Sales.

ROCHESTER

1 - LOCATION: Monroe County (MSA). E&P Map C-3. County Seat. Third largest city in state; On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway, 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On U.S. Hwys. I-390, I-490, I-590, 15 and 104; State Hwys. 31, 33, 47 and New York State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-91.
Intercity Bus Lines-Greyhound; Blue Bird; Regional Transit; Trailways.
Airlines-American; Best; Eastern; Empire; Mall; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 241,741; Loc. Est. 231,337
CZ-ABC: (80) 630,769; (84) 631,100
RTZ-ABC: (80) 461,215; (84) 483,400
County 80 Cen. 702,238; Loc. Est. 725,686
MSA 80 Cen. 971,879; Loc. Est. 1,004,052
City & RTZ-ABC: (80) 1,091,984; (84) 1,114,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 102,642; Loc. Est. 96,387
CZ-ABC: (80) 229,655; (84) 231,100
RTZ-ABC: (80) 153,135; (84) 163,200
County 80 Cen. 264,352; Loc. Est. 266,738
MSA 80 Cen. 346,000; Loc. Est. 362,022
City & RTZ-ABC: (80) 382,790; (84) 394,300

5 - BANKS	NUMBER	EST. DEP.
Savings	4	N.A.
Savings & Loan	3	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 376,083

7 - ELECTRIC METERS: Residence 268,764

8 - GAS METERS: Residence 216,317

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing/Durable Goods 116,600 ($502); Manufacturing/Nondurable Goods 29,600 ($356); Construction 10,200; Transportation & Public Util. 12,400; Wholesale & Retail Trade 82,700; Finance, Insurance and Real Estate 16,200; Services and Misc. 85,300; Government 59,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 24-91; Fall 9-85; Winter 5-81.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Neighborhood Shopping Centers and Areas-Brighton: BelAire Plaza; Brighton Commons; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plaza; West Brighton Plaza. **Brockport**: Big N Plaza; Brockport Plaza. **Chili**: Chili Center Mart, Chili Paul Plaza; Chili Pixley Plaza; Churchville Commons. **Gates**: C & C Plaza; Buffalo Road Shopping Ctr.; Chili Hinchey Shopping Ctr.; Gates Shopping Ctr.; Gateway Plaza; Gates Colonial Plaza; Spencerport Road Plaza; Tops-Gold Circle Plaza; Westgate Plaza; Westmar Plaza. **Greece**: Street of Shops; Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plaza; Latta Road Plaza; Long Ridge Mall; Mt. Read Maiden Lane Plaza; Northgate Plaza; Ridgemont Plaza; Shoremont Convenience Ctr.; Ctr.; Stone & Dewey Shopping Ctr.; Stoneridge Plaza; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta**: Hennetta Town Line Plaza; Quality Plaza; Jefferson Plaza; Wayside Plaza; Wegmans; Westover Plaza; Henrietta K mart Plaza; Hennetta Plaza; Marketplace Mall; Southtown Plaza; Todd Mart Plaza; Winjef Plaza; Suburban Plaza. **Irondequoit**: Atriumand Pizza Hut Plaza; Irondequoit K mart PLaza; East Ridge Plaza; Georgetown Plaza; Irondequoit Shopping Ctr.; Empire Plaza; Irondequoit Wegman Plaza; Muxworthy Plaza; Sunrise Plaza; Ridge Hudson Plaza; Stutson Bridge Plaza. Titus Shopping Plaza. **Penfield**: Boulevard Plaza; Panorama Outlet Mall; Penn Fair Plaza; Eastway Plaza; Panorama Plaza, Penfield Plaza; Browncroft Corners. **Perinton**: Fairport Village Landing; Country Club Plaza; Hitching Post Plaza; Perinton Hills Mall; Perinton Square; Perinton Plaza. **Pittsford**: Pittsford Plaza West; Ardan/Marshalls Plaza; Pittsford Colony; Pittsford Place; Pittsford Plaza; Clover Commons. **Rochester**: Goodman Shopping Center; Highland Hills; Mt. Hope; Mt. Hope Crittenden; Lyell-Mt. Read Shopping Center; Park-Vassar Plaza; Ridgecrest Shopping Center; Bulls Head Plaza; Culver Ridge Plaza; Lyell Shopping Plaza; Merchants-Main Shopping Ctr.; Midtown Plaza; North Park Plaza; Ridge Clinton Plaza; Ridge Seneca Plaza; Warning Road Shopping Ctr.; West Ave. Plaza. **Victor**: Eastview Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Browncroft Corners(15)	5	Super Duper

Chili Ctr. Mart(3)	7	K mart, Bells
Country Club(21)	9	Chase-Pitkin, Wegman's, CVS
Culver Ridge(30)	6	B. Forman, JCPenney, Bells
Dewey-Ston(4)	7	Super Duper
Eastview(100)	15	Sears, Sibley's, Woolworth, Fay's, McCurdy's
Eastway(21)	9	Sibley's, Wegman's
Empire(3)	4	Bells
Georgetown(7)	6	Fays
Greece Towne(64)	8	Sibley's, CVS, Gold Circle
Irondequoit(34)	5	Sibley's, Bells, McCurdy's, Fay's
Latta Road(9) Plaza(9)	8	Rite-Aid
Long Ridge(74)	8	B. Forman, JCPenney, Sears
Merchants-Main(6)	5	Bells, CVS
Marketplace(134)	6	B. Forman, Sibley, Sears, McCurdy's, JCPenney
Midtown(83)	0	B. Forman, McCurdy's, Wegman
Mt. Hope & Crittenden(4)	NA	Wegman's, CVS
Mt. Read & Maiden Lane(10)	8	Chase-Pitkin, Wegman's
Northgate(32)	9	JCPenney, Bells, McCurdy's, Wegman, Fay's
Panorama(42)	8	Bells Woolworth
Perinton Sq.(33)	NA	Fay's, K mart, Apple's
Pittsford Place(9)	NA	Lauer's
Pittsford Plaza(44)	5	Woolworth, Edwards, JCPenney, B. Forman, Apple's, Lerner's
Ridge-Hudson(14)	5	Bells
Ridge-Seneca(12)	4	Fay's
Ridgecrest(18)	6	Tops
Ridgemont(31)	8	Edwards, Wegman's, K mart, Fay's
Southtown(49)	6	Bells, Sibley's, Woolworth
Stoneridge(23)	6	Bells, Present Co.
Stutson(16)	NA	Bells, Fay's
Suburban(19)	7	Apple's, Fay's
Tops-Gold Circle Plaza(8)	9	Gold Circle, Tops, CVS
Twelve Corners(15)	NA	
Waring Road(14)	4	Fay's
Westgate(40)	6	Fay's
Westmar(24)	6	Fay's

Principal Shopping Days-7 days a week.
Stores Open Evenings-Most major stores open evenings except Sun.

13 - RETAIL OUTLETS: Department Stores-B. Forman 6; JCPenney 5; McCurdy's 7; Sears 3; Edwards 2; Sibley's 8.
Variety Stores-H.L. Green; McCrory; Woolworth 10.
Discount Stores-Ames 3; Ardan's 4; Barker's 2; Gold Circle 4; K mart 5; Marshalls 3; S.E. Nichols; Present Co. 7.
Chain Drug Stores-CVS 16; Dox 6; Fay's 22; Rite-Aid 27.
Chain Supermarkets-Apple's 8; Bells 25; Big M 14; Convenient 14; IGA 8; 7-Eleven 12; Stop-N-Go 13; Super Duper 13; Tops 9; Wegman's 25; Wilson Farms 7.
Other Chain Stores-Altiers 13; Anderson-Little 3; Baker's 5; Biba Shoes 5; Casual Corner 4; Chase Pitkin 10; Color Your World 3; Endicott-Johnson 6; Fanny Farmer 13; Johnny Antonelli (Firestone) 12; Flagg Brothers; Florsheim 3; Goodrich; Goodyear 5; Grossman's 7; Kinney 5; Lane Bryant 3; Lerner's 4; Marjax 3; Nobil's; Old West 9; Ormond's 3, Radio Shack 20; Rosa & Sullivan 6; Sherwin-Williams 5; Shoe Racks 4; Silo 3; Thom McAn 6; Western Auto 2; Waldert Opticians 11; Whelpley & Paul 7.

14 - NEWSPAPERS: DEMOCRAT AND CHRONICLE (m) 133,014; TIMES-UNION (e) 108,474; DEMOCRAT & CHRONICLE (sat) 194,347; (S) 247,781; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Pat. B. Harris, Adv. Dir., GANNETT ROCHESTER NEWSPAPERS, 55 Exchange St., Rochester, NY 14614; Tel. (716) 232-7100.
National Representatives: Gannett Newspaper Advertising Sales; American Publishers Representatives.

ROME

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map D-3, County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,087 military personnel, 3,023 civilian personnel.

2 - TRANSPORTATION: Railroads-Conrail; New York State Barge Canal terminal.
Motor Freight Carriers-10.
Canal Freight and Passenger Lines-2.
Airlines-Empire.
Bus Lines-Utica-Rome-Syracuse.

3 - POPULATION:
Corp. City 80 Cen. 43,826; Loc. Est. 42,767
CZ-ABC: (80) 44,998; (84) 44,400
RTZ-ABC: (80) 64,593; (84) 65,400
County 80 Cen. 253,466; Loc. Est. 260,979
MSA 80 Cen. 320,180; Loc. Est. 329,332
City & RTZ-ABC: (80) 109,591; (84) 109,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,172; Loc. Est. 14,538
CZ-ABC: (80) 15,624; (84) 15,600
RTZ-ABC: (80) 20,426; (84) 20,900
County 80 Cen. 88,000; Loc. Est. 92,688
MSA 80 Cen. 111,682; Loc. Est. 117,533
City & RTZ-ABC: (80) 36,050; (84) 36,500

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$150,000,000
Savings & Loan	1	$85,000,000
Commercial	3	$70,000,000

6 - PASSENGER AUTOS: County 121,164

7 - ELECTRIC METERS: Residence 20,506

8 - GAS METERS: Residence 11,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper & Brass 1,400 ($182); Wire 6,000 ($184); Govt. 4,560 ($198).
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First frost, Oct. 1. Last frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Liberty Mall, Rome City Center Mall, All Downtown, Freedom Mall, Downtown Mall.
Neighborhood Shopping Centers-At Black River Blvd. & E Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1 1/4 mi.) 5 units; Price Chopper Plaza, 4 units; Grandway Plaza, 4 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Center Mart(48)	NA	Alfreds, Zayre, JCPenney
Black River Blvd.	1	Great American, Sears, Kanoffs, Fays Drug
Mohawk Acres(26)	2	Wards, McCrory
Westgate Manor (12)	3	Chicago Market, Radio Shack
Price Chopper	3	Price Chopper
Freedom Plz.(15)	NA	P & C, Zayre, JCPenney
Suburban Plz.	NA	Carls Drug
Riverside Mall, Utica(87)	10	Howlands, Mont. Ward, Bradlees
New Hartford(42)	12	Hess, Sears, JCPenney, Wallachs

Principal Shopping Days-Thur., Fri., Sat
Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Goldberg's; Rome Bargain Center; JCPenney; Zayre; Simpkins.
Variety Stores-Jupiter; McCrory.
Discount Stores-Rome Bargain Center; Boardman's; Jupiter.
Chain Drug Stores-Carl's 3; Rite-Aid 2; Fay's.
Chain Supermarkets-Great American; P&C 2; Chicago Mkts. 2; Price Chopper.
Other Chain Stores-Endicott-Johnson; National Auto; Markson Bros.; Brooks Fashion; Goodyear; Radio Shack; Grossman's; So-Fro Fabrics; Sherwin-Williams Paint Co.; Fashion Factory.

14 - NEWSPAPERS: SENTINEL (e) 19,546; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joseph W. Blauvelt, Adv. Dir., SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.
National Representative: None.

SALAMANCA

1 - LOCATION: Cattaraugus County, E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. 219, and 2 hwys. to Buffalo.

2 - TRANSPORTATION: Railroads (Freight Only)-Erie-Lackawanna (Conrail); C&O (Chessie System); Southern Tier Expressway; New York & Lake Erie (short line).
Motor Freight Carriers-2.
Intercity Bus Lines-Bluebird; Trailways; Intra City-Mini-bus.

3 - POPULATION:
Corp. City 80 Cen. 6,890; Loc. Est. 6,763
CZ-ABC: (80) 20,849; (84) 21,200
County 80 Cen. 85,697; Loc. Est. 88,328
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,773; Loc. Est. 2,340
County 80 Cen. 29,280; Loc. Est. 30,901
CZ-ABC: (80) 7,362; (84) 7,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$5,433,631
Commercial	2	$163,220,000

6 - PASSENGER AUTOS: County 34,673

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Woodworking 430 ($140); Railroad 135 ($160); Lumber Mill 121 (N.A.)
Principal Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First frost, Sept. 23. Last frost, May 28.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St. plus downtown shopping mall; 1 on Church; 1 on River St.; 2 on Broad St.
Neighborhood Shopping Areas-Washington & Center; Broad & Center 12 units; Broad & Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany	16	K mart, Rite Aid, Reid's Food Barn
Bradner(24)	0	Loblaw, McCrory
Olean Center(53)	18	A.M.&A., Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-Hampshire Mills Outlet Store; Fisher's Big Wheel.
Variety Stores-McCrory; Rite Aid.
Chain Supermarkets-Bell; Parkview.
Other Chain Stores-Brown Boot; Sears (catalog); Montgomery Ward (catalog); True Value Hardware; Agway; Radio Shack.

14 - NEWSPAPERS: SALAMANCA PRESS (m) 3,639; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Sue Fries, Adv., SALAMANCA PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.
National Representative: Landon Associates.

SARANAC LAKE

1 - LOCATION: Franklin & Essex Counties. E&P Map E-2. 100 mi. N of Glens Falls; 50 mi. S of Malone; 50 mi. SW of Plattsburgh. On State Hwys. 3, 86, 365.

2 - TRANSPORTATION: Intercity Bus Lines-Greyhound; Trailways.
Airlines-Brockway.

3 - POPULATION:
Corp. City 80 Cen. 5,578; Loc. Est. 5,654
Counties 80 Cen. 81,105; Loc. Est. 84,012
Franklin 80 Cen. 44,929; Loc. Est. 47,063
Essex 80 Cen. 36,176; Loc. Est. 36,949

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,379; Loc. Est. 2,091
Counties 80 Cen. 28,006; Loc. Est. 29,691
Franklin 80 Cen. 15,127; Loc. Est. 16,202
Essex 80 Cen. 12,879; Loc. Est. 13,489

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: Counties: Franklin 18,284; Essex 16,730

7 - ELECTRIC METERS: Residence 5,220

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Medical Research; Hospitals; Wood Prod.; Tourism; Colleges (2); Governmental Offices.

10 - CLIMATE: Min. & Max. Temp.-Spring 20 to 50; Winter-30-40; First killing frost, Sept. 15; Last killing frost, May 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-6 blocks on 2 sts.; Shopping Centers 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(5)	1	Radio Shack, Grand Union
Tupper Lake(7)	1	A&P, Ames, Aubuchon

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Stores: Fri.; Food: Daily

13 - RETAIL OUTLETS: Department Stores-Altman's; Ginsberg's; Montgomery Ward (catalog); Sears; National Army; Grossman's; Woodburys.
Discount Store-Ames.
Variety Store-Newberry.
Chain Drug Stores-Meyer's 3; Brooks Drug; Rite Aid.
Chain Supermarkets-Grand Union 4; A&P 2; IGA 3; Super Duper.
Other Chain Stores-Wilson; Eastern Mountain Sports; Radio Shack.

14 - NEWSPAPERS: ADIRONDACK ENTERPRISE (e) 4,963; sworn Oct. 3, 1983.
Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983; Tel. (518) 891-2600.
National Representative: Landon Associates.

SARATOGA SPRINGS

1 - LOCATION: Saratoga County (In Albany-Schenectady-Troy MSA). E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9. I-87.

2 - TRANSPORTATION: Railroads-Delaware & Hudson; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines Serving City-American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 23,906; Loc. Est. 26,582
CZ-ABC: (80) 23,906; (84) 25,700
RTZ-ABC: (80) 111,471; (84) 124,700
County 80 Cen. 153,759; Loc. Est. 158,452
MSA 80 Cen. 835,880; Loc. Est. 855,782
City & RTZ-ABC: (80) 135,377; (84) 150,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,526; Loc. Est. 9,272
CZ-ABC: (80) 8,526; (84) 9,200
RTZ-ABC: (80) 37,037; (84) 41,900
County 80 Cen. 51,935; Loc. Est. 54,738
MSA 80 Cen. 302,191; Loc. Est. 316,498
City & RTZ-ABC: (80) 45,563; (84) 51,100

5 - BANKS	NUMBER	DEPOSITS
S&L/Comm.	3	$64,553,490

6 - PASSENGER AUTOS: County 79,540

7 - ELECTRIC METERS: Residence 21,249

8 - GAS METERS: Residence 7,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Electronics 350; Packaging 300; Seasonal Industries: Saratoga Raceway, Apr.-Dec. 250; Saratoga Racetrack, Aug. 500; Saratoga Performing Arts Center, July, Aug. 100; Skidmore College 700.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-86; Summer 45-96; Fall 9-77; Winter-22-47. Last killing frost, May 8-9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Broadway; 1 block on Caroline St.; on Division St.; West Hill Plaza, West Ave. & Route 29, Pyramid Mall Rt. 50; Grand Union Plaza - Grand Union, CVS, State Photo, Flavor Land.
Neighborhood Shopping Centers-Washington & Church Sts.; Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonie	25	Macy's, Sears
Latham Circle Mall(75)	20	Boston Store, Mont. Ward, JCPenney
Northway Plaza	18	Mont. Ward
Aviation Mall(53)	18	Caldor, Sears, JCPenney
Northway Mall	25	
Pyramid Mall (67)	NA	Carl's, Albany Public Market
Clifton Country Mall(80)	18	JCPenney, Denby's, Carl Co.
West Hill Plaza (7)	NA	Jamesway Dept., P & C Mkt.

K mart Plaza	NA	K mart, Fay's Drug
Crossgates Mall	NA	Caldor, JCPenney, Brooks Bros.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.; Mon. through Sat., July and August.

13 - RETAIL OUTLETS: Department Stores-Boston Store, Carl Co.; JCPenney; Sears; Montgomery Ward; Caldor; Macy's.
Variety Store-Woolworth 2.
Discount Stores-Jamesway; K mart; Joy Store.
Chain Drug Stores-Rite-Aid 2; Mac Finn 2; Fays; Carls; CVS.
Chain Supermarkets-Price Chopper 7; Grand Union 10; Albany Public 4; P&C Markets 2.
Other Chain Stores-Standard Furniture; Service Mdse. (catalog store).

14 - NEWSPAPERS: SARATOGIAN (e-mon to fri) 10,776; (S) 17,192; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Sharon L. Damico, Adv. Dir., SARATOGIAN, 20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.
National Representatives: Gannett Newspaper Advertising Sales.

SCHENECTADY

1 - LOCATION: Schenectady County (in Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Barge Canal Terminal, east central part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 58, 7, 50 and New York State Thruway, Northway and I-88.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); D&H and B&M (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Schenectady Transportation; Mohawk Valley Transit; Adirondack Trailways; Wade's.
Airlines-Through Albany, N.Y. Airport, 10 mi. Distant-American; Page Airways; United; Command; USAir; Wright; Clinton Aero; Eastern.

Schenectady Gazette (m)
70,794 ABC 3/ 31/ 84

3 - POPULATION:
Corp. City 80 Cen. 67,972; Loc. Est. 65,344
CZ-ABC: (80) 137,049; (84) 135,000
RTZ-ABC: (80) 128,666; (84) 138,300
County 80 Cen. 149,946; Loc. Est. 151,925
MSA 80 Cen. 835,880; Loc. Est. 855,762
City & RTZ-ABC: (80) 265,715; (84) 273,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,747; Loc. Est. 28,198
CZ-ABC: (80) 51,867; (84) 51,600
RTZ-ABC: (80) 43,071; (84) 46,600
County 80 Cen. 56,168; Loc. Est. 58,197
MSA 80 Cen. 302,191; Loc. Est. 316,498
City & RTZ-ABC: (80) 94,938; (84) 98,200

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$362,000,000
Savings & Loan	1	$95,000,000
Commercial	6	$418,000,000

6 - PASSENGER AUTOS: County 84,836

7 - ELECTRIC METERS: Residence 69,880

8 - GAS METERS: Residence 46,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical Atomic Jet Machy. and Matls. 30,000; Bakery 330; Plates & Ptg. 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prod. 200; Concrete Prod. 100; Dairy Prod. 250; Gov't. 3,780; Plastic 250. Av. Wkly. Industrial Wage: $185.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First frost, Oct. 10-15. Last frost, Apr. 15-30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Area-4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N Broadway. There are 8 neighborhood shopping areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane Street; Upper Nott Street and Scotia, N.Y.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amsterdam Mall(13)	16	Grand Union, Carl Co.
Canal Sq.(22)	NA	Carl Co.
Sheridan Plz.(12)	NA	P&C
Mayfair(11)	NA	Price Chopper, Grand Union, K mart, Albany Public Mkt.
Village Square	NA	
Shoporama(9)	NA	Woolworth, Grand Union
Colonie(74)	NA	Macy's, Sears, Richman Bros., CVS
Latham(62)	NA	Boston Store, JCPenney, Grand Union, Woolworth
Northway Mall (10)	NA	Mont. Ward, Anderson Little, Syracuse China
Mohawk Mall (81)	NA	Mont. Ward, Boston, Store, Woolworth
Rotterdam Plaza(12)	NA	Mont. Ward, Kings, Radio Shack, Shop Rite
Crosstown Plaza	NA	Fays Drugs, Price Chopper, Fayva, Caldor, Shoe Town
Clifton Country	NA	JCPenney, CVS, Carl Co.

Principal Shopping Days-Sat., Thur.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Carl Co.; Boston Store; Sears; Montgomery Ward; JCPenney.
Discount Stores-Stewarts; Duane Sales; Discount House; K mart; Bradlees; Caldor; Loehman's.
Chain Drug Stores-Hall's 3; C.V.S.; Fays; Rite-Aid; Draper 2; Price Chopper 2; Town 2.
Chain Supermarkets-Price Chopper 37; Grand Union 8; P&C; Albany Public; Shop Rite; Discount Food 2.
Other Chain Stores-Shoes: Fayva, Shoe Town, Endicott-Johnson, Royce, Thom McAn; Furniture: Standard, Olenders, Alpert's Furn., Taft, Robinson; Clothing: Lerner's; Auto Supplies: Detroit Supply, Firestone, Goodrich, Goodyear; Misc.: Plane Boys 2, Spiegel Catalog, Fanny Farmer, Present Co., Boardman's, Service Merchandise, Woolworth, Radio Shack.

14 - NEWSPAPERS: GAZETTE (m) 70,794; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: M. G. Moran, Gen. Adv. Mgr., GAZETTE, 334 State St., Schenectady, NY 12301; Tel. (518) 374-4141.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SYRACUSE

1 - LOCATION: Onondaga County (MSA). E&P Map D-3.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-174.
Intercity Bus Lines-Greyhound; Centro; N.Y. Coach; Syracuse & Oswego Coach; Onondaga Coach.
Airlines-American; Eastern; USAir; TWA; Empire; People Express; Torontair; Air North; Wright; Mall; United.

3 - POPULATION:
Corp. City 80 Cen. 170,105; Loc. Est. 164,901
CZ-ABC: (80) 367,108; (84) 354,600
RTZ-ABC: (80) 421,809; (84) 441,800
County 80 Cen. 463,324; Loc. Est. 475,173
MSA 80 Cen. 642,375; Loc. Est. 659,050
City & RTZ-ABC: (80) 788,917; (84) 806,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 66,961; Loc. Est. 68,055
CZ-ABC: (80) 134,376; (84) 134,700
RTZ-ABC: (80) 138,200; (84) 146,400
County 80 Cen. 165,509; Loc. Est. 173,524
MSA 80 Cen. 223,642; Loc. Est. 234,577
City & RTZ-ABC: (80) 272,576; (84) 281,100

5 - BANKS	NUMBER	EST. DEP.
Savings	5	N.A.
Savings & Loan	3	N.A.
Commercial	13	N.A.

6 - PASSENGER AUTOS: County 232,326

7 - ELECTRIC METERS: Residence 209,026 (Onondaga, Oswego & Parts of Cortland County).

8 - GAS METERS: Residence 132,480 (Onondaga, Oswego & parts of Cortland County).

Old And Reliable But Read By The Young

There's an old wives' tale that only the old read the newspaper. Fully 51% of the Schenectady Gazette audience is between the ages of 18 and 44. Add the 45-54 age group, (and a lot of buying power), and you've reached 67% of the Gazette's audience... more than 114,000 readers every day.

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SCHENECTADY GAZETTE

Distinctly Different

Represented by C.W.O. & O

SOURCE: ABC Audit Reports of Albany, Schenectady and Troy 9/30/83

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Radio & TV Sets, Parts & Components 4,200; Air Conditioning & Equipment 7,600; Traffic and Lighting Systems 2,200; Other Electric Machy., Eqp. & Supplies 3,800; Transportation Eqp. 5,000; Pottery Products 1,000; Iron and Steel 2,500; Fabricated Metal 2,100; Chemicals 2,200; Food Products 2,000; Drugs 2,200; Candies 650; Printing & Publishing 2,400; Shoes 250; Breweries 2,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35.

11 - TAP WATER: Slightly alkaline, moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Salina St.; 5 blocks on Warren St.
Neighborhood Shopping Centers-Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; So. Salina at Brighton; Dewitt; Lyncourt; Mattydale.

Nearby Shopping Centers

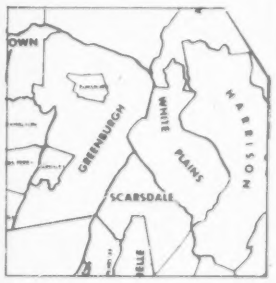
Name (No. of stores)	Miles from Downtown	Principal Stores
Fairmount Fair (65)	4	Dey Bros., Sears, B. Forman, Addis
K mart Plaza(15)	5	K mart, Fay's
Airport Plaza(7)	6	Channel Home Ctr.
Westvale(21)	1	Century House, Channel Home Ctr., Ames, Price Chopper, Wegman's
Western Lights(26)	2	K mart, Ames, Chappell's
Shoppingtown (110)	5	JCPenney, Dey Bros., Addis, B. Forman, Chappells
Nottingham(12)	3	Carl's
Northern Lights(55)	5	Chappell's
Liverpool(12)	4	Carl's
Shop City(40)	2	Chappell's, Nat'l. Auto, P&C, Peter's
Valley Plaza(12)	2	Rite Aid, Tops
Camilus Plaza(60)	6	JCPenney, Anderson Little, Hess's, K mart, Goldberg's, Carl's
Bayberry(20)	5	P&C
Butternut Plz.(3)	1	Rite-Aid, Peter's
Fayetteville Mall(70)	7	Carl's, Herman's, Sibley's, Sears, Hess's
Greenhill Plaza (85)	NA	Fay's Drug, K mart, Green Hills Mkt.
Penn Can Mall(85)	7	Addis, Sears, Hill's
Seneca Mall(25)	8	Chappell's, K mart, Price Chopper, Fay's
Tri-County Mall (34)	12	Raymour's Dey Bros., Fay's
Hiawatha Plz.(25)	5	Tops
River Mall(15)	12	P&C, Rite Aid, Ames
North Plaza(7)	5	Switz's
Pyramid Mall(5)	6	Fay's
Market Place(30)	7	Service Merch., T.J. Maxx

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept. Stores, Mon. & Fri.; Food, Daily & Sun.

13 - RETAIL OUTLETS: Department Stores-Dey Brothers; Chappells; Sibley's; Sears; The Addis Co.; JCPenney; Flah's; Hess's.
Variety Stores-Woolworth; McCrory; G. C. Murphy; Ames.
Discount Stores-Ra-Lin; K mart; Boardman Ltd.; Service Merchandise; Sugarman's; Century House; T.J. Maxx; Hill's; Glass Factory; Linens & Things; Gentlemen's Warehouse.
Chain Drug Stores-Carl's 12; Fay's 19; Rite Aid 15; CVS 8.
Chain Supermarkets-P & C 17; Tops 9; Price Chopper 8; IGA 13; Wegman's 8; Big M/Midstate 28; Green Hills; Super Duper 11; Hometown Mkt. 5; William Groceries.
Other Chain Stores-Firestone; Fanny Farmer; Dr. Scholl's; Rudolph's; Lerner's; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Woolworth; G. C. Murphy; Anderson-Little; Lane Bryant.

14 - NEWSPAPERS: POST-STANDARD (m) 80,376; HERALD JOURNAL (e) 103,899; HERALD AMERICAN (S) 234,180; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Junod, Nat'l. Adv. Coordinator, HERALD JOURNAL, POST-STANDARD and HERALD-AMERICAN, Clinton Squares, PO Box 4915, Syracuse, NY 13221; Tel. (315) 470-2085.
National Representatives: Newhouse Newspapers/Metro Suburbia; American Publishers' Representatives; Leonard Co.

White Plains



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Gannett Westchester Rockland Newspapers

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TARRYTOWN

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwy. 117 and 119.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air Florida; Atlantic Air; Command Airways; Mall Airways; Empire Airlines; Air North; United Airlines.

3 - POPULATION:
Corp. City 80 Cen. 10,648; Loc. Est. 10,764
PMA-ABC: (80) 29,886; (84) 29,900
County 80 Cen. 866,599; Loc. Est. 830,902
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,961; Loc. Est. 4,042
PMA-ABC: (80) 10,841; (84) 11,000
County 80 Cen. 307,450; Loc. Est. 323,524
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	DEPOSITS
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010 000
Commercial	16	$4,121,878,000

6 - PASSENGER AUTOS: County 517,106

7 - ELECTRIC METERS: Residence 6,345

8 - GAS METERS: Residence 5,654

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($381); Non-Electrical Machinery 15,100 ($844); Electrical Machinery 7,400 ($400); Trans. Equip. 2,800 ($595); Instruments 4,200 ($452); Food 10,700 ($620); Apparel 3,200 ($230); Printing & Pub. 8,100 ($386); Chemicals 4,800 ($571).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost Apr. 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway N Tarrytown; 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Howland's.
Variety Stores-Woolworth; M.H. Fishman.
Chain Drug Stores-Tappan 2.
Chain Supermarkets-Finast; C Town.

14 - NEWSPAPERS: NEWS (e) 4,737; (S) 4,347; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertising Sales.

TONAWANDA

See NORTH TONAWANDA

TROY

1 - LOCATION: Rensselaer County (In Albany-Schenectady-Troy MSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. 4; Interstate 87, 90, & 787.

2 - TRANSPORTATION: Railroads-Conrail; D. & H.; Amtrak; freight service.
Motor Freight Carriers-120.
Intercity Bus Lines-C.D.T.A.; Yankee Trails; Greyhound; Trailways; Vermont; Arrow; Bonanza and Village Transportation.
Airlines-American; Eastern; USAir; Bar Harbor; Mall; Command; Wright; Air Vermont; United.

3 - POPULATION:
Corp. City 80 Cen. 56,638; Loc. Est. 55,630
CZ-ABC: (80) 107,178; (84) 105,200
RTZ-ABC: (80) 151,531; (84) 159,500
County 80 Cen. 151,966; Loc. Est. 155,336
MSA 80 Cen. 835,880; Loc. Est. 855,782
City & RTZ-ABC: (80) 258,709; (84) 264,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,491; Loc. Est. 20,917
CZ-ABC: (80) 40,033; (84) 39,700
RTZ-ABC: (80) 51,740; (84) 55,100
County 80 Cen. 52,735; Loc. Est. 55,189
MSA 80 Cen. 302,191; Loc. Est. 316,498
City & RTZ-ABC: (80) 91,773; (84) 94,800

5 - BANKS	NUMBER	EST. DEP.
Savings	18	N.A.
Savings & Loan	4	N.A.
Commercial	36	N.A.

6 - PASSENGER AUTOS: County 70,300

7 - ELECTRIC METERS: Residence 56,916

8 - GAS METERS: Residence 36,292

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Technical Engineers 7,880; Life & Physical Scientists 1,788; Mathematical Specialists 381; Engineering Technicians 6,418; Medical Non-Technicians 8,157; Health Technicians/Technologists 2,299; Technicians (non-health, engineering, science) 508; Computer Specialists 1,983; Social Scientists 1,122; Teachers 13,932; Writers, Artists, Entertainers 4,466. Other Professional/Technical Workers (architects, accountants) 15,727; Managers, Non-Farm Proprietors 33,979; Sales Workers 20,098; Secretaries, Stenographers 24,800; Office Machine Operators 4,046; Other Clerical 50,376; Construction Workers/Craftsmen 41,731; Blue Collar Workers/Supervisors 5,675; Metalworking Craft Workers 3,653; Mechanics, Repairers, Installers 10,498; Printing Trades 1,827; Public Utility/Trans. 1,962; Other Craft Workers 4,831; Metalworking Operators 5,231; Semiskilled Textile Operators 2,280; Semiskilled Packing 4,191; Other Operators (ex. transport) 18,850; Transport Operators 12,381; Service Workers 41,765; Non-Farm Laborers 16,280; Farm Owners/Managers 1,908; Farm Laborers & Supervisors 1,365.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-52; Summer 45-89; Fall 45-56; Winter 0-35. First frost, Oct. 15. Last frost, early May.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-19 blocks from Congress St. N to Jacob St., on River, Third & Fourth Sts.; also Broadway, Congress & Fulton St.
Neighborhood Shopping Centers-Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., betw. 10th & 15th Sts. Cohoes: Seven blocks centering at Ontario & Remsen St. Watervliet: Broadway from 14th St. N to 19th St. Waterford: Broad St. from 2nd to 5th St. Latham: Latham Corners Mall; Menand's; Broadway. Mechanicville: Park Ave. Hoosick Falls; Downtown Area; Colonie Shopping Center; Northway Mall; East Greenbush Fair; Clifton Country Mall; Uncle Sam Mall; Downtown Troy; Wolf Road Park; Westgate; Stuyvesant Plaza; Cross Gates Mall.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Dept.-Fri. Some Tues. & Thur., Shopping Ctr. every evg. & Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Stanleys; Boston Store; JCPenney; Macy's; Sears; Carl Co.; Flahs; Caldor; Bradlees.
Variety Stores-Woolworth 2.
Discount Stores-Jupiter; Stanley's; K mart.
Chain Drug Stores-CVS Pharmacy 4; Rite-Aid 2; Fay's 2; Shop-Rite; CVS 2.
Chain Supermarkets-Grand Union 8; A&P 3; Price Chopper 12; P&C; Albany Public Markets 5; Star Super 2; Food Circus 3; Shop-Rite 2; Stewarts 6.
Other Chain Stores-Singer Co.; Endicott-Johnson; Wells & Coverly; Standard; Outlet Barn; Firestone; Goodyear; Perreault; Ursula of Switzerland; American Seal Paint; French Boot Shop; Thom McAn; Waldenbook; Nut Factory; Sterling Optical; Laine Bags; Barbizon; Hit or Miss; Color Your World; Snyder Leather; Shatz Stationery; Union Book; Casual Corner; The Limited; Radio Shack; Field's Hosiery; Alperts; Herman's; Toys 'R Us; The Gap; David's; Sherry's; Weathervane.

14 - NEWSPAPERS: TIMES RECORD (e) 46,444; SUNDAY RECORD (S) 46,135; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William R. McDonough, Gen. Adv. Mgr., TIMES RECORD & SUNDAY RECORD, Broadway & 5th Ave., Troy, NY 12181; Tel. (518) 272-2000.
National Representative: None.

UTICA

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map E-3. County Seat. Center of State; on Mohawk Valley; 202 mi. E of Buffalo; 237 mi. NW of NYC. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak (Passenger); Conrail (Freight).
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Central N.Y. Coach; Chenango Valley; Utica-Rome Trailways.
Airlines-Empire; Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 75,632; Loc. Est. 72,400
CZ-ABC: (80) 118,482; (84) 113,700
RTZ-ABC: (80) 233,439; (84) 236,300
County 80 Cen. 253,466; Loc. Est. 260,979
MSA 80 Cen. 320,180; Loc. Est. 329,332
City & RTZ-ABC: (80) 351,921; (84) 350,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,897; Loc. Est. 28,687
CZ-ABC: (80) 44,074; (84) 42,800
RTZ-ABC: (80) 77,666; (84) 79,300
County 80 Cen. 88,000; Loc. Est. 92,688
MSA 80 Cen. 111,682; Loc. Est. 117,533
City & RTZ-ABC: (80) 121,740; (84) 122,100

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$452,694,000
Savings & Loan	2	$178,760,000
Commercial	9	$615,973,000

6 - PASSENGER AUTOS: County 121,164

7 - ELECTRIC METERS: Residence 61,039

8 - GAS METERS: Residence 40,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 21,600; Non-Durable Goods 11,000; Machy. & Transp. Eqpt. 10,200; Metals 9,200; Food 1,900; Textiles & Apparel 2,100; Paper & Products 4,600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 55-90; Fall 30-55; Winter -10-50. First frost, Sept. 20. Last frost, May 10.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall-83 stores (enclosed mall) Rt. 12, North-Riverside Drive, Charlestown Outlets, Pyramid Mall 85 stores.
Neighborhood Shopping Centers-2 blocks on N Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq., 5 on South St.; 5 on James St.; 3 on Varick St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Whitestown	4	Great American

North Utica(16)	2	Acme
Grand Way(11)	2	Grand Union
New Hartford	5	Sears, Howland, Grand Way
Chicago Mkt.(9)	2	Chicago Mkt., Rite-Aid
Nichols	6	Nichols Discount, Marcy, P&C
Seneca Mall	7	Chicago Mkt.
Colonial (Whitestown)	4	Savings Bank
King Cole(7)	2	Hayes Appl.
Riverside Mall(90)	3	Howlands, Mont. Ward, Bradlees
Pyramid Mall	NA	Sears, Hess, JCPenney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Hess; Zayre.
Variety Stores-Woolworth 4.
Discount Stores-Nichols; K mart; Tars; Tehans; Mutual Distributors; Bradlees 2.
Chain Drug Stores-Rite-Aid 8; Carl's 2; Fay Drugs 2; CVS.
Chain Supermarkets-Great American Stores (Victory) 2; A&P; Grand Union 2; Foodland 14; Chicago Markets 7; Chanatry 2; Hapanowicz Bros.; P&C; Price Chopper 2.
Other Chain Stores-Brooks Store; Endicott Johnson 2; Thom McAn 2; Fanny Farmer 3; Firestone 2; National Auto; Howland 2; Lerner's; Barbara Moss 2; Huckleberry Finn; Hickory Farms; Wicks & Greenman; Casual Corner; Anderson Little 2; Mills Factory; Grossman's; 84-Lumber.

14 - NEWSPAPERS: PRESS (m) 29,204; OBSERVER DISPATCH (e) 35,556; OBSERVER DISPATCH (S) 57,346; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas B. Kies, Natl. Adv. Mgr., OBSERVER-DISPATCH & PRESS, 221 Oriskany Plaza, Utica, NY 13503; Tel. (315) 792-5000.
National Representative: Gannett Newspaper Advertising Sales.

WATERTOWN

1 - LOCATION: Jefferson County. E&P Map D-2. County Seat. Shipping center for ind. & agri. area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 22 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; I-81.

2 - TRANSPORTATION: Railroads-Conrail.
Bus Lines-Central Greyhound.
Airlines-Clinton Aero.

3 - POPULATION:
Corp. City 80 Cen. 27,861; Loc. Est. 27,310
CZ-ABC: (80) 38,900; (84) 38,900
RTZ-ABC: (80) 199,270; (84) 204,700
County 80 Cen. 88,151; Loc. Est. 89,689
City & RTZ-ABC: (80) 238,170; (84) 243,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,630; Loc. Est. 8,301
CZ-ABC: (80) 14,192; (84) 14,300
RTZ-ABC: (80) 64,042; (84) 66,400
County 80 Cen. 30,792; Loc. Est. 32,072
City & RTZ-ABC: (80) 78,234; (84) 80,700

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$319,223,000
Savings & Loan	1	$20,767,027
Commercial	5	$521,282,411

6 - PASSENGER AUTOS: County 38,300

7 - ELECTRIC METERS: Residence 43,594

8 - GAS METERS: Residence 11,554

9 - PRINCIPAL INDUSTRIES: Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elec. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Products; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip; Specialty Test Equip; Burglar Alarm Equip; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters; Tounsm; Dairying.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First frost, Oct. 31. Last frost, April 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center: Public Square, State, Arsenal & Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart
Northland Plz.(3)	2	A&P, Kinney Drug,
Stateway Plz.(3)	1	Fay's Drug, P&C, Century Wholesale
Washington St. Plaza(4)	NA	Kinney Drug, Grand Union
Seaway Plaza (17)	NA	Super Duper, P&C, Kinney
Watertown Plaza	NA	Nichol's, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., & Fri.
Stores Open Sundays-Drug, discount, food, department.

13 - RETAIL OUTLETS: Department Stores-JCPenney; F.A. Empsall; Smith & Percy; Sears; Howland's; Nichols.
Discount Stores-Big N; Century Wholesale; Fay's; K mart.
Variety Stores-Woolworth; Bockman's.
Chain Drug Stores-Kinney; Fay's; Rite-Aid 2.
Chain Supermarkets-A&P; Super Duper 2; Red & White; P&C 2; Hilltop Plaza I.G.A.; Great American 2.
Other Chain Stores-Kinney; Barbara Moss; Pittsburgh Plate Glass; Lowe Brothers; Firestone; Goodyear; Singer Co.; Sherwin-Williams; Grossman's; Wickes Home Supply; Tagway Shoes.

14 - NEWSPAPERS: TIMES (e) 41,887; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Adv. Dir., TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000.
National Representative: Landon Associates.

WAVERLY, NY
See SAYRE, PA

WELLSVILLE

1 - LOCATION: Allegany County. E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Genesee Valley.

3 - POPULATION:
Corp. City 80 Cen. 5,769; Loc. Est. 5,879
CZ-ABC. (80) 5,769; (84) 5,800
RTZ-ABC. (80) 28,355; (84) 29,900
County 80 Cen. 51,742; Loc. Est. 52,905
City & RTZ-ABC: (80) 34,124; (83) 35,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,304; Loc. Est. 1,966
CZ-ABC. (80) 2,222; (84) 2,300
RTZ-ABC (80) 9,923; (84) 10,300
County 80 Cen. 16,505; Loc. Est. 17,276
City & RTZ-ABC. (80) 12,145; (84) 12,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,000,000

6 - PASSENGER AUTOS: County 19,791

7 - ELECTRIC METERS: Residence 2,616

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furniture.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 45-90; Fall 10-80; Winter -25-60. first killing frost, Oct. 1. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.
Principal Shopping Days-Thur., Fri.
Shopping Plaza-Ames Big N; K mart; Park Ave. Plaza.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Rockwells; Davies.
Variety Stores-Sears; Montgomery Ward; Newberry.
Discount Stores-Latsons; S.S. Kresge; K mart; Ames Big N.
Chain Supermarkets-Super Duper; Giant.
Chain Drug Stores-Peterson's; Rite-Aid.
Other Chain Stores-Western Auto; Triangle; Sherwin-Williams.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 3,370; SUNDAY SPECTATOR (S) 3,748; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Deule, Adv. Dir., REPORTER, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300.
National Representative: Landon Associates.

WHITE PLAINS

1 - LOCATION: Westchester County (in New York PMSA). E&P Map F-6. County Seat. 22 mi. N of New York on State Hwys. 22, 119 and Bronx River, Hutchinson and Central West Pkwy.; Cross-Westchester Expwy.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air Florida; Atlantic Air; Command Airways; Mall Airways; Empire Airlines; Air North; United Airlines.

3 - POPULATION:
Corp. City 80 Cen. 46,999; Loc. Est. 47,068
PMA-ABC. (80) 350,525; (84) 367,200
County 80 Cen. 866,599; Loc. Est. 890,902
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,902; Loc. Est. 19,147
PMA-ABC. (80) 114,423; (84) 120,700
County 80 Cen. 307,450; Loc. Est. 323,524
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,685,010,000

6 - PASSENGER AUTOS: County 517,106

7 - ELECTRIC METERS: Residence 16,470

8 - GAS METERS: Residence 11,567

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Fabricated Metals 2,700 ($381); Non-Electrical Machinery 15,100 ($844); Electrical Machinery 7,400 ($400); Transportation Equip. 2,800 ($595); Instruments 4,200 ($452); Food 10,700 ($620); Apparel 3,200 ($230); Printing & Publishing 8,100 ($386); Chemicals 4,800 ($571).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.
Shopping Centers-Galleria, White Plains; Midway Shpg. Ctr., Ardsley Rd. (Greenburgh), 14 acres. North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Westchester Sq.; Cross Roads Ctr.; Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Country, Yonkers(81)	NA	Gimbels, Finast, Wanamaker
The Mall, New Rochelle(85)	NA	Shopwell, Macy's

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-B. Altman; Macy's; Saks 5th Ave.; Sears; Bloomingdale's; Gimbels; Marshall's; Abraham & Straus; JCPenney; Neiman-Marcus.
Variety Stores-Woolworth.
Discount Stores-Alexander's; Masters; Caldor.
Chain Drug Stores-Rite Aid; Post Road Phcy.; CVS.
Chain Supermarkets-A&P; Shopwell 3; Finast; Gristede; Pathmark; Waldbaum's; Grand Union.
Other Chain Stores-Firestone; Martin Paint; Child World; Thom McAn; Pappagallo; Herman's; Radio Shack; Kinney Shoes; Modell's.

14 - NEWSPAPERS: REPORTER DISPATCH (e) 44,978; (S) 49,573; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper Advertisng Sales.

YONKERS

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9 & State Hwys. 100 & 9A; N.Y. Thruway, Saw Mill River Pkwy.

2 - TRANSPORTATION: Railroads-Metro North; Amtrak.
Airlines-Air Florida; Atlantic Air; Command Airways; Mall Airways; Empire Airlines; Air North; United Airlines.

3 - POPULATION:
Corp. City 80 Cen. 195,351; Loc. Est. 197,345
PMA-ABC. (80) 243,636; (84) 241,900
County 80 Cen. 866,599; Loc. Est. 890,902
PMSA 80 Cen. 8,274,352; Loc. Est. 8,456,245
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 73,892; Loc. Est. 76,337
PMA-ABC. (80) 91,133; (84) 91,400
County 80 Cen. 307,450; Loc. Est. 323,524
PMSA 80 Cen. 3,197,944; Loc. Est. 3,340,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$4,121,878,000
Savings	21	$4,889,943,000
Savings & Loan	12	$1,688,010,000

6 - PASSENGER AUTOS: County 517,106

7 - ELECTRIC METERS: Residence 63,315

8 - GAS METERS: Residence 47,006

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,700 ($381); Non-Electrical Machinery 15,100 ($844); Electrical Machinery 7,400 ($400); Trans. Equip. 2,800 ($595); Instruments 4,200 ($452); Food 10,700 ($620); Apparel 3,200 ($230); Printing & Publishing 8,100 ($386); Chemicals 4,800 ($571).

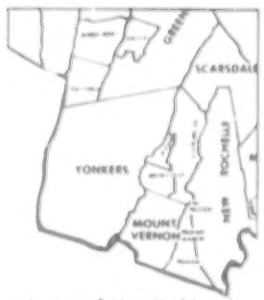
10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, April 10.

11 - TAP WATER: 2 sources (1 acid-very soft, 1 acid-hard); fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks at Getty Square incl. Main St., New Main St., S Broadway, N Broadway and Palisade Ave.
Neighborhood Shopping Center-South Yonkers-5 blocks on Lower S. Broadway.
Nearby Shopping Center-Cross County (3 mi.)-Wanamaker's, Finast, Gimbels, Central Plaza-Alexander's, Caldor's.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Wanamakers, Gimbels; Alexander's; Caldor.

Yonkers



...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $39,732) covered by the morning, evening and Sunday editions of the...

Gannett Westchester Rockland Newspapers

Call 914-694-9300 or Gannett Newspaper Advertising Sales

Variety Stores-Green's; Woolworth.
Discount Stores-Trader Horn.
Chain Drug Store-Rite-Aid.
Chain Supermarkets-Finast 5; Waldbaum; A&P 5; Shopwell; C Town 3; Grand Union; Pathmark; Pioneer.

14 - NEWSPAPERS: HERALD STATESMAN (e) 30,325; (S) 33,982; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Newspaper

NORTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Asheville-Buncombe County.
Burlington-Alamance County.
Charlotte-Gastonia-Rock Hill, N.C.-S.C.-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, N.C.; York County, S.C.
Fayetteville-Cumberland County.
Greensboro-Winston-Salem-High Point-Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.
Hickory-Alexander, Burke and Catawba Counties.
Jacksonville-Onslow County.
Raleigh-Durham-Durham, Franklin, Wake and Orange Counties.
Wilmington-New Hanover County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	437	403	426
5-14 Years	1,017	929	982
15-24 Years	984	1,144	1,210
25-44 Years	1,234	1,645	1,738
45-64 Years	1,000	1,151	1,217
65 and Over	412	602	638
TOTAL	5,084	5,874	6,211

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	767	1,091	2,254
General Mdse	1,301	1,992	3,849
Food	2,306	3,831	7,612
Automobiles	2,366	3,769	7,946
Gasoline Stations	797	1,360	2,986
Apparel	576	805	1,552
Furniture	599	825	1,701
Eat-Drink Places	601	1,177	2,672
Drugs	360	568	1,158
TOTAL SALES	10,650	16,842	35,034

ASHEBORO

1 - LOCATION: Randolph County (In Greensboro-Winston Salem-High Point MSA). County Seat. E&P Map D-2. 28 mi. S of Greensboro on Hwys. 49,64,220.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,252; Loc. Est. 17,736
PMA-ABC: (80) 73,479; (84) 77,900
County 80 Cen. 91,861; Loc. Est. 96,845
MSA 80 Cen. 851,984; Loc. Est. 894,496

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,130; Loc. Est. 7,275
PMA-ABC: (80) 26,618; (84) 28,500
County 80 Cen. 32,964; Loc. Est. 35,609
MSA 80 Cen. 307,207; Loc. Est. 330,172

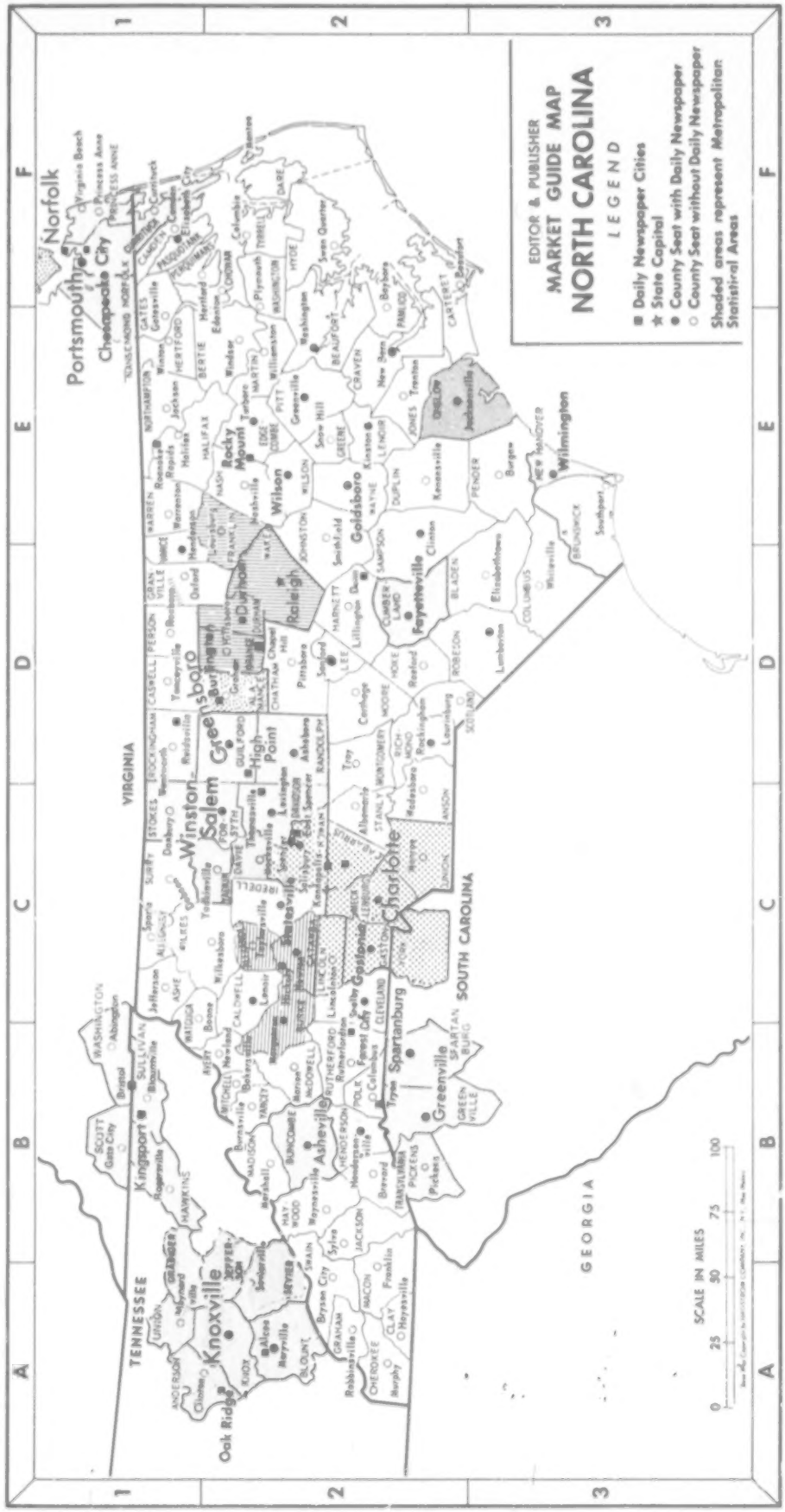
5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$164,269,106
Commercial	8	$181,344,000

6 - PASSENGER AUTOS: County 49,899

7 - ELECTRIC METERS: Residence 9,802

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furniture; Textiles; Wood Products; Lumber; Wearing Apparel;



Machinery; Batteries; Shoes; Paper Board; Electrical Products; Hosiery; Radial Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-45; Summer 40-100; Fall 20-90; Winter 3-70.

11 - TAP WATER: Soft, treated.

12 - RETAILING: Principal Shopping Centers-Downtown-3 blocks on Sunset Ave. and 3 blocks on S Fayetteville St.
Neighborhood Shopping Centers-Northgate Plaza-N Fayetteville St. (10 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hammer Village(10)	NA	Revco, Winn-Dixie
Hillside(8)	NA	Moores Bldg. Supplies
Randolph Mall	NA	Belk's, Rose's
Northgate Plaza(10)	NA	Rose's, Eckerd, Food World
Plaza	NA	Lowes Foods, Bur-Mil Outlet

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept. & discount open nightly until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Belk-Yates; B.C. Moore's; McCown-Smith.
Discount Stores-Family Dollar Store; King's; Super Dollar; K mart; Rose's.
Variety Stores-Eagle's.
Chain Drug Stores-Revco; Eckerd; Value-Pak; SupeRx; Rite-Aid.
Chain Supermarkets-Winn-Dixie; Food World; Lowes Foods 10; Columbia Food Markets 2; Harris-Teeter; Food Lion.
Other Chain Stores-Sears; Montgomery Ward; (catalog); Carolina Tire Co.; Advance Stores; Pic 'N Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn; Shoe Show; General Nutrition Centers; Disc Jockey; Radio Shack.

14 - NEWSPAPERS: COURIER TRIBUNE (e-mon to fri) 16,090; (S) 17,002; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dalton, Adv. Mgr., COURIER TRIBUNE, 152 N. Fayetteville St., PO Box 340, Asheboro, NC 27203; Tel. (919) 625-2101.
National Representative: Landon Associates.

ASHEVILLE

1 - LOCATION: Buncombe County (MSA). E&P Map B-2. County Seat. On Blue Ridge Pkway (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte; 112 mi. S of Knoxville, TN. On U.S. Hwys. 19, 23, 25, 70 & 74; Interstate 26 & 40.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Piedmont; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 53,291; Loc. Est. 54,285
CZ-ABC: (80) 80,523; (84) 82,600
RTZ-ABC: (80) 406,661; (84) 426,200
County/MSA 80 Cen. 160,934; Loc. Est. 168,939
City & RTZ-ABC: (80) 487,184; (84) 508,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,711; Loc. Est. 21,983
CZ-ABC: (80) 31,594; (84) 32,700
RTZ-ABC: (80) 146,309; (84) 154,900
County/MSA 80 Cen. 60,274; Loc. Est. 64,721
City & RTZ-ABC: (80) 177,903; (84) 187,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$572,139,520
Savings & Loan	7	(incl. above)
Savings	6	(incl. above)

6 - PASSENGER AUTOS: County 83,636

7 - ELECTRIC METERS: Residence 55,434

8 - GAS METERS: Residence 10,085

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 900; Apparel 2,700; Textile 3,100; Lbr/Wood-Furn./Fabr. Metals 2,700; Prtg. & Publ./Chemicals (Nylon-Rayon & Allied Prod) 3,800; Elec. Mach. 4,400. (Av. Wkly. Wages $282).
10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Oct. 28. Last killing frost, Apr. 19.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Centers-Haywood St.; Patton Ave.; Pack Sq.; Biltmore Ave.; Broadway, Lexington Ave., and Coxe Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Innsbruck Mall(42)	2	Eckerd, Brendle's
TriCity(10)	12	Ingles Supermarket Bi-Lo, Western Auto
K mart No. 1(4)	3	K mart, Eckerd Bi-Lo
K mart No. 2(10)	3	K mart, Winn-Dixie
K mart No. 3	6	K mart, Winn-Dixie, Byrd's
Town & Country	3	Fine Fare Shoe Town, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner's, Ivey's, Meyers Arnold, Belk
South Forest(25)	3	Ingles, Eckerd
Grace Plz.(3)	3	Winn-Dixie, Eckerd
Westgate(46)	2	Rose's, Meyers Arnold
Eastvale(8)	3	Catherine's Stout Shop
Northland	4	Margaret's Fashions, Bur-Carr Interiors, Fresh Market
WNC	13	Gant Furniture, Ward Drug
Valley View(9)	12	Dollar General, Davis Outlet, Davis Mkt.
Bi-Lo Plaza(2)	12	Bi-Lo, Revco
Ingles West Plz.	4	Revco, Rose's, Pic-N-Pay Shoes, Ingles
Enka Market Place	8	Winn-Dixie, Eckerd

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun. Food-Thur., Fri., Sat.
Stores Open Evenings-Some Fri., some Mon. Discount stores and Shopping Centers open every night & Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-Meyers Arnold; Belk's; JCPenney; Ivey's; Sears; Fain's Byrd's.
Discount Stores-Sky City 4; K mart 3.
Variety Stores-Woolworth; Rose's 2; Davis 2, United; Family Dollar Store; Dollar General.
Chain Drug Stores-Eckerd 6; Revco 9; Rite-Aid 5.
Chain Supermarkets-Winn-Dixie 5; Bi-Lo 5; Ingles 15; Ice Service Stores 14.
Other Chain Stores-Goodrich; Firestone 2; Western Auto; Sterchi Furn.; Lerner's 2; Philips Shoes; Sherwin-Williams 2; Glidden Paints; Moore's; Lowes; S&H Green Stamps 2; 84 Lumber.

14 - NEWSPAPERS: CITIZEN (m-mon to fri) 48,510; (e) 13,970; CITIZEN-TIMES (sat) 61,238; (S) 70,417; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert G. Beard, Adv. Dir., CITIZEN and TIMES, 14 O'Henry Ave., Asheville, NC 28802; Tel. (704) 252-5611. Toll free in NC 1-800-452-2841.
National Representative: Sawyer-Ferguson-Walker.

BURLINGTON

1 - LOCATION: Alamance County (MSA). E&P Map D-2. Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-31.
Intercity Bus Lines-Carolina Trailways.
Airlines-Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 37,266; Loc. Est. 39,711
CZ-ABC: (80) 55,414; (84) 54,500
RTZ-ABC: (80) 54,092; (84) 54,800
County/MSA 80 Cen. 99,136; Loc. Est. 104,265
City & RTZ-ABC: (80) 109,506; (84) 109,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,367; Loc. Est. 15,405
CZ-ABC: (80) 20,794; (84) 20,600
RTZ-ABC: (80) 18,627; (84) 19,100
County/MSA 80 Cen. 35,900; Loc. Est. 38,578
City & RTZ-ABC: (80) 39,421; (84) 39,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 59,049

7 - ELECTRIC METERS: Residence 21,503

8 - GAS METERS: Residence 12,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 14,768 ($202); Furniture 600 ($220); Electronics 1,108 ($478); Foods 600 ($260).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front; Burlington Outlet Park (25 stores); Burlington Manufacturers Outlet Center (72 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cum-Park Plz.(31)	NA	Winn-Dixie, Rose's
Glen Raven (6)	NA	Winn-Dixie
Holly Hill East(8)	NA	Revco, Foodtown
Holly Hill Mall(57)	NA	Sears, Belk-Beck, Eckerd
Bur-Mil Plz.	NA	Bur-Mil Outlet
Northgate Plz.(4)	NA	Food World, Family Dollar
Spoon Plz.(5)	NA	Byrd's, Zayre
Edgewood Vlg.(9)	NA	Brandles, SupeRx, Harris-Teeter

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery and Discount.

13 - RETAIL OUTLETS: Department Stores-Sellars 2; JCPenney; Belk-Beck; Sears.
Discount Stores-Super $; Family Dollar Store; Zayre; Bur-Mil; Mann's Consumer Sales; K mart.
Variety Stores-Rose's; Woolworth; Bell's.
Chain Drug Stores-Eckerd 3; SupeRx; Revco.
Chain Supermarkets-Byrds 4; Winn-Dixie 5; Food World 2; Foodtown 2; Harris-Teeter.
Other Chain Stores-Advance; Firestone; Goodyear; Lerner's Shop; Butler's; Lowes; Bill Boyce Music; Wilis Book Store; Prago-Guys; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little; Brooks; Singer; Stereo Village; Wickes; Pic 'N Pay; Brendles.

14 - NEWSPAPERS: TIMES-NEWS (e-mon to fri) 29,194; (m-sat) 28,815; (S) 30,016; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Colin MacLachlan, Sales Dir., TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.
National Representative: Landon Associates.

CHAPEL HILL

1 - LOCATION: Orange and Durham Counties (In Raleigh-Durham MSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 miles S.W. of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; Interstate 85.

2 - TRANSPORTATION: Railroads-Carrboro; Southern.
Motor Freight Carriers-6.
Airlines-(Raleigh-Durham) United; Eastern; Piedmont; Delta; USAir; New York Air.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 32,421; Loc. Est. 37,227
Counties 80 Cen. 229,840; Loc. Est. 241,971
Orange County 80 Cen. 77,055; Loc. Est. 82,304
Durham County 80 Cen. 152,785; Loc. Est. 159,667
MSA 80 Cen. 560,728; Loc. Est. 579,173
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,019; Loc. Est. 11,703
Counties 80 Cen. 83,658; Loc. Est. 89,060
Orange County 80 Cen. 27,044; Loc. Est. 29,605
Durham County 80 Cen. 55,614; Loc. Est. 59,455
MSA 80 Cen. 198,995; Loc. Est. 216,932

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.

6 - PASSENGER AUTOS: Counties: Orange 38,933; Durham 85,586.

7 - ELECTRIC METERS: Residence 17,280

8 - GAS METERS: Residence 8,230

9 - PRINCIPAL INDUSTRIES: Agriculture (Wheat, Corn & Tobacco); Timber; Health Insurance; University Education.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29. Last killing frost, Apr. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(25)	NA	Eckerd, Food Lion, Sears
Glen Lennox (62)	NA	
University Mall(62)	NA	Ivey's, Belk's, Rose's, Winn-Dixie, Kerr Drug
Kroger(12)	NA	Kroger
Village Plaza(15)	NA	Harris Teeter
Carr Mill Mall(15)	NA	Harris Teeter
Rams Head(3)	NA	A&P

13 - RETAIL OUTLETS: Chain Department Stores-Sears; Kerr's; Ivey's; Eckerd.
Chain Supermarkets-Food Lion; Winn-Dixie; A&P; Kroger; Harris Teeter; Lowes.
Chain Variety Stores-Belk's; Rose's.

14 - NEWSPAPERS: CHAPEL HILL NEWSPAPER (e-mon to fri) 5,354; (S) 5,354; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: William C. McDonald, Jr. Adv. Dir., CHAPEL HILL NEWSPAPER, 505 W. Franklin St., PO Box 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.
National Representative: Landon Associates.

CHARLOTTE

1 - LOCATION: Mecklenburg County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA) E&P Map C-2. County Seat. Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74; State Hwys. 16, 27, 49; Interstate Hwys. 77, 85.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Amtrak.
Motor Freight Carriers-160.
Intercity Bus Lines-Charlotte Transit; Greyhound; Piedmont; Trailways.
Airlines-Air Virginia; Atlantis; Bankair; Delta; Eastern; Midsouth; Ozark; Pan Am; Piedmont; Sunbird; Tennesssee; TranSouth; United; USAir; Warring & Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 314,447; Loc. Est. 331,997
CZ-ABC: (80) 388,498; (84) 403,400
RTZ-ABC: (80) 1,049,992; (84) 1,096,000
County 80 Cen. 404,270; Loc. Est. 426,833
MSA 80 Cen. 971,391; Loc. Est. 1,025,123
City & RTZ-ABC: (80) 1,438,490; (84) 1,499,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 117,817; Loc. Est. 126,190
CZ-ABC: (80) 141,966; (84) 148,800
RTZ-ABC: (80) 360,761; (84) 380,200
County 80 Cen. 146,967; Loc. Est. 158,802
MSA 80 Cen. 343,836; Loc. Est. 369,709
City & RTZ-ABC: (80) 502,727; (84) 529,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$1,716,000,000
Commercial	15	$21,043,000,000

6 - PASSENGER AUTOS: County 246,818

7 - ELECTRIC METERS: Residence 170,123

8 - GAS METERS: Residence 55,563

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-MSA-Construction 14,432 ($314); Trans. & Utilities 28,095 ($485); Trade 73,077 ($298); Fin., Ins. & Real Estate 21,777 ($384); Services 49,810 ($283); Food 5,513 ($332); Textiles 3,777 ($278); Printing 4,765 ($332); Machinery 10,937 ($417).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Avg. Temperature-Spring 60; Summer 77; Fall 61; Winter 42. Avg. Annual rainfall, 42.4 in. First killing frost Nov 4.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Area-3 blocks on S Tryon St.; 3 blocks on N Tryon St.; 3 blocks on E Trade St.; and 3 blocks on W Trade St.
Neighborhood Shopping Centers-(No. of Stores)-Amity Gardens 46; Carmel Commons 34; Central 4808 18; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 22; The Depot 13; Eastway Shopping Ctr. 28; Foxcroft 6; Freedom Drive 4; Freedom Mart 18; Freedom Plaza 10; Freedom Village 33; Independence Shopping Center 23; K mart Plaza 21; Lanier 13; Loehmann's Plaza 15; Market Place 10; Myers Park 12; North Park Mall 28; Olde Towne Village Center 11; Providence Square 23; Queensgate 10; Sedgefield 16; Seneca Shopping Ctr. 12; Sharon 11; Specialty Shops on the Park 22; Starmount 18; Tyvola 23; University Park 12; Village Shopping Ctr. 11; Westerly Hills 20; West Park Mall 25.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Outlet Square(30)	1	Harris Teeter, Eckerd
Cotswold(44)	4	Eckerd, Ivey's, Marshall's, Peebles, Harris Teeter, A&P
Eastland Mall(110)	6	Belk's, Eckerd, Ivey's, JCPenney, Sears

Eastridge Mall(110)	NA	Eckerd, Ivey's, JCPenney, Belk's
Freedom Mall(50)	3	Peebles, Eckerd, Sears, Richway
Monroe Mall(43)	NA	Peebles, JCPenney, Belk's
Overstreet Mall(45)	0	Belk's, Ivey's
Park Road Ctr.(51)	4	A&P, Colonial, JCPenney
Quail Corners(28)		Eckerd, Harris Teeter's, Ashby's
South Park Mall(89)	6	Belk's, Eckerd, Ivey's, Harris Teeter, Sears
Tryon Mall(42)	4	Eckerd, Peebles
Valley Hills Mall (80)	NA	Belk's, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most large community shopping centers-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's 3; Peebles 3; Ivey's 4; JCPenney 2; Sears 3; Marshall's; T.J. Maxx 2.
Discount Stores-Famous Mart 3; K mart 6; Richway 4; Zayre 2; Service Mdse. 2; Woolworth; Family Dollar 10.
Chain Supermarkets-A&P 7; Bi-Lo 7; Food Lion 9; Harris-Teeter 17; Kroger 8; Park N Shop 2; 3 Guys Ltd. 4; Village Market 2; Winn-Dixie 10.
Other Retail Stores-B. F. Goodrich 2; Casual Corner 2; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 3; J.O. Jones 2; Julies 4; Lowes 3; Montaldos 2; Nationwide Auto Parts; One Price Tire 3; Pic' N Pay 6; Queen City TV 6; Thom McAn 2; Western Auto 4; Tart's 3; Circuit City 3; Plaza TV & Appliance 4; Rhodes; Hechinger 2; Moores 2; Handy City 2.

14 - NEWSPAPERS: OBSERVER (m) 184,586; NEWS (e-mon to fri) 41,904; OBSERVER (S) 255,459; Mar. 31, 1984 ABC.
Local Contact for Advertising and Marketing Data: Gene Williams, V.P.-Mktg. & Sales. KNIGHT PUBLISHING CO., 600 S. Tryon St.; PO Box 32188, Charlotte, NC 28232; Tel. (704) 379-6300.
National Representative: Knight-Ridder Newspaper Sales.

CLINTON

1 - LOCATION: Sampson County. E&P Map E-2. County Seat. 60 mi. from Wilmington, 60 mi. from Raleigh, 30 mi. E of Fayetteville. U.S. Highways 421, 701; State Hwy. 24.

2 - TRANSPORTATION: Railroads-Seaboard Coastline (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,552; Loc. Est. 7,885
County 80 Cen. 49,687; Loc. Est. 50,877

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860; Loc. Est. 2,911
County 80 Cen. 16,646; Loc. Est. 17,380

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$80,000,000
Savings	3	$65,000,000

6 - PASSENGER AUTOS: County 23,000

7 - ELECTRIC METERS: Residence 16,319

8 - GAS METERS: Residence 1,230

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Meat Packing 800; Electrical Appliances 750; Wood Products 200; Furniture 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Annual Avg. 62. First killing frost Nov. 1; Last killing frost March 15.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coharie Plaza(14)	1	Rose's, Belk's, Byrd's, Revco
Jordan(20)	1	Piggly Wiggly, Mack's
Clinton Plaza	1	Family Dollar
Shamrock Plaza(5)	1	Piggly Wiggly, Eckerd
K mart Plaza	1	K mart, Revco, Harris Teeter
Northside Plaza	NA	Sky City, Revco, Food Lion

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Coharie Plaza & K mart Plaza open until 9. All grocery stores open until 9. Piggly Wiggly stores open 24 hours. Northside Plaza open until 10.

13 - RETAIL OUTLETS: Department Stores-Belk's; Leder Brothers.
Variety Stores-Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's; K mart; Sky City.
Chain Drug Stores-Eckerd; Butler's Rexall; Reynold's; Valu-Rite; Revco 3.
Other Chain Stores-Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'N Pay Shoes; Children's Shop; Dossenbachs.

14 - NEWSPAPERS: THE SAMPSON INDEPENDENT (e-mon to fri; S) 7,524; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Gaither Perry, Adv. Mgr., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; Tel. (919) 592-8137.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Cabarrus County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. In Piedmont section. Textile, hosiery and cigarette mfg. center; agricultural area. Midway between Washington, D.C. and Atlanta, GA.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Kannapolis Transit; Carolina Trailways.
Airlines-Services by Douglas Airport, Charlotte, N.C.

3 - POPULATION:
Corp. City 80 Cen. 16,942; Loc. Est. 17,158
CZ-ABC: (80) 31,610; (84) 31,600
RTZ-ABC: (80) 99,154; (84) 104,200
County 80 Cen. 85,895; Loc. Est. 90,292
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
City & RTZ-ABC: (80) 130,764; (84) 135,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,371; Loc. Est. 6,683
CZ-ABC: (80) 11,832; (84) 11,900
RTZ-ABC: (80) 34,543; (84) 36,700
County 80 Cen. 30,610; Loc. Est. 32,931
MSA 80 Cen. 343,836; Loc. Est. 369,709
City & RTZ-ABC: (80) 46,375; (84) 48,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$171,631,243
Savings & Loan	3	$237,609,157

6 - PASSENGER AUTOS: City 24,276; County 47,624

7 - ELECTRIC METERS: Residence 12,270

8 - GAS METERS: Residence 8,125

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Wage Earners)-Apparel 6 (300); Brick and Tile 1 (41); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55); Plastic & Boxed 1 (41); Poultry 3 (175); Printing & Publ. 3 (175); Rubber Pdts. 1 (60); Textile Pdts. 13; Woodworking 3 (75); Hosiery 16 (1,500); Cigarette Mfg. (1,200).
Principal Industrial Pay Days-Wed. & Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost: Oct. 28. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown shopping, 15 blocks-3 on Union St., 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Winn-Dixie, Sears, Belk's
Cabarrus Shpg City(10)	NA	Eckerd
Cloverleaf Plz(14)	NA	Belk's, Brendle's
Branchview Plz(8)	NA	Family Dollar, Food Lion, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Sun.
Stores Open Evenings-At shopping centers.

13 - RETAIL OUTLETS: Department Stores-Belk's 2; JCPenney; Cook's; The Hub; Sears; Zimmerman's.
Variety Stores-McClellan's; Mack's; McCrory; Zayre's; K mart.
Chain Drug Stores-Service 2; Revco; White Star; Eckerd; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Harris-Teeter; Checker 2; Food Lion; Village Food Mart; 3 Guys; Bi-Lo.
Other Chain Stores-Jarman; Bell Bros.; Kimbrell; Sterchi's; K-Town; Heilig-Myers; Johnnies Clocks; Wooten's Jewelry; Sherwin-Williams; Ladies' Ready Wear; Western Auto; Pic 'N Pay; Singer; Family Dollar Store; Posey Peddler; Pauline's Dress; Merle Norman; Gloria Marshall; Yogurt Culture; Shoe Show; Wrangler Junction Wranch; Lowe's; Moore's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,701; (S) 13,612; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Morrison, V.P., TRIBUNE, 125 Union St. S., Concord, NC 28025; Tel. (704) 782-3155.
National Representative: Landon Associates.

DUNN

1 - LOCATION: Harnett County. E&P Map D-2. In south central part of state on U.S. Hwys. I, 95, 301, 421 and State Hwy. 55. 190 mi. S of Richmond; 57 mi. S of Durham.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line; Durham & Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,962; Loc. Est. 9,655
County 80 Cen. 59,570; Loc. Est. 62,443

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,280; Loc. Est. 3,482
County 80 Cen. 20,148; Loc. Est. 21,638

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$339,684,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 26,880

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Textiles 2,500; Lumber 300; Candy 170; Fertilizers 50; Farm Machy. 60.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dunn Plaza(14)	NA	Winn-Dixie
Wayne Ave.(9)	NA	Sears, Eagle
Floral Gardens(5)	NA	A&P, Pic 'N Pay

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; Leder Bros.; Louis Baer; Sears; Montgomery Ward; The Men's; E. Baer; The Dollar.
Variety Stores-Rose's; McCrory; Eagle; Pope's Family Cents; Sky City.
Chain Drug Stores-Walgreens; Butler & Carroll; Medicine Shoppe; Eckerd; Kerr Drug.
Chain Supermarkets-A&P; Piggly Wiggly; Winn-Dixie; Lee's Red & White; Byrd's; IGA.
Other Chain Stores-Western Auto; Walker Shoes; Glenn's Bootery; Jewel Box; Stanley's; Pic 'N Pay Shoes; Family Dollar; Cheap Joe's Jeans; Woodalls; McDonald Lumber.

14 - NEWSPAPERS: RECORD (e-mon to fri) 8,500; sworn. Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Ron Hawley, Adv. Dir., RECORD, PO Box 1448, Dunn, NC 28334; Tel. (919) 892-3117.
National Representative: Landon Associates.

DURHAM

1 - LOCATION: Durham County (In Raleigh-Durham MSA). E&P Map D-2. County Seat. Research Triangle Park. Tobacco, Textile, University and Medical Center. Central part of state. 154 mi. S of Richmond; 134 mi. NE of Charlotte; 56 mi. E of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State 55, 98, 751, 54.

2 - TRANSPORTATION: Railroads-Seaboard; Norfolk Southern; Southern.
Motor Freight Carriers-28.
Intercity Bus Lines-Carolina Trailways; Continental Trailways; Greyhound; McBroom's Bus Co.; Southern Coach.
Airlines-TWA, Commuter, Air Virginia; Freight: Flying Tigers Cargo.

3 - POPULATION:
Corp. City 80 Cen. 100,538; Loc. Est. 106,950
CZ-ABC: (80) 112,774; (84) 114,600
RTZ-ABC: (80) 386,473; (84) 403,300
County 80 Cen. 152,785; Loc. Est. 159,667
MSA 80 Cen. 560,728; Loc. Est. 597,173
City & RTZ-ABC: (80) 499,247; (84) 517,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 39,768; Loc. Est. 41,190
CZ-ABC: (80) 41,801; (84) 42,800
RTZ-ABC: (80) 134,338; (84) 141,800
County 80 Cen. 55,514; Loc. Est. 59,455
MSA 80 Cen. 198,995; Loc. Est. 216,932
City & RTZ-ABC: (80) 176,139; (84) 184,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$645,919,000
Savings & Loan	7	$399,289,800

6 - PASSENGER AUTOS: County 85,586

7 - ELECTRIC METERS: Residence 76,894

8 - GAS METERS: Residence 23,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Const. 3,636 ($263); Mfg. 22,432 ($490); Trans., Comm. & Util. 3,548 ($429); Trade 13,309 ($209); Service 25,491 ($325); Fins., Ins. & Real Estate 4,025 ($304).
Principal Pay Days-Factories: Fri.; Offices and Universities: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 28. Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
Neighborhood Shopping Centers-Bragtown: Roxboro Rd.; W Durham: Ninth St.; E Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W Main to Club Blvd.; on W Chapel Hill St. from Gregson to Gattis St.; E Main & Angier Ave.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wellons Village(50)	3	Pope's Variety, Big Star, Rose's
Northgate(97)	3	Sears, Big Star, Thalhimer's
Lakewood(33)	4	Winn-Dixie, Kroger
Riverview(17)	6	Big Star
South Sq.(109)	8	JCPenney, Mont. Ward, Big Star, Belk's
Loehmann's at Croasdaile(20)	4	Loehmann's, Winn-Dixie
Eno Sq.	7	Food Town
Murdock	3	K mart, Winn-Dixie
N. Duke Mall(40)	5	Rose's, Winn-Dixie
Shannon Plz.(8)	8	Winn-Dixie
Triangle Sq.(8)	9	Winn-Dixie, Kerr Drug
Brightleaf Sq.(31)		Morgan Imports
Parkway Plz.(20)	8	K mart, Food Lion

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Thalhimer's; Sears; Baldwin's; Belk-Leggett; Montgomery Ward; JCPenney.
Variety Stores-Woolworth; Pope's; Family Dollar 2.
Discount Stores-K mart 2; Rose's 3.
Chain Drug Stores-Eckerd 5; Kerr Drug 7; Revco 5; Treasury.
Chain Supermarkets-A&P 2; Winn-Dixie 7; Kroger 3; Byrd's Lo Mark 3; Big Star 4; Piggly Wiggly 2; Food Lion 3.
Other Chain Stores-Auto: Advance 2, Bailey, Banks & Biddle, Carlyle & Co., Firestone 3, Western 2; Shoes: Thom McAn, Hahn's, Butler's Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott-Johnson, Women's Clothing: Lerners, Fashion Finds, Judi Lesli, Loehmann's, The Limited, Foxmoor, Motherhood Shops, Ups 'N Downs, County Seat; Men's Clothing: Fine's, Chess King, Others: J.J. Morley, Radio Shack, Record Bar, Singer Co., Slack 'N Things, Anderson-Little, Camelot Music, Circus World, The Junction, Federal Bake Shop, S. Goleski Optical, General Nutrition, K&K Toys, B. Dalton, O'Neills Card Shop, XYZ Card Shop, Walden Books, Heritage Jewelers, Zale's Jewelers, Osterman's Jewelers, Circuit City, Computerland, Firestone, Goodyear, Ashby's, The Gap, Montaldo's.

14 - NEWSPAPERS: HERALD (m) 42,795; SUN (e) 20,907; HERALD-SUN (S) 59,910; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mack McCormick, Gen. Adv. Mgr., HERALD-SUN, 115-19 Market St., Durham, NC 27702; Tel. (919) 682-8181.
National Representative: Branham/Newspaper Sales.

EDEN

1 - LOCATION: Rockingham County. E&P Map D-1. 38 mi. N of Greensboro.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 15,722; Loc. Est. 16,442
County 80 Cen. 83,426; Loc. Est. 87,990

4 - HOUSEHOLDS:
City 80 Cen. 6,116; Loc. Est. 6,469
County 80 Cen. 29,616; Loc. Est. 31,921

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 43,646

7 - ELECTRIC METERS: Residence 10,044

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,900 ($139); Brewery 1,100 ($384); Trucking 240 ($280).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21. Last killing frost, Apr. 20.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Eden Mall.
Neighborhood Shopping Centers-Kingsway; Meadow Greens; Eden Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Circle (88)	38	Ivey's, Belk's, Mont. Ward
Four Seasons (102)	41	Ivey's, JCPenney, Thalhimer's
Hanes Mall(90)	50	Sears, Belk's
Piedmont Mall(90)	28	JCPenney, Belk's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Montgomery Ward; Sears; JCPenney; Ivey's.
Discount Stores-Gibson's; White Dot; Pope's; Roiane.
Variety Stores-Gibson's.
Chain Drug Stores-Revco; Rite-Aid.
Chain Supermarkets-Winn-Dixie; Food Lion; Byrd's; Food World.

14 - NEWSPAPERS: NEWS (e) 6,892; sworn Sept. 23, 1983.
Local Contact for Advertising and Merchandising Data: Richard Robertson, Pub., NEWS, 804 Washington St.; PO Box 308, Eden, NC 27288; Tel. (919) 623-2155.
National Representative: Landon Associates.

ELIZABETH CITY

1 - LOCATION: Pasquotank County, E&P Map F-1, County Seat.

2 - TRANSPORTATION: Railroads-Norfolk Southern.
Intercity Bus Lines-Norfolk Southern; Virginia Dare Trans.; Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 13,784; Loc. Est. 14,349
CZ-ABC: (80) 14,004; (84) 13,600
RTZ-ABC: (80) 64,881; (84) 69,600
County 80 Cen. 28,462; Loc. Est. 29,844
City & RTZ-ABC: (80) 78,885; (84) 83,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,963; Loc. Est. 5,246
CZ-ABC: (80) 5,054; (84) 5,000
RTZ-ABC: (80) 22,529; (84) 24,600
County 80 Cen. 9,723; Loc. Est. 10,459
City & RTZ-ABC: (80) 27,583; (84) 29,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	4	$82,317,000
Savings & Loan	3	$34,600,000

6 - PASSENGER AUTOS: County 12,988

7 - ELECTRIC METERS: Residence-City 5,207

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furniture Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Processing; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Southgate Mall (32 stores-Winn-Dixie, Sears, Belk-Tyler).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; Rucker & Sheely; E. S. Chesson; Cedar Harris; JCPenney; Sears; Montgomery Ward; Rose's.
Variety Stores-Eagle.
Discount Stores-K mart.
Chain Drug Stores-Apothecary-Rexall; Jacock's; Walgreens; Peoples; Big Value; Revco; Eckerd.
Chain Supermarkets-Farm Fresh; A&P; S&R 5; Open Air; Winn-Dixie; Foodtown; Piggly Wiggly.
Other Chain Stores-Firestone, Western Auto; Mangel's; Singer; Pittsburgh Plate Glass; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's; Cato's; Stitches.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 11,132; (S) 11,701; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James E. Wi ins, Jr., Adv. Mgr., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841.
National Representative: Landon Associates.

FAYETTEVILLE

1 - LOCATION: Cumberland County (MSA), E&P Map D-2, County Seat. Pope Air Force Base; Fort Bragg (U. S. Army). On Cape Fear River. Most inland port in N.C., 90 mi. from Greensboro; 221 mi. from Richmond. On U.S. Hwys. 13, 401 & 301; I-95; State 24, 53, 59, 87, and 210.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk Southern; Aberdeen Rockfish & Cape Fear Rys.
Motor Freight Carriers-20.
Intercity Bus Lines-City Transit Dept; Greyhound; Carolina Coach; Queen City Trailways.
Airlines-Piedmont; Sunbird Commuter.

3 - POPULATION:
Corp. City 80 Cen. 59,507; Loc. Est. 61,663
CZ-ABC: (80) 167,543; (84) 174,600
RTZ-ABC: (80) 389,613; (84) 411,700
County/MSA 80 Cen. 247,160; Loc. Est. 265,115
City & RTZ-ABC: (80) 557,156; (84) 586,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,546; Loc. Est. 22,520
CZ-ABC: (80) 57,074; (84) 60,100
RTZ-ABC: (80) 119,414; (84) 127,400
County/MSA 80 Cen. 74,934; Loc. Est. 79,459
City & RTZ-ABC: (80) 176,488; (84) 187,500

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$185,000,000
Commercial	9	$258,000,000

6 - PASSENGER AUTOS: County 104,770

7 - ELECTRIC METERS: Residence 49,500

8 - GAS METERS: Residence 13,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 10,839.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 80; Summer 88; Fall 72; Winter 55. First killing frost, Oct. Last killing frost, Mar.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Haymount Section; Person St., Bragg Rd. & Boulevard; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bordeaux(42)	2	Rose's, Winn-Dixie
Cross Creek(90)	NA	Belk's, Thalhimer's, JCPenney, Sears, Miller & Rhoads
Eutaw Village(70)	NA	Peebles, Kerr Drugs, Rose's
Fayetteville Mall(5)	2	Eckerd Harris Teeter
Highland(29)	1	Wentz Mkt.
King(18)	4	Gaylords, Revco
Northleigh(1)	4	A&P
Tallywood(25)	2	Belk's
Westwood(26)	3	Rose's, Winn-Dixie, Kerr Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-The Capitol 3; Belk's 2; Sears; JCPenney; Thalimer's; Miller & Rhoads.
Discount Stores-Family Dollar Store 3; Lowe's; Moore; Gaylords; K mart 2; Service Merchandise; Best Products; Handy City.
Variety Stores-McCrory; Rose's 3; Macks 2; S mart.
Chain Drug Stores-Eckerd 3; Fayetteville Drug 2; Revco 9; Kerr 2; Medicine Shoppe 4.
Chain Supermarkets-A&P 2; Winn-Dixie 6; Economy; Piggly Wiggly; V-Point Grocery 2; Park 'n Shop 3; Short Shop 13; Big Star 4; Harris Teeter 2; Kroger 3; Food Town 6; Food World 2; Three Guys 2.
Other Chain Stores-Diana; Kimbrell's 2; Goodrich; S&H Green Stamps; Maxwell Bros.; Jewel Box 2; Anderson Little; Butler Shoes; Wrangler Wranch; Hanover Shoes; Gordon's Jewelers; Hoffheimers; Kinney Shoes; Lerner Shops; Hickory Farms; Jarman Shoes; Stride Rite; Naturalizer; Thom McAn; Pick Pay 3; Entre Computer; Cato's.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 44,801; TIMES (m-mon to fri) 24,079; OBSERVER-TIMES (m sat) 69,804; (S) 70,269; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Parrish, Nat. Adv. Mgr., OBSERVER TIMES, PO Box 849, Fayetteville, NC 28302; Tel. (919) 323-4848.
National Representative: Landon Associates.

FOREST CITY

1 - LOCATION: Rutherford County, E&P Map B-2. Manufacturing, SW portion of state. U.S. Primary Highway 221 and 74; Interstate 26, 40 & 85.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coastline; Clinchfield.
Intercity Bus Lines-Trailways.
Airlines-Eastern; Piedmont; Delta; Southern; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,688; Loc. Est. 8,217
County 80 Cen. 53,787; Loc. Est. 56,091

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860; Loc. Est. 3,052
County 80 Cen. 19,221; Loc. Est. 20,496

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 25,869

7 - ELECTRIC METERS: Residence 4,191

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Household Furniture 600; Upholstery Material 400; Ladies Apparel 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800; Roller Bearings 120; Plastics 450.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp. Jan 41.1; June 78.5; Av. Annual temp. 59.9. Annual Rainfall 49.91 inches. First killing frost, Oct. 31; Last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Mall(17)	2	Belk's, Harris-Teeter
Oak St. Mall(6)	1	Sky City, Ingles
Church St.(4)	1	K mart, Lowes Food

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Tri-City Mall and 2 Shopping Centers open until 9.

13 - RETAIL OUTLETS: Department Stores-Belk's; Graham Cash; Dalton-Ward.
Discount Stores-Sky City; K mart; Family Dollar.
Variety Stores-Rose's.
Chain Drug Stores-Eckerd; Revco; Smith's; Hardins Drug.
Chain Supermarkets-Winn-Dixie; Lowes; Ingles; Bi-Lo; Harris-Teeter; Community Cash; A&P; 3 Guys.
Other Chain Stores-True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Sterchis; Kimbrells Furn.; Haynes Jones Furn.; Grindstaff's.

14 - NEWSPAPERS: DAILY COURIER (e-mon to fri) 10,072; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Bill Blair, Adv. Dir., COURIER, PO Box 1149, 1111 Oak St., Forest City, NC 28043; Tel. (704) 245-6431.
National Representative: None.

GASTONIA

1 - LOCATION: Gaston County (in Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2, County Seat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74, 321, I-85.

2 - TRANSPORTATION: Railroads-Norfolk-Southern; Carolina Seaboard System.
Motor Freight Carriers-10.
Intercity Bus Lines-Gastonia Transit; Greyhound; National Trailways.
Airlines-Eastern; Piedmont; Delta; United; Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 47,333; Loc. Est. 49,974
CZ-ABC: (80) 112,479; (84) 111,100
RTZ-ABC: (80) 106,027; (84) 114,700
County 80 Cen. 162,568; Loc. Est. 169,153
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
City & RTZ-ABC: (80) 218,506; (84) 225,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,195; Loc. Est. 18,307
CZ-ABC: (80) 39,644; (84) 39,500
RTZ-ABC: (80) 36,066; (84) 39,500
County 80 Cen. 56,362; Loc. Est. 60,751
MSA 80 Cen. 343,836; Loc. Est. 369,707
City & RTZ-ABC: (80) 75,710; (84) 79,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$291,700,000
Commercial	27 br.	$7,150,000,150

6 - PASSENGER AUTOS: County 81,616; City 41,791

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence & Commercial 21,899

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners and (Av. Wkly. Wage)-Textile 14,500 ($169); Machy. 1,400 ($215); Motor Oil Filters 1,100 ($209); Electronic 450; ($173); Corrugated Box 175 ($205); Chemicals 60 ($200); Equip. Mfg. 450($185); Plastics 125 ($177); Auto & Truck Assembly ($230).
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Annual Avg. Min. & Max. Temp.-Spring 60; Annual Avg. Precipitation: Rain-43 in. Snow-6 in. First killing frost, Nov. 8. Last killing frost, Mar. 24.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.
Neighborhood Shopping Centers-E. Crark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd., Linwood Rd, Union Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akers(41)	NA	Winn-Dixie, Service Mdse., Richway, Eckerd
Cherry	NA	Foodtown
Delta(4)	NA	A&P, Eckerd
Dixie Village(23)	NA	Eckerd
Franklin	NA	A&P, Family Dollar
Gaston Mall(41)	NA	Harris-Teeter, Brendles
Powell Glenwood(5)	NA	Harris-Teeter
Eastridge Mall(90)	NA	JCPenney, Belk's, Ivey
Forestbrood	NA	Winn-Dixie
Windsor	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Matthews Belk's; Sears; Ivey's; Rose's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Nichols; Richway; K mart; Service Merchandise.
Chain Drug Stores-Smith's 2; Revco 4; Scottie's; Eckerd 6; Nichols.
Chain Supermarkets-Winn-Dixie 6; Pacemaker 2; Big Star; Mighty Midget 2; Harris-Teeter 4; Food Town 2; Ingle's; Parkn Shop 3; A&P 2; 3-Guys; Kroger.
Other Chain Stores-Morris (jewelery); Jewel Box, D. P. Paul; Gordon's; Diane; Eleanor; Anderson-Little; Lerner's; Merit (shoes); Endicott Johnson; Kinney (shoes); Rustin's; Maxwell Bros. 2; Sterchi's; Kimbrell's 2; Western Auto; Zale's Jewelers; Radio Shack 2.

14 - NEWSPAPERS: GAZETTE (e) 38,702; (S) 41,598; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, PO Box 1538, 2500 E. Franklin Blvd., Gastonia, NC 28053; Tel. (704) 864-3293.
National Representative: Landon Associates.

GOLDSBORO

1 - LOCATION: Wayne County, E&P Map E-2, County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers, 52 mi. SE of Raleigh; 89 mi. N of Wilmington. On U.S. Hwy. 13, 70, 117 & State Hwy. 111, 581.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern (freight).
Intercity Bus Lines-Greyhound; Trailways; Seashore Transportation.

3 - POPULATION:
Corp. City 80 Cen. 31,871; Loc. Est. 32,764
CZ-ABC: (80) 36,288; (84) 34,200

RTZ-ABC: (80) 92,914; (84) 99,100
County 80 Cen. 97,054; Loc. Est. 99,773
City & RTZ-ABC: (80) 129,202; (84) 133,300
4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,880; Loc. Est. 11,138
CZ-ABC: (80) 12,232; (84) 11,700
RTZ-ABC: (80) 30,820; (84) 33,400
County 80 Cen. 32,300; Loc. Est. 33,958
City & RTZ-ABC: (80) 43,152; (84) 45,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$256,413,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 45,177

7 - ELECTRIC METERS: Residence County 22,184

8 - GAS METERS: NA

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $247)-Textile Mfg. 900; Industrial Laundry 175; Metalworking 370; Food Products 512; Furniture 738; Electricity Generating 141; Roofing Materials 138; Textile Finishing 140; Paper Tubes 33; Agricultural Research 132; Health Care 231; Apparel 1,988; Lumber 546.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-64; Summer 70-96; Fall 62-78; Winter 28-50.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.
Neighborhood Shopping Centers-East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S Berkeley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley Mall(46)	4	Sears, JCPenney, Belk's, Weils
Oak Square(21)	3	Safeway
Eastgate(22)	3	Rose's, Winn-Dixie
Sunrise(15)	2	Woolworth, Kerr Drug
Ashley Plaza(9)	3	K mart, A&P
Barnyard(7)	3	Cloth Barn
Plaza(3)	2	Big Star
Wayne Plaza(5)	2	Clinard, Big Star
Nichols(2)	4	Nichols, Winn-Dixie
Neuse River(2)	6	Winn-Dixie, Kerr's
North Plaza	6	Food Lion

Principal Shopping Days-Sat., Fri., Thur.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; JCPenney; Leder Bros.; Weil's; Sears.
Discount Stores-Rose's; Nichols; K mart.
Chain Drug Stores-Eckerd 2; Revco 2; Kerr's 3.
Variety Stores-Woolworth; McClellan; McCrory.
Chain Supermarkets-A&P 2; Winn-Dixie 3; Piggly Wiggly 2; Big Star 2; Safeway; Food Lion.
Other Chain Stores-Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Shoe Show; Jewel Box 2; Firestone; Singer Co.; Sherwin-Williams Paint; Heilig-Meyer's Furniture; Western Auto; S&H Green Stamps; Maxwell Bros. Furniture; Waldenbooks; Deb Shop; Brooks; Radio Shack; Family Dollar 2; Dollar Store; Roscoe Griffin; K&K Toys; Thom McAn; Docktor Pet; General Nutrition; Cato Center; Fine's Men's Shop.

14 - NEWSPAPERS: NEWS-ARGUS (e-mon to fri) 21,889; (S) 24,248; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Hal Tanner, Jr., Pub., NEWS-ARGUS, PO Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211.
National Representative: General Advertising Service.

GREENSBORO

1 - LOCATION: Guilford County (In Greensboro-Winston Salem-High Point); E&P Map D-2, County Seat. In center of state, 50 mi. S of VA state line. Manufacturing, transportation, college and insurance center. 200 mi. from Richmond, VA; 329 mi. from Atlanta, GA; 324 mi. from Baltimore, MD. On U.S. Hwy. 29, 70, 421 & 220; I-40 & I-85. State Hwys. 22, 150, 68, 61, 62 & 6.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.
Intercity Bus Lines-Southern Greyhound; Carolina Trailways; Duke Transit.
Airlines-Eastern; Piedmont; United; Delta; Best, USAir; 3 Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 155,642; Loc. Est. 162,427
CZ-ABC: (80) 196,229; (84) 198,400
RTZ-ABC: (80) 791,023; (84) 827,800
County 80 Cen. 317,154; Loc. Est. 330,982
MSA 80 Cen. 851,984; Loc. Est. 894,496
City & RTZ-ABC: (80) 987,252; (84) 1,026,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,702; Loc. Est. 60,542
CZ-ABC: (80) 71,114; (84) 72,600
RTZ-ABC: (80) 281,579; (84) 297,500
County 80 Cen. 114,084; Loc. Est. 121,857
MSA 80 Cen. 307,207; Loc. Est. 330,172
City & RTZ-ABC: (80) 352,693; (84) 370,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	$763,834,000
Commercial	11	$746,262,000
Credit Unions	29	$64,106,000

6 - PASSENGER AUTOS: City 123,780; County 187,401

7 - ELECTRIC METERS: Residence 103,000

8 - GAS METERS: Residence 30,562

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage-N.A.)-Mfg. 147,700; Lumber & Wood 5,600; Furn. & Fixtures 24,700; Stone, Clay & Glass 3,800; Primary & Fab. Metals 5,700; Non-Electrical Machy. 7,300; Other Durable Goods 18,900; Food & Kindred Prod. 4,700; Textiles 32,400; Apparel 11,500; Paper & Allied Prod. 3,800; Other Nondurable Goods 19,900; Non-Manufacturing 255,100; Construction 18,900; Trans., Comm. & Public Util. 21,900; Trade 83,300; Fin., Ins. & Real Estate 19,100; Service & Misc. 63,200; Gov't 48,700; Chemical 3,900; Printing & Pub. 5,600.

10 - CLIMATE: Avg. Temp.-Spring 66; Summer 75; Fall 49; Winter 42. First killing frost, Oct. 30. Last killing frost Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-2 blocks on E Market and W Market Sts.; 2 blocks on N Greene and S Greene Sts.; 2 blocks on N Davie and S Davie Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashley Square(3)	4	Big Star, Revco
Battleground Village(14)	4	Images, Rite Aid
Best(7)	2	Best, Peaches
Caldwell(13)	3	Bestway, Catherine's, Stout Shoppe
Carolina Circle Mall(80)	4	Belk's, Ivey's, Mont. Ward
Coliseum(12)	2	Food Lion, Family Dollar
Coon's(3)	3	Handy City, Brendle's
Bessemer(8)	1	
High Point Rd.(14)	2	3 Guys
Forest Oaks(5)	5	Winn-Dixie
Four Seasons(96)	3	Belk's, Ivey's, JCPenney, Winn-Dixie
Friendly Center/ Forum VI(110)	3	Belk's, Thalhimers, Sears, Montaldo's La Vogue
Golden Gate(33)	2	Bestway, Food Lion, Revco
Greensboro Outlet Mall(35)	4	Dixie Bell, N.Y. Bag & Baggage
Holden Plaza(4)	4	Food Lion
Irving Park(19)	2	Edmonds
K mart West Market(3)	4	K mart, Food Lion
K mart Randleman(2)	3	K mart, Food Lion
K mart-E. Cone(2)	4	K mart, Big Star
Kroger(13)	3	Kroger, Showroom
Oakcrest(9)	5	Food Rite, Omega Sports
O'Henry(6)	2	Winn-Dixie, Zayre
Palmer Plaza(12)	2	Eckerd, Kroger, Lowe's
Price Place(10)	2	Food World, Eckerd
Quaker Village(28)	6	Bestway, Edmonds
Sedgefield(19)	5	Family Dollar, Food World
Spring Valley(23)	2	Eckerd, Food World, Sears Surplus
Sunset Hills(7)	2	Food Rite
Westgate(9)	5	Shoe Town
Westridge Square(10)	5	Kroger, Ashby's
West Market St.(12)	4	Marshall's, Revco
Zayre(5)	2	Zayre, Revco, T.J. Maxx
West Market /Spring Garden	NA	Kroger, Marshall's
West Ridge	NA	Kroger
Palmer Plaza	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings & Sundays-Drug & Discount; Department; Grocery; Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Belk's 3; Ivey's 2; Miller & Rhodes; Montgomery Ward; JCPenney; Sears; Thalhimers 2.
Variety Stores-Woolworth 3; McCrory.
Discount Stores-Best; Brendle's 2; Ellmans; Family Dollar 4; K mart 3; T.J. Maxx; Zayre 2; P.N. Rose 2.
Chain Drug Stores-Eckerd 7; Edmonds 4; Rite Aid 8; Revco 7; Medicine Shoppe; K mart Pharmacy 3; Valu-Rite 3.
Chain Supermarkets-Bestway 8; Big Star 4; Bi-Rite 3; Food Lion 6; Food World 5; Kroger 5; Winn-Dixie 5; Food Rite 6; Family Mart; Fresh Market; 3 Guys.
Other Chain Stores-Ashby's; Baker's Shoes; Baskin-Robbins; Brooks; Butler's Shoes; Camera World; Captain D's; Casual Corner; Catherine's Stout Shop; Cato's; Chess King; Darryl's; Elaine Powers; Fine's Men's Shop; Firestone; 5-7-9 Shop; Florsheim Shoes; General Nutrition; General Tire; Glidden Paint; Goodrich Tire; Goodyear Tire; Gordon's Jewelers; Hahn Shoes; Handy City; Hanover Shoes; Hardy Shoes; Hickory Farms; Hofheimer Shoes; The Hub; The Jewel Box; The Junction; K&K Toys; Kay's Jewelers; Kinney Shoes; La Vogue; Lady Madonna Maternity; Lerner Shop; Levi's Place; The Limited; Lowe's; McCrory; Marshall's; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Miller & Rhoads; Moore's Building; Ormond Shop; Radio Shack; Rhoads Furniture; Sherwin-Williams; Singer; Stuarts; Swensen's; Thom McAn; Waldenbooks; Western Auto; Wrangler Wranch.

14 - NEWSPAPERS: NEWS (m) 87,699; RECORD (e) 23,178; NEWS & RECORD (sat) 113,766; (S) 119,744; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Meryl Mullane, Nat'l Adv. Mgr., NEWS and RECORD, 200 E. Market St., PO Box 20848, Greensboro, NC 27420-0848; Tel. (919) 373-7111.
National Representative: Bonham/Newspaper Sales.

GREENVILLE

1 - LOCATION: Pitt County, E&P Map E-2, County Seat. Agricultural, educational, industrial, wholesale and residential center.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Norfolk Southern (freight only).
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Seashore Trans.

3 - POPULATION:
Corp. City 80 Cen. 35,740; Loc. Est. 43,804
CZ-ABC: (80) 35,740; (84) 38,200
RTZ-ABC: (80) 83,411; (84) 87,600
County 80 Cen. 83,651; Loc. Est. 95,216
City & RTZ-ABC: (80) 119,151; (84) 125,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,472; Loc. Est. 13,130
CZ-ABC: (80) 11,472; (84) 12,400
RTZ-ABC: (80) 28,880; (84) 30,600
County 80 Cen. 27,757; Loc. Est. 32,641
City & RTZ-ABC: (80) 40,352; (84) 43,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$7,248,630,941
Savings	5	$218,651,785

6 - PASSENGER AUTOS: County 43,804

7 - ELECTRIC METERS: Residence 27,500

8 - GAS METERS: Residence 4,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco Mfg. 2,400; Food & Prod. 400; Textile 350; Lumber 175; Chemical 125; Elect. 200; Pharmaceutical 1,200; Boat 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1 to 10. Last killing frost, Mar. 10 to 20.

11 - TAP WATER: Neutral, medium soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 block area in the center of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
E. Greenville(8)	NA	A&P, Big Value Drug
Pitt Plaza(26)	NA	JCPenney, Eckerd, Rose's, Kroger
Greenville Sq.(20)	NA	A&P, K mart
Carolina East(74)	NA	Sears, Belk-Tyler, Winn-Dixie, Kerr's

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Pitt Plaza, Greenville Sq., Carolina East-nightly; Food-Fri.

13 - RETAIL OUTLETS: Department Stores-Blount-Harvey Co.; White; Belk-Tyler; JCPenney, Rose's; Sears.
Discount Stores-Nichol's; K mart.
Chain Drug Stores-Bissette; Hollowell 3; Eckerd 2; Rite Aid 2; Revco; Kerr Drug.
Chain Supermarkets-Harris 4; A&P; Overton; Winn-Dixie 2; Piggly Wiggly; Kroger; Farm Fresh; Food Lion.
Other Chain Stores-Brody's; Jewel Box; Zale's; Butler's.

14 - NEWSPAPERS: REFLECTOR (e-mon to fri) 17,010; (S) 18,772; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David J. Whichard, II, Pres., REFLECTOR, 209 Cotanche St., Greenville, NC 27834; Tel. (919) 752-6166.
National Representative: General Advertising Service.

HENDERSON

1 - LOCATION: Vance County, E&P Map D-1, County Seat. Agricultural and mfg. center. On U.S. Hwys. 1 & 85 in northeastern part of state, 43 mi. to Raleigh, the state capital.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound.
Airport-Oxford-Henderson Airport (private)

3 - POPULATION:
Corp. City 80 Cen. 13,522; Loc. Est. 13,892
CZ-ABC: (80) 17,738; (84) 17,600
RTZ-ABC: (80) 46,840; (84) 48,100
County 80 Cen. 36,748; Loc. Est. 38,160
City & RTZ-ABC: (80) 64,578; (84) 65,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,824; Loc. Est. 4,784
CZ-ABC: (80) 6,339; (84) 6,400
RTZ-ABC: (80) 15,077; (84) 15,600
County 80 Cen. 12,239; Loc. Est. 13,009
City & RTZ-ABC: (80) 21,416; (84) 22,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$142,248,000
Savings & Loan	2	$41,393,000

6 - PASSENGER AUTOS: County 17,451

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 1,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($185); Tobacco 760 ($175); Stone, Clay, Glass 775 ($390); Public Services 513 ($255); Trans. Equip. 140 ($220).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 70-95; Fall 65-75; Winter 10-50. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corbitt Hill(7)	NA	Mont Ward
Henderson Mall(25)	NA	JCPenney, Rose's, Eckerd, Leggett's
Kings Plz.(2)	NA	A&P, Rose's
Northside Plz.(5)	NA	Food Lion, Revco
Vance Square(6)	NA	Winn-Dixie, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food Stores, Mall Stores, Other Shopping Areas.
Stores Open Sundays-4 Supermarkets and some retail.

13 - RETAIL OUTLETS: Department Stores-Charles Stores, JCPenney, Leggett's; EG Davis; Baldwin's.
Variety Stores-Rose's; K mart.
Discount Stores-Dollar Store; Family Dollar Store.
Chain Drug Stores-Eckerd; Henderson 2; Revco 3.
Chain Supermarkets-Save Way; Big Star; Winn-Dixie; 7-Eleven 2; A&P; Buy Rite 2; Fast Fare 218; Byrd's; Food Lion.
Other Chain Stores-Larkins (clothing); Star Furniture; Penny Furn.; Moores Building Supply; Schewel Furn.; Heileg-Myers Furn; The Junction (clothing); Perry Bros. Goodyear.

14 - NEWSPAPERS: DISPATCH (e) 9,264; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: W.D. Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.
National Representative: Landon Associates.

HENDERSONVILLE

1 - LOCATION: Henderson County. E&P Map B-2. County Seat. Agricultural and industrial center and summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, SC.

2 - TRANSPORTATION: Railroads-Southern (Cincinnati to Columbia, S.C.), Terminus Hendersonville-Tuxaway Div.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Continental Trailways; Suburban Coach.
Airlines-Piedmont; Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 6,862; Loc. Est. 7,628
CZ-ABC: (80) 6,862; (84) 6,400
RTZ-ABC: (80) 51,718; (84) 58,500
County 80 Cen. 58,580; Loc. Est. 63,658
City & RTZ-ABC: (80) 58,580; (84) 64,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,897; Loc. Est. 3,125
CZ-ABC: (80) 2,897; (84) 2,700
RTZ-ABC: (80) 19,492; (84) 22,400
County 80 Cen. 22,389; Loc. Est. 24,933
City & RTZ-ABC: (80) 22,389; (84) 25,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: County 32,910

7 - ELECTRIC METERS: Residence County 19,451

8 - GAS METERS: Residence 2,511

9 - PRINCIPAL INDUSTRIES: Elect. 1,400; Paper 900; Textile 1,867; Const. 897; Food 878; Apparel 1,789; Chemicals 800.

10 - CLIMATE: Min. Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 2 each of 3rd., 4th & 5th Aves.; 3 on 7th Ave. E; 2 S of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy S of Main & Church Sts.
Neighborhood Shopping Centers-Southgate, 1/2 mi. S of city; King's Plaza, 1/2 mi. E of city; Sky City Plaza, 1/2 mi. S of city.
Principal Shopping Days-Mon.; Fri.; & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Simpson; Schulman's.
Variety Stores-Rose's; Eagle's; Family Dollar; King's; Sky City; Otasco.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Econo-Mart.
Chain Supermarkets-A&P; Winn-Dixie 2; Community Cash 2; Ingle's; Bi-Lo 2.
Other Chain Stores-Western Auto; Sherwin-Williams; Sears (catalog); Lowe's Hdwe.

14 - NEWSPAPERS: TIMES-NEWS (e) 14,709; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Newhouse, Adv. Dir., TIMES-NEWS 1717 Four Seasons Blvd; PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
National Representative: Landon Associates.

HICKORY

1 - LOCATION: Catawba County. (MSA). E&P Map C-2. Near Catawba River and Lake Hickory on U.S. Hwys. 40, 70, 321, 64 and State Hwys. 10, 16, 127, 55 mi. N of Charlotte; 80 mi. E of Asheville; 90 mi. SW of Winston-Salem; Interstate I-40.

2 - TRANSPORTATION: Railroads-Southern; C&NW.
Motor Freight Carriers-42.
Intercity Bus Lines-Continental Trailways.
Airlines-Sunbird; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 20,757; Loc. Est. 21,702
CZ-ABC: (80) 49,626; (84) 49,900
RTZ-ABC: (80) 195,625; (84) 208,900
County 80 Cen. 105,208; Loc. Est. 109,629
MSA 80 Cen. 202,711; Loc. Est. 211,918
City & RTZ-ABC: (80) 245,251; (84) 258,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164; Loc. Est. 8,451
CZ-ABC: (80) 18,305; (84) 18,400
RTZ-ABC: (80) 67,684; (84) 73,200
County 80 Cen. 37,308; Loc. Est. 39,757
MSA 80 Cen. 71,174; Loc. Est. 76,064
City & RTZ-ABC: (80) 85,989; (84) 91,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	41	$1,200,000,000
Savings & Loan	2	$39,279,386

6 - PASSENGER AUTOS: County 60,223

7 - ELECTRIC METERS: Residence 53,451

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, Av. Wkly. Wage-Construction $137; Mfg. N.A.; Transp. & Utilities $153; Whol. & Ret. Trade N.A.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 56-92; Fall 33-85; Winter 5-78. First killing frost, Oct. 17. Last killing frost, April 29.

11 - TAP WATER: Slightly alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main Ave. Pl., SW; 1 on Union Sq.; 2 on 3rd St., NW; 2 on 2nd St., NW; 2 on 1st Ave., NW; 1 on Main Ave., NW.; 2 on Main Ave., NE.
Neighborhood Shopping Centers-Highland W Hickory; Brookford; Viewmont; North Pointe & Northgate Plaza on Hwy. 127; South Hickory; Midland 4 blks. Fronting Hwy. 64-70-321; Hickory Plaza; 571 U.S. 64-70; Catawba Mall on Hwy. 64-70 SW; Valley Hills Mall; Starmount Plaza, Hwy. 64-70 SE.
Shopping Centers-Viewmont, 10 blks. Distant (Hickman Hdwe., Fresh Air No. 2.); Lowe's; Harris-Teeter; Winn-Dixie; Villa Park; 12 bldgs.; Lowe's Food; Duo Drug.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	NA	JCPenney, Eckerd, Radio Shack, Belk's
Kroger Center(6)	NA	Kroger
Midland(16)	NA	Sky City, Fine Fare, Advance Auto
Northgate Plaza(4)	NA	Revco, Bi-Lo, Rose's
North Pointe(13)	NA	Eckerd, Holly Farms, Harris-Teeter
Valley Hills Mall(90)	NA	Sears, Zale's, Hickory Farms, Belk's
Hickory Plaza	NA	K mart, Cheap Joe's, 3 Guys

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Broome; Spainhour's; Sears; JCPenney; Melville's; Zerden's; Nichol's; Colony Casuals; West-Deal.
Variety Stores-Woolworth; Rose's; Crest; Family Dollar.
Chain Drug Stores-Smith's; Eckerd; Viewmont 3; Revco; Peoples; Rite Aid.
Chain Supermarkets-Lowe's 2; Fresh Air 3; Winn-Dixie 2; Harris-Teeter 2; Kroger Sav-On; Food Town; Bi-Lo; Fine Fare; 3 Guys.
Discount Stores-Sky City; Brendle's; K mart.
Other Chain Stores-Merit's Shoes; Butler's (shoes); Clark Tire; Pic 'n Pay Shoes.

14 - NEWSPAPERS: RECORD (e) 27,792; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD, PO Box 968, Hickory, NC 28603. Tel. (704) 322-4510.
National Representative: Landon Associates.

HIGH POINT

1 - LOCATION: Guilford County (In Greensboro-Winston-Salem-High Point MSA). E&P Map D-2. Center of furniture & hosiery mfg. Near center of state on U.S. Hwys. 29, 29A, 70, 70A; I-85; State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore, MD; 350 mi. from Atlanta, GA; 736 mi. from Chicago, IL.

2 - TRANSPORTATION: Railroads-Southern; High Point, Thomasville & Denton; C&NW; Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.
Airlines-Eastern; Piedmont; United; Delta; Ozark; USAir.

3 - POPULATION:
Corp. City 80 Cen. 63,808; Loc. Est. 66,828
CZ-ABC: (90) 74,742; (84) 74,300
RTZ-ABC: (80) 103,326; (84) 110,700
County 80 Cen. 317,154; Loc. Est. 330,982
MSA 80 Cen. 851,984; Loc. Est. 894,496
City & RTZ-ABC: (80) 178,068; (84) 185,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,374; Loc. Est. 25,002
CZ-ABC: (80) 27,146; (84) 27,300
RTZ-ABC: (80) 35,683; (84) 38,600
County 80 Cen. 114,084; Loc. Est. 121,857
MSA 80 Cen. 307,207; Loc. Est. 330,172
City & RTZ-ABC: (80) 62,829; (84) 65,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$196,000,000
Savings & Loan	4	$74,886,934

6 - PASSENGER AUTOS: County 187,401; City 46,205

7 - ELECTRIC METERS: Residence 22,271

8 - GAS METERS: Residence 11,306

9 - PRINCIPAL INDUSTRIES: Furn. Ind.; Textiles; Food; Chemicals; Machinery; Ore Mfg.; Construction; Fin., Ins. & Real Estate; Services; Fabricated Metals; Lumber & Wood; Printing & Pub.; Trans. Equip.; Trans. Comm. & Pub. Util.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11. Last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sunday-Some drug, food, discount.
Stores Open Evenings-Principal to 9 p.m. nightly.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Village (24)	2	Cloverleaf Mkt., Allied Radio, Eckerd
East Green Plaza(6)	NA	Food World, Rite-Aid, Remnant Shop
Fairfield Plaza (11)	3	Winn-Dixie, Sky City, Rite-Aid
Southgate(10)	2	Rose's, Food World
Northwood	3	K mart, Food Lion
Westchester Mall(32)	1	Thalhimers, Food Lion JCPenney, Belk-Beck, Cloverleaf Mkt.
Eastgate(10)	3	Food World, SuperRx, Family Dollar Store
Southwood Sq.	3	Big Star, K mart, Eckerd
West-Burton, Westchester(32)	3	Zayre, Eckerd, Food World
High Pt. Mall(27)	NA	Rose's, Food World

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Beck; Sears; Rose's 2; Thalhimers.
Variety Stores-One-Dollar; Family Dollar Store 3; Sky City; Zayre; K Mart 2.
Chain Supermarkets-Food World 5; Big Star 2; 7-Eleven; Li'l General Stores 3; Columbine 3; Cloverleaf 3; Red Dot 2; Winn-Dixie 3; Food Lion 3; Fresh Market.
Drug Stores-Anderson, Arthur's; Calhoun, Cecil's; Eckerd 3; Huffman; Leonards; Rite-Aid 7; McLarty; SuperRx Washington St 2.; Revco 2.
Other Chain Stores-Shoes, Pic 'N Pay, PicWay, Bell Bros., Dittfaun's, Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lorner's, Mann's Consumer Catalog; Men's Clothing: Arnolds Craven, Wright's; Jewelry Stores: Friedman's, Zale's, Perkinson, Hughes; Automotive: Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply, Wilson Auto Parts.

14 - NEWSPAPERS: ENTERPRISE (e) 31,146; (S) 31,726; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Lindsay, Adv. Dir., ENTERPRISE, 210 Church Ave.; PO Box 1009, High Point, NC 27261; Tel. (919) 885-2161.
National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Onslow County (MSA). E&P Map E-3. County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwy. 17 and State Hwys. 24 and 258. 51 mi. N of Wilmington; 37 mi. S of New Bern.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Carolina Trailways; Seashore Trailways, Inc.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 18,237; Loc. Est. 19,796
CZ-ABC: (80) 53,221; (84) 53,600
RTZ-ABC: (80) 59,563; (84) 61,400
County/MSA 80 Cen. 112,784; Loc. Est. 117,104
City & RTZ-ABC: (80) 112,784; (84) 115,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,108; Loc. Est. 6,292
CZ-ABC: (80) 10,434; (84) 10,400
RTZ-ABC: (80) 19,873; (84) 20,800
County/MSA 80 Cen. 30,307; Loc. Est. 32,056
City & RTZ-ABC: (80) 30,307; (84) 31,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$163,000,000
Commercial	4	$1,921,000,000

6 - PASSENGER AUTOS: City 26,230; County 41,973

7 - ELECTRIC METERS: Residence 31,412

8 - GAS METERS: Residence 14,876

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulpwood 1,500 ($175); Civil Service 3,500 ($220); Military 47,000 (N.A.); Lumber Plywood Mill ($160); Garment Industry 1,500 ($160); Boating 300 ($190); Tool & Die ($220).
Principal Industry Pay Days-Fri.; Marine Corps-5th & 20th, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18. Last killing frost, Mar. 15.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Neighborhood Shopping Center-New Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bryan Marr (10)	NA	Eckerd, Winn-Dixie, Rose's
College Plaza	NA	Foodtown, Revco
Jacksonville Mall	NA	Sears, Belk's
Kings Plaza(1)	NA	
New River(38)	NA	Big Star, A&P, Rose's
Northwoods(40)	NA	Piggly Wiggly, Northwood Drug
Onslow Mall(13)	NA	K mart, Big Star, Eckerd Drug
West Park(8)	NA	Winn-Dixie, Macks

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Margolis; Belk's; Loder Bros.; Sears; Western Auto; Boomtown; K mart; Furniture Fair; Brodys; Peebles.
Variety Stores-Rose's 2; Farm Fresh; K mart; Cook's; Macks.
Discount Drug Stores-Gibson's; Revco.
Chain Drug Stores-Kerr; Johnson's; Rexall 2; Eckerd 2; Walgreens.
Chain Supermarkets-A&P; Big Star 2; Piggly Wiggly 3; Winn-Dixie 2; Pollard's; IGA 3; Food Lion 2.
Other Chain Stores-Cato's; Brooks; Loder Bros.; Pic 'N Pay; Lerner's; Endicott-Johnson; Kinney; K&K Toys; Zale's; Carlyle; Reed's Jewelers.

14 - NEWSPAPERS: NEWS (e) 21,697; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: W.P. Hines, Adv. Mgr., P.O. Box 0196, Jacksonville, NC 28541-0196; Tel. (919) 353-1171.
National Representative: Landon Associates.

KANNAPOLIS

1 - LOCATION: Cabarrus and Rowan Counties. (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601; Interstate I-85.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-National Trailways; Carolina Coach.

3 - POPULATION:
Corp. City 80 Cen. 29,628; Loc. Est. 28,831
CZ-ABC: (80) 36,656; (84) 37,800
RTZ-ABC: (80) 82,861; (84) 85,900
Counties 80 Cen. 185,081; Loc. Est. 195,010
Cabarrus 80 Cen. 85,895; Loc. Est. 90,292
Rowan 80 Cen. 99,196; Loc. Est. 104,718
City & RTZ-ABC: (80) 179,517; (84) 123,700
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,569; Loc. Est. 10,895
CZ-ABC: (80) 13,751; (84) 14,300
RTZ-ABC: (80) 29,469; (84) 30,800
Counties 80 Cen. 66,559; Loc. Est. 71,832
Cabarrus 80 Cen. 30,610; Loc. Est. 32,931
Rowan 80 Cen. 35,949; Loc. Est. 38,901
City & RTZ-ABC: (80) 43,220; (84) 45,100
MSA 80 Cen. 343,836; Loc. Est. 369,707

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,282,316,773
Savings & Loan	4	$80,594,154

6 - PASSENGER AUTOS: Counties: Cabarrus 47,624; Rowan 53,171

7 - **ELECTRIC METERS:** Residence 16,000

8 - **GAS METERS:** Residence 4,500

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).
Principal Industrial Pay Days-Tues. and Wed.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1. Last killing frost, Apr. 19.

11 - **TAP WATER:** Neutral, very soft.

12 - **RETAILING: Principal Shopping Centers**-10 blocks on Main St., W Ave., Oak St., W First, W A St.; Chestnut St.
Neighborhood Shopping Centers-Centerview; North Kannapolis; Jackson Park; Rodgers Park; Royal Oaks; Shadybrook; Lowe's Trading Center, Plaza; Landis; Enochville; K mart; Zayre; N. 29 Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Belk's, Eckerd, Radio Shack, Sears
Cabarrus Shopping City(10)	NA	Clarks, Eckerd
Cloverleaf Plz.(14)	NA	Belk's, Brendtes
Midway(19)	NA	Rogers Grocery

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri. Downtown; Shopping Centers nightly.

13 - **RETAIL OUTLETS: Department Stores**-Belk's; JCPenney; Mallone's; Sears; Budget Fair; McCrory.
Variety Stores-Rose's; Family Dollar 2.
Discount Stores-Cook's; K mart; Zayre.
Chain Drug Stores-Drug Center 2; Eckerd 2; Super Rx; Revco 2; Medical Center.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 3; Big M; Harris Teeter; Payless Galaxy.
Other Chain Stores-Shoes: Butler's, Phil's, Pic 'N' Pay, Shoe Show; Auto Supply: Advance, Goodyear; Clothing: Diana Shop; Furniture: Sterchi's, K-Town; Building Supplies: Lowe's, Moore's; Others: Virginia's, Carter's; Van Heusen, Cannon Home Fashions.

14 - **NEWSPAPERS:** INDEPENDENT (e-mon to fri) 13,052; (S) 14,226; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Anne B. Lyerly, Adv. Dir., INDEPENDENT, 123 N. Main, Kannapolis, NC 28081; Tel. (704) 932-3131.
National Representative: Landon Associates.

KINSTON

1 - **LOCATION:** Lenoir County. E&P Map E-2. County Seat. Residential center. 78 mi. SE of Raleigh on Neuse River, on U.S. Hwys. 258 and 70; State Hwys. 55, 58, 91 and 11.

2 - **TRANSPORTATION: Railroads**-Atlantic Coast Line; Southern (freight).
Motor Freight Carriers-12 (Terminal for 4 Trucking Lines).
Intercity Bus Lines-Queen City Coach; Carolina Coach; Seashore Transp.

3 - **POPULATION:**
Corp. City 80 Cen. 25,234; Loc. Est. 27,378
CZ-ABC: (80) 25,234; (84) 24,200
RTZ-ABC: (80) 85,864; (84) 90,700
County 80 Cen. 59,819; Loc. Est. 62,294
City & RTZ-ABC: (80) 112,098; (84) 114,900

4 - **HOUSEHOLDS:**
City 80 Cen. 9,091; Loc. Est. 9,868
CZ-ABC: (80) 9,081; (84) 8,800
RTZ-ABC: (80) 29,198; (84) 30,900
County 80 Cen. 20,674; Loc. Est. 22,031
City & RTZ-ABC: (80) 38,279; (84) 39,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$175,740,000
Savings & Loan	3	$166,079,975

6 - **PASSENGER AUTOS:** County 28,694

7 - **ELECTRIC METERS:** Residence 9,952

8 - **GAS METERS:** Residence 4,000

9 - **PRINCIPAL INDUSTRIES:** Tobacco (seasonal); Chemical Prod.; Construction; Dacron; Textiles, Foods; Boxes, Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Prods.; Concrete Prods.; Metal Fabrications; Grocery; Furniture.
Principal Industrial Pay Day-Fri.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20. Last killing frost, Mar. 24.

11 - **TAP WATER:** Alkaline; very soft; Artesian wells, chemically pure, untreated, unfiltered. Not fluoridated.

12 - **RETAILING:**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kinston Plz.(30)	NA	A&P, Eckerd
Kinston Sq.(14)	NA	K mart, Pac-a-Sak
Parkview(14)	NA	Sutton's Foods
Vernon Park Mall(45)	NA	JCPenney, Rose's, Belk-Tyler
Winn-Dixie	NA	Winn-Dixie, Family Dollar

Principal Shopping Days-Thur., Fri. and Sat.

13 - **RETAIL OUTLETS: Department Stores**-H. Stadium; Coed Shop; Dupree's; Man's Store; Brody Bros.; K mart; White's.
Variety Stores-Rose's; Greene's; McCrory.
Discount Stores-United Surplus.
Chain Drug Stores-Scotties; Eckerd 2; Rexall 3; Standard 2; Revco 2.
Chain Supermarkets-A&P; Winn-Dixie; Big Star; Piggly Wiggly 3; Pak-A-Sak; King's; Carson's Pioneer Foods; Parkview; Clover Leaf Farm; Rayner's; J.D. Conners; Sutton's.
Other Chain Stores-Charles II; Kinney Shoe; Glamor Shop; Marilyn Shoes; Cato's; Eleanor Shop; Eckerd; Firestone; Advance Store; Belk-Tyler; JCPenney; Suburban; Erskine's; Dollar Store; Butler's Shoe; Jewel Box; Peggy Ann; Bell's Shoes; Royal Jewelry; Lowe's.

14 - **NEWSPAPERS:** FREE PRESS (e-mon to fri) 13,545; (S) 13,864; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Williams, Pub., FREE PRESS, 2103 N. Queen St., Kinston, NC 28501; Tel. (919) 527-3191.
National Representative: Landon Associates.

LENOIR

1 - **LOCATION:** Caldwell County. E&P Map B-2. County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

2 - **TRANSPORTATION: Railroads**-C&NWRR (Southern).
Intercity Bus Lines-Queen City; Greyhound.
Airlines-Sunbird; Atlantis.

3 - **POPULATION:**
Corp. City 80 Cen. 13,748; Loc. Est. 13,679
CZ-ABC: (80) 16,636; (84) 15,700
RTZ-ABC: (80) 40,376; (84) 44,600
County 80 Cen. 67,746; Loc. Est. 69,133
City & RTZ-ABC: (80) 57,012; (84) 60,300

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 5,169; Loc. Est. 5,116
CZ-ABC: (80) 6,178; (84) 5,900
RTZ-ABC: (80) 13,463; (84) 15,100
County 80 Cen. 23,331; Loc. Est. 24,322
City & RTZ-ABC: (80) 19,641; (84) 21,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$47,063,387
Commercial	4	$980,972,180

6 - **PASSENGER AUTOS:** County 32,206

7 - **ELECTRIC METERS:** Residence 14,970

8 - **GAS METERS:** Residence 1,086

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Furniture 9,000; Textile 1,500; Hosiery 785.
Principal Industrial Pay Day-Fri.

10 - **CLIMATE:** First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - **TAP WATER:** Alkaline, very soft.

12 - **RETAILING: Principal Shopping Centers**-8 blocks on Main St., West Ave., West Harper and Mulberry Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(5)	NA	Sears, Lowe's Foods, TG&Y
Fairway No. 1(5)	NA	Super Dollar Store
Food World Plz.(3)	NA	Food World, Revco Drug, Army Store
Holly Square(7)	NA	Revco, Holly Farms
Lenoir Crossings (6)	NA	Eckerd, Winn-Dixie
Lenoir Mall(52)	NA	Belk's, Woolworth, Spainhour's
Thrift(25)	NA	Family Dollar Store, Lenoir Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Closed-Wed. afternoon except Dec. **Stores Open Evenings**-Fri.

13 - **RETAIL OUTLETS: Department Stores**-Belk's; Sears; Shields; Spainhour's; Smithey's.
Variety Stores-TG&Y; Family Dollar; Stelen's; Village Casuals; K mart; Mack's.
Discount Stores-Variety Discount; Family Dollar; Scotties; K mart.
Chain Drug Stores-Peoples Drug; Rite Aid 2; Eckerd; Revco.
Chain Supermarkets-Fairway 2; Lenoir & Whitnel; Winn-Dixie 2; Harris-Teeter; Lowe's 3; William's; Food Lion.
Other Chain Stores-Saslow's; The Gold Shop; Beanhardt-Seagle; Jewelers: Cato's, Kay, Wooten, Tuttles; Sherwin-Williams Paints; Shaw's; Pic-N-Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

14 - **NEWSPAPERS:** NEWS-TOPIC (e) 12,325; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James L. Clark, Adv. Dir., NEWS-TOPIC, 123 Pennton Ave., Lenoir, NC 28645; Tel. (704) 758-7381.
National Representative: Landon Associates.

LEXINGTON

1 - **LOCATION:** Davidson County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Industrial center. On U.S. Hwys. 29, 70, 52, 64, I-85. In Central part of state, 54 mi. N. of Charlotte.

2 - **TRANSPORTATION: Railroads**-Southern; WinstonSalem Southbound.
Motor Freight Carriers-21.
Intercity Bus Lines-Trailways;

3 - **POPULATION:**
Corp. City 80 Cen. 15,711; Loc. Est. 16,010
CZ-ABC: (80) 15,711; (84) 14,600
RTZ-ABC: (80) 60,401; (84) 65,500
County 80 Cen. 113,162; Loc. Est. 119,269
MSA 80 Cen. 851,984; Loc. Est. 894,496
City & RTZ-ABC: (80) 76,112; (84) 80,100
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 6,019; Loc. Est. 6,118
CZ-ABC: (80) 6,019; (84) 5,600
RTZ-ABC: (80) 20,774; (84) 22,900
County 80 Cen. 40,010; Loc. Est. 43,302
MSA 80 Cen. 307,207; Loc. Est. 330,172
City & RTZ-ABC: (80) 26,793; (84) 28,500

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$38,497,541
Commercial	4	$1,973,000,000

6 - **PASSENGER AUTOS:** County 57,804

7 - **ELECTRIC METERS:** Residence 8,412

8 - **GAS METERS:** Residence 4,814

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Stone, Clay, Glass 800; Textile 3,120; Food 385; Machinery 350; Veneer 540; Apparel 1,000; Furniture 4,500; Electronics 550; Printing 120; Metals 190; Other 235; Total Mfg. 12,000.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3. Last killing frost, Apr.1.

11 - **TAP WATER:** Neutral, soft; fluoridated.

12 - **RETAILING: Principal Shopping Center**-9 blocks on Main St.; 2 on 1st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W at City Limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lexington Sq.(12)	NA	Winn-Dixie, Rose's

Principal Shopping Days-Thur. through Fri.
Stores Open Evenings-Fri.

13 - **RETAIL OUTLETS: Department Stores**-Belk-Martin; Rose's; Zimmerman's; National Outlet.
Variety Stores-Mack's.
Discount Stores-Towel Town of America; Bargain Center; Family Dollar; Sky City; K mart.
Chain Drug Stores-Walgreens; Eckerd; Valu Pak; Lexington 2; Rexall 2; Revco; Rite-Aid; Crown Drugs.
Chain Supermarkets-Winn-Dixie 3; Land-o-Food; Foodtown; Thrifty Mart; 2 Guys.
Other Chain Stores-Western Auto; Sears (catalog); Advance Stores; Lowe's; Singer; Pic'N Pay Shop; Shumaker's; Carolina Tire (Goodyear); Kimbrell's; Firestone; Brittain's Shoes; Sherwin-Williams.

14 - **NEWSPAPERS:** DISPATCH (e) 14,516; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Betty Barnes, Adv. Dir., DISPATCH, 30 E. 1st Ave., Lexington, NC 27292; Tel. (704) 249-3981.
National Representative: Landon Associates.

LUMBERTON

1 - **LOCATION:** Robeson County. E&P Map D-3. County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; I-95; 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

2 - **TRANSPORTATION: Railroads**-Seaboard Virginia & Carolina Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Queen City Coach.
Airlines-Piedmont-Fayetteville Airport 25 miles.

3 - **POPULATION:**
Corp. City 80 Cen. 18,340; Loc. Est. 19,347
CZ-ABC: (80) 18,241; (84) 18,400
RTZ-ABC: (80) 96,906; (84) 103,100
County 80 Cen. 101,577; Loc. Est. 104,219
City & RTZ-ABC: (80) 115,147; (84) 121,500

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 6,494; Loc. Est. 6,978
CZ-ABC: (80) 6,455; (84) 6,600
RTZ-ABC: (80) 29,536; (84) 31,700
County 80 Cen. 31,370; Loc. Est. 32,926
City & RTZ-ABC: (80) 35,991; (84) 38,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$650,000,000
Savings & Loan	3	$40,000,000

6 - **PASSENGER AUTOS:** County 43,263

7 - **ELECTRIC METERS:** Residence 5,500

8 - **GAS METERS:** N.A.

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing, Processing 300; Beverages 150.
Principal Pay Days-Thur., Fri., Sat.

10 - **CLIMATE:** First killing frost, Oct. 29. Last killing frost, Apr. 9.

11 - **TAP WATER:** Neutral, soft; fluoridated.

12 - **RETAILING: Principal Shopping Centers**-8 blocks on Elm, Chestnut, 2, 3, & 4 Sts.; 5 blocks on N. Elm St. (21 units).
Neighborhood Shopping Centers-North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units); Nichols Discount City (12 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Biggs Park(23)	NA	Eckerd, JCPenney, Winn-Dixie, Belk's, Leders
K mart Plaza	NA	K mart, Revco

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-All Shopping Centers; Discount and Food Stores open until 9 p.m.

13 - **RETAIL OUTLETS: Department Stores**-Belk-Hensdale; Leder Bros.; A. Weinstein; JCPenney; Sears.
Chain Drug Stores-Eckerd; Hedgpeth 2; Revco; Mann; Medicine Shop.
Discount Stores-Bargain Barn; K mart; Rose's; Nichol's.
Variety Stores-Family Dollar; Jones Store.
Chain Supermarkets-A&P; Big Star; Red & White 2; Winn-Dixie; Food World; Food Town; Bo's 3.
Other Chain Stores-Goodyear; Goodrich; Firestone; Heilig Meyers; Sherwin-Williams; Western Auto; Singer; Homeway Furniture; Lowe's; Kimbrells.

14 - **NEWSPAPERS:** ROBESONIAN (e-mon to fri) 14,938; (S) 16,268; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dixon, Nat. Adv. Mgr., ROBESONIAN, 121 W. 5th St.; PO Box 1100, Lumberton, NC 28358; Tel. (919) 739-4322.
National Representative: Landon Associates.

MONROE

1 - **LOCATION:** Union County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. 25 mi. SE of Charlotte on U.S. Hwy. 74,601; State 207, 75, 200, 84.

2 - **TRANSPORTATION: Railroads**-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-9.
Airlines-Commercial freight and charter.

3 - **POPULATION:**
Corp. City 80 Cen. 12,639; Loc. Est. 13,996
CZ-ABC: (80) 12,639; (84) 12,900
RTZ-ABC: (80) 57,741; (84) 63,500
County 80 Cen. 70,380; Loc. Est. 74,922
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
City & RTZ-ABC: (80) 70,380; (84) 76,400

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 4,471; Loc. Est. 5,031
CZ-ABC: (80) 4,471; (84) 4,600
RTZ-ABC: (80) 18,450; (84) 20,500

County 80 Cen. 22,921; Loc. Est. 24,969
MSA 80 Cen. 343,836; Loc. Est. 330,172
City & RTZ-ABC: (80) 22,921; (84) 25,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$163,236,000
Savings & Loan	4	$381,278,543

6 - PASSENGER AUTOS: County 34,863

7 - ELECTRIC METERS: City Residence 5,974

8 - GAS METERS: City Residence 2,232

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Textiles 3,500 ($186); Construction 2,459 ($265); Lumber and Wood Prod. 768 ($221); Fabricated Metals 971 ($291); Agriculture (N.A.); Machinery 1,114 ($310).
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73; Av. Rainfall 43 in yr. First killing frost, Nov. 26; Last killing frost, Mar. 17.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Main, Jefferson and Franklin Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe Mall(50)	NA	Belk, JCPenney, Peebles, World Bazaar, Harris Teeter Mkt.
Monroe Plz.(10)	NA	Sears, Roses, Eckerd, Radio Shack
Union County(25)	NA	
Union Village(15)	NA	Winn-Dixie, Food Lion, Family Dollar
C & S(2)	NA	Bi-Lo, Sterchi Furn.
Sunset Plaza(3)	NA	Food Town, 3-Guys
K mart/Kroger Strip	NA	K mart, Kroger Sav-On

Stores Open Evenings-Most Shopping Centers Mon.-Sat. til 9:00 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belks; Sky City; Roses; Peebles; Sears.
Discount Stores-Family Dollar 2; Griffin 88; Pic-N-Pay Shoes; K mart.
Chain Drug Stores-Revco; Eckerd; Rexall; SupeRx.
Chain Supermarkets-Winn-Dixie; Bi-Lo; Food Town; Harris-Teeter; Gamble's; Kroger Sav-On; 3-Guys.
Other Chain Stores-Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Waldenbooks; General Nutrition Center; Lowes; Brand Jewelers; Radio Shack; True Value Hdwe.; Sentry Hdwe.

14 - NEWSPAPERS: ENQUIRER-JOURNAL (e-mon to fri) 12,406; (S) 12,830; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steve Stallwitz, Adv. Dir., ENQUIRER-JOURNAL, 500 W. Jefferson, PO Box 70, Monroe, NC 28110; Tel. (704) 289-1541.
National Representative: Landon Associates.

MORGANTON

1 - LOCATION: Burke County, (In Hickory MSA). E&P Map B-2.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Piedmont; Morganton; Lenoir.

3 - POPULATION:
Corp. City 80 Cen. 13,763; Loc. Est. 14,492
CZ-ABC: (80) 13,763; (84) 12,700
RTZ-ABC: (80) 58,741; (84) 64,100
County 80 Cen. 72,504; Loc. Est. 76,347
City & RTZ-ABC: (80) 72,504; (84) 76,800
MSA 80 Cen. 202,711; Loc. Est. 211,918

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,945; Loc. Est. 5,183
CZ-ABC: (80) 4,945; (84) 4,600
RTZ-ABC: (80) 20,393; (84) 22,500
County 80 Cen. 25,338; Loc. Est. 27,294
City & RTZ-ABC: (80) 25,338; (84) 27,100
MSA 80 Cen. 71,174; Loc. Est. 76,064

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$100,500,000
Commercial	7	$515,000,000

6 - PASSENGER AUTOS: County 34,291

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furniture; Children's Wear; Lingerie; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Pianos; Chemical; Upholstery; Custom Marble. 20,485.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avery Avenue(7)	NA	Family Dollar, Western Auto
Quaker Meadows	NA	Eckerd Drug, Food World
Burkeley Sq.(5)	NA	Bi-Lo, Revco
Morganton Pl.(10)	NA	Rose's, Eckerd
Wes-Mor	NA	Sears, Lowe's, Sky City
Catawba Mall(20)	23	JCPenney, Belk's, K mart
Valley Hill(42)	25	Sears, Belks
Lenoir Mall(52)	15	Woolworth, Kinney Rite-Aid, Belk's

Principal Shopping Days-Wed.-Sun.

13 - RETAIL OUTLETS: Department Stores-Belk's; Lazarus, Burand's
Discount Stores-Family Dollar; K mart, Sky City, Rose's
Chain Drug Stores-Eckerd; Cornwell 9; Rite-Aid; Revco.
Chain Supermarkets-Winn-Dixie 2; Harris-Teeter 2; Ingle; Lowes; Bi-Lo; Food Town 2.
Other Chain Stores-Army Store; John Graham; Lowe's Hardware; Kimbrell's Furn.; Sears; Carolina Tire.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 11,098; Mar. 31, 1984 ABC.
Note: The News-Herald began publishing a Sunday edition with an estimated circulation of 11,000 on June 3, 1984.
Local Contact for Advertising and Merchandising Data: Randy Hart, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
National Representative: Landon Associates.

MOUNT AIRY

1 - LOCATION: Surry County, NW part of state. 40 mi. N of Winston Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 52, 77, 89, and 601.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Access to Greensboro and Smith Reynolds Airports.

3 - POPULATION:
Corp. City 80 Cen. 5,862; Loc. Est. 6,970
County 80 Cen. 59,449; Loc. Est. 61,888

4 - HOUSEHOLDS:
City 80 Cen. 2,836; Loc. Est. 2,855
County 80 Cen. 23,216; Loc. Est. 22,645

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$250,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 30,646

7 - ELECTRIC METERS: Residence County 28,742

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Spencers, Inc. 1,600 ($182); Quality Mills 1,250 ($175); Renfro Industries 1,100 ($172); Proctor-Silex 850 ($220); National-Mt. Airy Furniture 425 ($205); Perry Mfg. Co. 450 ($185).
Principal Industrial Pay Days-Every two weeks.

10 - CLIMATE: Min. & Max. Temp.-Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Mayberry Mall (27 stores) Hwy 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(4)	NA	Ashky's Outlet
Mount Airy Plaza(4)	NA	Food Lion, Sky City
Pilot Mountain	NA	
Surrey Plaza(8)	NA	Foodtown, Western Auto
Thru-Way(15)	NA	

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping Center Nightly ex. Sun.; Downtown Roses and JCPenney.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Roses; K mart.
Discount Stores-Heck's; Sky City.
Variety Stores-Family Dollar; Dollar General; Super Dollar.
Chain Drug Stores-Eckerd; Revco: Rite-Aid.
Chain Supermarkets-Winn-Dixie; Foodtown; Thrift-Mart.
Other Chain Stores-Advance Store; Pic N' Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire; Cato's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,603; sworn Mar. 1, 1984.
Local Contact for Advertising and Merchandising Data: Bernard Rippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
National Representative: General Adv. Service.

NEW BERN

1 - LOCATION: Craven County, E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina, County Seat. Near two U.S. Marine bases. Cherry Pt. M.C.A.S. On U.S. Hwys. 17 & 70; 176 mi. S of Norfolk, Va., 113 mi. E of Raleigh, 276 mi. N of Charleston S.C. 13 foot intercoastal waterway connection.

2 - TRANSPORTATION: Railroads-A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers-14.
Airlines-Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 14,557; Loc. Est. 15,241
PMA-ABC: (80) 91,146; (84) 93,700
County 80 Cen. 71,043; Loc. Est. 74,592
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,863; Loc. Est. 6,292
PMA-ABC: (80) 30,380; (84) 31,600
County 80 Cen. 23,499; Loc. Est. 25,235

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$6,000,000
Commercial	4	$80,000,000

6 - PASSENGER AUTOS: County 32,620

7 - ELECTRIC METERS: Residence 8,870

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 300 (N.A.); Boat Works 450 ($145); Lumber 1,000 (all Timber Prods.) (N.A.); Apparel 750 (N.A.); Stone Prods 55 (N.A.); Tool Workers 245 ($140); Military 2,450 ($225); 63 Mfg. Establishments in County; 2,800 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-66; Summer 73-83; Fall 59-69; Winter 41-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd., 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin Rivers Mall(60)	NA	Belk's, JCPenney
Triangle Plaza(3)	NA	Eckerd, Mont. Ward, Piggly Wiggly
Berne(10)	NA	Peoples, Rose's, Winn-Dixie
Neuse Village(9)	NA	Maxwell's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. (No Sunday Blue Laws).

13 - RETAIL OUTLETS: Department Stores-Belk's; Montgomery Ward; JCPenney; Charles; Sears.
Discount Stores-Clark's; Family Dollar Store; Nichols; Lowe's.
Variety Stores-McClellans; Rose's.
Drug Stores-Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerd.
Chain Supermarkets-Big Star; Winn-Dixie; Foodland 5; Parker's; Piggly Wiggly 3; Food Lion.

14 - NEWSPAPERS: SUN-JOURNAL (e) 15,677; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Hall, Adv. Mgr., SUN-JOURNAL, 226 Pollock St., New Bern, NC 28560; Tel. (919) 638-8101.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Catawba County (In Hickory MSA). E&P Map C-2, County Seat. Manufacturing and agriculture area in West Central Piedmont part of state; 35 mi. NW of Charlotte on Hwys. 16,321 and 10. 8 mi. SE of Hickory.

2 - TRANSPORTATION: Railroads-C&N; Southern.
Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Greyhound; Newton-Conover.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 7,624; Loc. Est. 7,855
County 80 Cen. 105,208; Loc. Est. 109,629
MSA 80 Cen. 202,711; Loc. Est. 211,918

4 - HOUSEHOLDS:
City 80 Cen. 2,859; Loc. Est. 2,924
County 80 Cen. 37,308; Loc. Est. 39,757
MSA 80 Cen. 71,174; Loc. Est. 76,064

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$200,637,432
Commercial	3	$339,832,679

6 - PASSENGER AUTOS: County 60,223

7 - ELECTRIC METERS: Residence 32,600

8 - GAS METERS: Residence 25,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction 2,904 ($148); Manufacturing 34,632 (N.A.); Transp. Comm. & Utilities 2,524 ($171); Trade 9,451 (N.A.); Others 4,910 (N.A.) Area manufacturers; Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber & Furniture. Agriculture includes: Dairy Products; Wheat; Cotton; Corn.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks on Hwy. 321; smaller shopping center 1 1/2 mi. at intersection of Hwys. 321 and 64-70 (combined 23 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	14	JCPenney
Sky City	14	Sky City
Hickory	16	Harris Teeter
Springs Rd	16	Harris Teeter
Valley Hills(90)	5	Belk's, Sears

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers

13 - RETAIL OUTLETS: Department Stores-Belk's; Brumley; Family Dollar; Sears; JCPenney Sky City.
Discount Stores-Dandy; Crown Drug.
Variety Stores-TG&Y; S&H Grand; United; Rose's.
Chain Drug Stores-Crown; Rexall.
Chain Supermarkets-Winn-Dixie; Lowe's; Catawba General (Harris Teeter); Twin City; 3-D.
Other Chain Stores-Pic-N-Pay; Clark Tire-Auto; Western Auto; Twin City Tire; Thomas Co. Jewelers.

14 - NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 3,835; sworn Sept.30, 1983.
Local Contact for Advertising and Merchandising Data: John E Cash, Gen. Mgr., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave., Newton, NC 28658; Tel. (704) 464-0221.
National Representative: Landon Associates.

RALEIGH

1 - LOCATION: Wake County (In Raleigh-Durham MSA), E&P Map D-2, State Capital and County Seat. Retail and wholesale center of Eastern and Central N.C. On U.S. Hwys. 1, 64, 70, 70A, 401, and State Hwys. 39, 42, 54, 55, 59. 501 mi. S of N.Y. City; 499 mi. N of Jacksonville; 120 mi. from Atlantic Ocean.

2 - TRANSPORTATION: Railroads-Seaboard; Southern; Amtrak.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Carolina Trailways; Carolina Coach; Seashore; Southern.
Airlines-Delta; Eastern; Piedmont; United; USAir; Wheeler; NY Air; Mid-South; AirLift; Sunbird; Pan Am; Ozark; TWA.

3 - POPULATION:
Corp. City 80 Cen. 150,255; Loc. Est. 161,173
CZ-ABC: (80) 152,185; (84) 161,600
RTZ-ABC: (80) 600,331; (84) 639,600
County 80 Cen. 301,327; Loc. Est. 323,736
MSA 80 Cen. 560,728; Loc. Est. 597,173
City & RTZ-ABC: (80) 752,516; (84) 801,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 54,643; Loc. Est. 59,600
CZ-ABC: (80) 55,402; (84) 59,400
RTZ-ABC: (80) 206,582; (84) 222,400
County 80 Cen. 106,525; Loc. Est. 117,211
MSA 80 Cen. 198,995; Loc. Est. 216,932
City & RTZ-ABC: (80) 261,984; (84) 281,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	$1,597,636,000

6 - PASSENGER AUTOS: County 196,907

7 - ELECTRIC METERS: Residence 61,000; County 150,153

8 - GAS METERS: Residence 45,000; County 47,111

9 - PRINCIPAL INDUSTRIES: Wake County Industry, (No. of Firms), No. of Wage Earners (Av. Wkly. Wage)-Construction (924), 12,953 ($306); Food (19), 2,052 ($321); Textiles (10), 1,034 ($281); Apparel (17), 1,388 ($210); Printing & Publ. (94), 1,850 ($305); Chemicals (12), 1,567 ($345); Fab. Metal Prods. (25), 1,597 ($393); Machinery exc. Elect. (51), 2,934 ($373); Elect. Equip. & Supplies (34), 6,928 ($401); Instruments & Related Prods. (13), 1,971 ($426); Trans., Comm., Utilities (190), 10,242 ($475); Wholesale & Retail Trades (2,319), 40,403 ($259); Finance, Insur., Real Estate (700), 10,820 ($327); Services (2,713), 33,305 ($259); Federal Gov't. (56), 3,193 ($448); State Gov't. (104), 24,202 ($322); Local Gov't. (19), 12,987 ($318).
Principal Pay Days-1, 5, 15, 20 & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Nov. 5. Last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Downtown Shopping Area-6 blocks long, 4 blocks wide, starting at the State Capitol.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avent Ferry(15)	2	Food Lion, Rite-Aid
Brentwood Sq.(22)	6	Big Star, Rite-Aid
Cameron Vlg.(75)	1	Thalhimer's, JCPenney
Cary Vlg. Mall(61)	7	Hudson-Belk, Ivey's
Cary Vlg. Sq.(24)	7	Winn-Dixie, Kerr's
Colony(14)	6	A&P
Crabtree Valley(156)	7	Hudson-Belk, Sears, Thalhimers
Creedmoor Crossings(18)	9	Food Lion, Eckerd
Eastgate(11)	5	A&P, Kerr Drugs
Falls Village(35)	8	T.J. Maxx, Big Star
Fayetteville Street Mall	0	Belk-Hudson
Forest Hills(15)	5	Treasury Drug, Food Lion
Gateway Plaza(29)	3	Red & White, Family Dollar, Eckerd
Glenwood Vlg.(10)	4	Harris-Teeter
Holly Park(16)	3	Rose's, Tons 'O Toys, Eckerd, Western Auto
Kidds Hill Plz.(4)	6	Brendle's, Food Lion
Kildaire Plz.(11)	6	Harris Teeter, Revco
Kings Plaza(11)	5	Winn-Dixie, Revco, Hochinger's
K mart Plz.(20)	4	K mart, Big Star, Revco
Lake Boone Trail(17)	4	A&P, Kerr Drugs
Longview Gardens(12)	3	Winn-Dixie, Kerr Drugs
Mission Valley(14)	1	Kerr Drugs
North Boulevard Plaza(22)	8	Winn-Dixie, Kerr Drugs, Food Lion
North Hills Mall & Plaza(68)	5	Ivey's, JCPenney
North Market Sq.(20)	6	N. Market Galleries, The Rink
North Plaza(10)	5	Food Lion, Revco
North Ridge(34)	7	Winn-Dixie, Kerr Drugs
Northside(10)	2	Kerr Drugs
Oak Park(24)	7	Kuppenheimer's
Plaza West(20)	4	Food World, Revco
Quail Corners(17)	6	Eckerd
Triangle(30)	15	United Outlet,
Outlet(26)		Rack Room, J. Brannam
Ridgewood(22)	4	Winn-Dixie, Kerr
Six Forks Sq.(5)	8	Revco
Six Forks Station(17)	10	Food Lion, Eckerd
South Hills(70)	6	Rose's, Kerr Drug
Starmount(8)	5	Stylecraft Furn.
Stoneybrook(8)	5	Food World
Tower(35)	5	Food Lion, Kerr, Sears Surplus
Towne North(15)	12	Big Star, Kerr Drugs
Townridge(22)	8	K mart, Winn-Dixie, Revco
Tryon(12)	3	Rose's, Winn-Dixie, Eckerd, Food World
Wakefield Vlg.(16)	4	Big Star, Revco
Western Blvd.(8)	3	A&P, Best Prods.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat., Dept.-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Ivey's 2; Belk-Hudson 3; Sears 2; Boylan-Pearce; JCPenney 2; Thalhimers 2.
Variety Stores-Woolworth ; G.C. Murphy; Rose's 3.
Discount Stores-K mart 6; Super Dollar; Best Products; Brendles 2; Family Dollar 2.
Chain Drug Stores-Eckerd 9; Treasury Drug 4; Kerr 15; Rite Aid 3; Revco 9; K mart Pharmacy 6.
Chain Supermarkets-Winn-Dixie 13; A&P 8; Piggly Wiggly 2; Big Star 9; Food World 3; Food Lion 10; IGA; Kroger; Farm Fresh; Red & White.
Other Chain Stores-Western Auto; Thom McAn; Lerner Shops; Jarman; Pittsburgh Plate Glass; Goodyear; Goodrich; Firestone; Lowes; Wickes; Sherwin-Williams; General Tire; Baker Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes; N.Y. Carpet World; Kuppenheimer's; Barry's Mfg.; Hechinger's.

14 - NEWSPAPERS: NEWS & OBSERVER (m) 132,086; TIMES (e) 34,807; NEWS & OBSERVER (S) 172,426; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Oney, Mkt. Res. Dir., NEWS & OBSERVER and TIMES, 215 S. McDowell St. PO Box 191, Raleigh, NC 27602; Tel. (919) 829-4622.
National Representative: Branham/Newspaper Sales.

REIDSVILLE

1 - LOCATION: Rockingham County, E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, Va.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. City 80 Cen. 12,492; Loc. Est. 12,754
County 80 Cen. 83,426; Loc. Est. 87,990

4 - HOUSEHOLDS:
City 80 Cen. 4,743; Loc. Est. 4,774
County 80 Cen. 29,616; Loc. Est. 31,921

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 43,646

7 - ELECTRIC METERS: Res./Ind. 17,797

8 - GAS METERS: Res./Ind. 10,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning ($420); Tobacco 2,000 ($390); Textile 900 ($210); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Av. Wkly Wage ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. Annual average temp. 56.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Penrose Mall(21)	NA	Eckerd, Winn-Dixie
Southwood Vlg.	NA	Revco, K mart
TG&Y Plaza(2)	NA	Colonial Mkt.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's, JCPenney; Sears; Family Dollar; Super Dollar; K mart.
Variety Stores-Rose's; K mart.
Chain Drug Stores-Eckerd; Revco; Rite Aid; Medicine Shop.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Big Star; Food Town; Daniel 2; Food World.
14 - NEWSPAPERS: REVIEW (e-mon to fri) 8,141; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Michael DeLapp, Adv. Dir., REVIEW, PO Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331.
National Representative: Landon Associates.

ROANOKE RAPIDS

1 - LOCATION: Halifax County, E&P Map E-1. 80 mi. from Raleigh, in NE part of state. State Hwys. 46, 125, 48; U.S. Hwys. 158, I-95.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Air Transportation-At Rocky Mount, N.C., (43 mi.) and Raleigh, N.C. (80 mi.). Private planes, Roanoke Rapids Airport.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 14,702; Loc. Est. 15,849
CZ-ABC: (80) 14,702; (84) 14,900
RTZ-ABC: (80) 38,386; (84) 37,200
County 80 Cen. 55,286; Loc. Est. 57,846
City & RTZ-ABC: (80) 53,088; (84) 52,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,491; Loc. Est. 5,744
CZ-ABC: (80) 5,491; (84) 5,600
RTZ-ABC: (80) 12,126; (84) 11,800
County 80 Cen. 18,286; Loc. Est. 19,581
City & RTZ-ABC: (80) 17,617; (84) 17,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$80,000,000
Savings & Loan	5	$55,000,000

6 - PASSENGER AUTOS: County 24,139

7 - ELECTRIC METERS: Residence 7,018

8 - GAS METERS: Residence 1,480

9 - PRINCIPAL INDUSTRIES: Industry No. of Employees-Textiles 3,100; Paper 680; Lumber & Wood Prod 715; Elect. Transformers & Molded Products 260; Pub. 40; Chip Board 105; Const. 260; Service 160; Retail & Wholesale Trade 1,100; Trans. Comm. and Util. 110; Gov. 280; Tourist Services 240; Milk Prod. 35; Concrete Prod. 24; Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Hills(20)	NA	Drug Barn, Dollar
Oakland(15)	NA	Sears, Winn-Dixie
Park Plaza(8)	NA	Most Drug, Goodyear
Roanoke Rapids(28)	NA	Eckerd, Big Star, Rose's, Peebles, Baldwins
Becker Village Mall(34)	NA	Leggett, JCPenney, K mart, Safeway

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Peeble's; JCPenney; Baldwin's; Rose's; TG&Y.
Discount Stores- Mill Outlet; Stevenstore; Mast Drugs; Value Pak; Pope's; Eagle's; K Mart.
Chain Supermarkets-Red & White; Winn-Dixie; Kwik-Pik; Big Star; Mr. Chek; Vaughan's; Fast Fare; Safeway.
Other Chain Stores-Western Auto; Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwin-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Firestone; Fines; Fashion Bug; Kinneys; Radio Shack; Waldenbooks; Musicland; Hallmark; The Junction; Endicott-Johnson; Cato's; Peanut Shack; Roscoe; Griffin Shoes; Eckerd's Wise Fashions; Goldmine; Kay Jewelers; Zale's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 10,509; (S) 11,556; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505.
National Representative: None.

ROCKINGHAM

1 - LOCATION: Richmond County, E&P Map D-2.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Intercity Bus-Queen City Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,300; Loc. Est. 9,263
CZ-ABC: (80) 15,583; (84) 16,200
RTZ-ABC: (80) 29,898; (84) 31,000
County 80 Cen. 45,481; Loc. Est. 45,929
City & RTZ-ABC: (80) 45,481; (84) 47,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,039; Loc. Est. 3,403
CZ-ABC: (80) 5,639; (84) 5,900
RTZ-ABC: (80) 10,170; (84) 10,700
County 80 Cen. 15,809; Loc. Est. 16,331
City & RTZ-ABC: (80) 15,809; (84) 16,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$10,254,388
Savings & Loan	3	$11,216,201

6 - PASSENGER AUTOS: County 19,752

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Textiles, Timber; Automotive Transmissions; Farming; Paper; Furniture; Railroad; Total 7,300 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; Last killing frost, Apr. 15.

11 - TAP WATER: Constant pH of 6.7; soft.

12 - RETAILING: Shopping center 2 mi. from central business district, open nightly; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Richmond Plz.(36)	NA	Belk, JCPenney, Revco
Tri-City(21)	NA	K mart, A&P, Eckerd
Westside Sq.(6)	NA	Bi-Lo, Woods

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; R.W. Goodman; Long's; Kay's; Fashion Cove; Gaddy's.
Discount Stores-Wickes; Lowe's, Family Dollar, K mart.
Variety Stores-Rose; Jones.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Big Star; Harris Teeter; Bi-Lo; Winn-Dixie; Lowe's; Food King; Food Lion.
Other Chain Stores-Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Jewel Box; Cato's; Junction; Shoe Show; Firestone; Sherwin-Williams, Pic 'n Pay.

14 - NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-mon to fri) 7,962; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: W.T. Walls, Gen. Adv. Mgr., RICHMOND COUNTY JOURNAL, PO Box 1888, Rockingham, NC 28379; tel. (919) 997-3111.
National Representative: Landon Associates.

ROCKY MOUNT

1 - LOCATION: Nash and Edgecombe Counties, E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond and 51 mi. E of Raleigh. On U.S. I-95 and U.S. 64.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-14.
Intercity Bus Lines-Carolina Trailways; Seashore Transp.; Greyhound.
Airlines-Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 41,283; Loc. Est. 46,105
CZ-ABC: (80) 41,283; (84) 43,800
RTZ-ABC: (80) 90,072; (84) 90,000
Counties 80 Cen. 123,141; Loc. Est. 128,590
Edgecombe 80 Cen. 55,988; Loc. Est. 57,501
Nash 80 Cen. 67,153; Loc. Est. 71,089
City & RTZ-ABC: (80) 131,355; (84) 133,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,138; Loc. Est. 16,839
CZ-ABC: (80) 15,138; (84) 16,200
RTZ-ABC: (80) 28,986; (84) 29,300
Counties 80 Cen. 41,867; Loc. Est. 44,793
Edgecombe 80 Cen. 18,397; Loc. Est. 19,330
Nash 80 Cen. 23,470; Loc. Est. 25,463
City & RTZ-ABC: (80) 44,124; (84) 45,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$8,993,841,808
Savings & Loan	5	$670,582,707

6 - PASSENGER AUTOS: Counties: Nash 36,451; Edgecombe 25,698

7 - ELECTRIC METERS: Residence 21,922

8 - GAS METERS: Residence 8,825

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $297)-Food Food & Drug Prod. 2,300; Tobacco Processing (seasonal) 800; Textile Mill Prod. & Apparel 2,900; Lumber & Wood, Furn. 1,200; Printing & Pub. 190; Chemicals & Prod. 975; Stone, Clay, Glass & Concrete 197; Fabricated Metal Prod. 1,200; Transportation 400; Construction 2,080; Electrical Equip. & Supplies 175.
Principal Pay Days-1, 15 & 30; Mills, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-82; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks Main St.; 3 blocks Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oakwood(19)	NA	Almand, Macks, Winn-Dixie
Tarrytown Mall(73)	NA	JCPenney, Mont. Ward
Westridge Vlg.(37)	NA	
Edgecombe Park(5)	NA	Rose's, Colortyme
Englewood(8)	NA	
Englewood Sq.(14)	NA	Eckerd, Maxwell Furn.
Fairview(6)	NA	Gurganus Bros., Oakwood Pharm.

K mart Plaza(15)	NA	K mart, Radio Shack
Peddler's Vlg.(12)	NA	
Raleigh Road(5)	NA	Family Dollar
Walnut(14)	NA	Dollar Store, Piggly Wiggly
Wellongate(8)	NA	Convenient Market

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; JCPenney; Rosenbloom-Levy; Baldwin's; Montgomery Ward; Sears.
Variety Stores-McCrory-McClellan; Pope's Dollar Stores; Rose 2; Macks.
Discount Stores-K mart; Bailey's Discount Jewelry; Family Dollar Stores.
Chain Drug Stores-Almands 3; Kerr 4; Eckerd 3; Raper's 2; Revco.
Chain Supermarkets-Big Star 2; A&P; Gurganus 2; Piggly Wiggly 2; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Safeway; Food World; Food Lion 2; Expressway 8.
Other Chain Stores-Cato's; Low's; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Western Auto Supply; Serotta's; Heilig Meyers; Record Bar; Shoe Show; Maxwell Bros. Furn.; Family Dollar Store; Lowe's; Moores; Diana Shops; Roscoe Griffin.

14 - NEWSPAPERS: TELEGRAM (e) 13,821; (S) 14,748; Mar. 31 1984 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Publisher, TELEGRAM, Box 1080, Rocky Mount, NC 27801; Tel. (919) 446-5161.
National Representative: Thomson Newspapers.

SALISBURY-SPENCER-EAST SPENCER

1 - LOCATION: Rowan County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. Center of industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 350 mi. from Washington; 290 mi. from Atlanta. On U.S. Hwys. 29, 52, 70, 601; State Hwy. 150; I-85.

2 - TRANSPORTATION: Railroads-Norfolk/Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Freight Carriers-45.
Intercity Bus Lines-Carolina Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 27,765; Loc. Est. 29,296
Salisbury 80 Cen. 22,677; Loc. Est. 23,941
Spencer 80 Cen. 2,938; Loc. Est. 3,050
East Spencer 80 Cen. 2,150; Loc. Est. 2,245
CZ-ABC: (80) 31,274; (84) 31,800
RTZ-ABC: (80) 258,066; (84) 268,900
County 80 Cen. 99,186; Loc. Est. 104,718
MSA 80 Cen. 971,391; Loc. Est. 1,025,103
City & RTZ-ABC: (80) 289,340; (84) 300,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 10,290; Loc. Est. 10,791
Salisbury 80 Cen. 8,398; Loc. Est. 8,788
Spencer 80 Cen. 1,178; Loc. Est. 1,248
East Spencer 80 Cen. 714; Loc. Est. 755
CZ-ABC: (80) 11,622; (84) 11,800
RTZ-ABC: (80) 92,539; (84) 97,500
County 80 Cen. 35,949; Loc. Est. 38,901
MSA 80 Cen. 343,836; Loc. Est. 369,709
City & RTZ-ABC: (80) 104,161; (84) 109,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$290,046,000
Savings & Loan	5	$211,419,000
Credit Unions	5	$4,841,000

6 - PASSENGER AUTOS: County 53,171

7 - ELECTRIC METERS: Residence 36,005

8 - GAS METERS: Residence 6,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Textiles 3,854 ($243); Chemicals & Allied Prod. 2,413 ($421); Apparel & Other Finished Prod. 1,269 ($186); Transp., Comm. & Util. 1,132 ($389); Machinery (excluding electrical) 701 ($312); Fab. Metal 531 ($378); Stone, Clay, Glass and Concrete 519 ($313); Food & Kindred 503 ($257); Lumber & Wood 408 ($301); Rubber & Plastics 387 ($345); Furniture & Fixtures 354 ($258).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 68-91; Fall 48-74; Winter 32-53. First killing frost, Oct. 30. Last killing frost, Apr. 7. Rainfall: 47 in. Snowfall: 6 in.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 2 on Innes.
Neighborhood Shopping Centers-1 1/2 blocks (one side) 800-900 S Main, Salisbury; 3 blocks in Spencer; 2 blocks in E Spencer; S Fulton at Lincolnton Rd. 1 block.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ketner Ctr.(12)	2	Food Lion
Mid Carolina(5)	4	Winn-Dixie, Eckerd, Pic 'N Pay
Rowan Mall(10)	2	Rose's, Eckerd, Winn-Dixie
Towne Mall(28)	1	Sky City, 3 Guys
Park-Plaza(7)	2	A&P
Southgate(6)	2	Mark Drug

Principal Shopping Days-Fri., Sat.
Stores Close-Furniture-Wed. afternoons all year.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-Belk-Harry; JCPenney; Rose's; Zimmerman's.
Variety Stores-Woolworth; Family Dollar 3; Plej's.
Discount Stores-K mart; Sky City.
Chain Drug Stores-Innes Street 3; Mark Drug 2; Eckerd 3; Revco 2; White Star.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 5; 3 Guys; Kroger Sav-on.
Other Chain Stores-Shoes: Pic 'N Pay, Endicott-Johnson, Walker; Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato's; Jewelers: W. H. Leonard, Friedman; Furniture: Hometown Furniture; K-Town; Rustin's; Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward (catalog), Radio Shack, Firestone, Sherwin-Williams, New York Carpet; Ed Kelly's.

14 - NEWSPAPERS: POST (e) 25,262; (S) 25,176; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Stiller, Nat'l Adv. Mgr., POST, 131 W. Innes St., Salisbury, NC 28145; Tel. (704) 633-8950.
National Representative: Landon Associates.

SANFORD

1 - LOCATION: Lee County. E&P Map D-2. County Seat. Shipping and industrial center in central part of state. Approx. 40 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. N of Ft. Bragg on U.S. Hwy. 1, 15, 421, 501; State Hwy. 87.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Coach; Carolina Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,773; Loc. Est. 15,353
CZ-ABC: (80) 14,773; (84) 14,200
RTZ-ABC: (80) 92,848; (84) 100,000
County 80 Cen. 36,718; Loc. Est. 38,160
City & RTZ-ABC: (80) 107,621; (84) 114,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,545; Loc. Est. 5,789
CZ-ABC: (80) 5,545; (84) 5,400
RTZ-ABC: (80) 32,745; (84) 35,600
County 80 Cen. 12,914; Loc. Est. 13,727
City & RTZ-ABC: (80) 38,290; (84) 41,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$214,796,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 20,465

7 - ELECTRIC METERS: Residence 6,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Total No. of Wage Earners (Av. Wkly. Wage) 14,765 ($225); Construction 1,375 ($300); Mfg. 6,790 ($225); Trans., Comm., Util. 654 ($216); Trade 3,693 ($180)
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Average Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kendale(36)	3	A&P, Sears, Winn-Dixie
Sanford(3)	NA	Food Lion, Revco
Zayre	1	Zayre, Big Star, Revco
Riverbirch Corner(35)	2	Belk's, Winn-Dixie, JCPenney, Rose's, Eckerd

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Thur. & Fri.; Dept. & Furniture Stores-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Williams-Belk, Avent & Thomas; JCPenney; Moore's; Sears; Montgomery Ward; Zayre.
Discount Stores-Family Dollar; Zayre; Revco; Advance; K mart.
Variety Stores-Macks; Maxway; Rose's.
Chain Drug Stores-Rite-Aid 2; Revco 2; Medicine Shoppe; Eckerd 2.
Chain Supermarkets-A&P; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; Big Star; Byrd's LoMark; Food Lion 2; 3 Guys.
Other Chain Stores-Saslow's Jewelry; Banks Clothing; Sears; H&H Auto Parts; Lowe's; Dossenbach's Finer Furniture 3; Kimbrell's Furniture; Diana Shops; Moore's; Macks; Maxway; Firestone; Advance; Pic 'N Pay; Montgomery Ward; Sew 'n Save; Heilig-Meyers; Revco; Radio Shack; Pantry 16; Rich Girls; Catos; Cheap Joes; Tucker Jones Furniture.

14 - NEWSPAPERS: HERALD (e) 12,193; Mar. 31 1984 ABC.
National Contact for Advertising and Merchandising Data: Norman Branch Adv. Mgr., HERALD, 208 St. & Clair Ct., Sanford, NC 27330; Tel. (919) 776-0538.
National Representative: None.

SHELBY

1 - LOCATION: Cleveland County. E&P Map B-2. County Seat. Situated on State Hwys. 18 and 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, S.C.

2 - TRANSPORTATION: Railroads-Southern; Seaboard.
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 80 Cen. 15,310; Loc. Est. 15,530
CZ-ABC: (80) 31,324; (84) 31,500
RTZ-ABC: (80) 77,066; (84) 81,000
County 80 Cen. 83,435; Loc. Est. 86,698
City & RTZ-ABC: (80) 108,390; (84) 112,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,731; Loc. Est. 5,803
CZ-ABC: (80) 11,096; (84) 11,300
RTZ-ABC: (80) 26,256; (84) 27,800
County 80 Cen. 28,458; Loc. Est. 30,219
City & RTZ-ABC: (80) 37,352; (84) 39,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$175,000,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: County 39,249

7 - ELECTRIC METERS: Residence 7,081

8 - GAS METERS: Residence 3,904

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Mfg. 16,370 ($202); Construction 1,290 ($189); Trades 5,085 ($164)
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov. Last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-City Sq.; 3 blocks radius around square.
Neighborhood Shopping Centers-South Shelby, Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bi-lo Plaza; Cleveland Mall (30).
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Hudson's 2; Wray's 2; JCPenney; Belk's; Wise.
Variety Stores-Rose's (2); Blanton's; Scottie's.
Discount Stores-Sky City; Family Dollar 2; K mart.
Chain Drug Stores-Cornwell Drug (Rexall); Eckerd 2; Shelby Drug; Revco 2; SupeRx.
Chain Supermarkets-Harris-Teeter 3; A&P; Winn-Dixie 2; Lowe's 2; Ingle's; Bi-Lo.
Other Chain Stores-Sears; Lowe's; Goodyear.

14 - NEWSPAPERS: STAR (e) 17,643; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Rick Shemill, Adv. Dir., STAR, P.O. Box 48, Shelby, NC 28150; Tel. (704) 484-7041.
National Representative: Landon Associates.

SPENCER

See SALISBURY

STATESVILLE

1 - LOCATION: Iredell County. E&P Map C-2. County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 21, 90, 115; 40 mi. N of Charlotte.

2 - TRANSPORTATION: Railroads-Southern; Alexander.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,622; Loc. Est. 19,025
PMA-ABC: (80) 98,045; (84) 102,500
County 80 Cen. 82,538; Loc. Est. 86,607

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,056; Loc. Est. 7,034
PMA-ABC: (80) 34,477; (84) 36,400
County 80 Cen. 29,128; Loc. Est. 31,284

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$210,976,000
Savings & Loan	5	$237,400,000

6 - PASSENGER AUTOS: County 44,790

7 - ELECTRIC METERS: City Residence 10,202

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 5,180 ($187); Apparel 3,280 ($158); Furniture 2,220 ($,180); Fab. Metals 910 ($256); Non-electric Machy. 800 ($236); Paper 540 ($216); Trades 6,150 ($142); Construction 1,770 ($196); Food & Agri-business 850 ($190); Heavy Metal 550 ($268).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 30. Last killing frost, Apr. 11.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on 3 central streets.
Neighborhood Shopping Centers-2 blocks on W Front St.; 1 at Boulevard and Western Ave.; 1 on N Center St.; 2 on Davie Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale Sq.(14)	NA	Food Town
Forest Hts.(12)	NA	Harris-Teeter
Newtowne Plz (12)	NA	Rose's, Harris-Teeter
Northwinds(6)	NA	Bi-Lo, Revco
Signal Hill Mall(35)	NA	Belk's, Woolworth, JCPenney, Winn-Dixie
Westgate(7)	NA	Lowe's Mkt.
Southland(5)	NA	Family Dollar, Food Town
Westpark(8)	NA	Mack's, Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Wed. afternoons.
Stores Open Evenings-Thur., Fri.
Stores Open Sundays-Grocery, drug, & variety.

13 - RETAIL OUTLETS: Department Stores-Belk's; Spainhour's; JCPenney; Smithey's; Rose's; Mack's.
Discount Stores-Family Dollar; Rose's; K mart.
Variety Stores-Eagle's; Woolworth.
Chain Drug Stores-Statesville; Eckerd; Revco 8; Rite Aid.
Chain Supermarkets-A&P; Winn-Dixie; Harris-Teeter 2; Lowe's 2; Food Town 2; Ingle's, Bi-Lo.
Other Chain Stores: Jewel Box; Wooten's (Jewelry); Goodrich; Goodyear; Western Auto; Advance Auto; Judi; Smart Shop; Morse Shoes; Place Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner Shops; Mr. Sport; Pearl Vision Centers; White Star; Sky City.

14 - NEWSPAPERS: RECORD & LANDMARK (e) 17,803; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John W. Kiser, Adv. Dir., RECORD & LANDMARK, 220 East Broad Street, Statesville, NC 28677; Tel. (704) 873-1451.
National Representative: Landon Associates.

TARBORO

1 - LOCATION: Edgecomb County. E&P Map E-2.

2 - TRANSPORTATION: Railroads-Seaboard System.
Motor Freight Carriers-12.
Intercity Bus Lines-Carolina Trailways.
Airlines-Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 8,634; Loc. Est. 8,585
County 80 Cen. 55,988; Loc. Est. 57,501

4 - HOUSEHOLDS:
City 80 Cen. 3,243; Loc. Est. 3,153
County 80 Cen. 18,397; Loc. Est. 19,330

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	NA

6 - PASSENGER AUTOS: County 25,698

7 - ELECTRIC METERS: Residence 4,424

8 - GAS METERS: NA

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Pdts. 700; Power Tools 850; Textile Pdts. 2,000; Farm Machy. 500; Masonite Pdts. 250; Misc. 100; Communications 500; Wire & Cable Pdts. 250; Furn. Pdts. 500; Avg. Wkly. Wage $262.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max Temp.-NA. First killing frost, Oct. 31. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-30 blocks on 14 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(8)	NA	Goodyear, Revco, Piggly Wiggly, K mart, Radio Shack
Parkhill Mall(20)	NA	Belk-Tyler, A&P, K mart, Radio Shack
Tarboro (11)	NA	TG&Y, Kerr, Big Star

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk-Tyler; Clark's; Alder's; Shugar's; Deena Casuals. **Variety Stores**-Eagle Store; Popes; Dollar Store; K mart; TG&Y; G.C. Murphy. **Discount Stores**-Family Dollar Store; Value Pak; Pic'N Pay Shoes. **Chain Drug Stores**-Bryan Discount Drugs; People's; Kerr; Revco. **Chain Supermarkets**-A&P; Harris; Piggly-Wiggly; Big Star. **Other Chain Stores**-Goodyear; Radio Shack; FCX; Cato's; Heilig Meyers; Pope's.

14 - NEWSPAPERS: SOUTHERNER (e-mon to fri) 6,189; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: J. Creech, Pub., SOUTHERNER, PO Box 1199, Tarboro, NC 27886; Tel. (919) 823-3106.
National Representative: General Advertising Service.

THOMASVILLE

1 - LOCATION: Davidson County (In Greensboro-Winston Salem-High Point MSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

2 - TRANSPORTATION: Railroads-Southern (Main Line); High Point, Thomasville & Denton.
Motor Freight Carriers-20.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,144; Loc. Est. 14,501
CZ-ABC: (80) 23,401; (84) 23,200
RTZ-ABC: (80) 61,593; (84) 66,300
County 80 Cen. 113,162; Loc. Est. 119,269
MSA 80 Cen. 851,984; Loc. Est. 894,496
City & RTZ-ABC: (80) 84,994; (84) 89,500
Demographic information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,164; Loc. Est. 5,153
CZ-ABC: (80) 8,479; (84) 8,500
RTZ-ABC: (80) 21,822; (84) 23,700
County 80 Cen. 40,010; Loc. Est. 43,202
MSA 80 Cen. 307,207; Loc. Est. 330,172
City & RTZ-ABC: (80) 30,301; (84) 32,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: City 18,394; County 57,804

7 - ELECTRIC METERS: Residence 11,116

8 - GAS METERS: Residence 760

9 - PRINCIPAL INDUSTRIES: Textiles 4,210 Emp.; Furn. 4,269 Emp.

10 - CLIMATE: Av. annual temp.-58; Average annual rainfall 48 in.

11 - TAP WATER: Very soft; fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Erwin Heights(3)	NA	Thrifti-Mart, Revco
Randolph St.(5)	NA	A&P, Family Dollar
South Gate(34)	NA	K mart, Eckerd, Winn-Dixie

13 - RETAIL OUTLETS: Chain Drug Stores-Revco 2; Eckerd; Rite-Aid 2; Sky City.
Discount Stores-Family Dollar; K mart.
Chain Supermarkets-A&P; Winn-Dixie; 3 Guys; Food Lion.

14 - NEWSPAPERS: TIMES (m) 8,524; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steve Tuttle, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 475-2151.
National Representative: Landon Associates.

TRYON

1 - LOCATION: Polk County, E&P Map B-2., 30 mi. NW of Spartanburg.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 1,796; Loc. Est. 1,880
County 80 Cen. 12,984; Loc. Est. 14,007

4 - HOUSEHOLDS:
City 80 Cen. 807; Loc. Est. 844
County 80 Cen. 5,023; Loc. Est. 5,558

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 7,423

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agriculture.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Center-Tryon Plaza (Community Cash, Sears, Family Dollar Store).

13 - RETAIL OUTLETS: Variety Stores-Peebies; Family Dollar Store; Popes United Variety; The Shop of Thomas; The Tack Shop; Blue Ridge Weavers; Carole's Shoes.
Chain Supermarkets-A&P; Community Cash; Smith's; Fast Fare; The Pantry; Cowan's.
Other Chain Stores-Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, inc.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 3,355; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: Seth M. Vining, Jr., Adv. Mgr., BULLETIN, 106 N. Trade St.; PO Box 790, Tryon, NC 28782; Tel. (704) 859-9152.
National Representative: None.

WASHINGTON

1 - LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk, VA; 104 mi. E of Raleigh; navigable Pamlico River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2 - TRANSPORTATION: Railroads-Atlantic Coast Line; Norfolk Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Seashore Transp.; Trailways.
Waterways-Pamlico River; Tar River.

3 - POPULATION:
Corp. City 80 Cen. 8,418; Loc. Est. 8,543
CZ-ABC: (80) 8,932; (84) 8,500
RTZ-ABC: (80) 71,397; (84) 74,000
County 80 Cen. 40,266; Loc. Est. 41,812
City & RTZ-ABC: (80) 80,329; (84) 82,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,191; Loc. Est. 2,908
CZ-ABC: (80) 3,396; (84) 3,300
RTZ-ABC: (80) 24,628; (84) 25,800
County 80 Cen. 14,212; Loc. Est. 15,054
City & RTZ-ABC: (80) 28,042; (84) 29,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$193,000,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 19,520

7 - ELECTRIC METERS: Residence 9,338

8 - GAS METERS: Residence 2,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lumber & Wood Prod. 162; Trans. Equip 65; Phosphate Mining 600; Elec. Appliance 500; Heavy Machy. 100; Boat Building 250; Filters 200; Direct Mail 150.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Average Temp.-Spring 62; Summer 77; Fall 64; Winter 47. First killing frost Oct. 15. Last killing frost Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; Market and Gladden Sts.; Washington Square Mall (28 Stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Scott's; Buckman's; Cato; Rice's; Belk-Tyler; Charles White; Roses; Lewis'; Save Mart. **Variety Stores**-McClellans; K mart; Family Dollar. **Chain Supermarkets**-Foodland; Big Star; Smith Brothers; Winn-Dixie; Scott's; Food Lion. **Chain Drug Stores**-People's; Tayloe's; Hospital Phcy; Revoc; Rite Aid; May's. **Other Chain Stores**- Charles Stores; Heilig-Meyers Furn; Maxwell Furniture; Roscoe Griffin.

14 - NEWSPAPERS: NEWS (e) 9,885; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Den Dickerson, Adv. Dir., NEWS, 217 Market St., Washington, NC 27889; Tel. (919) 946-2144.
National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: New Hanover County (In Wilmington MSA). E&P Map E-3. In SE part of State on Cape Fear River; 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Seashore Transportation; Carolina Trailways.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 44,000; Loc. Est. 45,360
CZ-ABC: (80) 94,947; (84) 101,100
RTZ-ABC: (80) 169,744; (84) 179,700
County/MSA 80 Cen. 103,471; Loc. Est. 108,610
City & RTZ-ABC: (80) 264,691; (84) 280,800
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,418; Loc. Est. 17,658
CZ-ABC: (80) 34,697; (84) 37,300
RTZ-ABC: (80) 57,748; (84) 61,800
County/MSA 80 Cen. 37,691; Loc. Est. 40,515
City & RTZ-ABC: (80) 92,445; (84) 99,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$286,812,000
Savings & Loan	6	$366,700,000

6 - PASSENGER AUTOS: County 57,014

7 - ELECTRIC METERS: Residence 47,000

8 - GAS METERS: Residence 8,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 11,670; Lumber & Wood 390; Metals 170; Machinery 1,720; Food 710; Textiles 470; Apparel 1,340; Chemicals 5,080; Construction 4,100; Trans., Comm., & Pub. Util. 5,060; Trade 13,770; Fin., Ins., & Real Estate 1,890; Service 7,730; Gov't 11,720; Agriculture 410.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-20 blocks on Front, Grace, Chestnut, Princess, Market, Second and Third Sts.
Neighborhood Shopping Centers-Castle St.; N 4th St.; 17th & Market; 17th & Dawson; 5th & Red Cross; Glen Meade; Port city; S Front.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Azalea Plaza(5)	3	Winn-Dixie, Peoples Drug
Cape Fear(8)	3	Family Dollar, Parkers
College Sq.(12)	4	Winn-Dixie, Revco
Cotton Exchange(30)		
Hanover Ctr.(23)	3	Parker's, Rose's, Eckerd
Independence Mall(70)	3	Belk-Berry, Sears, JCPenney
Kings Plaza(3)	3	Rose's, Parkers, Revco
Long Leaf Mall (40)	4	Radio Shack, Rose's, Winn-Dixie, Eckerd
Market Plaza(18)	3	Parkers, Radio Shack
Market Street(7)	1	
Murreysville Road(6)	6	Food Lion, Eckerd
North 17(30)	3	Family Dollar, Food Lion
Pine Valley(2)	5	Food Lion, Peoples
Plaza East(29)	9	Maxway, Parker's

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Berry; JCPenney. **Discount Stores**-Family Dollar Store 4; Buy-Rite; TG&Y; Rose's 3; K mart. **Variety Stores**-Mack's 2. **Chain Drug Stores**-Eckerd 5; Rexall 4; Revco 7; Peoples 3. **Chain Supermarkets**-Winn-Dixie 3; Parker's 8; Wilson's 4; Harris-Teeter 2; Food Lion 4; Kroger Sav-On. **Other Chain Stores**-Western Auto; Firestone; Goodrich; Goodyear 2; Lowe's; Maxwell Bros.; Singer Co.; Cloth World; Wicke's; Rhodes; Pic-Way; Lerner Stores; Radio Shack 5; Thom Mcan; Best Products Inc.; Hahn Shoes; Hickory Farms; Kinney Shoes; Thomplinson; Pier I Imports.

14 - NEWSPAPERS: STAR (m) 42,440; STAR NEWS (S) 50,760; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Shook, STAR/STAR-NEWS, P.O. Box 840, Wilmington, NC 28402; Tel. (919) 343-2311.
National Representative: Branham/Newspaper Sales.

WILSON

1 - LOCATION: Wilson County, E&P Map E-2. County Seat. Agricultural and Manufacturing Center. 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, VA. On U.S. Hwys. 301, I-95; 264 and 117; State Hwys. 42 and 58.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Norfolk & Southern; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Carolina Trailways; Seashore Transportation.
Airlines-Mid South.

3 - POPULATION:
Corp. City 80 Cen. 34,424; Loc. Est. 35,983
CZ-ABC: (80) 34,424; (84) 34,900
RTZ-ABC: (80) 64,459; (84) 66,600
County 80 Cen. 63,132; Loc. Est. 65,993
City & RTZ-ABC: (80) 98,883; (84) 101,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; Loc. Est. 12,820
CZ-ABC: (80) 12,343; (84) 12,600
RTZ-ABC: (80) 21,327; (84) 22,300
County 80 Cen. 21,549; Loc. Est. 23,067
City & RTZ-ABC: (80) 33,670; (84) 34,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$175,000,000
Commercial	8	$250,000,000

6 - PASSENGER AUTOS: County 31,707

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 6,097

9 - PRINCIPAL INDUSTRIES: Tobacco Processing; Textile Fabrication; Meat Processing; Auto Tire Mfg.; Feed and Grain Processing; Bus & Truck Bodies; Fertilizers; Glass Containers.
Principal Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 8 Blks. on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.
Main Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers. Downtown: Belk-Tyler; Drugs; Mall Stores; Other Downtown Stores Fri. night.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stantonburg	12	Bakers, Bailey's Gardners
Elm City	6	McKeel's Cobb's
Bailey	13	W.H. Farmer, Clarks, Hagwood's
Brentwood	NA	Food Town, Eckerd
Sims	9	Whitley's Boykins
Lucama	6	Bass Bros.
Nichols City	NA	Nichols Discount, Food World

Kenly	26	J. Dobbin Bailey, Cook's, IGA
Boulevard Plz.(13)	NA	Eckerd, Colonial
Gold Park(11)	NA	Family Dollar Store, Food World, Revco
King's Plaza(10)	NA	A&P, Maxwell's
Parkwood Mall (72)	NA	JCPenney, Winn-Dixie, Rose's, Belk-Tyler
Village	NA	Countryside Furn., Village Grocery
Winoca(18)	NA	Sears, Carpetland
Wren Village(23)	NA	Winn-Dixie, Bissette's Drug

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leder's, Inc.; Belk-Tyler; Sears. **Discount Stores**-Cook's; S. E. Nichols. **Variety Stores**-Rose's; Value Pak. **Chain Drug Stores**-Eckerd 2; Kerr Drugs; Revco 2. **Chain Supermarkets**-A&P, Big Star 2; Food Lion 2; Winn-Dixie 2; Piggly Wiggly; Food World 2. **Other Chain Stores**-Firestone Stores; Goodyear Service Stores; Western Auto Stores; Kinney Shoes; Heilig-Meyers Furniture; Tucker's Furniture; Maxwell Furn.; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Scotties; Zale's; Sherwin-Williams; Fast Fare Convenient Foods; Zip Mart; Burton's; Carpetland; Family Dollar; Carolina Builders Supplies; Rosco-Griffin Shoes; Durham Sporting Goods; K&K Toys; General Nutrition Center; Saslow's Jewelers; Swiss Colony; Baskin-Robbins; Cato's; Short-Stop Mart.

14 - NEWSPAPERS: TIMES (e) 17,513; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Christopher C. Taylor, Adv. Dir., TIMES, 2001 Downing St., Wilson, NC 27893; Tel. (919) 243-5151.
National Representative: Landon Associates.

WINSTON-SALEM

1 - LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, D.C. and Atlanta. On U.S. Hwys. 421, 52, 311, 158, I-40 and State Hwys. 8, 66, 67, 109 and 150.

2 - TRANSPORTATION: Railroads-Southern; Norfolk & Western; Winston-Salem Southbound. **Motor Freight Carriers**-62. **Intercity Bus Lines**-Greyhound; Piedmont; Trailways. **Airlines**-Piedmont; Eastern; United; Delta; American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 131,885; Loc. Est. 138,451
CZ-ABC: (80) 167,781; (84) 168,100
RTZ-ABC: (80) 498,435; (84) 532,100
County 80 Cen. 243,683; Loc. Est. 256,555
MSA 80 Cen. 851,984; Loc. Est. 894,496
City & RTZ-ABC: (80) 666,216; (84) 700,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 50,338; Loc. Est. 54,170
CZ-ABC: (80) 63,357; (84) 64,100
RTZ-ABC: (80) 176,230; (84) 189,900
County 80 Cen. 90,146; Loc. Est. 97,172
MSA 80 Cen. 307,207; Loc. Est. 330,172
City & RTZ-ABC: (80) 239,587; (84) 254,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$1,676,623,138

6 - PASSENGER AUTOS: County 144,488

7 - ELECTRIC METERS: Residence 125,330

8 - GAS METERS: Residence 19,464

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco, Petroleum, Rubber & Leather 19,900; Textile 32,400.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Avg. Temperature-Spring 66; Summer 74; Fall 46; Winter 47. First killing frost, Oct. 28. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hanes Mall(122)	NA	Sears, Belk's, JCPenney, Thalhimers
Cloverdale Plz.(14)	NA	Zayre, Kroger
Northside(35)	NA	Eckerd
Old Town(17)	NA	Food Fair
Parkview(26)	NA	Rose's, Winn-Dixie
Parkway Plz.(40)	NA	Eckerd, Food Fair
Pine Ridge Plz.(11)	NA	Rose's, Thrifti-Mart
Reynolda Manor(27)	NA	Brendle's, Davis
Sherwood Plz.(22)	NA	Food Fair, Revco
Thruway(56)	NA	Rose's, Food Fair, Winn-Dixie, Thalhimers

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; K mart; Davis; JCPenney; Sears; Thalhimers; Peebles. **Discount Stores**-Zayre; Brendle's; Ardan; K mart; Rose's; Keymid; T.J. Maxx. **Variety Stores**-Woolworth; McCrory. **Chain Drug Stores**-Bobbitt's 3; Eckerd 8; Revco 10; Crown 10; SupeRx 2. **Chain Supermarkets**-Food Fair 12; Food World 6; Kroger 3; Winn-Dixie 5; Food Lion 10; Thrifti Mart 5; Mount Tabor 3; Joe's Fine Food 3; Three Guys. **Other Chain Stores**-Mother and Daughter 5; Advance 2; Goodrich; Western Auto 4; Firestone 2; Goodyear 2.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 74,323; (m-sat) 94,527; SENTINEL (e) 32,566; JOURNAL (S) 97,613; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard Hickman, Nat'l. Adv. Mgr., JOURNAL and SENTINEL, PO Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.
National Representative: Sawyer-Ferguson-Walker.

NORTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bismarck-Burleigh and Morton Counties.
Fargo-Moorhead, N.D.-Minn.-Cass County, N.D.; Clay County, Minn.
Grand Forks-Grand Forks County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	51	55	59
5-14 Years	135	100	108
15-24 Years	114	133	143
25-44 Years	130	168	181
45-64 Years	122	116	126
65 and Over	66	81	86
TOTAL	618	653	703

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	122	244	482
General Mdse	142	217	400
Food	230	370	701
Automobiles	289	559	1,124
Gasoline Stations	123	202	422
Apparel	67	130	239
Furniture	57	97	191
Eat-Drink Places	100	190	411
Drugs	44	69	137
TOTAL SALES	1,274	2,250	4,489

BISMARCK

1 - LOCATION: Burleigh County (MSA). E&P Map B-3. State Capital and County Seat. Electrical Generation Manufacturing, distribution, wholesale and educational center. 200 mi. W of Fargo, ND; 108 mi. W of Jamestown, ND; 410 mi. W from Minneapolis.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line. **Motor Freight Carriers**-10. **Intercity Bus Lines**-Greyhound; International Transportation. **Airlines**-Northwest Orient; Frontier; Republic; Big Sky; Western.

3 - POPULATION:
Corp. City 80 Cen. 44,485; Loc. Est. 47,680
CZ-ABC: (80) 59,998; (84) 68,000
RTZ-ABC: (80) 109,171; (84) 115,900
County 80 Cen. 54,811; Loc. Est. 58,748
MSA 80 Cen. 79,988; Loc. Est. 85,832
City & RTZ-ABC: (80) 169,169; (84) 183,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,424; Loc. Est. 17,773
CZ-ABC: (80) 21,738; (84) 24,900
RTZ-ABC: (80) 36,462; (84) 39,100
County 80 Cen. 19,420; Loc. Est. 21,291
MSA 80 Cen. 27,949; Loc. Est. 30,654
City & RTZ-ABC: (80) 58,245; (84) 64,000

5 - BANKS	NUMBER	EST. DEP.
State	3	$497,219,000
Savings & Loan	5	$231,756,000
Commercial	4	$203,653,000

6 - PASSENGER AUTOS: County 36,616

7 - ELECTRIC METERS: Residence 18,329

8 - GAS METERS: Residence 14,697

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Printing 165; Trucking 300; Farm Machy. Mfg. 520; Machine Shops 90; Electric Power 420; Govt. 4,500; Wood Working 150; Brick & Tile 200; Railroad 60.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Oct. 22. Last killing frost, May 8.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main Ave.; 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Centers-2 neighborhood, 2 Regional.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northbrook(19)	2	Rod's Family Foods (Red Owl)
Arrowhead(12)	1	Dan's Super Valu
Kirkwood Plz(100)		Mont. Ward, JCPenney, Target
K mart	2	K mart
Gateway Mall(55)	2	Super Valu, Osco, Gateway, Sears

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon.; Food Mon. through Sat.; Shopping Centers Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Eckstein's; Montgomery Ward; Sears; JCPenney; Herberger's; Labelles. **Discount Stores**-K mart; Rod's Family Foods (Red Owl); Target; White Mart. **Variety Stores**-Ben Franklin. **Chain Drug Stores**-Rexall; Walgreens; White; Osco. **Chain Supermarkets**-Red Owl 2; Super Valu 4; Buy Rite; Jack 'n Jill; Holiday Store. **Other Chain Stores**-Bismarck; Coast-to-Coast Hardware; Firestone; Morrey-Alans; Stevensons; Singer; Goodyear; General Tire; Ace Hardware; Hardware Hank.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; m-sat) 28,118; (S) 28,853; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hewitson, Adv. Dir., TRIBUNE, 707 E. Front St., Bismarck, ND 58501; Tel. (701) 223-2500.
National Representative: Branham/Newspaper Sales.

DEVILS LAKE

1 - LOCATION: Ramsey County. E&P Map C-2. County Seat. Agricultural and livestock center. On Devils Lake; 95 mi. NNW of Grand Forks.

2 - TRANSPORTATION: Railroads-Burlington Northern; Minneapolis S.P. and S.S.M. (Branch). **Airlines**-Messaba.

3 - POPULATION:
Corp. City 80 Cen. 7,442; Loc. Est. 7,984
County 80 Cen. 13,048; Loc. Est. 13,771
CZ-ABC: (80) 7,442; (84) 7,800
RTZ-ABC: (80) 20,615; (84) 20,700
City & RTZ-ABC: (80) 28,057; (84) 28,500

4 - HOUSEHOLDS:
City 80 Cen. 2,764; Loc. Est. 2,937
County 80 Cen. 4,618. Loc. Est. 5,032
CZ-ABC: (80) 2,764; (84) 2,900
RTZ-ABC: (80) 7,406; (84) 7,300
City & RTZ-ABC: (80) 10,170; (84) 10,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$23,356,447
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 7,576

7 - ELECTRIC METERS: Residence 2,434

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Flour Milling; Creameries; Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: New Supply, Potable; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; S&L; Brauns. **Discount Stores**-TBA Wholesalers; Gateway Direct; White Mart; K mart. **Variety Stores**-Woolworth; Ben Franklin. **Chain Drug Stores**-Walgreens; Rexall; White's. **Chain Supermarkets**-Red Owl; Super Valu.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,225; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael Bell, Pub., JOURNAL, 3rd & 4th Ave., Devils Lake, ND 58301; Tel. (701) 662-2127.
National Representative: Landon Associates.

DICKINSON

1 - LOCATION: Stark County. E&P Map A-3. County Seat. Agricultural, wholesale and educational center. On I-94; U.S. 10; State 22. 300 mi. W of Fargo.

2 - TRANSPORTATION: Motor Freight Carriers-5. **Intercity Bus Lines**-Greyhound. **Airlines**-Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 15,924; Loc. Est. 20,046
County 80 Cen. 23,697; Loc. Est. 28,026

4 - HOUSEHOLDS:
City 80 Cen. 5,473; Loc. Est. 6,982
County 80 Cen. 7,832; Loc. Est. 9,474

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$117,400,000
Savings & Loan	3	$109,350,000

6 - PASSENGER AUTOS: County 15,512

7 - ELECTRIC METERS: Res. & Comb. 7,104

8 - GAS METERS: Residence 5,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 340 ($250); Construction 530 ($225); Mfg. 520 ($215); Trans., Comm. & Public Util. 460 ($230); Wholesale Trade 360 ($175); Retail Trade 1,730 ($175); Finance, Ins. & Real Estate 300 ($275); Services 1,560 ($180); Govt. 1,220 ($225); Oil Related 400 ($375).
Principal Industrial Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-64; Summer 51-71; Fall 34-67; Winter -7-16. First killing frost, Sept. 17. Last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 1st St.; 7 blocks on Villard St. **Shopping Centers**-King's Royale Plaza; 4 blocks east; TSC, Anfinsons 1 1/2 mi. East; TSC Store 1 mi. East; Fred's Fairway Ctr. 10 Blks. West; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Sky(13)	1	Tempo, White Drug
Prairie Hills Mall(45)	NA	Herberger, K mart, JCPenney

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Mon.
Stores Open Sundays-Small Grocery 2; Drug store.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; S&L; Sears; Stevenson's; Brauns; Desmonds. **Variety Stores**-Woolworth. **Discount Stores**-TSC. Anfinson's; K mart. **Chain Drug Stores**-White; Walgreens. **Chain Supermarkets**-Red Owl; King's; Fred's Fairway; Warehouse Grocery. **Other Chain Stores**-Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

14 - NEWSPAPERS: PRESS (m-tues to sat; S) 9,257; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ed J. Hauck, Pub., PRESS, 127 W First St., Dickinson, ND, 58601; Tel. (701) 225-8111.
National Representatives: Landon Associates.

FARGO, ND-MOORHEAD, MN

1 - LOCATION: E&P Map D-3 (In Fargo-Moorhead, ND-MN MSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN. E&P Map D-3. Manufacturing; distributing and retail; wholesale, processing & medical center on Eastern boundary of ND Sugar beet plant, manufacturing, wholesale & college center on Western boundary of MN. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and I-94 and I-29 serve both cities; 250 mi. NW of Minneapolis. St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-32.

Intercity Bus Lines-Greyhound; Jack Rabbit; Doyle.
Airlines-Northwest Orient; Republic; Frontier.

3 - POPULATION:
Corp. Cities 80 Cen. 91,306; Loc. Est. 96,577
Fargo 80 Cen. 61,308; Loc. Est. 64,267
Moorhead 80 Cen. 29,998; Loc. Est. 32,310
CZ-ABC: (80) 104,065; (84) 112,100
RTZ-ABC: (80) 126,499; (84) 129,600
Counties/MSA 80 Cen. 137,574; Loc. Est. 145,441
Cass Co. ND 88,247; Loc. Est. 92,506
Clay Co. MN 49,327; Loc. Est. 52,935
City & RTZ-ABC: (80) 230,564; (84) 241,700

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 33,371; Loc. Est. 35,679
Fargo 80 Cen. 23,567; Loc. Est. 25,005
Moorhead 80 Cen. 9,804; Loc. Est. 10,674
CZ-ABC: (80) 37,729; (84) 41,100
RTZ-ABC: (80) 44,137; (84) 45,700
Counties/MSA 80 Cen. 48,812; Loc. Est. 52,873
Cass Co. ND 32,613; Loc. Est. 34,973
Clay Co. MN 16,199; Loc. Est. 17,900
City & RTZ-ABC: (80) 81,866; (84) 86,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$1,675,382,000
Commercial	6	$492,900,000

6 - PASSENGER AUTOS: Cass County 58,081; Clay County 20,919

7 - ELECTRIC METERS: Residence 42,206

8 - GAS METERS: Residence 14,940

9 - PRINCIPAL INDUSTRIES: Creameries; Newspaper; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant; Printing, Skid-Steer Loaders.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25. Last killing frost, May 12.

11 - TAP WATER: Fargo-Alkaline, soft; fluoridated. Moorhead-Alkaline, softened; fluoridated.

12 - RETAILING: Principal Shopping Centers-Fargo: 5 blocks on Broadway; 2 on Main Ave.; 2 on N.P. Ave. and 1st Ave. N; 2 on 2nd Ave. N Moorhead: 4 on Center Ave.; 5 on Main Ave.
Neighborhood Shopping Centers-Fargo: K mart Plaza 10; South Plaza 18; Southside 1-13; Southside 2 -14; Park Place Plaza 15, Southgate Area 64; 13 Ave. S 35. Moorhead: South of the Border 35; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookdale(10)	2	Country Store, Northwest Fabrics
Buttrey/Osco(6)	3	Osco Drugs, Buttrey Foods
Holiday Mall(15)	2	Piggly Wiggly, Foss Drug, Coast-to-Coast
Moorhead Ctr. Mall(24)		Herberger's, Foss Drug
Northport(6)	4	Hornbacher Foods
Village West(12)	5	Hornbacher Foods, Northwest Fabrics
West Acres(112)	5	DeLendrecie's, Sears, Dayton's, JCPenney
Southside(12)	3	Hornbacher Foods
LaBelles Plaza(8)	4	LaBelles
Outlet Mall(12)	5	

Principal Shopping Days-Mon. evening. Malls open evenings Mon. through Fri. Moorhead stores open Sun. 1-5. Food: 24 hours 6 days a week.

13 - RETAIL OUTLETS: Department Stores-Dayton's; DeLendrecie's; Sears; JCPenney; Herberger's.
Discount Stores-K mart 4; Target; LaBelle's.
Variety Stores-Woolworth; Ben Franklin 4.
Chain Drug Stores-Osco 3; Foss 2; Walgreens.
Chain Supermarkets-Fairway; Jack & Jill 2; Piggly Wiggly 5; Super Valu; Hornbacher 3; Country Store 2; Buttrey 3; Stop-n-Go 9.

14 - NEWSPAPERS: FORUM (all day) 56,382; (S) 63,257; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David A. Straton, Adv. Dir., THE FORUM, PO Box 2020, Fargo, ND 58102; Tel. (701) 235-7311.
National Representative: Story & Kelly-Smith.

GRAND FORKS, ND-EAST GRAND FORKS, MN

1 - LOCATION: Grand Forks County, Polk County, MN (In Grand Forks MSA) E&P Map D-2, County Seat. Wholesale dist., shipping center for 2-county potato-sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwy. 2 and I-29.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Triangle; Star Bus.
Airlines-Northwest; Republic; Frontier; Northern.

3 - POPULATION:
Corp. Cities 80 Cen. 52,302; Loc. Est. 55,515
Grand Forks, ND 80 Cen. 43,765; Loc. Est. 46,140
E. Grand Forks, MN 80 Cen. 8,537; Loc. Est. 9,378
CZ-ABC: (80) 52,032; (84) 55,900
RTZ-ABC: (80) 159,528; (84) 161,600
Counties 80 Cen. 100,944; Loc. Est. 104,096
Grand Forks, ND 80 Cen. 66,100; Loc. Est. 67,275
Polk, MN 80 Cen. 34,844; Loc. Est. 36,821
City & RTZ-ABC: (80) 211,830; (84) 217,500
MSA 80 Cen. 66,100; Loc. Est. 67,275
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,602; Loc. Est. 19,797
Grand Forks, ND 80 Cen. 15,577; Loc. Est. 16,581
E. Grand Forks, MN 80 Cen. 3,025; Loc. Est. 3,216
CZ-ABC: (80) 18,602; (84) 20,100
RTZ-ABC: (80) 54,658; (84) 56,000
Counties 80 Cen. 34,262; Loc. Est. 36,127
Grand Forks, ND 80 Cen. 22,108; Loc. Est. 22,984
Polk, MN 80 Cen. 12,154; Loc. Est. 13,143
City & RTZ-ABC: (80) 73,260; (84) 76,100
MSA 80 Cen. 22,108; Loc. Est. 22,984

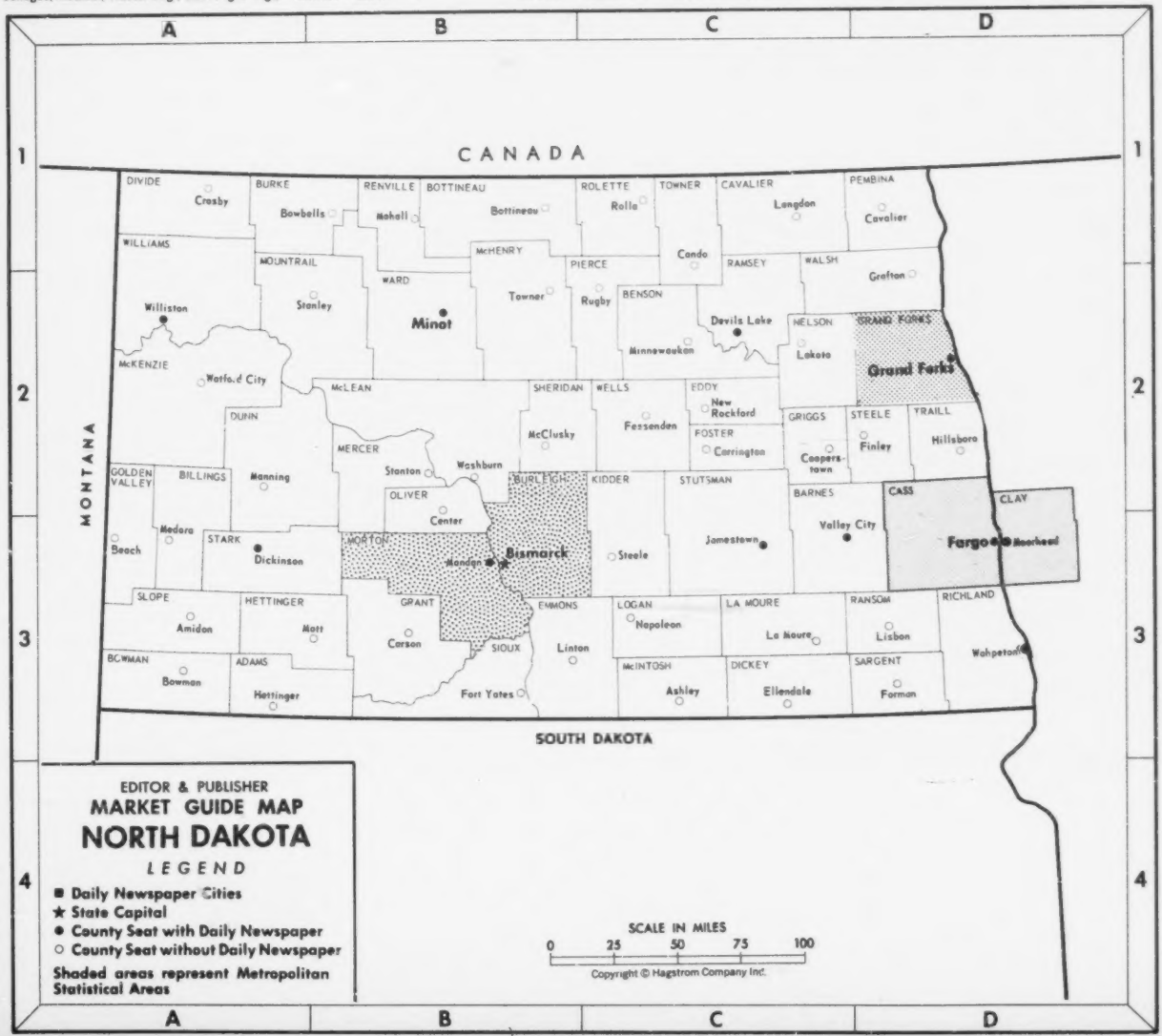
5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$1,900,000,000
Commercial	7	$315,000,000

6 - PASSENGER AUTOS: Counties Grand Forks (ND) 36,007; Polk (MN) 15,570

7 - ELECTRIC METERS: Residence 21,000

8 - GAS METERS: Residence 9,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar Refining 480



($242); Flour Milling 123 ($325); Potato Prod Mfg. 600 ($240); Air Base 5,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 50-70; Fall 17-30; Winter 7-21. First killing frost, Sept. 25. Last killing frost, May 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Dr., South Forks, 32 blocks on S. Washington St.; East Grand Forks, 3 blocks on DeMers Ave.; 1/2 mile Hwy. 220 N.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baseview(11)	12	Millers Super Mkt.
Columbia Mall(80)	5	Daytons, JCPenney
So. Forks Plz(50)	3	Sears, K mart
Town & Country (12)	3	Miller's Super Fair
Holiday Mall(6) (E. Grand Forks)	1	White Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; most shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-Herberger's; Dayton's; Norby's; Mary Elizabeth; JCPenney; Sears.
Discount Stores-Home of Economy; K mart; White Mart; Target; La Belle's.
Variety Stores-Ben Franklin.
Chain Drug Stores-White 2; Osco.
Chain Supermarkets-Piggly Wiggly 5; Country Store; Miller's Fairway 3; Warehouse Mkt. (Nash Finch); Warehouse Foods (Super Valu); Albertson's.
Other Chain Stores-Sherwin-Williams; Kinney's 2; Tradehome Shoes; Stevenson's 2; Seifert's; Payless Shoes; Maurice's Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Everson's Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Morrow's Nut House; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Claire's Boutique; Shirt Works; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Brown Photo; Firestone; Montgomery Ward; Berman Leather; The Closet; The Better Half.

14 - NEWSPAPERS: HERALD (m) 37,214; (S) 39,106; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Marsha Gunderson, Sales Dev. Mgr., HERALD, 120 N. 4th St., Grand Forks, ND 58201; Tel. (701) 775-4211.
National Representative: Knight-Ridder Newspaper Sales.

JAMESTOWN

1 - LOCATION: Stutsman County. E&P Map C-3. County Seat. On U.S. Hwys. 10, 52, 281 and I-94.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Greyhound.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 16,280; Loc. Est. 17,112
County 80 Cen. 24,154; Loc. Est. 24,896

4 - HOUSEHOLDS:
City 80 Cen. 5,980; Loc. Est. 6,231
County 80 Cen. 8,648; Loc. Est. 9,104

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$75,856,779
Commercial	3	$168,733,106

6 - PASSENGER AUTOS: County 13,851

7 - ELECTRIC METERS: Residence 5,436

8 - GAS METERS: Residence 415

9 - PRINCIPAL INDUSTRIES: Construction; Dairying; Farm Prods.; Western Gear; Haybusters.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65. Avg. 41.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buffalo(40)	NA	K mart, JCPenney, Bostwick's
Jamestown(25)	NA	Leevers, White's Home Ctr., Maurice
Park Plaza(11)	NA	White Drug

Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fair Store; Bostwick's; Straus; Feinstein's; Maurice's.
Discount Stores-Pamida.
Variety Stores-Woolworth.
Chain Drug Stores-White Drug 2.
Chain Supermarkets-Country Store; Holiday Warehouse Foods; Super Valu 2.

14 - NEWSPAPERS: SUN (e) 10,179; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: Wayne Deery, Adv. Mgr., SUN, 122 2nd St., NW, Jamestown, ND 58401; Tel. (701) 252-3120.
National Representatives: Landon Associates.

MINOT

1 - LOCATION: Ward County. E&P Map B-2. County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys 2, 52, 83.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo Line; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Interstate Transportation; JB Shortway; B&B Bus Line; D&J Bus Line; Turtle Mountain Line.
Airlines-Frontier; Republic.

3 - POPULATION:
Corp. City 80 Cen. 32,843; Loc. Est. 34,055
CZ-ABC: (80) 32,843; (84) 34,100
RTZ-ABC: (80) 157,169; (84) 162,400
County 80 Cen. 58,392; Loc. Est. 60,169
City & RTZ-ABC: (80) 190,012; (84) 196,500

4 - HOUSEHOLDS:
City 80 Cen. 12,270; Loc. Est. 12,851
CZ-ABC: (80) 12,270; (84) 12,900
RTZ-ABC: (80) 52,955; (84) 55,300
County 80 Cen. 19,892; Loc. Est. 20,974
City & RTZ-ABC: (80) 65,225; (84) 68,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$389,000,000
Savings & Loan	3	$2,414,520,000

6 - PASSENGER AUTOS: County 33,239

7 - ELECTRIC METERS: Residence 13,331

8 - GAS METERS: Residence 12,276

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroads 530; Medical Centers 1,489; Creameries 100; Meat Packing 49; Air Force Base 6,172; (annual payroll $116.47 million); Oil & Grease Compounding; Grain Elevators; Farm Machinery; Plastics; Insulated Windows.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40; First killing frost, Sept. Last killing frost, May.

11 - TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12 - RETAILING: Principal Shopping Center-Main and Side Streets Area, 6 blocks by 4 blocks.
Neighborhood Shopping Areas-South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. NE; Oak Park-Garden Valley on 4th Ave. NW.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arrowhead(9)	2	Piggly Wiggly, White Drug
Town & Country(34)	2	Sears, Piggly Wiggly
K mart	2	K mart, Miracle Mart
Dakota Square(80)	4	JCPenney, Target, Herberger's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown Thur.; Shpg. Ctrs. & Food stores nightly.

13 - RETAIL OUTLETS: Department Stores-Sears, JCPenney; Baders; Herberger's
Discount Stores-K mart; Home of Economy; Air Force P-X; Peavey/Thunderbird; Big Bear; Target.
Chain Drug Stores-White's 2; Walgreens; Osco; Arrowhead (McKeson); Rexall; Saunders.
Chain Supermarkets-Red Owl; Piggly-Wiggly 3; Circle Foods 14; Jack & Jill (area) 4; Miracle Mart; Albertson's.
Other Chain Stores-Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast-to-Coast Hdwe.; Scheels Hdw.; Payless Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Kaybee Stores; Northwest Fabrics; Maurice's; Gamble's; True Value Hdwe; Great Plains Supply; Better Half; OK Hardware; Gigi; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Hickory Farms; Lerner Shoes; Jeans West; Musicland; Nobil Shoes; Seiferts; Spencer Gifts; Thom McAn; B.Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Evenson Hallmark; Footlocker; K-B Tops; So-Fro Fabrics; Susie's Casuals; Zale's Jewelry; Desmonds; Swiss Colony; Mandel's; Rand's Shoes; Music City; Gordon's Jewelry; Mr. Mark; Riddle's Jewelry; Vanity; RCC Western Store.

14 - NEWSPAPERS: NEWS (e) 29,787; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: W.P. Seright, Gen. Adv. Mgr., NEWS, 301-04 4th St. SE, Minot, ND 58701; Tel. (701) 852-3341.
National Representative: Branham/Newspaper Sales.

VALLEY CITY

1 - LOCATION: Barnes County. E&P Map C-3. County Seat. Agricultural center. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown; I-94; U.S. Hwy. 10 & 52; State Hwys. 1 and 9.

2 - TRANSPORTATION: Railroads-Burlington Northern and Soo Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Northwest (at Fargo), Republic; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 7,774; Loc. Est. 7,889
County 80 Cen. 13,960; Loc. Est. 14,199

4 - HOUSEHOLDS:
City 80 Cen. 2,987; Loc. Est. 2,895
County 80 Cen. 5,094; Loc. Est. 5,309

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,806,000
Savings & Loan	2	$72,100,000

6 - PASSENGER AUTOS: County 7,811

7 - ELECTRIC METERS: Residence 3,205

8 - GAS METERS: Residence 1,654

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State College 105 ($410); Therapy Tables 12 ($285); Hospital Care 150 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20. Last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Central Ave.; 4 on Main St.; 3 on 2nd Ave. E; 6 on 2nd St. N; 3 on 3rd St. N Hub-Mac Center (9 units); Main St.; Straus Building (8 units); Central Ave. (downtown).
Stores Open Evenings-Dept. Mon.; Food every evening.
Principal Shopping Days-Fri., Sat. and Mon.

13 - RETAIL OUTLETS: Department Stores-Pamida; JCPenney; The Fair; Straus; Sears; Anthony's; Foss; Stevens.
Variety Stores-Woolworth; Ben Franklin.
Discount Store-Pamida.
Chain Drug Stores-Rexall; Foss.
Chain Supermarkets-Jack & Jill; J&L Super Valu; Red Owl.
Other Chain Stores-Gamble's; Ace Hdwe.; Coast-to-Coast Hdwe.; Goodyear; Montgomery Ward.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 3,979; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. NE, Valley City, ND 58072; Tel. (701) 845-0463.
National Representative: American Newspaper Representatives.

WAHPETON, ND-BRECKENRIDGE, MN

1 - LOCATION: Wahpeton, ND. E&P Map D-3, in Richland County, County Seat. Southeast corner of the state. Agricultural, retail, wholesale, manufacturing area; Junior College 125 acres, $40 million value, 3,600 enrollment, BIA School; Breckenridge, MN. E&P Map (MN) A-3, in Wilkin County, County Seat. Agriculture; railroad; retail; hospital; processing center; Both at the head of the Red River; Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to I-94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 W to I-29; Airport is the Breckenridge-Wahpeton Interstate Airport with charter, ambulance service, instruction service, hard surface for small multi-engine aircraft, 225 miles NW of Minneapolis-St. Paul.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit.
Airlines-Charter Service at Breckenridge-Wahpeton Interstate Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 12,973; Loc. Est. 13,717
Wahpeton, ND 80 Cen. 9,064; Loc. Est. 10,060
Breckenridge, MN 80 Cen. 3,909; Loc. Est. 3,657
Counties 80 Cen. 27,589; Loc. Est. 27,876
Richland, ND 80 Cen. 19,207; Loc. Est. 19,825
Wilkin, MN 80 Cen. 8,382; Loc. Est. 8,051

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,264; Loc. Est. 4,374
Wahpeton, ND 80 Cen. 2,816; Loc. Est. 3,037
Breckenridge, MN 80 Cen. 1,448; Loc. Est. 1,337
Counties 80 Cen. 8,522; Loc. Est. 9,650
Richland, ND 80 Cen. 6,413; Loc. Est. 6,755
Wilkin, MN 80 Cen. 2,909; Loc. Est. 2,895

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$117,287,25*
Commercial	4	$115,697,014

6 - PASSENGER AUTOS: Counties: Richland, ND 10,489; Wilkin, MN 3,754

7 - ELECTRIC METERS: Wahpeton and Breckenridge Counties 4,980

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture & Processing Ctr. (wheat; corn; barley; sugar beets; soybeans; flax oats, and sunflowers); Fabricating; Printing; Agricultural Machy. Mfg.; College, Bureau of Indian Affairs School; Wholesale Auto Parts; Medical Center.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 38-110; Fall 55-92; Winter -35-52. First killing frost, Sept. 26. Last killing frost, May 10. Mean annual temp. 43; Average annual rainfall 20.38 inches.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Wahpeton; 6 blocks. Breckenridge; 3 blocks.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Thur.; Pamida Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Pamida; Holiday; Simonson's.
Variety Store-Ben Franklin.
Chain Drug Stores-Rexall 2; Snyder.
Chain Supermarkets-Fairway; Super Valu; Piggly Wiggly.
Other Chain Stores-Goodyear; Coast-to-Coast; Gamble's; Sears (Catalog); Auto Franchises 6; Farm Equipment Dealers 5; Stevenson's; Bostwick's; Ward's Catalogue.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,650; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., NEWS, 601 Dakota Ave.; PO Box 1018. Wahpeton, ND 58075; Tel. (701) 642-8585.
National Representative: American Newspaper Representatives.

WILLISTON

1 - LOCATION: Williams County. E&P Map A-2. In Northwest corner of state. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Airlines-Big Sky; Pioneer.
Interstate Bus Lines-Missouri Valley Trails; Interstate Transportation Co.; Herald Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 13,336; Loc. Est. 16,921
County 80 Cen. 22,237; Loc. Est. 26,857

4 - HOUSEHOLDS:
City 80 Cen. 4,879; Loc. Est. 5,952
County 80 Cen. 7,939; Loc. Est. 9,812

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$207,527,000
Savings & Loan	3	$92,210,000

6 - PASSENGER AUTOS: County 15,640

7 - ELECTRIC METERS: Residence 4,175

8 - GAS METERS: Residence 3,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Shops 8 ($180); Oil Well Service 55 ($150); Transp. and Utilities 295 ($150); Oil 70 ($190); Salt Plant 29 ($140); Oil Refinery 28 ($140); Retail & Wholesale 1,280; Govt. 1814; Service 979; Agriculture 210; Construction 185; Fin., Ins. & Real Estate 155; Meat Packing 59; Other Mfg. 171.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-51; Summer 55-80; Fall 28-55; Winter -0.9-22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks.
Neighborhood Shopping Centers-N Main St.
Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward (catalog); JCPenney; G. M. Hederich; Sears (catalog).
Discount Stores-Home of Economy; Family Thrift Center; Gibson's; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Service.
Chain Supermarkets-County Market; Family Thrift Center; Buttrey's.
Other Chain Stores-Northern Auto; Western Auto; TCS Store; Sherwin-Williams.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 9,768; sworn Sept. 29, 1983.
Local Contact for Advertising and Merchandising Data: Kathy Sorenson, Adv. Mgr., HERALD, 14 W 4th St., PO Box 1447, Williston, ND 58801; Tel. (701) 572-2165.
National Representatives: Landon Associates.

OHIO SURVEYS

METROPOLITAN STATISTICAL AREAS

Canton-Carroll and Stark Counties.
Columbus-Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties.
Dayton-Springfield-Clark, Greene, Miami and Montgomery Counties.
Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd, Carter and Greenup Counties, Ky.; Lawrence County, Ohio.
Lima-Allen and Auglaize Counties.
Mansfield-Richland County.
Parkersburg-Marietta, W. Va.-Ohio-Wood County, W. Va.; Washington County, Ohio.
Steubenville-Weirton, Ohio-W. Va.-Jefferson County, Ohio; Brooke and Hancock Counties, W. Va.
Toledo-Fulton, Lucas and Wood Counties.
Wheeling, W. Va.-Ohio-Ohio and Marshall Counties, W. Va.; Belmont County, Ohio.
Youngstown-Warren-Mahoning and Trumbell Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Akron-Portage and Summit Counties.
Cincinnati, Ohio-Ky.-Ind.-Includes Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; and Dearborn County, Ind.
Cleveland-Cuyahoga, Geauga, Lake and Medina Counties.
Hamilton-Middletown-Butler County.
Lorain-Elyria-Lorain County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton, Ohio-Ky.-Ind.-Includes Cincinnati, Ohio-Ky.-Ind. PMSA and Hamilton-Middletown, Ohio PMSA.
Cleveland-Akron-Lorain-Includes Akron PMSA; Cleveland PMSA; and Lorain-Elyria PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1985
Under 5 Years	922	787	805
5-14 Years	2,189	1,708	1,745
15-24 Years	1,848	2,013	2,056
25-44 Years	2,517	2,923	2,988
45-64 Years	2,188	2,197	2,246
65 and Over	993	1,169	1,193
TOTAL	10,657	10,797	11,033

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	1,006	1,694	2,814
General Mdse	2,190	5,451	8,473
Food	5,073	7,838	12,527
Automobiles	4,575	7,713	13,080
Gasoline Stations	1,762	3,117	5,505
Apparel	995	1,363	2,114
Furniture	1,078	1,547	2,563
Eat-Drink Places	1,905	3,105	5,670
Drugs	693	1,043	1,741
TOTAL SALES	22,889	35,563	59,481

AKRON

1 - LOCATION: Summit County (In Akron PMSA). E&P Map C-2. County Seat. Rubber capital of world. College center; NE central part of state; 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpk; on U.S. Hwys 224, I-77, I-76, I-71; State Hwys. 5, 8, 18 and 91.

2 - TRANSPORTATION: Railroads-Conrail; Akron & Barberton Belt Line; Chessie System; Akron: Canton & Youngstown (freight); Norfolk & Western.
Motor Freight Carriers-157.
Intercity Bus Lines-Greyhound; Akron; Metropolitan Regional Transit Authority.
Airlines-United; Piedmont; Eastern; TWA; American; Delta; Pan Am; Northwest; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 237,177; Loc. Est. 225,703
CZ-ABC: (80) 512,978; (84) 496,200
RTZ-ABC: (80) 333,828; (84) 345,200
County 80 Cen. 524,472; Loc. Est. 528,903
PMSA 80 Cen. 660,328; Loc. Est. 668,966
City & RTZ-ABC: (80) 846,806; (84) 841,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 90,576; Loc. Est. 89,600
CZ-ABC: (80) 187,102; (84) 182,700
RTZ-ABC: (80) 107,807; (84) 112,500
County 80 Cen. 189,850; Loc. Est. 195,852
PMSA 80 Cen. 234,064; Loc. Est. 242,307
City & RTZ-ABC: (80) 294,909; (84) 295,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$49,038,423,921
Savings & Loan	10	$6,385,200,000

6 - PASSENGER AUTOS: County 330,883

7 - ELECTRIC METERS: Residence 272,123

8 - GAS METERS: Residence 192,881

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 67,500 ($446); Trans. Utilities 12,700 ($446); Constr. 6,200 ($517); All Industries Total Employment 249,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 22. Last killing frost, April 30.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Downtown: 14 blocks, Main St.
Neighborhood Shopping Centers-6 blocks on W Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple & W Exchange St.; 7 on Wooster Rd. Bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S Main St.; 3 on Mapledale & S Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S Arlington St.; 11 on E Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akron Square(13)	6	Gray Drug, Mont. Ward
Arlington Plz.(30)	5	Kresge, Darrow Foods, JCPenney
Bel Par(17)	NA	Brown Derby, Ethel Wilson
Belden Village(70)	5	Sears, O'Neil's, Stern & Mann's, Higbee's, Fazio's
Carnation Mall(40)	NA	K Mart, Revco
Chapel Hill(75)	4	Sears, Woolworth, O'Neil's, Zayre
Coventry Plaza(7)	10	Sparkle, Stambugh's
Eastgate Plaza(7)	6	Home Fair, Nobil's
Edison Park(12)	10	Fisher's Big Wheel, Aid Drug, IGA
Evaporator Works(25)	19	The Bootery, Hood & Hoover
Fairlawn Plaza(40)	7	Woolworth, Fazio's, Bisson's, Gray Drug, Home Center
Great Oaks(22)	15	Fisher's Big Wheel, K mart, Buehler's Super Market
Hawkins Plaza(20)	3	Acme
Hudson Plaza(13)	15	Acme
Carnation City(9)	NA	Mont.Ward
College Plz.(22)	NA	Sears, Woolworth
Lakemore Plaza(23)	9	Gray Drug, JCPenney, May Bros.
Liberty Commons (19)	4	Falls Savings & Loan, Carnaby Street Inn
Magic City Plz.(18)	10	Acme, JoAnn Fabric
Midway Plaza(24)	5	Home Center, Sparkle Mkt., Bing's
Northfield Plz.(23)	14	Gray Drug, Kresge's, JCPenney
Norton Village(22)	15	Acme, Revco
Quaker Sq.(54)	NA	Centran Bank, Tavern In the Square
Rolling Acres Mall (134)	5	Sears, JCPenney, O'Neils, Mont. Ward
South Plaza(16)	4	Home Center, Home Fair, Gray Drug
State Road(30)	5	Mont. Ward, JCPenney, Firestone
Stow Kent(24)	12	O'Neil's, Home Center, Stambaugh's
Streetsboro Plz.(17)	9	Sparkle, Fisher's Big Wheel
Summit Mall(93)	5	Higbees, Jewel Mart, Woolworth, O'Neil's
University Plz.(22)	13	Acme, Western Auto

Principal Shopping Days-Dept.-Thur., Fri., Sat Food-Thur., Fri. and Sat.
Stores Open Evenings-Dept.-Mon.-Sat. Food-Thur., Fri., Sat.; Some open every evening until 9 Shopping Centers open until 9:30.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; O'Neil's; JCPenney; Sears Higbees; Stern & Mann's.
Variety Stores-Woolworth.
Discount Stores-Click 10; K mart 16; Zayre 3 Gold Circle 8; Fisher's Big Wheel 3.
Chain Drug Stores-Aid Drug 11; Family Discount 6; Fazios 4; Gray Discount 11; Gold Circle; Revco 13; Union Prescription 4; Youngfellow 21; K mart 3.
Chain Supermarkets-IGA 27; Acme/Click 23. Sparkle 26, Fazio's 11; Stop 'N Shop; Buehlers 4; Darrow's 4; Bisson's 3; May Bros. 2; Giant Eagle 6.
Other Chains Stores-Firestone; General; Goodrich; Goodyear; Kinney Shoes; Nobil Shoes; Richman Bros.; Thom McAn; Western Auto; Winkelman's; Casual Corner; Foxmoor; Limited; Baker's Shoes; Hickory Farms; Lerner's Shops.

14 - NEWSPAPERS: BEACON JOURNAL (e) 167,310; (S) 233,230; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward Lynch, Gen. Adv. Mgr., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 375-8111.
National Representatives: Knight-Ridder Newspaper Sales.

ALLIANCE

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

2 - TRANSPORTATION: Railroads-Conrail; C&P.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,315; Loc. Est. 23,861
CZ-ABC: (80) 33,896; (84) 32,400
RTZ-ABC: (80) 52,051; (84) 52,400
County 80 Cen. 378,823; Loc. Est. 385,011
MSA 80 Cen. 404,421; Loc. Est. 410,757
City & RTZ-ABC: (80) 85,947; (84) 84,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,099; Loc. Est. 9,205
CZ-ABC: (80) 12,548; (84) 12,100
RTZ-ABC: (80) 16,950; (84) 17,200
County 80 Cen. 134,094; Loc. Est. 139,306
MSA 80 Cen. 142,674; Loc. Est. 148,183
City & RTZ-ABC: (80) 29,498; (84) 29,300

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$650,000,000
Commercial	4	$1,150,700,000

6 - PASSENGER AUTOS: County 232,135

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 13,744

9 - PRINCIPAL INDUSTRIES: City Zone-Alumium Prods.; Machinery; Electrical Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; municipal water softener; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alliance Plz.(4)	NA	Gray Drug, Murphy's
Carnation Mall	NA	K Mart, Carlisle's JCPenney

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Schwartz's; Roberts; Family Center.
Discount Stores-Jupiter; Murphy; King's; Heck's; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Gray; Schuman; Cunningham.
Chain Supermarkets-Kroger, Sparkle 2; Quaker City; Buckeye; Super Duper.

14 - NEWSPAPERS: REVIEW (e) 13,857; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW, 40 S. Linden Ave.; PO Box 540, Alliance, OH 44601; Tel. (216) 821-1200.
National Representative: Landon Associates.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2. County Seat. 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 42, 71, 250 and State Roads 58, 60, 96 and 511.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,326; Loc. Est. 21,060
CZ-ABC: (80) 24,606; (84) 24,600
RTZ-ABC: (80) 25,378; (84) 26,200
County 80 Cen. 46,178; Loc. Est. 47,444
City & RTZ-ABC: (80) 49,984; (84) 50,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,346; Loc. Est. 7,709
CZ-ABC: (80) 8,735; (84) 8,800
RTZ-ABC: (80) 8,521; (84) 8,900
County 80 Cen. 15,913; Loc. Est. 16,773
City & RTZ-ABC: (80) 17,256; (84) 17,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$151,897,488
Savings & Loan	3	$110,497,862

6 - PASSENGER AUTOS: County 25,981

7 - ELECTRIC METERS: Residence 12,179

8 - GAS METERS: Residence 6,174

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 1,499; Printing 650; Pipe Fittings 990; Water Systems 875; Other 1,608.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost, Oct. 7. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashland Plz.(2)	NA	Big Wheel
K mart	NA	K mart, Kroger
Luray(4)	NA	Harlows, SupeRx

Principal Shopping Days-Mon., Tues., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Brooking's Shops.
Discount Stores-Harlows; K mart; Fisher's Big Wheel.
Chain Drug Stores-Rexall; SupeRx; Peoples; Family Independent Pharmacy.
Chain Supermarkets-Kroger; Kash 'N Karry (Seaway Foods); Neff's Cardinal; Hawkins Mkts. 2; Lawson 2; Quick Chek.
Other Chain Stores-Ashland Tire; Sears; Mode O'Day.

14 - NEWSPAPERS: TIMES-GAZETTE (e) 12,648; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Connie S. Kittle, Adv. Dir., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel. (419) 323-1581.
National Representative: Landon Associates.

ASHTABULA

1 - LOCATION: Ashtabula County, E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center; chemicals. NE part of State; on U.S. Hwy. 20 & I-90, 40 mi. W of Erie; 60 mi. E of Cleveland on South shore of Lake Erie.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Bessemer and Lake Erie.
Motor Freight Carriers-19.

Freight Steamship Lines-28. 3 Docks; Great Lakes/ International import/export shipping.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,449; Loc. Est. 23,335
CZ-ABC: (80) 33,332; (84) 33,600
RTZ-ABC: (30) 70,883; (84) 71,800
County 80 Cen. 104,215; Loc. Est. 105,400
City & RTZ-ABC: (80) 104,215; (84) 105,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,679; Loc. Est. 8,260
CZ-ABC (80) 12,265; (84) 12,500
RTZ-ABC: (80) 23,560; (84) 24,100
County 80 Cen. 35,825; Loc. Est. 36,600
City & RTZ-ABC: (80) 35,825; (84) 36,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$4,541,784,000
Savings & Loan	2	$393,894,908

6 - PASSENGER AUTOS: County 59,045

7 - ELECTRIC METERS: Residence 9,668

8 - GAS METERS: Residence 9,930

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Rubber & Plastics 2,403 ($323); Fabricated Metal 1,148 ($383); Trans. & Pub. Utilities 1,538 ($453); Primary Metals 958 ($474); Electronics 1,314 ($419); Chemical & Allied Prods. 1,556 ($480); Utilities 1,538 ($453).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 20. Last killing frost, April 30.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: Principal Shopping Centers-Main Ave.; W 46th; Park Ave.; Center St.-143 stores.
Neighborhood Shopping Centers-(Number of Stores) Lake Ave. and 5th St. in Harbor 72; Columbus Ave. on block 8; Station Ave. W 32nd 11; Nappi's Plaza West Ave. 13; Nappi's Plaza, W 11th & Thayer 3; Edgewood Plaza State Rd. 19; Rt. 20 East 23; K mart Plaza 1; Nichols Plaza 10; W Prospect and W Ave. 16; Edwards Plaza 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Saybrook Plz.(23)	2	Kroger, JCPenney, Hill's Dept.
Ashtabula Plaza(15)	1	Valu King. Jupiter's, Gray Drug
N. Kingsville Plaza(5)	8	Conley's, Golden Dawn
Conneaut Plaza(10)	15	Fisher's Big Wheel, Valu King

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Downtown.-Mon., Fri.; Shopping Centers-Mon. through Sunday.

13 - RETAIL OUTLETS: Department Stores-Carlisle's; Sears; JCPenney; Hills; K mart; Dahlkemper's.
Variety Stores-Woolworth; Harbor Emporium.
Discount Stores-Anderson's; Nichol's Discount City; Jupiter.
Chain Drug Stores-Gray 2; Revco 2; Valu Drug; Walgreen.
Chain Supermarkets-Kroger's; Edwards Warehouse; Golden Dawn 2; Super Duper 2; Valu-King; Convenient Food 6; Lawson's 9.
Other Chain Stores-Fashion Bug; Betty Dixon Candy; Nobil Shoes; Firestone; Goodyear; Pic-Way Shoes; Joanne Fabric; Radio Shack; Fashion Barn; Payless Shoes; Elaine Powers; GNC; 84 Lumber; Stambaugh; Sherwin-Williams; Dean & Barry.

14 - NEWSPAPERS: STAR BEACON 19,819; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ronald Anthony, Adv. Mgr., STAR BEACON, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 998-2323.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Athens County, E&P Map C-3, County Seat. Education (Ohio University), business, industrial, agricultural and dairying center. On Hocking River 76 mi. SE of Columbus; 155 mi. E of Cincinnati. On Rte. 33 & Johnson Rd., 3 mi. N of Athens.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,743; Loc. Est. 18,587
CZ-ABC: (80) 25,706; (84) 23,900
RTZ-ABC: (80) 39,714; (84) 41,600
County 80 Cen. 56,399; Loc. Est. 57,320
City & RTZ-ABC: (80) 65,420; (84) 65,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,496; Loc. Est. 5,095
CZ-ABC: (80) 7,525; (84) 7,100
RTZ-ABC: (80) 13,972; (84) 14,600
County 80 Cen. 18,356; Loc. Est. 19,098
City & RTZ-ABC: (80) 21,497; (84) 21,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$188,682,000
Savings & Loan	2	$48,893,165

6 - PASSENGER AUTOS: County 25,776

7 - ELECTRIC METERS: Residence 4,672

8 - GAS METERS: Residence 4,075

9 - PRINCIPAL INDUSTRIES: Business Machines and Systems; Printing; Hand and Bench Tools; Dairy Processing.

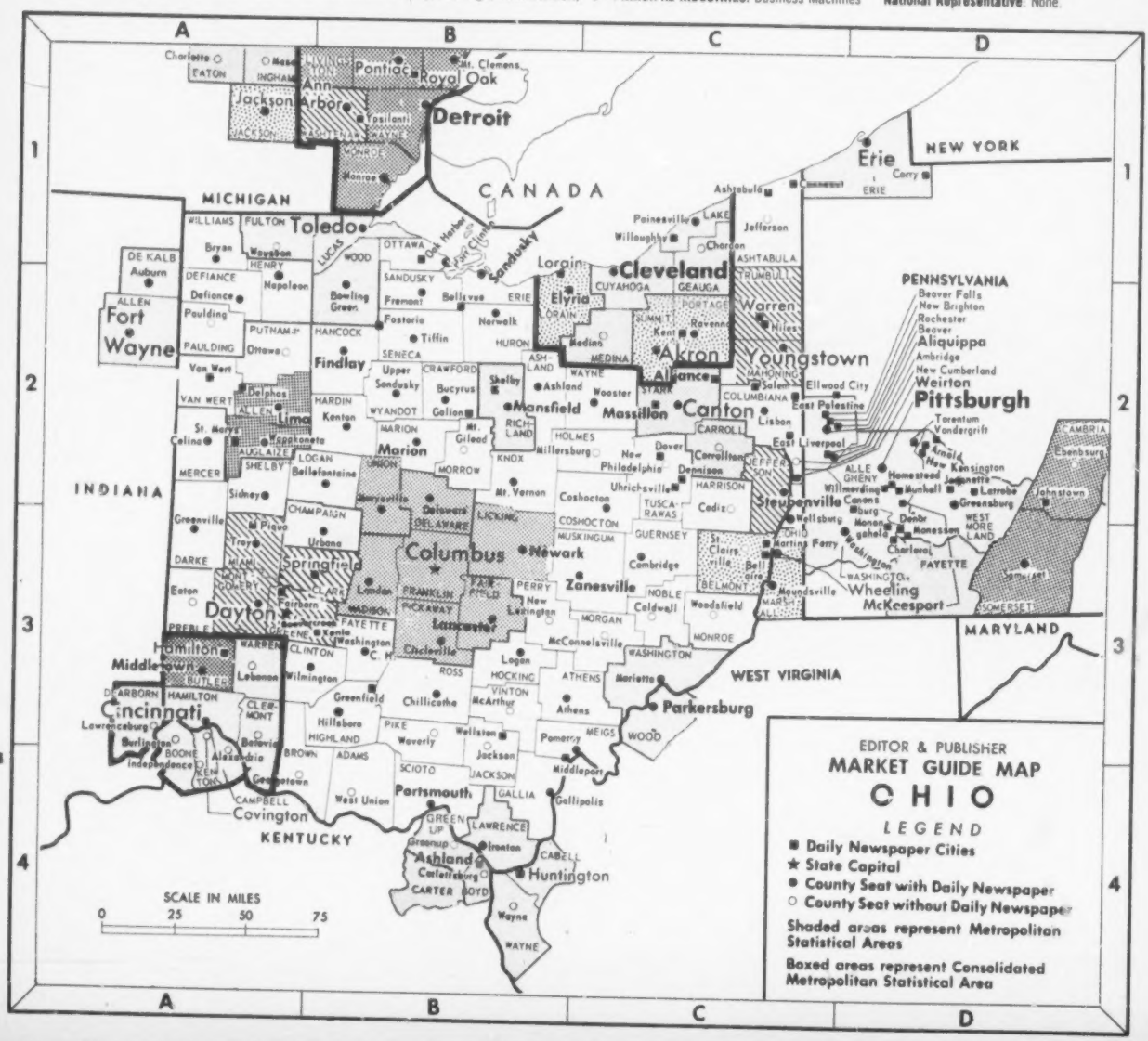
10 - CLIMATE: Min. & Max. Temp. Recorded-20 to 95. Coldest month, Jan. (Avg. 31). Warmest month, July (Avg. 75). First killing frost, Oct. 11. Last killing frost, May 6.

11 - TAP WATER: Alkaline, softened

12 - RETAILING: Principal Shopping Centers-3 blocks on Court St.; Athens Mall (15 stores).
Neighborhood Shopping Centers-2 blocks on Stimson Ave.; 3 blocks on Richland Ave.; 3 blocks on East State St.; 1 block on The Plains.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Athens Mall 6 nights (closed Sun.)

13 - RETAIL OUTLETS: Department Stores-Marting's; Elberfeld's (Logan).
Discount Stores-Heck's; Murphy's Mart.
Variety Stores-Woolworth; Odd Lots; General Dollar.
Chain Drug Stores-Revco; SupeRx; Gray Drug.
Chain Supermarkets-Kroger (4); Big Bear; Super Duper.
Other Chain Stores-Sherwin-Williams; Robert's Men's Shop; Steppe's Beauticians; Sears; Follett Books; Radio Shack; B.Dalton Booksellers; Jo Ann Fabrics; Kinney Shoes; Ford's Jewelers; Fashion Bug; Corvair's Auto Parts; Firestone; Goodyear.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 14,206; (S) 17,128; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Fred Weber, Mkt. Dir., MESSENGER, Rte. 33 North & Johnson Rd., Athens, OH 45701; Tel. (614) 592-6612.
National Representative: None.


A
B
C
D
1
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MICHIGAN
INDIANA
KENTUCKY
WEST VIRGINIA
PENNSYLVANIA
NEW YORK
MARYLAND
CANADA
Detroit
Pontiac
Royal Oak
Ann Arbor
Jackson
Toledo
Fort Wayne
Cleveland
Akron
Canton
Youngstown
Warren
Erie
Pittsburgh
Aliquippa
Weirton
Steubenville
Wheeling
McKeesport
Columbus
Springfield
Dayton
Cincinnati
Hamilton
Middletown
Lima
Marion
Mansfield
Zanesville
Newark
Lancaster
Chillicothe
Portsmouth
Ashland
Huntington
Parkersburg
Athens
Marietta
Sandusky
Findlay
Alliance
Massillon
Elyria
Lorain
Medina
Ravenna
Kent
Salem
Lisbon
Carrollton
Cambridge
Coshocton
Mount Vernon
Delaware
Piqua
Troy
Urbana
Xenia
Middletown
Hillsboro
Ironton
Gallipolis
Pomeroy
Middleport
Wellston
Jackson
Waverly
Logan
Athens
Covington
Newport
Ashtabula
Conneaut
Jefferson
Geneva
Painesville
Willoughby
Chardon
Girard
Niles
Hubbard
Canfield
Poland
Struthers
Sharon
Greenville
Meadville
Titusville
Oil City
Franklin
Kittanning
Butler
Beaver Falls
New Brighton
Rochester
Ambridge
New Cumberland
Tarentum
Vandergrift
Arnold
New Kensington
Greensburg
Latrobe
Johnstown
Ebensburg
Somerset
Uniontown
Connellsville
Fairmont
Clarksburg
Weston
Buckhannon
Elkins
Point Pleasant
Ripley
Gallipolis
Portsmouth
Ashland
Huntington
Wayne
Boyd
Carter
Greenup
Lawrence
Pike
Scioto
Jackson
Vinton
Meigs
Wood
Washington
Monroe
Morgan
Noble
Guernsey
Muskingum
Perry
Fairfield
Licking
Knox
Richland
Ashland
Wayne
Medina
Summit
Portage
Trumbull
Mahoning
Columbiana
Carroll
Stark
Tuscarawas
Harrison
Jefferson
Belmont
Monroe
Washington
Athens
Meigs
Gallia
Lawrence
Scioto
Adams
Brown
Clermont
Hamilton
Butler
Warren
Clinton
Fayette
Madison
Pickaway
Ross
Hocking
Perry
Morgan
Noble
Monroe
Washington
Belmont
Harrison
Carroll
Columbiana
Mahoning
Trumbull
Portage
Summit
Medina
Wayne
Ashland
Richland
Knox
Licking
Coshocton
Tuscarawas
Guernsey
Muskingum
Perry
Fairfield
Pickaway
Ross
Hocking
Vinton
Meigs
Gallia
Lawrence
Scioto
Adams
Brown
Clermont
Hamilton
Butler
Warren
Clinton
Fayette
Madison
Champaign
Logan
Shelby
Auglaize
Mercer
Darke
Preble
Miami
Montgomery
Greene
Clark

BEAVERCREEK

1 - LOCATION: Greene County. (In Dayton-Springfield MSA). E&P Map A-3. Residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of Ohio, on U.S. Hwy 35 and I-675. 4 miles E of Dayton, 4 miles W of Xenia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-96.
Airlines-American; Delta; Republic; TWA; United; USAir; Eastern; Pan Am; Piedmont; Wright Airlines through Cox Municipal Airport; Commuter service at a private Greene County airport.
Intercity Bus Lines-Greyhound (Dayton); Dayton-Xenia (Beavercreek).

3 - POPULATION:
Corp. City 80 Cen. 31,589; Loc. Est. 34,601
County 80 Cen. 129,769; Loc. Est. 134,228
MSA 80 Cen. 942,083; Loc. Est. 958,261

4 - HOUSEHOLDS:
City 80 Cen. 9,922; Loc. Est. 10,931
County 80 Cen. 43,078; Loc. Est. 45,552
MSA 80 Cen. 340,279; Loc. Est. 353,918

5 - BANKS	NUMBER	DEPOSITS
Savings & Loans	7	$3,391,557,073
Commercial	5	$2,240,062,061

6 - PASSENGER AUTOS: County 80,389

7 - ELECTRIC METERS: Residence and Business 13,212

8 - GAS METERS: Residence and Business 1,571

9 - PRINCIPAL INDUSTRIES: Research and Technology 1,271 ($400); Light industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-72, Summer 61-85, Fall 34-77, Winter 21-39.

11 - TAP WATER: Alkaline, hard; iron present.

12 - RETAILING: Principal Shopping Center-One block, Beaver Valley Centre (27 stores).
Neighborhood Shopping Centers-Knollwood, two mi.; Bellfair Country Store, 1/4 mi. (6 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beavercreek Plaza(20)	NA	Kroger, Goldman's Dept. Store
Beaver Square Village(6)	NA	Tiffany Shoppe
Spicer	3	Food Gallery
Indian Ripple	4	K mart, Fulmer's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dunnigans Hardware; Garden Center.
Chain Drug Stores-Revco; Fidelity; Medicine Shoppe.
Chain Supermarkets-Kroger; Lofinos 2; Fulmer's.
Other Chain Stores-Main Auto; Wear House; Famous Recipe; Cassanos; El Bee; Jo Ann Fabrics; Lawsons 2; Foto Fair 3; Noble Roman's; Capitol Cleaners; Animal Castle; Carter Plumbing; Carter Lumber; Wickes Lumber; Perry & Derrick; Dunkers Delight; Warehouse Paint; Radio Shack; Ieds; PIP; Fine Cleaners; Pantorium; Pro-Kut 2; Hair Happening; Gemini Optical; Coast to Coast Hardware; Fox Cleaners; U-Tote-M 2; Stop-N-Go; Hallmark Cards 2; Quality Garden Center.

14 - NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 5,625; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: James J. Cain, Adv. Dir., DAILY NEWS, 1342 N. Fairfield Rd., Dayton, OH 45432; Tel. (513) 426-5222.
National Representatives: General Advertising Service.

BELLAIRE

See MARTINS FERRY

BELLEFONTAINE

1 - LOCATION: Logan County. E&P Map B-2. County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Airlines-Community Airport.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 11,888; Loc. Est. 12,248
CZ-ABC: (80) 11,888; (84) 12,000
RTZ-ABC: (80) 27,551; (84) 28,600
County 80 Cen. 39,155; Loc. Est. 39,540
City & RTZ-ABC: (80) 39,439; (84) 40,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,576; Loc. Est. 3,971
CZ-ABC: (80) 4,576; (84) 4,700
RTZ-ABC: (80) 9,777; (84) 10,200
County 80 Cen. 14,261; Loc. Est. 14,697
City & RTZ-ABC: (80) 14,353; (84) 14,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$182,000,000
Savings & Loan	3	$119,360,038

6 - PASSENGER AUTOS: County 23,618

7 - ELECTRIC METERS: Residence 4,698

8 - GAS METERS: Residence 3,599

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rail Term. 150 ($488); Elec. Mot. & Cir. Brks. 901 ($312); Power Tools 466 ($172); Commercial Ptg. & Pub 221 ($221); Alum. Extrusions & Plat. 80 ($301); Sleeve Bearings 740 ($300); Food 408 ($268); Industrial Rubber Hose 251 ($248).
Principal Industrial Pay Days-Thur.; Fri.; 12th & 27th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23. Last killing frost, April 21.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontaine Plz.(14)	NA	Kroger, Murphy's Mart, Sears
Hyland Hills Plz.(15)	NA	

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon during Summer.
City Zone Stores Open-Fri. and Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Uhlman's; United.
Variety Stores-Bargain World; Murphy's Mart.
Discount Stores-United; Rink's Bargain City; Gray's.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Kroger; IGA 3; Food Mart.
Other Chain Stores-Merit Shoes; Goodyear; Sears (catalog); Montgomery Ward (catalog); Quality Farm and Fleet; TSC Store.

14 - NEWSPAPERS: EXAMINER (e) 10,994; Mar 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John A. Smith, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.
National Represenistive: Landon Associates.

BELLEVUE

1 - LOCATION: Huron and Sandusky Counties. E&P Map B-2. Agricultural railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Southern.
Intercity Bus Lines-Greyhound.
Motor Freight Carrier-10.

3 - POPULATION:
Corp. City 80 Cen. 8,187; Loc. Est. 8,235
Counties 80 Cen. 117,875; Loc. Est. 119,616
Huron Co. 80 Cen. 54,608; Loc. Est. 55,962
Sandusky Co. 80 Cen. 63,267; Loc. Est. 63,654
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,997; Loc. Est. 2,995
Counties 80 Cen. 40,243; Loc. Est. 41,773
Huron Co. 80 Cen. 18,690; Loc. Est. 19,631
Sandusky Co. 80 Cen. 21,553; Loc. Est. 22,142

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$80,685,000
Savings & Loan	2	$86,372,465

6 - PASSENGER AUTOS:
Counties: Huron 32,367; Sandusky 37,152

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Railroads 1,200; Light Bulbs 850; Safes; Toys 250; Bean Processing 200; Plastic 200.

10 - CLIMATE: Mean Temp. 50 degrees.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandusky	18	Rink's, Sears, Gray's
Fremont	18	Fischer Big Wheel, Heck's, Gray's
Norwalk	12	K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Rinks.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Hogue Super Mkt.; Kroger; Whitelys Cardinal.

14 - NEWSPAPERS: GAZETTE (e) 3,903; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Tom Smith, Gen. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811; Tel. (419) 483-4190.
National Representative: Landon Associates.

BOWLING GREEN

1 - LOCATION: Wood County (In Toledo, MSA). E&P Map B-2, County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-At Wood County Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,728; Loc. Est. 27,774
CZ-ABC: (80) 25,728; (84) 27,000
RTZ-ABC: (80) 73,804; (84) 77,900
County 80 Cen. 107,372; Loc. Est. 109,632
MSA 80 Cen. 616,864; Loc. Est. 621,134
City & RTZ-ABC: (80) 99,532; (84) 104,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,130; Loc. Est. 7,724
CZ-ABC: (80) 7,130; (84) 7,600
RTZ-ABC: (80) 25,513; (84) 27,200
County 80 Cen. 43,078; Loc. Est. 36,993
MSA 80 Cen. 220,252; Loc. Est. 226,666
City & RTZ-ABC: (80) 32,643; (84) 34,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$301,000,000
Savings & Loan	3	$189,000,000

6 - PASSENGER AUTOS: County 61,179

7 - ELECTRIC METERS: Residence, Est. 7,714

8 - GAS METERS: Residence 4,251

9 - PRINCIPAL INDUSTRIES: Power floor machines; potato chips; autr and sport parts; rubber parts for autos; liquid filtration equipment; electrical terminal blocks and fuse holders; metal assembly stampings. Average hourly rate, $7.25 Education: BGSU, 2,250 full time employees, annual salaries more than $58,800,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, early Oct. Last killing frost, early May.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks: 4 on Main St, 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.
Neighborhood Shopping Centers-1000 block of N Main St., 800 and 1100 block of S Main; 1600 block of E Wooster St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
G.C. Murphy Plaza(4)	NA	Murphy's Mart
B.G. Center(8)	NA	Rink's, Kroger
Stadium Plz.(12)	NA	
Crossroads Plz.(6)	NA	K mart, A&P

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Food & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-Lasalle's; JCPenney; Uhlman's.
Discount Stores-Rink's Bargain City; G. C. Murphy Mart; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Lane's; Revco.
Chain Supermarkets-A&P; Kroger; Food Town; Churchill's.
Other Chain Stores-Sears; Uhlman's (clothing); Sterling (dairy); Lawson's Dairy; Fashion Bug; Jo-Ann Fabrics; Convenient Mart.

14 - NEWSPAPERS: SENTINEL-TRIBUNE (e) 14,336; Mar. 31, 1984 ABC.
Local Contact for Advertising Data: R. M. Reider, Gen. Mgr./Adv. Dir., SENTINEL-TRIBUNE, 300 E. Poe Rd., Bowling Green, OH 43402; Tel. (419) 352-4611.
National Representative: Landon Associates.

BRYAN

1 - LOCATION: Williams County. E&P Map A-1. County Seat. Agricultural and industrial center. 60 mi. W of Toledo; 45 mi. E of Fort Wayne, IN. On U.S. Hwy. 127 and State Hwys. 2, 34 and 15.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-3.
Airlines-Bryan Airport, 3 mi. from city; Bryan-Defiance Airport, 12 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 7,879; Loc. Est. 8,330
CZ-ABC: (80) 7,879; (84) 8,100
RTZ-ABC: (80) 30,904; (84) 31,400
County 80 Cen. 36,369; Loc. Est. 36,918
City & RTZ-ABC: (80) 38,783; (84) 39,500

4 - HOUSEHOLDS:
City 80 Cen. 3,139; Loc. Est. 3,305
CZ-ABC: (80) 3,139; (84) 3,300
RTZ-ABC: (80) 10,531; (84) 10,800
County 80 Cen. 12,896; Loc. Est. 13,375
City & RTZ-ABC: (80) 13,670; (84) 14,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$250,000,000
Savings & Loan	4	$80,000,000

6 - PASSENGER AUTOS: County 21,593

7 - ELECTRIC METERS: Residence 3,942

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Lubricating Equip.; Pneumatic Tools; Toys; Candy; Furnaces; Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Fall 41-63; Summer 58-84; Winter 17-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; Hawks; Dancers.
Discount Stores-K mart; Murphys Mart; Lanes Discount; Food Mart; Dollar General.
Chain Supermarkets-Chief; Super Valu 3; IGA 4.

14 - NEWSPAPERS: TIMES (e) 10,326; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Voigt, Gen. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506; Tel. (419) 636-1111.
National Representative: None.

BUCYRUS

1 - LOCATION: Crawford County. E&P Map B-2. County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 13,433; Loc. Est. 13,693
CZ-ABC: (80) 13,433; (84) 13,400
RTZ-ABC: (80) 42,741; (84) 42,100
County 80 Cen. 50,075; Loc. Est. 50,595
City & RTZ-ABC: (80) 56,174; (84) 55,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,221; Loc. Est. 5,487
CZ-ABC: (80) 5,221; (84) 5,300
RTZ-ABC: (80) 15,019; (84) 14,900
County 80 Cen. 18,167; Loc. Est. 18,781
City & RTZ-ABC: (80) 20,240; (84) 20,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$129,900,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 29,140

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,190

9 - PRINCIPAL INDUSTRIES: Roller Bearings; Rubber & Plastic Hose; Road Machy.; Locomotive & Auto-Cranes; Ditching Machines; Brass Castings; Steel Stampings; Heavy Machy.; Blades; Aluminum Prods.; Plastic Prods.; G.E.C. Glass & Lamps Wks., Hydraulic Precision Components; Whole Poultry & Beef Processing; Boats; Computer Sensing Equip.; Jewelry, Transportation Seats; File

Bindery; Pattern Making; Special Packaging; Insulation.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11 - TAP WATER: Alkaline, very hard; some fluorides.

12 - RETAILING: Principal Shopping Center-Southern Lights; Marion Road-Murphy's Mart; Revco; Fashion Bug; Ponderosa; Cassanos; Jo-Ann Fabrics; Foodtown; K mart-E Mansfield Road; Bucyrus Plaza-N Sandusky Ave., Rt. 4-Radio Shack; Walgreens; Bucyrus Ice Co.; Velvet Ice Cream; 7-Eleven; Suburban, Hopley Ave.-Geyer's Super Value; Conley's; Near Downtown Center; Fischer's; Revco; Lawsons; Whetstone Plaza; Smith's Dairy.
Principal Shopping Days-Thur. & Fri.
Stores Close-Wed. afternoon.
Stores Open Evenings-K mart; Murphy's Mart; Conleys.-Fri.; Geyer's Mkt.; Foodtown; Food Gallery; 7-Eleven; Lawsons-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Conley's.
Variety Stores-Murphy's Mart; K mart; Conleys.
Chain Drug Stores-Revco 2; Walgreens 2; Rexall; Cladys Drug (FOMAC).
Chain Supermarkets-Geyer's Super Valu; Food Gallery; Foodtown 2.
Other Chain Stores, Sherwin-Williams; Conley's; True Value; TSC; Goodyear; JoAnn Fabrics; Radio Shack; Fashion Bug; Cassanos; 7-Eleven; Brown Derby.

14 - NEWSPAPERS: TELEGRAPH-FORUM (e) 8,190; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James F. Croneis, Publisher, TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820, Tel. (419) 562-3333.
National Representative: Landon Associates.

CAMBRIDGE

1 - LOCATION: Guernsey County. E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77; 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

2 - TRANSPORTATION: Railroads-Chessie System.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,573; Loc. Est. 13,799
CZ-ABC: (80) 23,943; (84) 24,200
RTZ-ABC: (80) 68,265; (84) 69,600
County 80 Cen. 42,024; Loc. Est. 42,832
City & RTZ-ABC: (80) 92,208; (84) 93,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,508; Loc. Est. 5,659
CZ-ABC: (80) 8,976; (84) 9,100
RTZ-ABC: (80) 23,649; (84) 24,400
County 80 Cen. 15,048; Loc. Est. 15,734
City & RTZ-ABC: (80) 32,625; (84) 33,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$170,000,000
Savings & Loan	2	$165,000,000

6 - PASSENGER AUTOS: County 22,720

7 - ELECTRIC METERS: Residence 15,000 (County)

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 480; Ceramics 184; Spark Plug 361; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Fall 13-88; Summer 28-99; Winter 7-77. First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Wheeling Ave. (60 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(8)	NA	Party Time
Cambridge Sq.(4)	NA	K mart
Dewey Avenue(5)	NA	Riesbeck's Food
North Star(8)	NA	IGA Foodliner
Southgate Plz.(10)	NA	Kroger, Zayre

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JC Penney.
Variety Stores-S. S. Kresge.
Discount Stores-Rink's; Zayre; K mart; Dollar General.
Chain Drug Stores-Nelson's; Revco.
Chain Supermarkets-Super Duper; Kroger; IGA Foodliners; Dewey Ave. Mkt.; Stevens One Stop; Convenient; Cardinal Royal Blue; Riesbeck Food Stores.
Other Chain Stores-Sherwin-Williams; Sears (catalog); Wards (catalog).

14 - NEWSPAPERS: JEFFERSONIAN (e) 14,859; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Kackley, Adv. Dir., JEFFERSONIAN, 821 Wheeling Ave., Cambridge, OH 43725; Tel. (614) 439-3531.
National Representative: Branham/Newspaper Sales.

CANTON

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30, 62; State Hwys. 800, 43, 153, 687, 172.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight); Nickel Plate (freight).
Motor Freight Carriers-58.
Intercity Bus Lines-Greyhound; RTA.
Airlines-United; USAir; Piedmont; Air Wisconsin; Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 93,077; Loc. Est. 88,860
CZ-ABC: (80) 201,866; (84) 196,300
RTZ-ABC: (80) 277,045; (84) 284,700
County 80 Cen. 378,823; Loc. Est. 385,011
MSA 80 Cen. 404,421; Loc. Est. 410,757
City & RTZ-ABC: (80) 478,911; (84) 481,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,394; Loc. Est. 36,007
CZ-ABC: (80) 74,388; (84) 73,000
RTZ-ABC: (80) 92,683; (84) 96,300
County 80 Cen. 134,094; Loc. Est. 139,306
MSA 80 Cen. 142,674; Loc. Est. 148,183
City & RTZ-ABC: (80) 167,071; (84) 169,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,318,832,800
Savings & Loan	10	$1,551,292,000

6 - PASSENGER AUTOS: County 232,135

7 - ELECTRIC METERS: Commercial & Residence 98,000

8 - GAS METERS: Commercial & Residence 92,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,400 ($458); Fabricated Metal 9,300 ($431); Fabricated Structural Metal 3,300 ($389); Stone, Clay and Glass 1,900 ($266); Food 4,100 ($411); Utilities 3,300 ($421); Nondurable Goods 11,800 ($366).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Downtown Shopping Center-64 square blocks located in center of Canton.
Neighborhood Shopping Centers-23 units at Whipple Rd. & 12th St. NW; 24 units at W Tuscarawas (Route 172) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE., 9 units on 30th NE & Market Ave.; 68 units at W Tusc. (Rte. 172) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 172, 14 units on Cleveland Ave. S (Rte. 800) at 30 St. 70 units at Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
County Fair(29)	NA	Josef's Furniture, Carm's, Fleischers
Plaza, 30th St.	NA	Stern & Mann, A & D Foodarama, O'Neil, Stambaughs
Gold Circle(15)	NA	Gold Circle
Tip Top Mart(13)	NA	Ben Franklin, People's Drug
Mahoning(15)	NA	Gray's, Joy's Appl.
Lake Plaza(34)	NA	Cloth World, A&D Foodarama, Stambaughs
Mellett Mall(70)	NA	JCPenney, Radio Shack, Goodyear, Mont. Ward
North Canton(8)	NA	Acme, Stambaughs
Southgate(20)	NA	Ben Franklin
Belden Village(65)	NA	Sears, Higbee, Fazio's, O'Neil
Buckeye Plaza(8)	NA	Peoples Drug, Quik Shop
Harmont Plaza(11)	NA	Radio Shack, Firestone
Hillsdale(10)	NA	Acme, Carm's
Kimco(6)	NA	Zayre
North Plaza(18)	NA	Miller Sales

Stores Open Evenings-Department Stores Mon. through Sat. Food Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-O'Neils 3; Stern & Mann 3; JCPenney; Sears; Gold Circle 3.
Discount Stores-Stambaugh's 4; K mart 3; Zayre; Click 2; Fisher's Big Wheel; Conley's 2; Heck's.
Variety Stores-Woolworth; McCrory; Kresge; Ben Franklin.
Chain Drug Stores-Gray's 4; Norman 3; Finney's 3; Kings 2; Davies 2; Rice; Peoples Drug 14.
Chain Supermarkets-Fisher 15; IGA Foodliner 29; Carm's 2; Country Cupboard 2; Fazio's 2; Edwards; Acme; A&D Foodarama 4; Valu King; Associated Grocers 25; Stoff's 2; Burdner's 2.
Other Chain Stores-Bakers; Cleveland Fabric; Petri's; Parisian; Stern & Mann 3; Garage Ann's 3; Harvard, Walker's; Richman Bros; Mr. Ted; Jon's Clothiers; Harry's; Gray Hosiery; Park Lane; Singer Co.; Rogers Jewelry; Zale's; Hanover; Florsheim; Stride-Rite; Ups and Downs; Docktor Pet.

14 - NEWSPAPERS: REPOSITORY (e) 61,751; (S) 78,654; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Miller, Adv. Dir., REPOSITORY, 500 Market Ave. S., Canton, OH 44702; Tel. (216) 454-5611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

CELINA

1 - LOCATION: Mercer County. E&P Map A-2. 60 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy. 127 and State Hwy. 29.

2 - TRANSPORTATION: Railroads-Norfolk & Southern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 9,137; Loc. Est. 9,657
County 80 Cen. 38,334; Loc. Est. 38,845

4 - HOUSEHOLDS:
City 80 Cen. 3,416; Loc. Est. 3,354
County 80 Cen. 12,166; Loc. Est. 12,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$228,080,452
Savings & Loan	2	$76,521,368

6 - PASSENGER AUTOS: County 23,174

7 - ELECTRIC METERS: Residence 5,620

8 - GAS METERS: Residence 4,925

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furniture 550 ($218); Insurance 452 ($150); Lithography 470 ($201); Bicycles 2,000 ($240).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept. Last killing frost, Apr. 15.

11 - TAP WATER: New, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets.
Shopping Centers-Plaza Shopping Center (18 stores including Brown Drugs, Cato, Monique Fabrics, Radio Shack & Sears).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. & Mon. until 9 p.m.; Food nightly & grocery open Sun.

13 - RETAIL OUTLETS: Department Stores-Goldstein's; JCPenney; Remaklus; Little Treasures; Style Shop; Pogue's; Male Fashions.
Variety Stores-The Barr; Rankin's; Dollar General.
Discount Stores-Harts.
Chain Drug Stores-Bi-Rite; Hooks-Rite Aid.
Other Chain Stores-Cato; Radio Shack; Sears.

14 - NEWSPAPERS: STANDARD (e) 10,026; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchadising Data: Robin Link, Nat'l. Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45822; Tel. (419) 586-2371.

National Representative: Landon Associates.

CHARDON

1 - LOCATION: Geauga County. (In Cleveland PMSA). E&P Map C-1. County Seat. Manufacturing, agriculture, & maple products. NE portion of state; 30 mi. E. of Cleveland.

2 - TRANSPORTATION: Railroads-B&O.
Motor Freight Carriers-1.
Airport-2 mi. South; New County Airport, Mayfield, Ohio-12 mi.

3 - POPULATION:
Corp. City 80 Cen. 4,434; Loc. Est. 4,614
PMA-ABC: (80) 74,474; (84) 78,209
PMSA 80 Cen. 1,898,720; Loc. Est. 922,363
County 80 Cen. 74,474; Loc. Est. 74,686

4 - HOUSEHOLDS:
City 80 Cen. 1,589; Loc. Est. 1,660
PMA-ABC: (80) 22,880; (84) 24,300
County 80 Cen. 22,880; Loc. Est. 23,464
PMSA 80 Cen. 1,898,720; Loc. Est. 1,922,363

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$186,275,000
Savings & Loan	3	$28,000,000

6 - PASSENGER AUTOS: County 48,627

7 - ELECTRIC METERS: Residence County 23,419

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Rubber; Plastics; Maple Products; Mining (construction materials).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 60-82; Fall 60-40; Winter 22-35.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burton	9	IGA
Chardon Plz. (5)	NA	Fisher's, Valu King
Chesterland	8	IGA
Grant Plaza	7	Fisher's Big Wheel, Valu King, Revco
Great Lakes(114)	14	Higbee's, Mays, Sears, JCPenney, Joseph Horne
Middlefield	12	White's, Value King, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bostwick's; Higbee's; May Co.; Sears; JCPenney.
Variety Store-Woolworth.
Discount Store-Conley's.
Chain Drug Stores-Rexall; Revco 2; Medic.
Chain Supermarkets-Golden Dawn; Lawson's; Convenient Food Stores; Valu King; White Bros.; Hometown; Bi-Rite; Rogers.
Other Chain Stores-Fisher's Big Wheel.

14 - NEWSPAPERS: GEAUGA TIMES LEADER (e) 9,348; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank Karsnak, Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St.; PO Box 151, Chardon, OH 44024; Tel. (216) 286-6101.
National Representative: Landon Associates.

CHILLICOTHE

1 - LOCATION: Ross County. E&P Map B-3. County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. 50, 35, 23. On State Routes 28, 104, 277, 772.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Dayton & Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 23,420 Loc. Est. 23,354
CZ-ABC: (80) 31,469; (84) 30,900
RTZ-ABC: (80) 64,065; (84) 66,800
County 80 Cen. 65,004; Loc. Est. 66,277
City & RTZ-ABC: (80) 95,534; (84) 97,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,759; Loc. Est. 9,292
CZ-ABC: (80) 11,395; (84) 11,300
RTZ-ABC: (80) 21,162; (84) 22,200
County 80 Cen. 22,042; Loc. Est. 22,989
City & RTZ-ABC: (80) 32,557; (84) 33,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$126,662,800
Savings & Loan	4	$45,604,494

6 - PASSENGER AUTOS: County 37,914

7 - ELECTRIC METERS: County 18,602

8 - GAS METERS: 10,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Material 750; Atomic 3,060; Concrete 40; Gov't 1,870; Paper Making 2,600;

Shoes 490; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Weekly Wages $270).
Principal Pay Days-Thur., Sat.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1. Last killing frost, May 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.
Neighborhood Shopping Centers-N High St.; S Paint St.; E Main St.; Eastern Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Center(38)	NA	Big Bear, Glick Furn., Woolworth, Gray's
Zane Plaza(25)	NA	Elder-Beerman, Mont. Ward
Chillicothe Mall(18)	NA	Sears, Big Bear, Woolworth, JCPenney, Zale's
Western Ave. Plz(5)	NA	Kroger, SupeRx
K mart Plaza(14)	NA	K mart, Kroger, SupeRx

Principal Shopping Days-Shopping Centers Mon.; Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Fri.; Food 7 days; Shopping Centers Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Elberfeld's; Sears; Elder-Beerman; Mack's.
Variety Stores-Woolworth 2.
Discount Stores-Bargain City; K mart; Harts.
Chain Drug Stores-Revco; Gray's; Rexall; Thrift Drug; SupeRx.
Chain Supermarkets-Big Bear 2; Kroger Superstores 2; Corner Market; McCambridge; Foodtown; Super Duper; IGA Foodliner 2; Gateway Foods; Great Scot.
Other Chain Stores-Wurlitzer (music); Singer Co.; Goodyear; Firestone; Pic-Way; Montgomery Ward (catalog); Nationwise (automotive); Zale's Jewelry; Moore's (Building Supplies); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 15,673; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Uecker, Adv. Dir., GAZETTE, 50 W. Main St., Chillicothe, OH 45601; Tel. (614) 773-2111.
National Representative: Gannett Newspaper Advertising Sales.

CINCINNATI

1 - LOCATION: Hamilton County (In Cincinnati, OH-KY-IN PMSA). E&P Map A-3. County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127; State Hwys. (Ohio) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (Ky.) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334; I-74, I-275, I-71, & I-75.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.
Freight Forwarding Companies-42.
Motor Freight Carriers-85.
Water-Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
Airlines-American; Delta; Piedmont; Wright; TWA; North Central; USAir; Republic; Comair; Pan Am; United.
Intercity Bus Lines-Queen City Metro; Transit Authority of Northern Kentucky; Greyhound; Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 385,457; Loc. Est. 367,848
CZ-ABC. (80) 1,058,069; (84) 1,020,000
RTZ-ABC. (80) 795,363; (84) 833,000
County 80 Cen. 873,136; Loc. Est. 886,462
PMSA 80 Cen. 1,401,403; Loc. Est. 1,433,733
City & RTZ-ABC. (80) 1,853,432; (84) 1,853,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 157,677; Loc. Est. 159,491
CZ-ABC. (80) 387,832; (84) 377,400
RTZ-ABC. (80) 264,949; (84) 280,100
County 80 Cen. 322,199; Loc. Est. 334,717
PMSA 80 Cen. 498,649; Loc. Est. 521,483
City & RTZ-ABC. (80) 652,781; (84) 657,500

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	180 Br.	$3,243,294,000
Savings & Loan	205 Br.	$3,900,000,000

6 - PASSENGER AUTOS: County 524,514

7 - ELECTRIC METERS: Residence 497,704

8 - GAS METERS: Residence 366,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 144,000 ($287); Construction 19,000 ($397); Trans. & Util. 31,000 ($298); Wholesale Trade 31,000 ($239); Retail Trade 105,000 ($134); Fin., Ins. & R. E. 33,000 ($149); Trans. Equip. 25,800 ($405); Machy. non-elect. 25,700 ($275); Food 18,200 ($327); Chem. 21,900 ($293); Fab. Metals 16,600 ($256); Ptg. & Pub. 13,000 ($261).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. Year Average 54. First frost, Sept. 28. Last frost, May 25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Area-61 blocks on 19 Sts. Bounded by Central Pkway. on north, 3rd St. on south, Broadway on east and Plum St. on west.
Neighborhood Shopping Centers in Metropolitan Area: Anglewood Mall; Avondale Town Center; Beechmont Mall; Beechmont; Brentwood Plaza; Cassinelli Square; Cherokee Center; Cherry Grove Plaza; Clermont; Colerain Hills; Crestview Hills Mall; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Evendale Shop-In; Expressway Plaza; Factory Outlet Mall; Florence Mall; Florence Mini-Mall; Forest Park Plaza; Gold Circle Mall; Greenhills; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Plaza; Latonia Plaza; London Village; The Market Place of Montgomery; Milford; Monfort-Heights; Montgomery Square; Newport Mall; Newport Plaza; Newport; Northbrook; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Prumenade; St. Bernard Square; Seven Hills; Seymour Plaza; Shopper's Haven; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton; Tower Hill Plaza; Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

13 - RETAIL OUTLETS: Department Stores-John Shillito; H&S Pogue; Sears; Elder-Beerman; McAlpin; JCPenney.
Discount Stores-Gold Circle; Meijer; Ardan's; Zayre; K mart; Van Leunen's; Value City; Service Merchandise; G.C. Murphy Co.
Variety Stores-S.S. Kresge; Woolworth; J.J. Newberry; Ben Franklin.
Chain Drug Stores-Walgreens; SupeRx; Milo; Discepoli; Revco; Becker.
Chain Supermarkets-Kroger's; IGA; Thriftway; Marsh; King Kwik Mini Mkts.; United Dairy Farmers 63; Convenient 23; IGA 28; Thriftway 16; King Kwik; U-Tote-M.
Other Chain Stores-Thom McAn; National Shirt Shops; Richman Bros.; Hill Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Barricini; Firestone; Goodyear; Robil Shoes; Harolde's; Model Shoes; Sherwin-Williams; Montgomery Ward (catalog); Levitz Furn.; Henrys Pants; Foxmoor Casuals; Thayer McNeil; Bottom Half; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; 5-7-9 Shops; Gallenkamp Shoes; Carriage Trade; Shutter Bug; Children's Palace; Walden Books; Family Tree; Jo-Ann Fabrics; The Limited; Hickory Farms of Ohio; B. Dalton's Booksellers.

14 - NEWSPAPERS: ENQUIRER (m) 192,268; (S) 300,162; POST (e) 134,098; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Temmen, Promotion Dir., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 721-2700.
National Representative: Gannett Newspaper Advertising Sales.

CIRCLEVILLE

1 - LOCATION: Pickaway County (In Columbus MSA). E&P Map B-3. County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56; 25 mi. S of Columbus. 100 mi. from Cincinnati.

2 - TRANSPORTATION: Railroads-N&W; C&O
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,700; Loc. Est. 11,758
MSA 80 Cen. 1,243,810; Loc. Est. 1,276,192
County 80 Cen. 43,662; Loc. Est. 43,994

4 - HOUSEHOLDS:
City 80 Cen. 4,335; Loc. Est. 4,424
County 80 Cen. 14,156; Loc. Est. 14,593
MSA 80 Cen. 449,260; Loc. Est. 471,518

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$95,000,000
Commercial	6	$150,000,000

6 - PASSENGER AUTOS: County 25,107

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Containers 512; Feed 213; Elec. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes, 500. (Av. Wkly. Wage $300).

10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Centers-Lancaster Pike (Rt. 22E) 7 units. N Court St. 6 units.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Wacker(14)	2	Heck's, Lowes, Farm Fleet & Supply
North End(11)	1	Big Bear, Murphy's, Super Duper

Principal Shopping Days-Mon. to Sat.
Stores Open Evenings-Fri.; Shopping centers every evening to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Murphy Mart; Sundry Store.
Chain Drug Stores-Risch; SupeRx; Revco.
Chain Supermarkets-Kroger; Royal Blue; Super Duper; Big Bear.
Other Chain Stores-Fisher Big Wheel; Heck's; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 8,625; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Thomas W. Rodenfels, Pub., HERALD, PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131.
National Representative-Landon Associates.

CLEVELAND

1 - LOCATION: Cuyahoga County. (Cleveland PMSA) E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway. 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Passenger Service-Amtrak Intercity Rail Service. Freight Only-Chessie System; Norfolk & Western; Erie Lackawana; Conrail; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)
Intercity Bus Lines-Regional Transit Authority; Lorain Hwy. Coach; Trailways, Greyhound & Lakefront from Painesville; Brecksville Rd. Transit; Cleve-Astabula Bus Line; Cleve. Southeastern Trails; Garfield Hts. Coach; Maple Hts. Transit.
Motor Coach Routes-99.
Airlines-Air Canada; USAir; Midway; Air Wisconsin; Continental; Freedom Air; American; Delta; Eastern; Northwest; Republic; TWA; United; Piedmont; Wright; Texas International; Ozark.

3 - POPULATION:
Corp. City 80 Cen. 573,822; Loc. Est. 521,373
CZ-ABC. (80) 1,498,400; (84) 1,391,000
RTZ-ABC. (80) 846,992; (84) 866,000
County 80 Cen. 1,498,295; Loc. Est. 1,511,641
PMSA 80 Cen. 1,898,720; Loc. Est. 1,922,363
City & RTZ-ABC. (80) 2,345,392; (84) 2,257,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 218,297; Loc. Est. 211,768
CZ-ABC. (80) 563,478; (84) 528,200
RTZ-ABC. (80) 277,147; (84) 285,900
County 80 Cen. 563,401; Loc. Est. 581,225
PMSA 80 Cen. 694,324; Loc. Est. 718,468
City & RTZ-ABC. (80) 840,625; (84) 814,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	27	N.A.

6 - PASSENGER AUTOS: County 902,153

7 - ELECTRIC METERS: Residence 644,000

8 - GAS METERS: Residence & Comm. 1,091,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees, (Avg. Wkly. Wage)-Primary Metals Industries 24,415 ($537); Fabricated Metals 28,057 ($444); Non-Electrical Machy. 26,576 ($466); Electric Equip. & Supplies 21,638 ($457); Transportation Equip. 19,545 ($576); Food Products 7,213 ($386); Printing & Publishing 13,551 ($392); Construction* 18,840 ($480); Transportation & Utilities 36,886 ($488); Wholesale & Retail Trade 168,938 ($272).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-56; Summer 62-80; Fall 42-59; Winter 20-36. First killing frost, Nov. 2. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beechwood Place (110)	11	Saks Fifth Ave., Higbee
Broadview/ Pleasant Valley(41)	10	Fazio's, Pic-N-Pay
Cedar Ctr.(93)	8	Stop & Shop, Bi-Rite, May Co.
Eastgate(46)	13	Pic-N-Pay, Fazio's, Stop & Shop
Euclid Sq.(84)	11	Higbee, May Co., Fazio's
Great Lakes(92)	21	Higbee, May Co., Sears
Great Northern(90)	13	May Co., JCPenney, Sears, Pic-N-Pay
Lake Shore & E. 222nd(100)	12	Fazio's, Bi-Rite, Pic-N-Pay
Parmatown(112)	9	Higbee, May Co., Fazio's, JCPenney
Randall Park Mall(142)	9	JCPenney, Higbee, May Co., Pic-N-Pay
Richmond(84)	11	JCPenney, Sears, Pic-N-Pay
Severance(65)	7	Higbee, Fazio's
Shaker Sq.(49)	5	Heinen's
Shoregate(67)	15	Sears, Fazio's, Pic-N-Pay
Southgate(106)	11	May Co., Pic-N-Pay, Fazio's, Stop & Shop
Southland(118)	10	Sears, Pic-N-Pay, Fazio's, Stop & Shop
Warrensville/ Van Aken(55)	8	Fazio's
Westgate(74)	9	Higbee

Principal Shopping Days-Downtown in order of buying traffic: Thur., Sat. & Mon. Neighborhood Fri. & Sat.
Stores Open Evenings-Neighborhood centers-most stores every night until 9:30 p.m. Food stores to 9 p.m. Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Higbee; Horne; May Co.; Sears; JCPenney; Saks Fifth Avenue.
Discount Stores-Value City; Cooks; Zayre; K mart; Forest City Material Co.; Gold Circle; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products; US Merchandise.
Variety Stores-Woolworth; Kresge; Murphy's Mart.
Chain Drug Stores-Gray 47; Revco 62; Leader 14; Medic 16; Discount Drug 10.
Chain Supermarkets-Fazio's 26; Pic-N-Pay 46; Heinens 11; Acme/Click 24; Barney 2; BiLo 4; Stop & Shop 38; Goldberg 7; Buehler 2; Valu King.
Voluntary Food Chains-Sav Mor 20; Square Deal 16; Super Valu 5; Sparkle 23; Star 13; Eagle 29; Stop & Shop 32; Bi-Rite 29; IGA 12; BiLo/Barney Open Pantry 56.
Other Chain Stores-Women's: Lane Bryant; Winkleman's; Red Robin; Casual Corner; Petrie's; Kelly-Kitt; Lerner's; I.J. Fox; Men's: Richman Bros.; Bunce Bros.; Diamond's; Davidson's; Shoes: Hanover; Flagg Bros.; Nunn-Bush; Regal; Thom McAn; Hahn's; Cole; Florsheim; Chandler's; Kinney; Red Cross; Naturalizer; Nobil; Fatlik; Pic-Way Shoe Mart; Other: Goodrich; Firestone; Goodyear; Fanny Farmer; Harvey's; Singer Co.; Uniroyal; Western Auto; General Tire.

14 - NEWSPAPERS: PLAIN DEALER (m) 492,002; (m-sat) 453,001; (S) 502,573; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Neil Van Deventer, Gen. Adv. Mgr., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500.
National Representative: Newhouse Newspapers Metro Suburbia.

COLUMBUS

1 - LOCATION: Franklin County. (In Columbus MSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland, 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail; Chessie.

Motor Freight Carriers-125.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-American; TWA; USAir; Republic; Delta; United; Wright; Aeromech; People Express; Allegheny Commuter; Comair; Frontier; Jet U.S.A.; Air Virginian; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 564,871; Loc. Est. 570,374
CZ-ABC: (80) 969,132; (84) 873,200
RTZ-ABC: (80) 530,282; (84) 555,200
County 80 Cen. 969,109; Loc. Est. 889,330
MSA 80 Cen. 1,243,810; Loc. Est. 1,276,192
City & RTZ-ABC: (80) 1,399,420; (84) 1,428,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 217,150; Loc. Est. 230,551
CZ-ABC: (80) 322,817; (84) 327,500
RTZ-ABC: (80) 179,922; (84) 190,100
County 80 Cen. 322,810; Loc. Est. 337-845
MSA 80 Cen. 449,260; Loc. Est. 471,518
City & RTZ-ABC: (80) 502,739; (84) 517,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	18	$2,972,242,000
Commercial	9	$12,510,882,000 (statewide banking system)

6 - PASSENGER AUTOS: County 552,698

7 - ELECTRIC METERS: Residence 350,000

8 - GAS METERS: Residence 170,065

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 72,909; Retail 81,719; Wholesale 27,854; Finance, Insurance, Real Estate 37,132; Services 90,027; State and Local Government 66,470; Transportation and Utilities 21,549; Heavy concentration of Gov't Offices, City, County, State, and Federal; Agricultural Services, Forestry, Fisheries 1,590; Mining 1,000; Contract Construction 17,400.
Principal Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Avg. Temp.-Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31. Last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-54 blocks on 17 streets.
Neighborhood Shopping Centers-42 different locations throughout the ABC City Zone.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amos(18)	6	SuperRx Drugs
Berwick Manor(13)	5	Rinks, Super Duper
Berwick Plaza(17)	5	Big Bear
Broadway(16)	7	Super Duper
Central Point(28)	2	JCPenney, Kroger
Columbus Square(31)	9	Big Bear
The Continent(57)	9	The French Market
Dublin Plaza(28)	12	Kroger
Eastland Mall(68)	7	JCPenney, Lazarus, Sears, Woolworth
Eastland Square(25)	7	Kroger
Fairport Junction(13)	7	Big Bear
Grandview(57)	7	JCPenney, Big Bear
Granville Square(18)	9	Big Bear, Harts
Great Southern(54)	5	JCPenney, Big Bear, Kroger
Great Western(51)	5	Kroger
Grove City Plaza(12)	7	Kroger, SuperRx Drugs
Hunter's Ridge(13)	8	K mart
Kingsdale(35)	5	Lazarus, Big Bear
Lane Avenue(51)	4	The Market
Lincoln Village(30)	6	Harts, Big Bear
Morse Center(30)	7	Big Bear, Revco
Northern Lights(49)	6	Woolworth, Kroger,
Northland Mall(74)	7	Lazarus, Woolworth, Sears, JCPenney
Northwest(23)	7	Lazarus, Big Bear
Ohio Center Mall(54)	1	Peck & Peck
Olde Sawmill(8)	12	Kroger, SupeRx
Olentangy Plaza(40)	8	Marshall's, Big Bear McKenzie's
Olentangy Valley(20)	12	
Raintree(16)	9	Kroger, SuperXtra,
Refugee Road(11)	8	Super Duper
Reynoldsburg(15)	10	Kroger, Super Duper Rinks
Rinks(23)	7	Super Duper
Royal Plaza(9)	7	Gold Circle
Southland(20)	5	Big Bear
Thurber Village(12)	1	JCPenney, Lazarus,
Town & Country(71)	5	Big Bear, Kroger Tarpy's Market
Tremont(23)	5	Kroger, Gray Drug
University City(20)	4	Gold Circle
Westerville Mall(32)	11	Big Bear, Lazarus
Westerville Square(26)	11	
Westland(74)	6	JCPenney, Lazarus, Sears, Woolworth
Worthington Square(41)	11	Kroger

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Sundays-Most in major shopping areas.
Stores Open Evenings-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-F&R Lazarus 10; JCPenney 8; Schottenstein 2; Sears 3; Madison 7.
Discount Stores-Gold Circle 6; Harts 5; K mart 9.
Variety Stores-Kresge; Woolworth 6; TG&Y 6.
Chain Drug Stores-Rite Aid 20; Gray 17; SupeRx 13; Revco 11; Medicine 8; Lynn 7; Dane 7; Neil Pharmacies 4; Drug Emporium 3; Crosby's 3; SuperXtra Drug World 2; Columbus 2; Culter 2; Big Bear.
Chain Supermarkets-Lawson's 38; Big Bear 29; 7-Eleven 28; Kroger 27; IGA 5; Convenient 14; Shop-N-Go 14; Super Duper 12; Cardinal 8; Tom Tarpy's 7; United Dairy Farmers 7; Kash 'N Karry 6; Stump's 6; Food World 5; Gateway 2.
Other Chain Stores-Firestone 11; Goodyear 11; Gallenkamp 7; Thom McAn 6; Baker's 4; Goodrich 2; Florsheim 2; Regal 2; Flagg Brothers.

14 - NEWSPAPERS: CITIZEN-JOURNAL (m) 121,232; DISPATCH (e) 206,548; (S) 358,289; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Leonard A. Zane, Nat'l. Adv. Mgr., DISPATCH and CITIZEN-JOURNAL, 34 S. Third St., Columbus, OH 43216; Tel. (614) 461-5000.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Leonard Company.

CONNEAUT

1 - LOCATION: Ashtabula County, E&P Map C-1. On Lake Erie Shore; R.R. div. point, iron ore and coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large surrounding farm area. On Hwys. 20, 7; near Cinn. Freeway.

2 - TRANSPORTATION: Railroads-Main div. point; N&W; Conrail; B&LE main lines.
Motor Freight Carriers-All main line firms operating between Cleveland-Buffalo.
Freight Steamship Lines-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,835; Loc. Est. 13,695
County 80 Cen. 104,215; Loc. Est. 105,137
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,062; Loc. Est. 5,001
County 80 Cen. 35,825; Loc. Est. 37,047

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$183,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 59,045

7 - ELECTRIC METERS: Residence 5,920

8 - GAS METERS: Residence 4,123

9 - PRINCIPAL INDUSTRIES: Plastics and Rubber Mfg.; Docks; Railroad.
Principal Industrial Pay Days-15 and 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov. Last killing Frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on four streets; Conneaut Shopping Plaza. Harbor Area; East Conneaut.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-P&J Variety Center; Fisher Big Wheel; Western Auto; K mart.
Chain Supermarkets-Value King; Kroger; Golden Dawn.

14 - NEWSPAPERS: NEWS-HERALD (e) 4,739; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Neil Belcher, Adv. Mgr. NEWS-HERALD, Broad St., PO Box 150, Conneaut, OH 44030; Tel. (216) 593-1166.
National Representative: Landon Associates.

COSHOCTON

1 - LOCATION: Coshocton County, E&P Map C-2. County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36; State Hwys. 16, 271 and 83.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight only).
Motor Freight Carriers-6.
Intercity Bus Lines-Pittsburgh & Weirton.

3 - POPULATION:
Corp. City 80 Cen. 13,405; Loc. Est. 13,629
CZ-ABC: (80) 15,415; (84) 15,200
RTZ-ABC: (80) 42,457; (84) 44,100
County 80 Cen. 36,024; Loc. Est. 36,982
City & RTZ ABC: (80) 20,496; (84) 21,300

4 - HOUSEHOLDS:
City 80 Cen. 5,411; Loc. Est. 5,524
County 80 Cen. 13,064; Loc. Est. 13,705
CZ-ABC: (80) 6,149; (84) 6,100
RTZ-ABC: (80) 14,347; (84) 15,200
City & RTZ-ABC: (80) 20,496; (84) 21,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$78,060,807
Savings & Loan	2	$7,728,689

6 - PASSENGER AUTOS: County 20,420

7 - ELECTRIC METERS: Residence 11,849

8 - GAS METERS: Residence 6,742

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Electrical 95; Stainless Steel 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22. Last killing frost, May 24.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on two streets plus downtown shopping plaza.
Neighborhood Shopping Centers-Five.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtowner Plaza (24)	NA	G.C.Murphy, Radio Shack, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Thur. afternoon.
Stores Open Evenings-All Stores Fri.; Food-Fri. Sat.; Some Mon.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; JCPenney; Montgomery Ward; Newberry.
Discount Stores-Big Wheel; Murphy's Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Riverside IGA; Buehlers.

614/461-5183 the phone number to the 33rd largest market in the nation

Columbus, Ohio where The Columbus Dispatch and Citizen-Journal work for you

Every day, 6 in 10 SMSA adults turn to our pages while more than 7 in 10 adults read the Sunday Dispatch. And, Columbus area adults respond to newspaper advertising. In a recent survey, nearly 56% of central Ohio adults said that they were most likely to respond to advertisements appearing in newspapers — outperforming television nearly 3 to 1.

Columbus newspapers beat television almost 4 to 1 as the source that influenced their last purchase.

If these numbers interest you and the line to National Advertising Manager, Leonard A. Zane is busy, check with our Cresmer, Woodward, O'Mara & Ormsbee representative nearest you.

Sources: Belden CMS, 1983. The Columbus Report; Volume 1, Number 1.

The Columbus Dispatch / Columbus Citizen-Journal
SUNDAY and EVENING MORNING

Other Chain Stores-Tru Valu Hardware; Gallenkamp; Coshocton Hat; Sears; Lawson; Convenience Food.

14 - NEWSPAPERS: TRIBUNE (e) 7,708; (S) 8,330; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mark Clark, Adv. Mgr., TRIBUNE, 115 N. 6th St., Coshocton, OH 43812; Tel. (614) 622-1122.
National Representative: Thomson Newspapers.

DAYTON

1 - LOCATION: Montgomery County. (In Dayton-Springfield MSA). E&P Map A-3. County Seat. Industrial, wholesale center. On Miami River. Interstate Hwys. 70, 75, 675; U.S. Hwys. 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444, 725, 741.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System; Detroit-Toledo-Ironton.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Moraine City Lines; Regional Transit Authority; Trailways.
Airlines-TWA; United; Delta; USAir; Republic; Com Air; Wright; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 193,536; Loc. Est. 179,608
CZ-ABC: (80) 449,717; (84) 428,200
RTZ-ABC: (80) 492,454; (84) 499,300
County 80 Cen. 571,697; Loc. Est. 579,071
MSA 80 Cen. 942,083; Loc. Est. 958,261
City & RTZ-ABC: (80) 942,171; (84) 927,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 84,213; Loc. Est. 77,385
CZ-ABC: (80) 168,491; (84) 161,800
RTZ-ABC: (80) 168,523; (84) 172,900
County 80 Cen. 211,857; Loc. Est. 219,595
MSA 80 Cen. 340,279; Loc. Est. 353,918
City & RTZ-ABC: (80) 337,015; (84) 334,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	179 Br.	$2,443,761,000
Savings & Loan	107 Br.	$2,685,025,000

6 - PASSENGER AUTOS: County 356,455

7 - ELECTRIC METERS: City 73,325
County 216,635, MSA 293,897

8 - GAS METERS: City 61,313
County 157,146, MSA 203,362

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Machinery 28,400 ($442); Transp. Equip. 12,700 ($522); Durable Goods 59,700 ($425); Printing & Publishing 7,400 ($370); Rubber & Plastics 7,300 ($559); Nondurable Goods 26,100 ($428); Total Manufacturing 85,800 ($426); Trans. & Util. 12,100 ($453); Wholesale Trade 16,400 ($324); Retail Trade 54,000 ($154); Finance, Insurance, & Real Estate 13,500 (N.A.); Government 67,500 (N.A.); Total Non-manufacturing 247,800 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Frost-free period, May 15-Oct. 28.

11 - TAP WATER: City-alkaline, soft; County-alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main Street downtown (110); Arcade-Enclosed Mall (45).
Neighborhood Shopping Centers-Airway Center 24; Beaver Valley Mall 20; Breitenstrater Square 30; Broadmoor Plaza 11; Centerville Place 21; Country Square 25; East Plaza 7; Eastown 27; Fairmont Plaza 9; Forest Park Plaza 35; Hills & Dales 29; Huber Heights 24; Indian Ripple 16; Kettering 20; Kimco 7; K mart Plaza 11; Knollwood 10; Marian Meadows 15; McCook 10; Miamisburg 22; Miracle Lane 12; North Plaza 8; Northtown 20; Oak Creek Plaza 24; Ole Spanish Village 20; Page Manor 10; Piqua East Mall 31; Salem Plaza 10; Salem Square 5; Skyway Plaza 18; Southwest 28; Spin Kemp 10; Trojan Village 31; Van Buren 26; Westown 18; Washington Square 30; Waynetown Plaza 23; Woodlane 45; Xenia Towne Square 29.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dayton Mall(130)	11	Shillito Rikes, JCPenney, Sears, Metropolitan
Northwest Plaza(40)	6	Elder-Beerman, Kroger
Salem Mall(110)	8	Shillito Rikes, Sears, JCPenney, Metropolitan
Town & Country(63)	6	JCPenney, Kroger, Metropolitan
South Town Centre(44)	11	K mart, Children's World
Towne Mall(57)	21	Elder-Beerman, McAlpins, Sears

Principal Shopping Days-Wed. through Sun. Most stores open evenings and Sunday.

13 - RETAIL OUTLETS: Department Stores-Shillito Rikes 4; Elder-Beerman 10; JCPenney 4; Sears 4.
Variety Stores-Woolworth 4; Kresge; McCrory's 3; Ben Franklin 2.
Discount Stores-K mart 10; Gold Circle 3; Concord City; Murphy Mart; Kroger Sav-on 4; Heck's.
Chain Drug Stores-Revco 28; Gray Drug 13; Rite Aid 15; Medicine Shoppe 5; Fidelity Prescriptions 10; Glendale Phmcy. 4; Hook's 3; Rexall 6.
Chain Supermarkets-Kroger 19; Dorothy Lane; Fulmers 5; IGA 23; Imperial Foodtown 7; Stump's 10; Lofinos 2; Lawson's 25; United Dairy Farmers 9; King Kwik 21; 7-Eleven 30; Stop-N-Go 31; Ototem 9.
Other Chain Stores-Major Clothing Stores: The Metropolitan, Walker's, Donenfeld's; Shoes: Thom McAn, Miller Foot Comfort Shops, Florsheim, D.C. Beck, Baker's, Harris, Nobil, Butler's Shoe Market, Pick-Way, Regal, El-Bee, Hanover, Kayser's, Nunn-Busch, Red Wing; Automotive: Western Auto Supply, Standard Auto Parts, Nationwise, Fleenor's, Main Auto Parts, Genuine Auto Parts, Goodyear, Firestone; Paints-Lumber: Sherwin-Williams, Warehouse Paints, Wickes, 84 Lumber, Wolohan, Sutherland Lumber, Durrel Paints, PK Lumber; Clothing: Richman Bros., Paul Harris, Lerner, L.S. Ayres, Lane Bryant, Spare Change, National Shirts, Brooks, Casual Corner, Thals, Tall Fashions, Harry's Men Shop, Maternity Modes, Frederick's of Hollywood, County-Seat, Chess King, Bottom Half, Clothing Clearance Center; Jewelry: Robinson's, Jaccard's, Mayor's, Leroy Diamonds; Fabrics: Jo-Ann Fabrics, Monique, National Fabric, Hancock Fabrics; Other: Radio Shack, Merle Norman, Montgomery Ward (catalog), E.F. MacDonald, Best Products, Children's Palace.

14 - NEWSPAPERS: JOURNAL-HERALD (m) 101,840; NEWS (e) 117,286; (S) 229,643; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth P. Tinderholm, Display Adv. Mgr. NEWS and JOURNAL-HERALD, PO Box 1287, Dayton, OH 45401; Tel. (513) 225-2089.
National Representative: Sawyer-Ferguson-Walker Co.

DEFIANCE

1 - LOCATION: Defiance County. E&P Map A-2. County Seat. Industrial and dairy products center. 45 mi. NE Ft. Wayne; 60 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-B&O; N&W.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,810; Loc. Est. 16,931
County 80 Cen. 39,987; Loc. Est. 39,804
CZ-ABC: (80) 16,810; (84) 16,800
RTZ-ABC: (80) 75,081; (84) 76,700
City & RTZ-ABC: (80) 91,891; (84) 93,500

4 - HOUSEHOLDS:
City 80 Cen. 5,839; Loc. Est. 6,058
County 80 Cen. 13,306; Loc. Est. 13,560
CZ-ABC: (80) 5,839; (84) 5,900
RTZ-ABC: (80) 24,919; (84) 25,800
City & RTZ-ABC: (80) 30,758; (84) 31,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$366,417,106
Commercial	3	$200,000,000

6 - PASSENGER AUTOS: County 23,919

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: Residence 4,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary & Fabricated Metals 7,300; Food Products 735; Misc. Mfg. 2,510; Non Mfg. 1,870.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Average Temp.-Spring 37; Summer 70; Fall 49; Winter 26.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Clinton St.; 2 blocks on 2nd St.
Neighborhood Shopping Centers-Baltimore Rd.; Clinton & High; Plaza Center, E Second St.; Hopkins & Douglas; N Clinton at bypass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Family(12)	NA	Kroger, TG&Y
Northtown Mall(15)	NA	Murphy's, Rinks
Sun Rise Plaza(5)	NA	Haag Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Charles.
Variety Stores-Stop 'N Shop.
Discount Stores-Fleet Line; Rinks; TG&Y; Murphy Mart.
Chain Drug Stores-Revco; Toledo HRC; Lane's.
Chain Supermarkets-Kroger; Chief 6; Spartan 2; Luthers Supervalu; Lawson's; Sterling.
Other Chain Stores-Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery Ward (catalog); Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; Jo-Ann Fabrics.

14 - NEWSPAPERS: CRESCENT-NEWS (e) 16,881; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Alvin J. Geitgey, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.
National Representative: Landon Associates.

DELAWARE

1 - LOCATION: Delaware County. (In Columbus MSA). E&P Map B-2. County Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,780; Loc. Est. 20,761
County 80 Cen. 53,840; Loc. Est. 55,504
MSA 80 Cen. 1,243,810; Loc. Est. 1,276,192

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,310; Loc. Est. 7,052
County 80 Cen. 17,624; Loc. Est. 18,625
MSA 80 Cen. 449,250; Loc. Est. 471,518

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$165,000,000
Savings & Loan	5	$65,000,000

6 - PASSENGER AUTOS: County 34,247

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Truck Bodies; Machy.; Stoves; Heat Control Units; Com. Air Conditioning; Chemical Prods.; Adhesives; Bricks; Iron Castings; Mach. Screws; Pumps; Valves; Cranes; Caskets; Paint; Buses.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Georgetowne(15)	NA	Ben Franklin, Buehlers
Delaware Ctr.(10)	NA	Kroger, SupeRx
Troy Rd.	NA	IGA

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Harts; Sears; Montgomery Ward; JCPenney.
Variety Store-Ben Franklin.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Buehlers; U.S. Store.

14 - NEWSPAPERS: GAZETTE (e) 9,031; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Dierdre Warden, Adv. Mgr., GAZETTE, 18 E. William St., Delaware, OH 43015; Tel. (614) 363-1161.
National Representative: Landon Associates.

DELPHOS

1 - LOCATION: Allen & Van Wert Counties. E&P Map A-2 (In Lima MSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal, 14 mi. NW of Lima.

2 - TRANSPORTATION: Railroads-Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,314; Loc. Est. 7,253
Counties 80 Cen. 142,699; Loc. Est. 143,747
Allen 80 Cen. 112,241; Loc. Est. 113,250
Van Wert 80 Cen. 30,458; Loc. Est. 30,497
MSA 80 Cen. 154,795; Loc. Est. 156,808

4 - HOUSEHOLDS:
City 80 Cen. 2,498; Loc. Est. 2,456
Counties 80 Cen. 49,107; Loc. Est. 51,639
Allen 80 Cen. 38,168; Loc. Est. 40,419
Van Wert 80 Cen. 10,939; Loc. Est. 11,220
MSA 80 Cen. 53,700; Loc. Est. 55,649

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$204,510,538
Savings & Loan	2	$53,224,000

6 - PASSENGER AUTOS: Counties: Allen 65,504; Van Wert 19,041

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 2,300

9 - PRINCIPAL INDUSTRIES: Trailers; Juvenile Furniture & Toys; Galvanized Roofing & Siding; Soy Bean Prod.; Axle Manufacturing; Egg Processing; Machy. Tools; Filling Station Equip.; Crushed Stone; Screw Machy. Parts; Insulation Prod.; Electrical Harness Assembly; Sheet Metal Stamping; Pickle Processor; Brake Press Dies; Automotive Frames; T.V. Towers; Grain Hauling Bodies; Pizza Mfg. Co.

10 - CLIMATE: Min. Temp.-Spring 30; Summer 74; Fall 53; Winter -10.

11 - TAP WATER: Alkaline, hard. Soft water available for manufacturers; 1,865 Meters; not fluoridated.

12 - RETAILING: Principal Shopping Days-Thur.; Fri.; Sat.

13 - RETAIL OUTLETS: Variety Stores-Bargain World; Val Discount.
Chain Drug Stores-Rexall Family Independent Phcy.; Bi-Rite Discount Center.
Chain Supermarkets-IGA; Red & White 2; Meyer's IGA 2.

14 - NEWSPAPERS: HERALD (e) 3,879; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Sales Dir., HERALD, 405 N. Main St., Delphos, OH 45833; Tel. (419) 692-5050.
National Representative: Landon Associates.

DENNISON

See UHRICHSVILLE

DOVER-NEW PHILADELPHIA

1 - LOCATION: Tuscarawas County. E&P Map C-2. Situated on U.S. Hwys. 21, 250; State 8, 39, 211; I-77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio (both freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,409; Loc. Est. 28,808
Dover 80 Cen. 11,526; Loc. Est. 11,831
New Philadelphia 80 Cen. 16,883; Loc. Est. 17,977
CZ-ABC: (80) 39,205; (84) 40,000
RTZ-ABC: (80) 55,523; (84) 57,000
County 80 Cen. 84,614; Loc. Est. 86,800
City & RTZ-ABC: (80) 94,728; (84) 97,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,191; Loc. Est. 11,800
Dover 80 Cen. 4,448; Loc. Est 4,600
New Philadelphia 80 Cen. 6,743; Loc. Est. 7,200
CZ-ABC: (80) 14,783; (84) 15,100
RTZ-ABC: (80) 18,882; (84) 19,700
County 80 Cen. 30,485; Loc. Est. 32,300
City & RTZ-ABC: (80) 33,665; (84) 34,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$277,989,000

6 - PASSENGER AUTOS: County 51,209

7 - ELECTRIC METERS: Residence 28,683

8 - GAS METERS: Residence 9,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agri./Forestry 167 ($161); Mining 1,396 ($462); Construction 887 ($347); Manufacturing 7,405 ($376); Wood Prod. 447 ($330); Stone/Clay 991 ($317); Primary Metal 724 ($412); Fabricated Metal 1,152; ($482); Machinery 1,253 ($417); Paper 252 ($349); Printing 276 ($220); Chemical 470 ($467); Rubber/Plastic 1,029 ($345); Trans./Utility 997 ($377); Wholesale/Retail 6,118 ($192); Finance/Ins./Real Estate 832 ($248); Services 4,016 ($208); State/Local Govt. 3,486 ($266).
Principal Pay Days-Tues., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17. Last killing frost, May 3.

11 - TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.)

12 - RETAILING: Principal Shopping Center-(Dover)-3 blocks on Third St.; 4 on N Tuscarawas Ave., 4 on N Wooster Ave.; (New Phila.)-2 blocks each way on 4 streets.
Neighborhood Shopping Centers-Dover-Boulevard, 2 blocks; Miracle Lane; 25 unit Plaza; New Phila.-W High & 7th; E High & 9th; S Bway & Commerce; La Costa Mall; Goshen Dairy Mini Mall; K mart Plaza; Dover Village Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plaza(27)	NA	JCPenney
Village Square(6)	NA	Peoples Drug, Hecks
Monroe Mall(30)	NA	Radio Shack, Schwartz-Klines

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. (Dover); Thur. & Fri. (New Phila.)

13 - RETAIL OUTLETS: Department Stores-JCPenney; Daniels'; Sutton & Lightner; Sears; Gray's Allen-Warren; Schwartz-Kline's.
Discount Stores-Hart's Family Store; S. E. Nichol's; Conley's; Rink's Bargain City; K mart.
Variety Stores: Dollar General; La Fontaine's; Hecks; Nichols; Radio Shack; Hobby Center; Fisher Big Wheel.
Chain Drug Stores-Peoples Drug, Nichol's; Gray's; Hart's; Marlowe's 3; K mart; SupeRx.
Chain Supermarkets-Buehler's; Kroger; Hart's; Stoll's A/G Foods; AG; Village IGA; Teters IGA; Carriage IGA.
Other Chain Stores-Nobil Shoes; Lawson Milk; House of Stones; Quik Shop; Harry's Outlet; Roberts Men's Stores; Moore's Center; Quality Farm; Fleet; Ziegler Tire; Dean and Barry; Sherwin-Williams; Carter-Lumber-Plumbing; Roberts; Slumber World; Bobbi Gee; Klars Athletic Supply; Quick Chek; Recordland; Nationwide Auto Parts; Guila Music Studio; Arts Jewelers.

14 - NEWSPAPERS: TIMES-REPORTER (e) 29,651; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Stien, Nat. Adv. Mgr., TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia, OH 44663; Tel. (216) 364-5577.
National Representative: Branham/Newspaper Sales.

EAST LIVERPOOL

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, PA.) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30 and State Hwys. 7, 11, 39 and 139. Bridges to Chester and Newell, W. Va.

2 - TRANSPORTATION: Railroads-Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers-16 (5 with local terminals).
Intercity Bus Lines-Interstate: Greyhound; All American.
Airlines-Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

3 - POPULATION:
Corp. City 80 Cen. 16,687; Loc. Est. 15,685
CZ-ABC: (80) 40,112; (84) 38,200
RTZ-ABC: (80) 67,321; (84) 68,300
County 80 Cen. 113,572; Loc. Est. 114,125
City & RTZ-ABC: (80) 107,433; (84) 106,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,323; Loc. Est. 6,208
CZ-ABC: (80) 14,756; (84) 14,300
RTZ-ABC: (80) 22,715; (84) 23,100
County 80 Cen. 39,996; Loc. Est. 41,118
City & RTZ-ABC: (80) 37,471; (84) 37,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	N.A.	$75,064,473
Savings & Loan	N.A.	$116,563,378

6 - PASSENGER AUTOS: County 64,311

7 - ELECTRIC METERS: Residence 15,988

8 - GAS METERS: Residence 10,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dinnerware & Ceramic Pdts. 4,400 ($151); Steel & Fabric. 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days-Steel Mon., Tues., Wed.; Brick Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-40. First killing frost, Oct. 2. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on 5th and 6th Sts.; 2 on Broadway, 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Plaza (10)	3	Hills, Foodland
Skyview Plaza(12)	3	K mart, Krogers, Radio Shack

Stores Open-Thur. evenings.
Principal Shopping Days-Sat., Thur., Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Ogilvie; JCPenney; Montgomery Ward.
Variety Stores-McCrory's.
Discount Stores-Thrifty-City; K mart; Hills.
Chain Drug Stores-Thrift; Lane Drugs.
Chain Supermarkets-Valu King 4; IGA Stores 4; Foodland 2; Kroger.
Other Chain Stores-Goodyear; Sherwin-Williams; Radio Shack.

14 - NEWSPAPERS: REVIEW (e) 13,524; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David C. Jones, Adv. Mgr., REVIEW, 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.
National Representative: Thomson Newspapers.

ELYRIA

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-2. County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie, 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy 20; the Ohio Tpk.; State Hwys. 10, 57, 58, 76, 113, 301, 254, I-90, I-480.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.
Airlines-Most Airlines at Cleveland (14 mi.).

3 - POPULATION:
Corp. City 80 Cen. 57,504; Loc. Est. 59,821
PMA-ABC: (80) 147,378; (84) 147,900
County/PMSA 80 Cen. 274,909; Loc. Est. 278,484
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,600; Loc. Est. 22,158
PMA-ABC: (80) 47,650; (84) 49,000
County/PMSA 80 Cen. 90,819; Loc. Est. 94,128

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$575,000,000
Savings & Loan	7	$170,000,000

6 - PASSENGER AUTOS: County 164,133

7 - ELECTRIC METERS: Residence 26,000

8 - GAS METERS: Residence 19,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Accessories 3,500 ($400); Plastics 433 ($290); Screw Machine Prods. 1,037 ($325); Foundry 565 ($300); Furnace Mfg. 375 ($300); Spring Mfg. 394 ($350); Chemicals 385 ($350).
Principal Pay Days-Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12. Last killing frost, April 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave., 3 on East Ave., 2 on West Ave; 3 Blocks on S Abbe Rd.; 3 Blocks on N Abbe Rd.
Neighborhood Shopping Areas-All of Cleveland St.; 8 blocks on Lake Ave.; 1 on East Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheffield(15)	4	May Co., Cook's-Edwards
Midway Mall(60)	2	Higbee, Sears, JCPenney
Westgate	14	Higbee, Pick 'N Pay
Oakwood Plaza	6	Fishers
Ridgeview(22)	1	Edwards
W'gate(Lorain)(17)	8	Fishers
Shoreway(28)	8	Woolworth, Kroger
Great Northern	12	JCPenney, Sears, Pic'N Pay, May Co.
Elyria Plaza(15)	NA	
Northgate(9)	2	Zayre, Revco

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.
Stores Open Sundays-Sears; JCPenney; Higbee; May Co.; Discount; Dairy; Drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The May Co.; Hill's; Higbees; K mart 2.
Discount Stores-Elyria City Discount; Big Town; Zayre; J & B; Discount Drug Mart; Gold Circle; Cook's.
Variety Store-Woolworth.
Chain Drug Stores-Hess & Hess; Revco 3; Gray's 2.
Chain Supermarkets-Fisher-Fazio 4; Kroger 2; Edwnros 2; Sparkle; IGA; Foodliner; Convenient Food Mart 20.
Other Chain Stores-Lawson Dairy 12; Bakeries: Omar, Hough 2; Sally Ann Bakery 2; Jewelry: Hart's, Rose Jewelers; Barricini Candy; Paints: Lowe Bros., Sherwin-Williams 2; Pittsburgh; Singer Co.; Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Uniroyal, Red Robin; Richman Bros.; Paul Harris Stores; Park Lane Hosiery; Lane Bryant; Winkleman's; Ted Jacobs; Foxwood Casuals; Tweed Shop; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Faflik Regal, Boulevard Juvenile; Leather Goods & Gifts: Memory Lane; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor; Schwede's; Ohio Edison; GE; Appliance Village; Florist; Carek's, Botaman, Puffers; Automobiles: J.R. Dall, Spitzer, Earl Lance, Stang, Prout, Morris; Dry Cleaners: Allen's, Flash, Jack Knight; Men's Furn.: Powers & Dawley, Sam Klein.

14 - NEWSPAPERS: CHRONICLE-TELEGRAM (e) 36,290; (S) 35,496; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Weaver, CHRONICLE-TELEGRAM, 225 East Ave.; PO Box 4010, Elyria, OH 44036; Tel. (216) 329-7000.
National Representative: Branham/Newspaper Sales.

FAIRBORN

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia; on U.S. 1675 and U.S. 170.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,702; Loc. Est. 29,784
MSA 80 Cen. 942,083; Loc. Est. 958,261
County 80 Cen. 129,769; Loc. Est. 134,228
PMA-ABC: (80) 44,438; (84) 42,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,050; Loc. Est. 11,440
County 80 Cen. 43,078; Loc. Est. 45,552

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9.03 per inch
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Horvitz Newspapers

11.13 per inch
in combination with
Lorain Journal & Lake County News Herald

Ask BRANHAM for all details

MSA 80 Cen. 340,279; Loc. Est. 353,918
PMA-ABC: (80) 15,956; (84) 15,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$160,000,000
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: County 80,389

7 - ELECTRIC METERS: Residence 10,721

8 - GAS METERS: Residence 10,528

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 282 ($220); Air Force Base 23,500; University Education.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Hills Centre(4)	NA	Kash-n-Karry
Fairborn Plaza (18)	NA	Gray Drugs, Fulmers
Skyway Plaza (13)	NA	Hook's, McCrory, Elder Beerman
Five Points (7)	NA	Kroger, K mart, Rite-Aid

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every night.
Stores Open Sunday-Grocery and drug.

13 - RETAIL OUTLETS: Variety Stores-Foy's; McCrory; Woolworth; Handyman K mart; Elder Beerman.
Chain Drug Stores-Gray's; Sloan's; Muir's; Revco; Rite-Aid.
Chain Supermarkets-Kroger; Fulmer; Eavey's; Kash-n-Karry.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,265; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: C. R. Bonkofsky, HERALD, One Herald Sq., Fairborn, OH 45324; Tel. (513) 878-3993.
National Representatives: Landon Associates; U.S. Suburban Press.

FINDLAY

1 - LOCATION: Hancock County, E&P Map B-2, County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. I-75, 30, 68, 224; State Hwys. 12, 568, 15, 37. 33 mi. NE of Lima; 45 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Amtrak, Norfolk & Western.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 35,594; Loc. Est. 35,796
CZ-ABC: (80) 35,594; (84) 35,000
RTZ-ABC: (80) 87,283; (84) 89,200
County 80 Cen. 64,581; Loc. Est. 65,082
City & RTZ-ABC: (80) 122,877; (84) 124,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,466; Loc. Est. 13,752
CZ-ABC: (80) 13,466; (84) 13,400
RTZ-ABC: (80) 28,120; (84) 29,100
County 80 Cen. 23,058; Loc. Est. 23,777
City & RTZ-ABC: (80) 41,586; (84) 42,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$299,266,027
Savings & Loan	3	$232,390,574

6 - PASSENGER AUTOS: County 41,086

7 - ELECTRIC METERS: Residence 17,674

8 - GAS METERS: Residence 15,270

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Tires 1,400 ($280); Gas & Oil 2,130 (NA); Integrated Circuits 1,100 ($335); Photographic Proc. 190 (NA); Plastics 160 ($321); Plastic Tile 217 ($260); Appliances 1,500 ($325); Can Mfg. 385 ($394); Plastic Fabrication 280 ($352); Farm Drainage & Excavating Equipment 130 ($300); Rubber-Plastic Appliances 150 ($235).
Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. First killing frost, Nov. 1. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St., Ft. Findlay Village (26 Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Ft. Findlay Village-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Sears; Montgomery Ward (catalog).
Discount Stores-Pic-Way Shoe Mart; El Bee Shoes; Payless Shoe Source; Rink's Bargain City; Hill's; K mart.
Chain Drug Stores-Gray; Lane's 3; Revco.
Chain Supermarkets-Foodtown 2; Kash N Karry; Great Scot 3; Sur-Sav; Kroger.
Farm Supply-Quality Farm & Fleet; Mastersons.

14 - NEWSPAPERS: COURIER (m) 26,057; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Dir., COURIER, 701 W. Sandusky; PO Box 609, Findlay, OH 45839-0609; Tel. (419) 422-5151.
National Representative: Landon Associates.

FOSTORIA

1 - LOCATION: Seneca, Hancock, and Wood Counties (In Toledo, MSA). E&P Map B-2, NW of center of state.

2 - TRANSPORTATION: Railroads-C&O; N&W; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 15,743; Loc. Est. 15,645
Counties 80 Cen. 233,854; Loc Est. 236,730
Seneca 80 Cen. 61,901; Loc. Est. 62,016
Hancock 80 Cen. 64,581; Loc. Est. 65,082
Wood 80 Cen. 107,372; Loc. Est. 109,632
MSA 80 Cen. 616,864; Loc. Est. 621,134

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,775; Loc. Est. 5,927
Counties 80 Cen. 79,353; Loc Est. 82,090
Seneca 80 Cen. 20,818; Loc. Est. 21,320
Hancock 80 Cen. 23,058; Loc. Est. 23,777
Wood 80 Cen. 35,477; Loc. Est. 36,993
MSA 80 Cen. 220,252; Loc. Est. 226,666

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$56,387,000
Society	6	$120,004,000
Credit Union	1	$16,472,345

6 - PASSENGER AUTOS: Counties: Hancock 41,068; Wood 61,179; Seneca 35,217.

7 - ELECTRIC METERS: Residence 8,314

8 - GAS METERS: Residence 5,816

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carbon 400; Foundry; Steel Wire 300; Grain Milling 350; Meat Packers 98; Railroad Signals 25; Rubber Prod. Mach. tools 300; Elevators, Steel Fabrication 35; Mach. Shops; Aluminum Fabricators 24; Grain Processing 47; Fertilizer 71; Crankshifts 950; Local Lighting & Infrared Fixtures 300; Soybean Oil 51; Cement Blocks 500; Ptg. 158; Jet Blades 400; Refrigeration 300; Automotive 1,000.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shopping area, 8 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fostoria Plaza(12)	NA	Lane Drug, K mart, Fisher's Big Wheel
K mart Center	NA	NA

Principal Shopping Days-Thur., Fri., Sat. & Mon.
Stores Open Evenings-Dept., Mon. & Fri.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores-Hills; JCPenney; Macy's; Sears; K mart.
Variety Stores-Dollar General; Rite-Aid.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Lane.
Chain Supermarkets-Kroger; Nye's; Great Scott; Seaway Food Town; IGA; White Front.
Other Chain Stores-Sherwin-Williams.

14 - NEWSPAPERS: REVIEW-TIMES (e) 7,604; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mary Anne Nopper, Adv. Dir., REVIEW TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419) 435-6641.
National Representative: Landon Associates.

FREMONT

1 - LOCATION: Sandusky County, E&P Map B-2, County Seat. NW part of state, 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,834; Loc. Est. 17,705
PMA-ABC: (80) 76,288; (84) 76,600
County 80 Cen. 63,267; Loc. Est. 63,654

4 - HOUSEHOLDS:
City 80 Cen. 6,559; Loc. Est. 6,480
PMA-ABC: (80) 26,000; (84) 26,300
County 80 Cen. 21,553; Loc. Est. 22,142

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$225,226,000
Savings & Loan	3	$62,859,751

6 - PASSENGER AUTOS: County 37,152

7 - ELECTRIC METERS: Residence 20,557

8 - GAS METERS: Residence 14,060

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners. (Av. Weekly Wage)-Total 21,479 ($245); Agriculture 424 ($130); Mining 165 ($469); Construction 948 ($325); Manufacturing 9,355 ($300); Trans. 611 ($350); Whls. & Ret. 3,962 ($168); Finance 602 ($182); Service 2,788 ($175); Govt. 2,624 ($201).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-58; Summer 59-83; Fall 42-62; Winter 21-37. Av. annual rainfall 38. Frost-free period, May 10-Oct. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shopping Areas-4 blocks on W State St., Lime St. and White Rd.; 4 on E State St. from Collinwood to St. Joseph St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fremont Plaza(12)	3	Gray Drugs, Murphy Mart
Potter Village(35)	3	Foodtown, Heck's, Great Scot, Fisher's Big Wheel

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most stores-Fri.; Food (chain) and shopping centers-nightly.

13 - RETAIL OUTLETS: Department Stores-Joseph's; JCPenney; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-Associated Buyers; Joseph's; Heck's; Fisher's Big Wheel; Murphy Mart; Big Lots.
Chain Drug Stores-Revco; Gray's 2; Lane's.
Chain Supermarkets-Shop Rite (Spartan); Kroger; Great Scot 2; Seaway Foodtown.
Other Chain Stores-Fashion Shop; Firestone; Cato (ladies' clothing); 7-Eleven; Lawson's Milk; Osterman Jewelers; Picway Shoes; Singer; Radio Shack; Crosby Shoes; Shoe World.

14 - NEWSPAPERS: NEWS-MESSENGER (e) 13,839; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James M. Carey, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.
National Representative: Gannett Newspaper Advertising Sales.

GALION

1 - LOCATION: Crawford County, E&P Map B-2, 80 mi. SW of Cleveland; 60 mi. N of Columbus. On Ohio Rtes. 309 and 61.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-3.
Intercity Bus Lines-Galion-Mansfield Transit; Greyhound.
Airlines-USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,391; Loc. Est. 12,257
County 80 Cen. 50,075; Loc. Est. 50,595

4 - HOUSEHOLDS:
City 80 Cen. 4,852; Loc. Est. 4,981
County 80 Cen. 18,167; Loc. Est. 18,781

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,132,000
Savings & Loan	3	$51,430,000

6 - PASSENGER AUTOS: County 29,140

7 - ELECTRIC METERS: Residence 4,928

8 - GAS METERS: Residence 4,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Truck bodies hydraulic horsts 734 ($184); Environmental Control Equipment 465 ($190); Telephonetics 2,300 ($192); Road Machinery 745 ($193); Metallic vaults 210 ($170); Custom tool 330 ($167); Printing 275 ($148); Hydraulic components 120 ($140); Custom uniforms 95 ($136); Annual Payroll $63,000,000
Principal Industrial Pay Days-14th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20. Last killing frost, Feb. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 3 streets (Harding Way).
Neighborhood Shopping Centers-Galion; Murphys Mart Shopping Center; West Shopping Center.
Principal Shopping Days-Mon., Thur., Sat.
Stores Close-Small stores Wed. P.M.
Stores Open Evenings-All Stores Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Art Nicholls; Bill's TV; Card; K mart; Poland True Value Hdwe.; Galion Sentry Hdwe.
Variety Store-Dean's.
Discount Store-Murphy Mart.
Chain Drug Stores-Quay; SuperRx; H-N Drugs.
Chain Supermarkets-Geyer's; Charlie's; Neff Bros.

14 - NEWSPAPERS: INQUIRER (e) 5,864; Sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Richard E. Gonnella, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.
National Representative: Landon Associates.

GALLIPOLIS

1 - LOCATION: Gallia County, E&P Map B-4. County Seat. On Ohio River, midway between Cincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State 7, 141, 160, 218.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,576; Loc. Est. 5,065
CZ-ABC: (80) 5,576; (84) 5,300
RTZ-ABC: (80) 24,522; (84) 26,400
County 80 Cen. 30,098; Loc. Est. 30,419
City & RTZ-ABC: (80) 39,098; (84) 31,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,067; Loc. Est. 1,913
CZ-ABC: (80) 2,067; (84) 2,000
RTZ-ABC: (80) 8,211; (84) 8,900
County 80 Cen. 10,278; Loc. Est. 10,615
City & RTZ-ABC: (80) 10,278; (84) 10,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,000,000
Savings & Loan	2	$27,000,000

6 - PASSENGER AUTOS: County 16,343

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 3,719

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electric Prod. 300; Form. 24; Packing 55; Truck Farming 75; Medical Cntr. 1,000.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Second Ave., State St.; Third Ave., Court St., Silver Bridge Plaza; K mart; Murphy's Mart.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Most on Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gallipolis; Knight's; Cox's; Dollar General.
Variety Stores-Murphy's Mart 2.
Discount Stores-Jones Boy (with Super Mkt.); K mart.
Chain Drug Stores-Revco, Rite Aid.

Chain Supermarkets-Kroger; Foodland 2; Pic 'N Pac.
Other Chain Stores-Sears (Catalog); Montgomery Ward (Catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 6,429; TIMES-SENTINEL (S) 13,278; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Skinner, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.
National Representative: Branham/Newspaper Sales.

GREENVILLE

1 - LOCATION: Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 49 & 127.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio.
Airlines-Dayton International Airport, 25 mi.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 12,999; Loc. Est. 13,236
CZ-ABC: (80) 12,999; (84) 13,000
RTZ-ABC: (80) 46,005; (84) 47,600
County 80 Cen. 55,096; Loc. Est. 55,119
City & RTZ-ABC: (80) 59,004; (84) 60,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,009; Loc. Est. 5,152
CZ-ABC: (80) 5,009; (84) 5,100
RTZ-ABC. (80) 15,345; (84) 16,100
County 80 Cen. 18,864; Loc. Est. 19,278
City & RTZ-ABC: (80) 20,354; (84) 21,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$152,162,000
Savings & Loan	3	$1,158,230,544

6 - PASSENGER AUTOS: County 31,649

7 - ELECTRIC METERS: City 5,832

8 - GAS METERS: City 4,483

9 - PRINCIPAL INDUSTRIES: Industry, (No. of Wage Earners)-Oil Filters (1200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Products (125); Plastics (100); Chemicals (125).
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23. Last killing frost, May 9.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-covers ten blocks.
Neighborhood Shopping Centers-Harts; Murphy's Mart; K mart (8 units). Buckeye Sq. Mall-10 stores. Open eves. until 9 and Sundays.
Nearby Shopping Centers-Salem Mall (Dayton)-Rike's, Sears.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri. & Sat.; Foods and Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harts; Uhlman's.
Variety Store-Murphy.
Discount Stores-Murphy's Mart; Harts; K mart.
Chain Drug Stores-Revco; SupeRx; Bonfiglio's; Medicine Shoppe; Hooks.
Chain Supermarkets-Kroger; Eikenberry 2; Marsh Foodliner; Troutwine.
Other Chain Stores-Sears; Fashion Barn; Endicott-Johnson Shoes; Montgomery Ward (catalog); Firestone; Jo-Ann Fabrics; Nationwise Auto; Quality Farm Fleet; Holthouse Furniture.

14 - NEWSPAPERS: ADVOCATE (e) 9,157; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Martin, Pub., or Vicky Besecker, Adv. Mgr., ADVOCATE, W. Main & Sycamore; PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.
National Representative: Thomson Newspapers.

HAMILTON

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA). E&P Map A-3, County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy. 127; State 4, 129, 177 and 138.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-All major lines.

3 - POPULATION:
Corp. City 80 Cen. 63,189; Loc. Est. 63,644
CZ-ABC: (80) 116,976; (84) 121,100
RTZ-ABC: (80) 98,340; (84) 107,500
County/PMSA 80 Cen. 258,787; Loc. Est. 266,589
City & RTZ-ABC: (80) 215,316; (84) 228,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,793; Loc. Est. 24,565
CZ-ABC: (80) 41,803; (84) 43,600
RTZ-ABC: (80) 29,507; (84) 33,100
County/PMSA 80 Cen. 88,130; Loc. Est. 93,106
City & RTZ-ABC: (80) 71,310; (84) 76,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$436,356,000
Commercial	3	$328,412,000

6 - PASSENGER AUTOS: County 155,594

7 - ELECTRIC METERS: Residence 23,641

8 - GAS METERS: Residence 22,256

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Mfg. 4,800; Auto Bodies 3,000; Machy. 2,000; Sales 1,500; Steel 700; Fdry. 800
Principal Pay Days-1st & 2nd Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9. Last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Downtown area about 16 sq. blocks.
Neighborhood Shopping Centers-Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St.; Hamilton Plaza; Town & Country; Hamilton West; Fair Plaza; Hicks Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fair Plaza(12)	NA	Meijer Square Marsh Mkt.
Hamilton Plaza(19)	NA	Durham Super Value
Hamilton West (15)	NA	SupeRx Drug, K mart
Town & Country (18)	NA	Woolworth, Marsh
Hicks Manor(15)	NA	Marsh, SupeRx
Tri-County(60)	NA	Sears, Shillitos
Northgate(47)	NA	Sears, McAlpins

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Supermarkets Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Elder-Beerman; Sears Roebuck; JCPenney.
Discount Stores-K mart; Meijer Square.
Variety Stores-Woolworth; McCrory's.
Chain Drug Stores-Revco 3; SupeRx 2.
Chain Supermarkets-Kroger 4; Marsh Foodliners 4; IGA 2.
Other Chain Stores-Shoes: Gallenkamp; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner's, Fashion Bug, Fashion Discovery; National; Singer Co.; Spiegel (catalog).

14 - NEWSPAPERS: JOURNAL-NEWS (e) 29,191; (S) 29,270; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dennis A. Guastaferro, Mktg. Dir., JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.
National Representatives: Landon Associates.

HILLSBORO

1 - LOCATION: Highland County, E&P Map B-3, County Seat. Agricultural and industrial area; 65 mi. E. of Cincinnati; on U.S. Hwy. 50 at 62.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,356; Loc. Est. 6,905
County 80 Cen. 33,477; Loc. Est. 34,797

4 - HOUSEHOLDS:
City 80 Cen. 2,504; Loc. Est. 2,668
County 80 Cen. 11,915; Loc. Est. 12,701

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Savings	3	$80,621,000

6 - PASSENGER AUTOS: County 18,786

7 - ELECTRIC METERS: Residence 2,100

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Industry, No. employed-Electrical Switches Relays 400; Vaults & Safety Boxes 15; Iron Castings 50; Men's Slacks 150; Business Forms 175; Food Service Equipment 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 59-83; Fall 34-54; Winter 25-44. First killing frost, Nov. 19. Last killing frost, May 17.

11 - TAP WATER: Reservoir.

12 - RETAILING: Principal Shopping Centers-2 blocks on Main St.; 2 Blocks on High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland Plaza(7)	NA	Kroger, Revco Drugs
K Mart Plaza(4)	NA	Savway Shoes, Rite-Aid Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Town & Country; Murphy; Kroger; Steen IGA; Convenient; Great Scot; Revco; Haines; K mart.

13 - RETAIL OUTLETS: Department Stores-Haines; United; Litt's.
Discount Stores-Town & Country, K mart.
Variety Stores-Murphy; Western Auto.
Chain Drug Stores-Revco; Rite-Aid.
Chain Supermarkets-Kroger, Great Scot; IGA; Convenient; United Dairy Farmers.
Other Chain Stores-Fairley; Holthouse; Hallmark; Landmark; Radio Shack; Sherwin-Williams; Dean & Berry.

14 - NEWSPAPERS: PRESS GAZETTE (e-mon to fri) 4,646; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James R. Hardin, Mgr., PRESS GAZETTE, 209 S. High; Box 40, Hillsboro, OH 45133; Tel. (513) 393-3456.
National Representative: Landon Associates.

IRONTON

1 - LOCATION: Lawrence County (In Huntington-Ashland, WV-KY-OH MSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, WV; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 243 and 217.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-American, Eastern; Piedmont; USAir; Lake Central.

3 - POPULATION:
Corp. City 80 Cen. 14,290; Loc. Est. 14,064
CZ-ABC: (80) 17,245; (84) 16,600
RTZ-ABC: (80) 67,717; (84) 71,000
County 80 Cen. 63,849; Loc. Est. 64,052
MSA 80 Cen. 336,410; Loc. Est. 340,394
City & RTZ-ABC: (80) 84,962; (84) 87,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,658; Loc. Est. 5,681
CZ-ABC: (80) 6,655; (84) 6,400
RTZ-ABC: (80) 22,485; (84) 24,000
County 80 Cen. 22,041; Loc. Est. 22,650
MSA 80 Cen. 119,007; Loc. Est. 123,137
City & RTZ-ABC: (80) 29,140; (84) 30,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,353,000
Savings & Loan	4	$72,113,289

6 - PASSENGER AUTOS: County 35,897

7 - ELECTRIC METERS: Residence 18,198

8 - GAS METERS: Residence 11,476

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($198); Transp. & Util. 763 ($270); Wholesale 299 ($202); Retail 2228 (N.A.).
Principal Pay Days-15th, 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

12 - RETAILING: Principal Shopping Centers: 5 blocks on 3rd St.; 3 on 2nd St.; 2 on Center & 1 on Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(17)	6	Krogers
Ashland Plaza(25)	4	Hills, Radio Shack, K mart
K mart Plaza	NA	K mart
Wheelersburg Mall (7)	15	Rink's, Krogers
Greenup Mall(15)	4	G.C. Murphy, K mart
Huntington Mall (23)	23	Sears, JCPenney, Lazarus

Principal Shopping Days-Mon., Fri, Sat.
Stores Open Evenings-Dept. Stores-Mon. & Fri.; Food: Ind.-8 on Sat., Chain-Daily to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Store-S.S. Kresge.
Discount Store-Dollar Store.
Chain Drug Stores-Revco; Staley's 2.
Chain Supermarkets-Kroger; Foodland; Little Giant; Key; Tradewell; Gateway.
Other Chain Stores-Artwil (Women's); Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,005; (S) 9,560; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Emory V. Burkhardt, Prom. Dir., TRIBUNE, PO Box 666, Ironton, OH 45638; Tel. (614) 532-1441.
National Representative: Landon Associates.

KENT-RAVENNA

1 - LOCATION: Portage County (In Akron PMSA). E&P Map C-2. Ravenna: 18 mi. E of Akron; 34 mi. SE of Cleveland; on State Hwys. 59, 14, 43, 44. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

2 - TRANSPORTATION: Railroads-Ravenna and Kent-Conrail; Conrail; Chessie System. Kent-Norfolk & Western.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. Cities 80 Cen. 38,151; Loc. Est. 38,677
Kent 80 Cen. 26,164; Loc. Est. 26,242
Ravenna 80 Cen. 11,987; Loc. Est. 12,435
CZ-ABC: (80) 53,104; (84) 54,000
RTZ-ABC: (80) 85,813; (84) 87,300
County 80 Cen. 135,856; Loc. Est. 140,063
PMSA 80 Cen. 660,328; Loc. Est. 668,966
City & RTZ-ABC: (80) 138,917; (84) 141,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 13,147; Loc. Est. 13,466
Kent 80 Cen. 8,655; Loc. Est. 8,753
Ravenna 80 Cen. 4,492; Loc. Est. 4,713
CZ-ABC: (80) 18,587; (84) 19,000
RTZ-ABC: (80) 26,652; (84) 27,400
County 80 Cen. 44,214; Loc. Est. 46,455
PMSA 80 Cen. 274,001; Loc. Est. 242,307
City & RTZ-ABC: (80) 45,239; (84) 46,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$350,207,512
Savings & Loan	4	$137,420,312

6 - PASSENGER AUTOS: County 81,070

7 - ELECTRIC METERS: Residence Ravenna 5,650; Kent 9,650

8 - GAS METERS: Residence Ravenna 7,383; Kent 8,889

9 - PRINCIPAL INDUSTRIES: Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Warehouse; Steel Fabrication. Also Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19. Last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Ravenna: 6 blocks on Main St.; 3 on Chestnut; 2 on Meridian; 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.
Neighborhood Shopping Centers-Kent State Plaza, 1 mi. E of Kent; Ravenna Plaza; Rootstown Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brimfield Plz.(10)	NA	Sparke Mkt.
University Plz.(26)	NA	Acme
Stow-Kent Plz.(28)	3	Stambaugh
Streetsboro Plz.(22)	8	Big Wheel

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Nightly at shopping centers.

13 - RETAIL OUTLETS: Department Stores-Wright's; Kertscher's; O'Neil's.
Discount Stores-Click Murphy's; Big Wheel; TG&Y; Gold Circle.
Chain Drug Stores-Revco 3; Gray.
Chain Supermarkets-Acme 3; Giant Eagle; Sparkle 4; I.G.A.; Valu King 2.
Other Chain Stores-Heinen's.

14 - NEWSPAPERS: RECORD-COURIER (e) 24,292; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ray Drotor, Adv. Dir., RECORD-COURIER, 126 N. Chestnut St., Ravenna OH, 44240; Tel.

(216) 296-9657.
National Representative: Landon Associates.

KENTON

1 - LOCATION: Hardin County. E&P Map B-2. County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68 and State Hwys. 31, 53 and 67.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,605; Loc. Est. 8,862
CZ-ABC: (80) 8,605; (84) 8,600
RTZ-ABC: (80) 29,556; (84) 30,100
County 80 Cen. 32,719; Loc. Est. 33,283
City & RTZ-ABC: (80) 38,161; (84) 38,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,306; Loc. Est. 3,437
CZ-ABC: (80) 3,306; (84) 3,300
RTZ-ABC: (80) 9,722; (84) 10,000
County 80 Cen. 11,131; Loc. Est. 11,543
City & RTZ-ABC: (80) 13,928; (84) 13,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$60,253,795
Savings	1	$27,816,000
Savings & Loan	2	$24,208,689

6 - PASSENGER AUTOS: County 16,733

7 - ELECTRIC METERS: Residence 3,042

8 - GAS METERS: Residence 2,860

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 205; Gasoline Truck Tanks 100; Truck and Trailer Axles 1,200; Plastic 200; Automotive Switches 400; Signs 75; Railroad Cabooses 200; Ornamental Iron 30; Dies and Molds 40; Fertilizer 20; Picture Frames 100; Metal Forgings 200; Paper Cup 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-69; Summer 56-79; Fall 34-54; Winter 12-35.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenton	9	JCPenney, TG&Y, Krogers, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; United Discount; TG&Y.
Variety Stores-Woolworth; Barr.
Discount Stores-United Discount; Allen Wholesale.
Chain Drug Stores-Walgreens; Rexall; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Great Scot; IGA.
Other Chain Stores-Sears (catalog); K mart; Cato; Goodyear; Sherwin-Williams; Montgomery Ward (catalog); JCPenney (catalog).

14 - NEWSPAPERS: TIMES (e) 7,768; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Barnes, Bus. Mgr., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.
National Representative: Landon Associates.

LAKE COUNTY

1 - LOCATION: Lake County (In Cleveland PMSA). E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90 and State Hwys. 6, 84, 91, 283, 640, 306, and 271.

2 - TRANSPORTATION: Railroads-Conrail; Nickel Plate.
Intercity Bus Lines-Lake Front Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 61,394; Loc. Est. 65,050
Willoughby 80 Cen. 19,329; Loc. Est. 20,041
Mentor 80 Cen. 42,065; Loc. Est. 45,009
PMA-ABC: (80) 212,801; (84) 216,500
County 80 Cen. 212,801; Loc. Est. 218,292
PMSA 80 Cen. 1,898,720; Loc. Est. 1,922,363

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,082; Loc. Est. 22,715
Willoughby 80 Cen. 7,434; Loc. Est. 7,876
Mentor 80 Cen. 13,648; Loc. Est. 14,839
PMA-ABC: (80) 72,064; (84) 74,000
County 80 Cen. 72,064; Loc. Est. 75,566
PMSA 80 Cen. 694,324; Loc. Est. 718,468

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	16	N.A.

6 - PASSENGER AUTOS: County 147,611

7 - ELECTRIC METERS: County/Residence 60,628

8 - GAS METERS: County/Residence 44,304

9 - PRINCIPAL INDUSTRIES: Rubber Products; Cranes; Dies and Gauges; Chemicals; Heavy Machinery; Precision Tools; Electronic; Quartz Products; Wire Cloth; Key Cutting Machines; Textiles; Nurseries.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 34-104; Fall 4-96; Winter -19-80. First killing frost, Nov. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Lakes Mall(100)	NA	May Co., Sears, Homes, JCPenney
Mentor (20)	NA	Higbees, Zayre, Radio Shack
New Market(40)	NA	Carlisles, Revco
Painesville(32)	NA	Krogers, Gray's
Richmond Mall(81)	NA	Sears, JCPenney
Euclid Square Mall(80)	NA	Higbee May Co., Revco
Willo Plaza(32)	NA	Pic-N-Pay, Gray Drugs
Shoregate(67)	NA	Sears, Uncle Bills, Best Prod., Pick-N-Pay

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; Newberry; JCPenney; May Co.; Carlise-Allen; Higbee's; Joseph Horne.
Discount Stores-Zayre; Cooks; K mart; Gold Circle; Forest City.
Chain Drug Stores-Revco; Gray's; Medic 3; Discount Drug Mart; Bernie Shulman; Jote's.
Chain Supermarkets-Pick-N-Pay 5; Fisher-Fazio 5; Kroger 2; Heinens; Bi-Rite 2; Stop N Shop 3; Valu-King 2; Holtzheimers.

14 - NEWSPAPERS: NEWS-HERALD (e) 38,895; (S) 45,550; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard T. Stenger, Adv. Dir., NEWS-HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
National Representative: Branham/Newspaper Sales.

LANCASTER

1 - LOCATION: Fairfield County (In Columbus MSA). E&P Map B-3. County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Lake Shore, Inc.

3 - POPULATION:
Corp. City 80 Cen. 34,953; Loc. Est. 37,168
CZ-ABC: (80) 34,953; (84) 34,500
RTZ-ABC: (80) 69,502; (84) 77,500
County 80 Cen. 93,678; Loc. Est. 97,497
MSA 80 Cen. 1,243,810; Loc. Est. 1,276,192
City & RTZ-ABC: (80) 104,455; (84) 112,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,345; Loc. Est. 14,256
CZ-ABC: (80) 13,345; (84) 13,300
RTZ-ABC: (80) 22,047; (84) 25,000
County 80 Cen. 31,776; Loc. Est. 33,808
MSA 80 Cen. 449,260; Loc. Est. 471,518
City & RTZ-ABC: (80) 35,392; (84) 38,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$186,405,000
Savings & Loan	3	$167,000,000

6 - PASSENGER AUTOS: County 58,528

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 12,352

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass Mfg. 4,792 ($175); Non Elec. Machinery 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equipment 1,150 (N.A.); Food Processing 285 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15. Last, Apr. 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Main St.; 3 on Columbus St.; 3 on Broad St.; Several Shopping Centers.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Main(4)	NA	SupeRx, Kroger Mkt.
Hocking Vally Mall(13)	NA	K mart, Kroger
Harts(2)	NA	Big Bear, Harts Mkt.
Center Point(2)	NA	King's, Anchor Hocking
Town & Country (10)	NA	Heck's
Memorial Drive Plaza(25)	NA	JCPenney, Big Bear Sears, Woolworth

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept. Fri.; Food nitely.

13 - RETAIL OUTLETS: Department Stores-Hickle's; JCPenney; Sears Roebuck.
Variety Stores-S.S. Kresge; Woolworth.
Discount Stores-Lancaster Sales; Buckeye Mart; King's; Harts.
Chain Drug Stores-Gray's; SupeRx; Heritage Walgreens; Rexall 2.
Chain Supermarkets-Big Bear 2; Lancaster; IGA; Kroger 2; Bay's R&W 2; Sheridan 2.
Other Chain Stores-Moore's; Lowes; Quality Fleet; Peoples Shoe; Jean Frock's; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 4.

14 - NEWSPAPERS: EAGLE-GAZETTE (e) 17,782; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hellinger, Adv. Mgr., EAGLE-GAZETTE, 138 W. Chestnut St.; PO Box 848, Lancaster, OH 43130; Tel. (614) 654-1321.
National Representative: Thomson Newspapers.

LIMA

1 - LOCATION: Allen County (In Lima MSA). E&P Map A-2. County Seat. Between Toledo and Dayton. 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 30S; I-75; State Hwys. 117, 65, 81.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk Southern (Nickel Plate) (freight); Conrail (freight); Detroit, Toledo & Ironton (freight); Baltimore & Ohio (freight).
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 47,381; Loc. Est. 45,565
CZ-ABC: (80) 81,344; (84) 79,700
RTZ-ABC: (80) 226,412; (84) 230,300
County 80 Cen. 112,241; Loc. Est. 113,250
MSA 80 Cen. 154,795; Loc. Est. 156,808
City & RTZ-ABC: (80) 307,756; (84) 310,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,050; Loc. Est. 17,567
CZ-ABC: (80) 29,169; (84) 28,900
RTZ-ABC: (80) 75,410; (84) 77,400
County 80 Cen. 39,168; Loc. Est. 39,200
MSA 80 Cen. 53,700; Loc. Est. 55,649
City & RTZ-ABC: (80) 104,579; (84) 106,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$338,500,000
Savings & Loan	5	$1,854,576,000

6 - PASSENGER AUTOS: County 65,504

7 - ELECTRIC METERS: County 45,042

8 - GAS METERS: County 25,042

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 13,955 ($469); Transportation & Utilities 1,994 ($408); Wholesale, Retail Trade 9,561 ($202); Construction 1,404 ($424).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14. Last killing frost, May 4.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-1 block on 6 sts. Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers-Cole & North; Main & Kibby.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
American Mall(32)	NA	Mont. Ward, Value City
K mart Plaza(8)	NA	K mart, Lane Drug, Warehouse Paint
Lima Mall(68)	NA	JCPenney, Woolworth
Northland Plz.(43)	NA	Kings Odd Lots.
Eastgate(19)	NA	Ray's, Kash & Karry Rinks, Ray's

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon. through Sat.
Stores Open Sundays-Mall Stores and K mart Plaza.

13 - RETAIL OUTLETS: Department Stores-Elder Beerman; K mart; Greggs; JCPenney; Montgomery-Ward; Sears; Lazarus.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Revco Drug; Lanes; Rite-Aid; SupeRx.
Chain Supermarkets-Kroger 3; A&P; Shawnee Family Pride IGA; Clyde Evans Mkts. 5; Kash & Karry; Ray's 3; County Market.
Discount Stores-Kings Odd Lots; Value City; Rinks 2; Lima Bargain Ctr.; K mart 2.
Other Chain Stores-Abrahams; Richman Bros.; Payless Shoes; Radio Shack; Zales; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Hickory Farms; Jo-Ann Fabrics; So Fro Fabrics; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn Shoes; Waldenbooks; Sills Shoes; Piece Goods; Carpetland U.S.A.; Nobil Shoes; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; A.S. Beck Shoes; Nationwise Auto; Service Merchandise; The Gap; Jean Nicole; Foxmoor; Brooks; Petries; Lerners; The Bottom Half; National Records; National Shirt; Woman Aware; Stretch & Sew; Petland; Hair Happening; Naturalizer Shoes; Table Tales; Just Labels; Shoppers Choice; Buster Brown Shoes; Fashion Bug Plus; The Jean Scene; National Health & Nutrition; K & K Toys; Waterbeds II; Gibson Auto; Chic; Deb Shop; D.O.C. Optical; 84 Lumber; Carter Lumber; Firestone; Classic Stereo; Wolohan Lumber.

14 - NEWSPAPERS: NEWS (e) 41,095; (S) 48,579; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.
National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

LISBON

1 - LOCATION: Columbiana County E&P Map C-2. County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Village 80 Cen. 3,159; Loc. Est. 3,045
County 80 Cen. 113,572; Loc. Est. 114,125
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Village 80 Cen. 1,197; Loc. Est. 1,175
County 80 Cen. 39,996; Loc. Est. 41,118

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$28,000,000
Savings & Loan	2	$2,700,000

6 - PASSENGER AUTOS: County 64,311

7 - ELECTRIC METERS: Residence 1,350

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Bronze & Aluminum Foundry; Office Supplies & Equipment & Medical Service Equipment; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop; Bridge Construction Fabrication; Electric Hoists; Buffing Wheels for Belt Sanders; Building Materials & Concrete & Feeds; Goss Community Printing; Coal Mining.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salem Plaza(10)	12	Stambaugh's, Radio Shack, Thorofare
Skyview Plz.	15	K mart, Fashion Factory
St. Clair Plz.(10)	15	Kelly & Cohen, Sears
Southern Park Mall(106)	24	Sears, JCPenney, Horne's
Columbiana Plaza	10	Golden Dawn, Ben Franklin, Fisher's Big Wheel, Sparkle Mkt.

Nearby Shopping Areas

Rt. 164, 46, & 14, Columbiana	10	Fisher's Big Wheel
State St., Salem	12	JCPenney, G.C. Murphy, Kroger, Perskey's, Foodland
2nd St., Salem	12	Walgreens Drug
Lundy, Salem	12	A&P
Rt. 45, Salem	12	IGA

E.5th, E.Liverpool	15	JCPenney, Ogilvies
S.E. Blvd.; E. Ellsworth, Salem	12	Ideal(2)
Fairfield Ave. Columbiana	10	Super Duper
East Liverpool	NA	Super Duper
New Garden	8	Super Duper
Leetonia	6	Ideal

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-The Mart.
Variety Stores-Ben Franklin, Laurette's; Wickett Shoppe; Miller's; Bye & Bye Hardware.
Chain Drug Stores-Rexall; Morgans/McKesson
Chain Supermarkets-Value King; Hillyer's; IGA.
Other Chain Stores-Western Auto; Lawsons.

14 - NEWSPAPERS: MORNING JOURNAL (m) 16,292; (S) 15,302; sworn Oct. 1 1983.
Local Contact for Advertising and Merchandising Data: Rhonda Geer, Natl. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44332; Tel. (216) 424-9541.
National Representative: Landon Associates.

LOGAN

1 - LOCATION: Hocking County, E&P Map B-3, County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93 and 664.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,557; Loc. Est. 6,854
County 80 Cen. 23,304; Loc. Est. 24,998
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,615; Loc. Est. 2,624
County 80 Cen. 8,591; Loc. Est. 9,002

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$63,264,000
Savings & Loan	1	$75,700,000

6 - PASSENGER AUTOS: County 13,062

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 4,541

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Goodyear 800; Carborundum 392; Metalbestos 126; Smead Mfg. 170; Clay Products 214; Oil Drilling 200; Wolsky Stair Co. 103; General Electric 157; Metal Products 100.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept. Last killing frost, May 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 5 on Hunter.
Neighborhood Shopping Centers-West Hunter St. & E. Front St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Elberfeld's; JCPenney.
Discount Stores-Leon's; Jack's Department Store; Super Dollar.
Variety Stores-Murphy's; Logan's.
Chain Drug Stores-Risch 7; Rexall; Revco.
Chain Supermarkets-Super Thrift; Kroger; Super Duper; Fox East 2.
Other Chains Stores-Sears; Stop-N-Go; Open Pantry; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 5,996; sworn Sept. 30, 1983
Local Contact for Advertising and Merchandising Data: Dan Rodenfel, Gen. Mgr., NEWS, 72 E. Main, Logan, OH 43138; Tel. (614) 385-2107.
National Representative: Landon Associates

LONDON

1 - LOCATION: Madison County (In Columbus MSA). E&P Map B-3, County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

3 - POPULATION:
Corp. City 80 Cen. 6,958; Loc. Est. 7,313
County 80 Cen. 33,004; Loc. Est. 33,822
MSA 80 Cen. 1,243,810; Loc. Est. 1,276,192
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,631; Loc. Est. 2,820
County 80 Cen. 10,661; Loc. Est. 11,144
MSA 80 Cen. 449,260; Loc. Est. 471,518

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 18,351

7 - ELECTRIC METERS: Residence 3,484

8 - GAS METERS: Residence 2,741

9 - PRINCIPAL INDUSTRIES: Agriculture; Steel Wool Products; Ohio Criminal Identification Bureau; Printing; Truck rebuilding; Plastics; Grain Elevators; Lumber; Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage-Unskilled $3.35/$5.65; Semi-skilled $5.00/$6.50; Skilled $6.00/$10.90; Av. Wkly. Wages-Madison Co. Mfg. $276; Wholesale-Retail $184; Finance-Ins.-R.E. $208; Services (police, fire, janitorial) $235.

10 - CLIMATE: Average Annual Temp.-52.3; Mean Max. Temp. 61.9; Mean Min. Temp. 42.6; First killing frost, Oct. 27; Last killing frost, May 31.

11 - TAP WATER: 700,000 gallons daily; Capacity 1 1/2 million gallons; Soft (140 mg. per litre). Natural fluoridation (.69 mg. per litre after treatment)

12 - RETAILING: Stores Open Fri. & Sat. to 8:30 or 9.

13 - RETAIL OUTLETS: Variety-Woods Shoe Store; Dwyers Hdwe.; Farm Bureau; TV Stores 3; Meade Tires; Auto Firms 4; Cable Communications; Clark's Carpet Outlet; Watermelon Patch; Calico Basket; Antiquities Gallery; Blue Goose; Carolina Fabrics; Jordan Floors; Bartkowiak Florist; London Florist; Crown Hardware; Double Take; Days Drugs; London Rexall Phcy.; Outlet Store-Pet Shoppe; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts; Mabe's; Paperback Exchange.
Discount Stores-Bare Bones; K mart.
Chain Drug Stores-SupeRx; Rexall; Revco.
Chain Supermarkets-Kroger; Cardinal; Super Duper.
Other Chain Stores-Lawsons; Barnhart Firestone; Quality Farm & Fleet; NAPA; Rax; Majestic Paint; Corvair Auto Parts; Convenient Food Store; Kar Gard.
Independent Food-Carters; Davis Market; Zelmo's; Ron's & Wilma's Produce.

14 - NEWSPAPERS: MADISON PRESS (e-mon to fri) 6,420; sworn Sept. 29, 1983.
Local Contact for Advertising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
National Representative: Landon Associates.

LORAIN

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry. Northcentral part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6 and State Hwy. 57, 58, 254, 301, 611, 2 and 90 on Ohio Turnpike.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal.
Water Transport-Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil. Export steel on foreign freighters.
Motor Freight Carriers-20.
Freight & Steamship Lines-15.
Intercity Bus Lines-Greyhound.
Airlines-22 mi. to Cleveland Hopkins Airport. All main lines scheduled; Lorain County Regional Airport.

3 - POPULATION:
Corp. City 80 Cen. 75,416; Loc. Est. 75,000
PMA-ABC. (80) 147,423; (84) 146,300
County/PMSA 80 Cen. 274,909; Loc. Est. 280,407
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,578; Loc. Est. 27,500
PMA-ABC. (80) 49,321; (84) 49,400
County/PMSA 80 Cen. 90,819; Loc. Est. 94,128

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$348,838,000
Savings & Loan	6	$254,252,401

6 - PASSENGER AUTOS: County 164,133

7 - ELECTRIC METERS: Residence 25,637

8 - GAS METERS: Residence 37,190

9 - PRINCIPAL INDUSTRIES: Manufacturing (more than 120,000 emp. Annual payroll over $900,000,000). Auto Trucks; Passenger Cars; Steel; Pipe; Building Products; Bearing; Foods; Screw Machine Products; Electronics; Chemicals Water Purification Equipment, Traffic Signals, and Stud Welding Guns.
Principal Pay Days-Mon., Tues., Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 12. Last killing frost, May 5.

11 - TAP WATER: Alkaline, 7. 6 hardness; fluoridated.

12 - RETAILING: 10 Principal Shopping Centers-downtown, central and south Lorain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Mall(65)	6	Higbee, Sears, Woolworth, JCPenney
Westgate(14)	2	Fisher-Fazio, Gray Drug
Sheffield(25)	3	May Co.
Oakwood Plaza(14)	3	Fisher-Fazio, Gray Drug
Shoreway(15)	5	Gray Drug, Kroger
Ridgeview Ctr(22)	14	Edward's Food Warehouse, Wholesale World
Lorain Plaza(16)	3	Kroger, Revco, T.J. Maxx
South Shore(21)	10	Geyer's, Kroger, Fisher's Big Wheel
Avon Lake(17)	8	Fisher-Fazio, IGA
Amherst Plaza(22)	5	K mart, Fisher-Fazio, Petries
North Ridge(6)	17	Revco, Fisher's Big Wheel

Principal Shopping Days-Department Stores Mon., Fri., and Sat. Food Stores Thur., Fri. and Sat.
Stores Open Evenings-All major stores.
Stores Open Sundays-All major stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; May Co., Higbee Co.
Discount Stores-Ontario Co.; Hill's; Elyria City; K mart; Zayre; Bigtown; Gold Circle; Fisher's Big Wheel; Value City.
Variety Stores-Woolworth.
Chain Drug Stores-Gray's 6; Revco 5. Discount Drug Mart 4.
Chain Supermarkets-Geyer's 2; Kroger 6; I.G.A. 6; Eagle 6; Edwards 2; Fisher-Fazio 8; Sparkle 10.
Other Chain Stores-Shoes: Nobils 2, Merit, Baker's, Men's Clothes: Richman's, Jax; Women's Clothes: Ted Jacobs, Petries, Winkleman's; Paints: Sherwin-Williams 2, Pittsburgh; Auto Supplies: Goodrich 2, Goodyear 3, Firestone 3; Jewelry: Hart's, Zales, J.B. Robinson Jewelry; Bakeries: Hough's 2, Nichols, Wonder Bread; Furniture: Alpert's, T.N. Molas, Reidy-Scanlan; Others: Spiegel (Catalog), Montgomery Ward (Catalog) 2; Grocery: Lawsons 20, Convenient Food Mart, 7-Eleven, Open Pantry.

14 - NEWSPAPERS: JOURNAL (e) 41,791; (S) 45,120; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wayne D. Bryant, Mktg. Dir., JOURNAL, 1657 Broadway, Lorain, OH 44052-3489; Tel. (216) 245-6901.
National Representative: Branham/Newspaper Sales.

MANSFIELD

1 - LOCATION: Richland County (MSA). E&P Map B-2, County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N, 30S, 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Erie-Lackawanna.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound.
Airlines-USAir; G.C.S.

3 - POPULATION:
Corp. City 80 Cen. 53,927; Loc. Est. 54,003
CZ-ABC. (80) 86,948; (84) 85,200
RTZ ABC. (80) 106,412; (84) 107,500
County/MSA 80 Cen. 131,205; Loc. Est. 132,411
City & RTZ-ABC. (80) 193,360; (84) 192,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,702; Loc Est. 21,719
CZ-ABC. (80) 31,739; (84) 31,400
RTZ-ABC. (80) 36,480; (84) 37,300
County/MSA 80 Cen. 46,408; Loc. Est. 47,886
City & RTZ ABC. (80) 68,219; (84) 68,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$655,169,000
Savings & Loan	4	$767,029,000

6 - PASSENGER AUTOS: County 78,740

7 - ELECTRIC METERS: Residence 23,023

8 - GAS METERS: Residence 18,375

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Stone, Clay & Glass 958 ($269); Metal Industries 2,288 ($287); Fabricated Metal Products 4,530 ($308); Machinery 1,505 ($295); Electrical 1,370 ($258); Printing & Publishing 1,048 ($240); Rubber & Plastic Products 675 ($290); Transp. & Utilities 2,460 ($270); Wholesale 1,378 ($265); Retail 7,574 ($150); Banks, Securities & Finance 616 ($210); Insurance 986 ($235); Services 3,185 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St. 5 on Park Ave.; 3 on Third & 4th. Lex.-Springmill Rd & Rt. 30.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mansfield Sq.(24)	3	Mont. Ward, JCPenney
Johnny Appleseed(31)	4	Neff's
West Park(40)	3	Neff's
Richland Mall(52)	5	Sears, O Neil's, Lazarus
Eastgate(6)	3	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon.-Sat.; Food Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil; Sears; Montgomery Ward; JCPenney; H.L. Reed; Lazarus.
Discount Stores-Rink's; Conley's; Zayre; Swallens; K mart 2; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Gray's 4; Shaw & Ott 2, SupeRx 2.
Chain Supermarkets-Kroger 3; Foodtown; Super Dollar 4; Neff's Cardinal Mkts. 2; Edwards.
Other Chain Stores-Thom McAn Shoe; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Richmans Bros.; Goodyear; Firestone; Singer Co.; Jo-Ann Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Gray Drugs; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode-O-Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Silvermans; Walden Books.

14 - NEWSPAPERS: NEWS JOURNAL (e) 39,616; (S) 51,712; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oliver, Adv. Dir., NEWS JOURNAL, 70 West 4th St.; PO Box 25, Mansfield, OH 44901; Tel. (419) 522-3311.
National Representative: Branham/Newspaper Sales.

MARIETTA

1 - LOCATION: Washington County (In Parkersburg-Marietta, WV-OH MSA). E&P Map C-3. County Seat. Agricultural, mfg. and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. I-77; U.S. hwys. 50 Alt.; State Hwys. 7, 60, 26, 375, 676, and 821.

2 - TRANSPORTATION: Railroads-C & O/Chessie system.
Motor Freight Carriers-22.
Intercity Bus Line-Greyhound.
Airlines-USAir; Christman Air Service.

3 - POPULATION:
Corp. City 80 Cen. 16,467; Loc. Est. 16,511
CZ-ABC. (80) 19,562; (84) 19,100
RTZ-ABC. (80) 55,012; (84) 57,600
County 80 Cen. 64,266; Loc. Est. 64,997
MSA 80 Cen. 157,914; Loc. Est. 160,048
City & RTZ-ABC. (80) 74,574; (84) 76,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,204; Loc. Est. 6,400
CZ-ABC. (80) 7,332; (84) 7,300
RTZ-ABC. (80) 18,880; (84) 20,000
County 80 Cen. 22,358; Loc. Est. 23,172
MSA 80 Cen. 56,100; Loc. Est. 58,301
City & RTZ-ABC. (80) 26,212; (84) 27,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$57,267,398

Commercial	4	$237,738,701

6 - PASSENGER AUTOS: County 36,974

7 - ELECTRIC METERS: 7,025

8 - GAS METERS: 5,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Alloys & Metals 1,256; Plastics, Chemicals 1,224; Office Equipment 345; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fabricating 406; Oil, Gas, Driling 265; Trucking 269; Concrete 194; Utilities 141; Dairy 170; Other 689. Average Weekly Wage $215.20.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost Oct. 7-15. Last killing frost, May 1-15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St.; and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier(17)	NA	Big Bear, Revco, Woolworth
K mart Plaza	NA	K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri., Shpg. Ctr. & Supermarkets-Every eve. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kremer's.
Variety Stores-Woolworth.
Discount Stores-Hart's; Rink's; Heck's; K mart.
Chain Drug Stores-Revco 2; Nelson's; K mart; Rite Aid; Kroger.
Chain Supermarkets-Kroger; Marietta Frozen Food; B Bear; Warren's IGA Foodliner.
Other Chain Stores-Wun-der Shoe; Sherwin-Williams; Moore's; Sears; Montgomery Ward; Kremer Shoes; Roberts Mens Shop; Jo Ann Fabrics; Shoe World; Coffman Music.

14 - NEWSPAPERS: TIMES (e) 13,709; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.
National Representative: Gannett Newspaper Advertising Sales.

MARION

1 - LOCATION: Marion County. E&P Map B-2. County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 95 and 4.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; City Bus Authority.

3 - POPULATION:
Corp. City 80 Cen. 37,040; Loc. Est. 36,284
CZ-ABC: (80) 46,388; (84) 45,800
RTZ-ABC: (80) 66,649; (84) 69,300
County 80 Cen. 67,974; Loc. Est. 67,657
City & RTZ-ABC: (80) 113,037; (84) 115,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,764; Loc. Est. 13,905
CZ-ABC: (80) 16,524; (84) 16,400
RTZ-ABC: (80) 23,108; (84) 24,300
County 80 Cen. 23,798; Loc. Est. 24,164
City & RTZ-ABC: (80) 39,632; (84) 40,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$350,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 38,151

7 - ELECTRIC METERS: Residence 23,133

8 - GAS METERS: Residence 18,215

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Shovels 2,200; Dryers, Airconditioners 1,416; Brakes, Axles 588; Steel 490; Dog Food 406; Steel Products; Industrial Hose 483; Conveyors 260; Soybean Products 123.

10 - CLIMATE: First Killing frost, Oct. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delco Plaza(3)	2	Hills
Marion Plaza(18)	3	Revco, Big Bear, Meijer Square
Southland Mall(52)	3	Food Town, JCPenney, Sears
The Forum(9)	3	Kroger, Rink's, SupeRx

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Stores Mon. & Fri., 9 p.m.; Food (Chain) Mon. to Sat., 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears Roebuck; JCPenney; Uhler's; Sutton & Lightner; Union; Elder-Beerman.
Variety Stores-Woolworth.
Discount Stores-Hills; K mart; Meijer Square; Rinks, Quality Farm & Fleet.
Chain Drug Stores-Henney & Cooper (Walgreen) 3; SupeRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.
Chain Supermarkets-IGA; Big Bear; Kroger 2; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Food Town; T/A Supermarket; Kash'n Karry Warehouse.
Other Chain Stores-Shoes: Nobil's; Paints: Sherwin-Williams, Pittsburgh, Hanna, Dean & Berry, Fox-Johnston's Lowe Bros., Dupont, Dutch Boy, Auto: Goodyear, Firestone, Goodrich, U.S. Royal, United Delco; Cashway Lumber; Ohio Edison, Spiegel (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: STAR (e) 19,050; (S) 18,797; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Cardwell, STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400.
National Representative: Thomson Newspapers.

MARTINS FERRY-BELLAIRE

1 - LOCATION: Belmont County (In Wheeling WV-OH MSA). E&P Map C-3. Industrial, residential center. 2 mi. W of Wheeling, WV. On U.S. Hwys. 40, 250; I-70; I-470; State Hwy. 7.

2 - TRANSPORTATION: Railroads-B&O; Chessie; Conrail.
Motor Freight Carriers-36.
Intercity Bus Lines-Greyhound; Trailways; Local Transit Authority.
Airlines-Pittsburgh.

3 - POPULATION:
Corp. Cities 80 Cen. 17,572; Loc. Est. 16,629
Martins Ferry 80 Cen. 9,331; Loc. Est. 8,853
Bellaire 80 Cen. 8,241; Loc. Est. 7,776
PMA-ABC: (80) 90,837; (84) 90,300
County 80 Cen. 82,569; Loc. Est. 82,574
MSA 80 Cen. 185,566; Loc. Est. 186,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,964; Loc. Est. 6,830
Martins Ferry 80 Cen. 3,789; Loc. Est. 3,658
Bellaire 80 Cen. 3,175; Loc. Est. 3,172
PMA-ABC: (80) 33,329; (84) 33,400
County 80 Cen. 30,250; Loc. Est. 30,905
MSA 80 Cen. 67,532; Loc. Est. 69,272

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$348,436,000
Savings	4	$302,000,000

6 - PASSENGER AUTOS: County 44,946

7 - ELECTRIC METERS: Residence 26,641

8 - GAS METERS: Residence 15,187

9 - PRINCIPAL INDUSTRIES: Steel-Making; Blast Furnaces; Glass; Coal Mining; Transp.; Women's Sportswear; Castings; Electric Power; Ferro-Alloys; Pipe Couplings.

10 - CLIMATE: Avg. Temp.-Spring 45; Summer 98; Fall 60; Winter 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Ohio Valley Mall(150)	NA	Sears, K mart, Best Products, Kroger, JCPenney, Hills

13 - RETAIL OUTLETS: Department Stores-Murphy's; Kaufmann's (May Co.); Sears; JCPenney.
Variety Stores-Woolworth; McCrory.
Discount Stores-Hart's Big Bear; Big Wheel; Hills.

Chain Drug Stores-Bellwood; McKelbey's; Save Rite 2; SupeRx; Rite-Aid.
Chain Supermarkets-A&P; Kroger 4; M&K 4, Foodland 2; Harts-Big Bear; Riesbock's 8; IGA; Co-op Food 8; Convenient; Farm Fresh.

14 - NEWSPAPERS: TIMES-LEADER (e-mon to fri) 24,206; (S) 25,415; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Losey, Adv. Mgr., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.
National Representative: Branham/Newspaper Sales

MARYSVILLE

1 - LOCATION: Union County. (In Columbus MSA). E&P Map B-2, County Seat. 28 mi. NW of Columbus.

2 - TRANSPORTATION: Railroads-Conrail; CCC & StL.

3 - POPULATION:
Corp. City 80 Cen. 7,414; Loc. Est. 8,225
County 80 Cen. 29,536; Loc. Est. 30,272
MSA 80 Cen. 1,243,810; Loc. Est. 1,257,192

4 - HOUSEHOLDS:
City 80 Cen. 2,862; Loc. Est. 3,208
County 80 Cen. 10,015; Loc. Est. 10,533
MSA 80 Cen. 449,260; Loc. Est. 471,518

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$80,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 18,107

7 - ELECTRIC METERS: Residence 4,100

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plumbing Supplies 360; Lawn Seed & Lawn Prod. 870; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Const. 64; Elect. Prod. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Motorcycle Production 350; Hydraulic Piston Pumps & Motors 450; Automobile Products 550.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Five Points(3)	NA	
Stocksdale Plz.(9)	NA	Community Mkts.
Marysville Plz.(12)	NA	Kroger, TG&Y

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Weiss Bros.; Otte's.
Variety Stores-TG&Y; Revco; Rinks; K mart; McAuliffe's.
Chain Supermarkets-Cardinal; Kroger; Community Markets; Short Stop; Lawson's.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 6,145; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: W.E. Behrens, JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.
National Representatives: Landon Associates.

MASSILLON

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-2. Industrial center. On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport is located 10 mi.; 12 mi. NE of Massillon.

2 - TRANSPORTATION: Railroads-B&O (freight); Norfolk & Western (freight); Conrail; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Canton Regional Transit.
Airlines-United; Aeronech; USAir; Allegheny Commuter; Freedom; Air Wisconsin; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 30,557; Loc. Est. 30,256
CZ-ABC: (80) 30,557; (84) 29,400
RTZ-ABC: (80) 98,529; (84) 98,500
County 80 Cen. 378,823; Loc. Est. 385,011
CZ & RTZ-ABC: (80) 129,086; (84) 127,900
MSA 80 Cen. 404,421; Loc. Est. 410,757

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,431; Loc. Est. 11,687
CZ-ABC: (80) 11,431; (84) 11,100
RTZ-ABC: (80) 32,395; (84) 33,300
County 80 Cen. 134,094; Loc. Est. 139,306
CZ & RTZ-ABC: (80) 44,366; (84) 44,400
MSA 80 Cen. 142,174; Loc. Est. 148,183

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 232,135

7 - ELECTRIC METERS: Residence 37,352

8 - GAS METERS: Residence & Comm. 19,311

9 - PRINCIPAL INDUSTRIES: Finishing of Steel Bars & Slabs; Paper; Rubber; Containers; Industrial Machy.; Baked Products; Wholesale Groceries; Meats.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Mayflower; Amherst Centre; Meadows Plaza; Towne Plaza; Wales Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amherst Centre (28)	1	Ben Franklin, A&D Foods, Bordner's, IGA
Belden Vlg.(64)	7	Higbee, Sears, O'Neil
Country Fair(29)	5	Western Auto
Towne Plaza(13)	NA	Gray Drug, Massillon's
Mayflower(12)	1	Ben Franklin, Bordner's
Meadows Plz.(12)	NA	A&D, Radio Shack, Gold Circle
Mellett Mall(70)	5	JCPenney, O'Neil, Mont. Ward

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Dept. 9 p.m.
Stores Open Evenings-Food Thur., Fri.; Dept. Mon. & Thur.; Shopping Center Every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; O'Neils; Montgomery Ward; Higbees.
Discount Stores-Gold Circle; K mart; Conley; D&K; Zayre.
Variety Store-Ben Franklin.
Chain Drug Stores-Gray; SupeRx; Baltzly 2; Revco; Peoples 2.
Chain Supermarkets-A&D Foodarama 3; Bordner's 2; Valu King; Fazio; Fisher Foods.

14 - NEWSPAPERS: INDEPENDENT (e) 16,258; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David W. Schultz, Pub., INDEPENDENT, 50 North Ave., N.W., Massillon, OH 44646; Tel. (216) 833-2631.
National Representative: Landon Associates.

MEDINA

1 - LOCATION: Medina County. (In Cleveland PMSA) E&P Map C-2, County Seat. Manufacturing and agricultural center, NE portion of state. 29 miles SW of Cleveland; 18 mi. W of Akron; 114 mi. N of Columbus, on Highways U.S. 42; S.R. 3-57-18 and I-71.

2 - TRANSPORTATION: Railroads-B&O; AC&Y.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,268; Loc. Est. 17,409
CZ-ABC: (80) 50,257; (84) 57,800
RTZ-ABC: (80) 44,164; (84) 45,700
County 80 Cen. 113,150; Loc. Est. 117,744
PMSA 80 Cen. 1,898,720; Loc. Est. 1,922,363
City & RTZ-ABC: (80) 94,421; (84) 103,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,553; Loc. Est. 6,582
CZ-ABC: (80) 15,746; (84) 18,200
RTZ-ABC: (80) 13,572; (84) 14,200
County 80 Cen. 35,979; Loc. Est. 38,213
PMSA 80 Cen. 694,324; Loc. Est. 718,468
City & RTZ-ABC: (80) 29,318; (84) 32,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 77,201

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Bee Keeping Supplies; Mattress Mfg.; Plastic Prod.; Auto Speed Equipt.; Dairying; Chemical Labs and diversified low employment high inventory specialized industries; Commercial Printing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost Oct. 24, last killing frost April 21.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medina(27)	2	Shoppers' Choice, Siegler's, Sears
Laurel Square(20)	7	Rexall, Drug Mart, Shoppers' Choice
Summit Mall(94)	12	O'Neil, Higbee
Victorian Vlg.(14)	NA	Stop-N-Go, Fabric Attic
Rolling Hills(10)	NA	
Rolling Acres(100)	NA	JCPenney, Sears
K mart Plz.(15)		K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Brunswick Shpg. Ctr. Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Zieglers; Sears.
Discount Stores-Conley's; Uncle Bills; Fisher's Big Wheel; K mart.
Variety Store-Woolworth.
Chain Drug Stores-Revco; I.D.I.; Rexall; Key's; Discount Drug; Scotts Discount Drug.
Chain Supermarkets-Shoppers' Choice; Buehler's; Stop-N-Go 7; Country Counter; IGA; Kroger; Hawkins Market.
Other Chain Stores-Auto Accessories; Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry; Buster Brown Shoes.

14 - NEWSPAPERS: MEDINA COUNTY GAZETTE (m) 15,482; Mar. 31, 1984 ABC.
Local Contact for Advertising: Norman Rockwell, Adv. Dir., MEDINA COUNTY GAZETTE, 885 W. Liberty, PO Box 407, Medina OH 44256; Tel. (216) 725-4166.
National Representative: Landon Associates.

MENTOR

See LAKE COUNTY

MIDDLETOWN

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA); E&P Map A-3. Industrial center. 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and 122.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 43,719; Loc. Est. 43,447
CZ-ABC: (80) 85,833; (84) 84,400
RTZ-ABC: (80) 50,783; (84) 53,200
County/PMSA 80 Cen. 258,787; Loc. Est. 266,589
City & RTZ-ABC: (80) 136,616; (84) 137,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,909; Loc. Est. 17,324
CZ-ABC: (80) 30,795; (84) 30,400
RTZ-ABC: (80) 15,386; (84) 16,300
County/PMSA 80 Cen. 110,790; Loc. Est. 93,106
City & RTZ-ABC: (80) 46,181; (84) 46,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 155,594

7 - ELECTRIC METERS: Residence 17,245

8 - GAS METERS: Residence 13,417

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel 7,300 Paper & Packaging 2,650; Paper & Pkg. Machy. 675; Airplane Parts 450; Electrical 475; Other Manufacturing Ind. 5,450.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-84; Summer 54-95; Fall 16-71; Winter 10-58.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Middletown(42)	2	Elder Beerman, McGees, IGA
Target Plaza	1	Target, Super Valu
Ward's Plaza	2	Mont. Ward
Wildwood	2	Marsh Foods, Meijer
East Gate	3	K mart, Super Valu
Hill's Plaza(10)	4	Kroger, Hill's
Towne Mall(59)	4	McAlpin's, Sears, Elder Beerman
City Centre Mart(15)	NA	
Swallens	NA	

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-Fri. and Mon.; Some Thur.; Towne Mall open Mon. through Thur.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; McAlpin's; Elder Beerman.
Chain Drug Stores-Revco 2; Lewis 2; Rite-Aid 5; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh 2; Super Valu 4; Larry's; IGA 5.
Discount Stores-Meijer; Hills; K mart; Murphy Mart; Swallens; Target.
Other Chain Stores-Sherwin-Williams; Fleenor Auto; Wicke Lumber; Firestone; Goodyear; Steinberg's.

14 - NEWSPAPERS: JOURNAL (e) 24,006; (S) 24,765; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Stanton Miller, Adv. Dir., JOURNAL, 52 S. Broad, Middletown, OH 45042; Tel. (513) 422-3611.
National Representative: Thomson Newspapers.

MOUNT VERNON

1 - LOCATION: Knox County, E&P Map B-2, County Seat. 45 mi. N of Columbus. On State Routes 3, 13 and 36.

2 - TRANSPORTATION: Railroads-Conrail; b&O.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,323; Loc. Est. 15,067
CZ-ABC: (80) 15,391; (84) 15,200
RTZ-ABC: (80) 37,752; (84) 39,300
County 80 Cen. 46,309; Loc. Est. 45,545
City & RTZ-ABC: (80) 53,143; (84) 54,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,657; Loc. Est. 5,903
CZ-ABC: (80) 6,041; (84) 6,000
RTZ-ABC: (80) 12,240; (84) 12,900
County 80 Cen. 15,900; Loc. Est. 16,671
City & RTZ-ABC: (80) 18,281; (84) 18,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$65,512,000
Savings	1	$21,759,940
Savings & Loan	3	$198,587,327

6 - PASSENGER AUTOS: County 25,850

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Bottles; Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Soy Bean Prod.; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gloves; Gaskets; Auto Parts (trim, brakes, etc.).

10 - CLIMATE: Mean Annual Temp., 51; Min. & Max. Temp. Est.-Spring 40-85; Summer 65-102; Fall 40-85; Winter 20-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	NA	K mart
Mt. Vernon Plaza(18)	NA	Big Bear, Revco,

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; JCPenney; J.S. Ringwalt; Sears Roebuck; Woolson's; Hart's.
Discount Stores-Watson's; Murphy Mart; K mart; Conley's.
Chain Drug Stores-Revco, SupeRx.
Chain Supermarkets-Kroger; Big Bear; IGA; Foodliner; Wee's Cardinal Markets.

14 - NEWSPAPERS: NEWS (e) 11,031; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Phil Burris, Asst. G.M./Adv. Dir.; Robert W. White, Gen. Mgr.; NEWS, PO BOX 791, Mount Vernon, OH 43050; Tel. (614) 397-5333.
National Representative: Landon Associates.

NAPOLEON

1 - LOCATION: Henry County, E&P Map A-1 & 2, County Seat. Agricultural & Mfg. Center, NW Portion of State, 45 mi. SW of Toledo.

2 - TRANSPORTATION: Railroads-Detroit, Toledo & Ironton; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 8,614; Loc. Est. 9,127
County 80 Cen. 28,383; Loc. Est. 29,038

4 - HOUSEHOLDS:
City 80 Cen. 3,270; Loc. Est. 3,396
County 80 Cen. 9,732; Loc. Est. 10,221

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	$98,400,000

6 - PASSENGER AUTOS: County 16,852

7 - ELECTRIC METERS: Residence 3,560

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Agriculture; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chemical.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-4 blocks on N Perry; 3 on W Washington; 1 on E Clinton; 1 on N Scott.
Neighborhood Centers-N Scott St.; S Perry St.; Oakwood Ave.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Charles Co.; Crahan's.
Variety Store-G.C. Murphy.
Chain Supermarkets-Chief; Bernicke; Millen's; IGA; County Pride; Super Valu.
Other Chain Stores-Sears; Charles Co.; Gamble's; Western Auto; Montgomery Ward; Rexall; Lane's; TG&Y; Family Center.

14 - NEWSPAPERS: NORTHWEST SIGNAL (e-mon to fri) 5,677; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Valory Warncke, Adv. Dir., NORTHWEST SIGNAL, 424 East Riverview, PO Box 567, Napoleon, OH 43545; Tel. (419) 592-5055.
National Representative: Landon Associates.

NEW PHILADELPHIA

See DOVER

NEWARK

1 - LOCATION: Licking County (In Columbus MSA). E&P Map B-3.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-45.
Intercity Bus Lines-Ashland City Lines.
Airlines-American; Eastern; Delta; United; TWA; Con Air; People Express; Republic; Wright; Aeromech; USAir; thru Columbus, Ohio.

3 - POPULATION:
Corp. City 80 Cen. 41,200; Loc. Est. 42,589
CZ-ABC: (80) 51,348; (84) 50,000
RTZ-ABC: (80) 77,638; (84) 82,900
County 80 Cen. 120,981; Loc. Est. 125,773
City & RTZ-ABC: (80) 128,986; (84) 132,900
MSA 80 Cen. 1,243,810; Loc. Est. 1,276,192
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,112; Loc. Est. 17,023
CZ-ABC: (80) 19,482; (84) 19,200
RTZ-ABC: (80) 25,488; (84) 27,700
County 80 Cen. 44,520; Loc. Est. 44,970
City & RTZ-ABC: (80) 44,970; (84) 46,900
MSA 80 Cen. 449,260; Loc. Est. 471,518

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$393,746,897
Savings & Loan	4	$224,920,913

6 - PASSENGER AUTOS: County 75,398

7 - ELECTRIC METERS: Residence 46,259

8 - GAS METERS: Residence 29,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $297)-Fiberglass 3,500; Heavy Machy. 1,800; Aluminum 1,000; Air Force Missile Lab 2,490; Plastics 500; Glass 470.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8. Last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-15 blocks; 2 each on N & S Park Pl., 1st to 15th St. E & W; 4 each N & S 2nd & 3rd Sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(33)	3	JCPenney, Heck's, Value City, Sears
Southgate Corners(8)	4	Gardner's
Colonial(16)	3	Connell's Furn., Gray Drug
Indian Valley(14)	4	Kroger, K mart
Plaza(16)	3	Mort's Furn.
Eastland(11)	3	Gardners, Horner's
Dugway(10)	4	Gardner's
Rt. 79 & 30th St. (89)	7	Heck's, Quality, Kroger, Farm & Fleet
21st St.(55)	4	Harts, Super Duper, Meijers, Big Bear

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri. Food: Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Carroll's; Sears; JCPenney; Kline's; Value City.
Variety Store-Woolworth.
Discount Stores-Meijer; Heck's; Hart's Family Center; K mart; Sav-on.
Chain Drug Stores-Thrift; Gray 2; Arcade 2; Arensberg 3; Larry's 2.
Chain Supermarkets-Kroger Sav-On 2; Big Bear 3; Gardners 6; Super Duper 2; Meijer Thrifty Acre.
Other Chain Stores-Shoes: Gallenkamp, Picway, El Bee, Thom McAn; Auto Suplies: Goodyear, Nationwise, Muffler King, B.F. Goodrich, Corvairs, Benny's Kar Parts; Women's Apparel: Fashion Bug, Hip Pocket, Abrahms & Sons; Sewing Machines: Singer Co.; Hardware: Sherwin-Williams, Glidden, Majestic; Lumber: Moore's, Scott Lumber, Carter Lumber; Men's Apparel: Robert's Men's Shop, Cornell's Bazaar; Electronic: Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 22,302; (S) 20,662; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael Hellinger, Adv. Mgr., ADVOCATE, 25 West Main Street, Newark, OH 43055; Tel. (614) 345-4053.
National Representative: Thomson Newspapers.

NILES

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

2 - TRANSPORTATION: Railroads-Conrail; B&O (freight).
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Youngstown Transit.
Airlines-United (at Youngstown).

3 - POPULATION:
Corp. City 80 Cen. 23,088; Loc. Est. 24,052
County 80 Cen. 241,863; Loc. Est. 246,280
MSA 80 Cen. 531,350; Loc. Est. 536,948

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,534; Loc. Est. 9,123
County 80 Cen. 84,151; Loc. Est. 87,646
MSA 80 Cen. 186,711; Loc. Est. 192,938

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$58,000,000
Savings and Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 151,956

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 7,248

9 - PRINCIPAL INDUSTRIES: Steel; Reactive Metals; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furniture; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Metal Lath; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Foundry; Total 8,000 emp.; Av. Wkly. Wage. $225. Paydays staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty Plaza(42)	7	Hills, JCPenney, Stambaugh-Thompson

Austintown Plaza(35)	5	Stambaugh-Thompson, Isaly's, Gray Drug
McKinley Hts.(5)	NA	Stambaugh-Thompson
Eastwood Mall(92)	NA	Sears, JCPenney, Woolworth
Village Ctr.	NA	Carlisle's, Thrift Drug, Valu King

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Eastwood, Village Center and McKinley Heights every night; Downtown open Friday.

13 - RETAIL OUTLETS: Department Stores-Carlisle-Allen; Sears; Strouss; Reisman's.
Discount Stores-Hills; K mart; Best; Jewel Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Gray's; Theis.; Pharmor.
Chain Supermarkets-Kroger; Fazios; Golden Dawn; Valu King; Sparkle Mkt.

14 - NEWSPAPERS: TIMES (m) 4,734; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jeff Ondash, Adv. Dir., TIMES, 35 W. State St., Niles, OH 44446; Tel. (216) 652-5841.
National Representative: American Newspaper Representatives.

NORWALK

1 - LOCATION: Huron County, E&P Map B-2. County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250, 18 & 61; 6 mi. So. Ohio Tpke. Exit 7.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 14,358; Loc. Est. 15,084
CZ-ABC: (80) 14,358; (84) 14,600
RTZ-ABC: (80) 47,797; (84) 48,900
County 80 Cen. 54,608; Loc. Est. 55,962
City & RTZ-ABC: (80) 62,155; (84) 63,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,264; Loc. Est. 5,548
CZ-ABC: (80) 5,264; (84) 5,400
RTZ-ABC: (80) 16,055; (84) 16,600
County 80 Cen. 18,690; Loc. Est. 19,631
City & RTZ-ABC: (80) 21,319; (84) 22,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$140,000,000
Savings & Loan	2	$155,000,000

6 - PASSENGER AUTOS: County 31,367

7 - ELECTRIC METERS: Residence 5,296

8 - GAS METERS: Business & Residence 4,695

9 - PRINCIPAL INDUSTRIES: Food Products; Plastic Coloring; Truck Bodies; Furniture; Rubber Products; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy.

10 - CLIMATE: Min. & Max Temp.-10 & 95.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping District-4 1/2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plaza(3)	1	Kroger, SupeRx
Shoppers Square(4)	1	Cardinal Foods, Kroger

Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Store-JCPenney.
Variety Store-Woolworth.
Discount Stores-P&R Discount Store; Rinks; K mart.
Chain Drug Stores-SupeRx; Kaiser-Wells; Rite Aid.
Chain Supermarkets-Cardinal; Fondtown; Kroger; Schild's IGA 2; Fast Food 2; Lawson's 2.
Other Chain Stores-Goodrich; Maxie-Firestone; Sears; Montgomery Ward; Gift Gallery; Singer; Jean Frocks; White Lumber; Wickes; Wolahan; Gutman's.

14 - NEWSPAPERS: REFLECTOR (e) 9,251; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.
National Representative: Landon Associates.

PAINESVILLE-MENTOR MENTOR-ON-THE-LAKE

1 - LOCATION: Lake County (In Cleveland PMSA). E&P Map C-1. County Seat. Painesville. Residential center on S Shore of Lake Erie at mouth of Grand River 23 mi. ENE of Cleveland. On I-90, U.S. Hwy. 20, and State Hwys. 2, 44, 84, 86, 283.

2 - TRANSPORTATION: Railroads-Conrail; Fairport FP & E; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 66,375; Loc. Est. 70,361
Painesville 80 Cen. 16,391; Loc. Est. 16,713
Mentor 80 Cen. 42,065; Loc. Est. 45,009
Mentor-on-the-Lake 80 Cen. 7,919; Loc. Est. 8,639
THE SUNDAY PAPER (S):
PMA-ABC: (80) 391,490; (84) 400,100
TELEGRAPH (e):
PMA-ABC: (80) 212,801; (84) 216,500
PMSA 80 Cen. 1,898,720; Loc. Est. 1,922,363
County 80 Cen. 212,801; Loc. Est. 218,292

4 - HOUSEHOLDS:
Cities 80 Cen. 22,239; Loc. Est. 24,078
Painesville 80 Cen. 6,118; Loc. Est. 6,505
Mentor 80 Cen. 13,643; Loc. Est. 14,839
Mentor-on-the-Lake 80 Cen. 2,473; Loc. Est. 2,734
THE SUNDAY PAPER (S):
PMA-ABC: (80) 130,769; (84) 134,900
TELEGRAPH (e):
PMA-ABC: (80) 72,064; (84) 74,000
PMSA 80 Cen. 694,324; Loc. Est. 718,468
County 80 Cen. 72,064; Loc. Est. 75,566

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$888,000,000
Savings & Loan	14	$659,000,000
Credit Unions	27	$18,000,000

(Note: Above figures for county.)

6 - PASSENGER AUTOS: County 147,611

7 - ELECTRIC METERS: County 76,425

8 - GAS METERS: County 46,632

9 - PRINCIPAL INDUSTRIES: Machy.; Fabricated Metals; Chemicals; Primary Metals; Trans. Equipment; Paper; Apparel; Stone, Clay & Glass; Printing & Publishing; Production of: Overhead Cranes; Monorails; Dollar Bill Changers; Pipe & Bolt Threading Machines; Awnings; Siding; Synthetic Sea Salts; Ophtalmic Goods; Rayon Cord & Thread; Cement Products; Office Computing & Accounting Machines; Household Appliances; Electric Lighting & Wiring Equip.; Communication Equip.; Electrical & Electronic Machy.; Electronic Components & Accesories; Measuring, Analyzing, & Controlling Instruments; Hospitals; Colleges, Universities, & Professional Schools; Moulded & Extruded Rubber & Plastic Products; Food; Accounting & Banking.
Principal Industrial Pay Days-Thur., Fri., 1st & 15th of mo.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-88; Summer 55-92; Fall 14-86; Winter 0-48.

11 - TAP WATER: Medium hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Painesville(32)	3	Kroger
New Market(42)	NA	Carlisles, Heck's
Mentor Headlands Shopping Ctr.(8)	8	Bi-Rite
Mentor Mall	7	Neff's, Gold Circle, Forest City, Rini's
Great Lakes Mall(100)	7	Higbee, May Co. JCPenney, Sears, Horne's
Zayre's Plaza(12)	7	Zayre
Concord Plaza(11)	3	True Value Hdwe.
Shoregate Shopping Center(64)	18	Best's, Woolworth,
Willo Plaza(20)	15	Pick-N-Pay
Madison Shopping Center(10)	12	K mart, Kroger, Carlisle's
Fazio Plaza(7)	3	Fazio
Cook's Center(7)	7	Cook's, Pick-N-Pay

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Carlisles; Sears; JCPenney; May's Higbee, Joseph Horne.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Gray's 5; Revco 7; King; Medic 2; Aid-N-Save 2; Aruta's 2; MD Discount Pharm. 2.
Discount Stores-K mart 3; Zayre; Fisher Big Wheel; Best; Gold Circle; Uncle Bills; Heck's.
Chain Supermarkets-Fazio 4; Pic'N Pay 6; Food Basket; Kroger 4; Convenient 25; Bi-Rite 3; Stop n Shop 2; IGA 2; Valu King 3; 7-Eleven 2; Heinen's; Open Pantry 4.
Other Chain Stores-Goodyear; Firestone; Sherwin-Williams; Chess King; Lane Bryant; Richman Bros.; B. Dalton; Baker Shoes; Burrows; Casual Corner; Cleveland Tux Shop; Faflik Shoes; Fanny Farmer; The Gap; Hickory Farms; Jo Ann Fabrics/Singer; Koening; Lerner's; Parklane Hosiery; Spencer Gifts; Waldenbooks; Forest City; Children's Palace; TJ Maxx; The Limited Bobbie Gee; Donlevy's Back Room; Diamonds; Home Centers; Color Tile; 84 Lumber; Florsheim; National Shirt Shops.

14 - NEWSPAPERS: TELEGRAPH (e) 17,208; Mar. 31, 1984 ABC. THE SUNDAY PAPER (S) 48,042; Mar. 31, 1984 ABC.
Local Contact for Advertising and Marketing Data: Dorothy Rowley, Mkt. Res. Dir., TELEGRAPH/THE SUNDAY PAPER, 84N. State St., Painesville, OH 44077; Tel. (216) 354-4333.
National Representative: Landon Associates.

PIQUA

1 - LOCATION: Miami County (In Dayton-Springfield MSA). E&P Map A-3. On Miami River, 2° mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On I-75, 36; State Hwys. 66 and 185.

2 - TRANSPORTATION: Railroads-Penna.; B&O.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; United; Eastern; Delta; Lake Central; USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,480; Loc. Est. 20,170
CZ-ABC: (80) 22,339; (84) 22,000
RTZ-ABC: (80) 62,087; (84) 64,000
County 80 Cen. 90,381; Loc. Est. 91,694
MSA 80 Cen. 942,083; Loc. Est. 958,261
City & RTZ-ABC: (80) 84,426; (84) 86,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,515; Loc. Est. 7,861
CZ-ABC: (80) 8,171; (84) 8,100
RTZ-ABC: (80) 21,305; (84) 22,300
County 80 Cen. 31,968; Loc. Est. 33,433
MSA 80 Cen. 340,279; Loc. Est. 353,918
City & RTZ-ABC: (80) 29,476; (84) 30,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,669,782
Savings & Loan	2	$133,894,850

6 - PASSENGER AUTOS: County 56,870

7 - ELECTRIC METERS: Residence 8,965

8 - GAS METERS: Residence 9,921

9 - PRINCIPAL INDUSTRIES: Felts; Underwear; Machy.; Paper Containers; Steel Tubing Mfrs.; Industrial Fans; Veneer; Propellers; Business Papers & Gift Wrapping; Electronics; Tool & Die; Quarry. Total employees 8,642.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St. (downtown); 4 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piqua East(35)	NA	Sears, Woolworth, Uhlman's
Sunset Mall(9)	NA	Elder Beerman, Cardinal Food Centre
Piqua Plaza(15)	NA	K mart, Save On, Kroger

Stores Open Evenings-Downtown Mon. to Fri.; Shopping; Food & Drug on Sun.; Shopping Centers 6 nights and 7 days.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; JCPenney; Elder Beerman; Sears; McCrory; K mart; Heck's; Quality Farm Fleet.
Variety Stores-K mart; Woolworth.
Chain Drug Stores-Revco 2; Crosby's; Kroger, Save On.
Chain Supermarkets-Kroger; IGA 3; Super Valu; Cardinal; Food Centre.
Other Chain Stores-Radio Shack; Warehouse Paint; Goodyear; Sherwin-Williams; Paul Harris; Fashion Bag; Gallenkamp Shoes; Montgomery Ward (catalog).

14 - NEWSPAPERS: CALL (e) 10,716; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary K. Yount, Pub. & Gen Mgr., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.
National Representative: Thomson Newspapers.

POMEROY-MIDDLEPORT

1 - LOCATION: Meigs county, E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.

3 - POPULATION:
Villages 80 Cen. 5,699; Loc. Est. 5,805
Pomeroy 80 Cen. 2,728; Loc. Est. 2,756
Middleport 80 Cen. 2,971; Loc. Est. 3,049
CZ-ABC: (80) 5,699; (84) 5,700
RTZ-ABC: (80) 17,942; (84) 18,100
County 80 Cen. 23,641; Loc. Est. 23,718
City & RTZ-ABC: (80) 23,641; (84) 23,800

4 - HOUSEHOLDS:
Villages 80 Cen. 2,235; Loc. Est. 2,336
Pomeroy 80 Cen. 1,040; Loc. Est. 1,096
Middleport 80 Cen. 1,195; Loc. Est. 1,240
CZ-ABC: (80) 2,235; (84) 2,200
RTZ-ABC: (80) 6,177; (84) 6,300
County 80 Cen. 8,412; Loc. Est. 8,673
City & RTZ-ABC: (80) 8,412; (84) 8,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$68,230,000

6 - PASSENGER AUTOS: County 12,646

7 - ELECTRIC METERS: Residence 2,384

8 - GAS METERS: Residence 2,633

9 - PRINCIPAL INDUSTRIES: Salt; Electrical Apparatus; Cement Blocks; Steel Rails; Electricity.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby Shopping Centers-Pomeroy Plaza-Kroger.

13 - RETAIL OUTLETS: Department Stores-Eberfeld's; Stiffler's 2. Middleport Dept. Store.
Chain Supermarkets-Mark V; Kroger; Foodland; Super Valu.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,536; TIMES-SENTINEL (S) 13,278; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tim Halstead, Adv. Dir., SENTINEL, 111 Court St., PO Box 729, Pomeroy, OH 45769; Tel. (614) 922-2156.
National Representative: Branham/Newspaper Sales.

PORT CLINTON-OAK HARBOR

1 - LOCATION: Ottawa County, E&P Map B-1. County Seat. Resort, mfg., industrial, fishing, inining, hunting, agriculture. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange on Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

2 - TRANSPORTATION: Railroads-Conrail; E&W
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-Island.

3 - POPULATION:
Corp. Cities 80 Cen. 9,901; Loc. Est. 9,828
Port Clinton 80 Cen. 7,223; Loc. Est. 7,185
Oak Harbor 80 Cen. 2,678; Loc. Est. 2,643
PMA-ABC: (80) 40,076; (84) 40,800
County 80 Cen. 40,076; Loc. Est. 40,233

4 - HOUSEHOLDS:
Cities 80 Cen. 3,471; Loc. Est. 2,622
Port Clinton 80 Cen. 2,703; Loc. Est. 1,933
Oak Harbor 80 Cen. 1,038; Loc. Est. 689
PMA-ABC: (80) 14,202; (84) 14,600
County 80 Cen. 14,202; Loc. Est. 14,588

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: County 25,060

7 - ELECTRIC METERS: 14,880

8 - GAS METERS: 5,313

9 - PRINCIPAL INDUSTRIES: Aircraft Parts; Canned Vegetables; Gypsum Prod.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prod.; Vinyl Coated Fabrics.

10 - CLIMATE: Mean Temp. 50; Av. Rainfall 28.72 in.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping District-2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; Heck's (3 stores).
Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Thur.; Super Mkts. every eve. ex. Sun., 24 hours in summer.

13 - RETAIL OUTLETS: Department Stores-Appel's Fashion Shop; Uhlman's; Sneary's Dress Shop.
Variety Stores-W.R. Thomas; Heck's.
Drug Stores-Green; Dean's; Revco; Portage Park Pharmacy; Gray; Lane.
Chain Supermarkets-Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.
Other Chain Stores-Bergeman's Men's Wear; Clinton Men's Wear; Wolf Furniture; Leo Marks Jewelry; Mizener-Drynan Hdwr.; Bistley Jewelers; Young's Floor Covering; Shoe Dock; Walker Shoes.

14 - NEWSPAPERS: NEWS-HERALD (e) 5,783; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Barth, Adv. Mgr., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.
National Representative: Gannett Newspaper Advertising Sales.

PORTSMOUTH

1 - LOCATION: Scioto County, E&P Map B-4, County Seat. SE part of state. Atomic energy; trading center for industrial, agricultural Ohio and Scioto river valleys, 90 mi. S of Columbus; 110 mi. E of Cincinnati. Business and industrial center of Southern Ohio. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio; Baltimore & Ohio; The Chessie System. Boat connections.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,943; Loc. Est. 25,645
CZ-ABC: (80) 42,012; (84) 41,500
RTZ-ABC: (80) 116,398; (84) 122,400
County 80 Cen. 84,545; Loc. Est. 85,593
City & RTZ-ABC: (80) 158,410; (84) 163,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,530; Loc. Est. 10,668
CZ-ABC: (80) 16,391; (84) 16,300
RTZ-ABC: (80) 38,337; (84) 41,000
County 80 Cen. 29,534; Loc. Est. 30,627
City & RTZ-ABC: (80) 54,728; (84) 57,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	3	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 45,083

7 - ELECTRIC METERS: Residence 25,778

8 - GAS METERS: Residence 14,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($280); Railroad 800 ($190); Packaging 150 ($170).
Principal Pay Days-Railroad: 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.
Neighborhood Shopping Area-4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Rinks-ShopRite Shpg. Ctr. at Gallia St. & Mabert Rd.; Hart's Family Center, Rt. 23 North; Wheelersburg Shopping Center on Rte. 52 east; Rink's Bargain City; Kroger and additional retail outlets.
Shopping Centers-Rinks; K mart (one of 12 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
New Boston Mall(9)	NA	K mart, Revco

Principal Shopping Days-Department stores-Mon., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Fri.; Supermarkets-every evening.

13 - RETAIL OUTLETS: Department Stores-Marting's; Sears; JCPenney.
Variety Stores-S.S. Kresge; H. L. Green.
Discount Stores-Hart's; Heck's; Rink's Bargain City; K mart.
Chain Drug Stores-Revco 2; Rexall 5; Walgreens; Union Prescription Center; Discount Prescription Store; Hart's; Staker's 2; Will-Car 2; Wurster 2; Rink's Bargain City.
Chain Supermarkets-Kroger 2; Royal Blue 7; Foodland 3; Super Value 5.
Other Chain Stores-Nobils 2.

14 - NEWSPAPERS: TIMES (e) 19,303; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Stahler, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.
National Representative: Thomson Newspapers.

ST. MARYS

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66; 17,500 acre Grand Lake, Lake St. Marys.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 8,414; Loc. Est. 8,881
County 80 Cen. 42,554; Loc. Est. 43,558
MSA 80 Cen. 154,795; Loc. Est. 156,808

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,956; Loc. Est. 3,134
County 80 Cen. 14,532; Loc. Est. 15,230
MSA 80 Cen. 53,700; Loc. Est. 55,649

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$93,092,500
Savings & Loan	2	$20,625,000

6 - PASSENGER AUTOS: County 25,781

7 - ELECTRIC METERS: Residence 2,911

8 - GAS METERS: Residence 2,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber Prod. 1,800; Foundry 150; Canning 60; Hydraulic Prod. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-3 Supermarkets; 2 Dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward (mail order).
Variety Stores-Murphys.
Discount Stores-K mart.
Chain Supermarkets-Pantry Pride; Super Valu; Cardinal.

14 - NEWSPAPERS: LEADER (e) 6,276; sworn Mar. 31, 1983
Local Contact for Advertising and Merchandising Data: Dennis DeRossett; Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-7414.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial and farm area; 15 mi. from Ohio Turnpike. Midway between Cleveland and Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton. U.S. Hwy. 62; State Hwys. 9, 14, 45, 344, 558. 6 mi. from Interstate Route 11 exit.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-United; USAir; Eastern; American.

3 - POPULATION:
Corp. City 80 Cen. 12,869; Loc. Est. 12,453
CZ-ABC: (80) 17,886; (84) 17,200
RTZ-ABC: (80) 63,959; (84) 64,700
County 80 Cen. 113,572; Loc. Est. 114,125
City & RTZ-ABC: (80) 81,845; (84) 81,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,974; Loc. Est. 4,883
CZ-ABC: (80) 6,678; (84) 6,500
RTZ-ABC: (80) 21,516; (84) 22,000
County 80 Cen. 39,996; Loc. Est. 41,118
City & RTZ-ABC: (80) 28,194; (84) 28,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$154,490,000
Savings & Loan	2	$879,679,454

6 - PASSENGER AUTOS: County 64,311

7 - ELECTRIC METERS: Residence 5,606

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage EarnersFab. Metal Prods. 800; Machine Mfg. Tool & Die 250; Furn. & Fixt. 75; Printing, Publishing 369; Primary Metals Fdy. 300; Utilities 200; Construction 175; Food Processing 100; Total Industrial Employment 4,000; ($170).
Principal Pay Days-Thur. and Fri.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27. First killing frost, Oct. 2. Last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on State St.; 1 block on S Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salem Plaza(10)	2	Rite-Aid,Foodland, Stambaugh, Heck's
Southeast Plaza(8)	NA	Southeast Food Mkt.

Principal Shopping Days-Department Stores-Mon., Thur., Fri., Sat. Groceries-Thur. and Fri.
Stores Open Evenings-Food-Mon. through Sun. All others-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-McCulloch; JCPenney; Strouss Hirshberg.
Variety Stores-G. C. Murphy; Murphy's Mart; Heck's.
Discount Store-Consolidated.
Chain Drug Stores-Rexall, Lane's; Walgreens; Rite-Aid.
Chain Supermarkets-IGA; A&P; Kroger; Foodland.

Other Chain Stores-Firestone; Stambaugh; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 9,821; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Hales, Adv. Mgr., NEWS, 161 N. Lincoln Ave.; PO Box 268, Salem, OH 44460; Tel. (216) 332-4601.
National Representative: Thomson Newspapers.

SANDUSKY

1 - LOCATION: Erie County, E&P Map B-1. County Seat. Industrial center, seaway port, vacation resort; coal shipping, at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 250, 6; State Hwys. 4, 13; 11 mi. N of Ohio Tpke., Interchange 7.

2 - TRANSPORTATION: Railroads-Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airport-Private & charter service.

3 - POPULATION:
Corp. City 80 Cen. 31,360; Loc. Est. 30,977
CZ-ABC: (80) 51,628; (84) 51,300
RTZ-ABC: (80) 87,289; (84) 89,100
County 80 Cen. 79,655; Loc. Est. 79,632
City & RTZ-ABC: (80) 138,917; (84) 140,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,955; Loc. Est. 11,743
CZ-ABC: (80) 18,622; (84) 18,700
RTZ-ABC: (80) 29,795; (84) 30,700
County 80 Cen. 27,740; Loc. Est. 28,353
City & RTZ-ABC: (80) 48,417; (84) 49,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,305,686,000
Savings & Loan	4	$1,446,259,928

6 - PASSENGER AUTOS: County 48,614

7 - ELECTRIC METEPS: Residence 23,218

8 - GAS METERS: Residence 18,079

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Salary)-Mfg. 12,000 ($310); Wholesale-Retail 7,716 ($140); Non-Mfg. 2,350 ($170); Transp. & Util. 983 ($210); Const. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).
Principal Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20. Last killing frost, Apr. 17. Rainfall, 45.03 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Centers-10 blocks; 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.
Neighborhood Shopping Centers-4 blocks on Hancock St. from E Madison to Scott Sts.; 3 blocks on W Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St., 14 blocks on Perkins Ave. Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Perkins Plaza(20)	2	Sears, Hill's
Sandusky Pl.(27)	2	Pick-N-Pay
Sandusky Mall(80)	4	JCPenney, K mart, May Co., Mont. Ward, Pick 'N Pay

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur., Fri.; Shpg. ctr. & groc. every night.
Stores Open Sundays-JCPenney; Hill's; Mr. Wiggs; Ontario; Jupiter; Kroger; Pick-N-Pay; Foodland; Foodtown; Lawson's; Revco; K mart; Sears; Montgomery Ward; May Co.

13 - RETAIL OUTLETS: Department Stores-Lasalle's; JCPenney; Sears; Montgomery Ward; May Co.
Variety Stores-Jupiter; Woolworth.
Discount Stores-Mr. Wiggs; Hill's; Ontario; K mart.
Chain Drug Stores-Gray 3; Revco.
Chain Supermarkets-Kroger; Pick-N-Pay 3; Foodtown 2; Foodland 2; Sandusky Cardinal.
Other Chain Stores-Firestone; Sherwin-Williams; Singer Co.; Jo-Ann Fabrics; Nobil Shoes; Carter Lumber; PicWay-Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Inn Circus World; Rogers Jewelry; Pearl Vision; Waldenbooks; Hickory Farms; Thom McAn.

14 - NEWSPAPERS: REGISTER (e) 25,582; (S) 29,570; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Berry, Retail Adv. Mgr.; James Rusincovitch, Cl. Adv. Mgr.; REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.
National Representative: Landon Associates.

SHELBY

1 - LOCATION: Richland County (In Mansfield MSA). E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio; and truck lines.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 9,645; Loc. Est. 9,658
County/MSA 80 Cen. 131,205; Loc. Est. 132,411

4 - HOUSEHOLDS:
City 80 Cen. 3,624; Loc. Est. 3,656
County/MSA 80 Cen. 46,408; Loc. Est. 47,866

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$68,088,707
Savings & Loan	2	$52,384,376

6 - PASSENGER AUTOS: County 78,694

7 - ELECTRIC METERS: Residence 4,119

8 - GAS METERS: Business & Residence 3,402

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Tubing 725; Bus. Forms 300; Bowling Equip. 150; Machine-Tooling 75; Auto Access. 275; Paper Boxes 100; Elect. Control Systems 200; Ins. 300; Home Hdwe. 75; Household Prod. 80; Warehousing 120; Packing & Shipping 50.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers: 3 1/2 blocks on Main St.; 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; Big Wheel.
Chain Drug Stores-K-H; Struble's.
Chain Supermarkets-IGA; Great Scot; Herick's Scot Farm Market.
Other Chain Stores-True Value Hdwe.

14 - NEWSPAPERS: GLOBE (e) 4,385; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: W.M. Carleton, Nat. Adv. Mgr., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.
National Representative: Landon Associates.

SIDNEY

1 - LOCATION: Shelby County. E&P Map A-2. County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; I-75.

2 - TRANSPORTATION: Railroads-B&O; Conrail. **Motor Freight Carriers**-24. **Intercity Bus Lines**-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,657; Loc. Est. 18,507
CZ-ABC: (80) 18,919; (84) 19,200
RTZ-ABC: (80) 30,606; (84) 32,100
County 80 Cen. 43,089; Loc. Est. 43,948
City & RTZ-ABC: (80) 49,525; (84) 51,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,373; Loc. Est. 6,689
CZ-ABC: (80) 6,718; (84) 6,900
RTZ-ABC: (80) 9,518; (84) 10,100
County 80 Cen. 14,184; Loc. Est. 14,815
City & RTZ-ABC: (80) 16,236; (84) 17,000

5 - BANKS

	NUMBER	DEPOSITS
Commercial	2	$208,119,000
Savings & Loan	4	$134,288,000

6 - PASSENGER AUTOS: County 24,797

7 - ELECTRIC METERS: County 14,000

8 - GAS METERS: County 9,000

9 - PRINCIPAL INDUSTRIES: Compressors; Metal Finishing Fab.; Refrigeration; Lathes.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 city blocks surrounding Court House Square, west end of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sidney Plaza(8)	3	Cain's, Heck's
Rink's Plaza(3)	3	Kroger, Rink's, SuperRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Uhlman's; Heck's.
Discount Stores-Rink's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-SuperRx; Revco; Hooks.
Chain Supermarkets-Kroger; Cain's; Dorsey's; Liberty Foods.
Other Chain Stores-Western Auto; Rinks; Radio Shack; Warehouse Paint.

14 - NEWSPAPERS: NEWS (e) 12,486; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Linda K. Coffman, Adv. Dir., NEWS, 911 S. Vandemark Rd.; PO Box 150, Sidney, OH 45365; Tel. (513) 498-2111.
National Representative: Landon Associates.

SPRINGFIELD

1 - LOCATION: Clark County (In Dayton-Springfield MSA) E&P Map B-3. County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

2 - TRANSPORTATION: Railroads-Conrail; CT&I. **Airlines**-American; TWA; United; Delta; USAir; Piedmont; North Central at James M. Cox Airport, Dayton.
Motor Freight Carriers-32 (10 local terminals).
Intercity Bus Lines-Greyhound; Continental; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 72,563; Loc. Est. 70,226
CZ-ABC: (80) 96,174; (84) 91,700
RTZ-ABC: (80) 141,783; (84) 143,000
County 80 Cen. 150,236; Loc. Est. 152,337
MSA 80 Cen. 942,083; Loc. Est. 958,261
City & RTZ-ABC: (80) 237,957; (84) 234,700
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,384; Loc. Est. 27,574
CZ-ABC: (80) 35,621; (84) 34,300
RTZ-ABC: (80) 48,825; (84) 49,800
County 80 Cen. 53,376; Loc. Est. 55,338
MSA 80 Cen. 340,279; Loc. Est. 353,918
City & RTZ-ABC: (80) 84,446; (84) 84,100

5 - BANKS

	NUMBER	DEPOSITS
Commercial	4	$471,499,377
Savings & Loan	8	$378,983,469

6 - PASSENGER AUTOS: County 88,813

7 - ELECTRIC METERS: County 57,483

8 - GAS METERS: County 37,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction 690 ($200); Mfg. 17,917 ($216); Trans. 2,702 (..88); Wholesale-Retail 9,576 (N.A.); Fin., Ins. & ..al Estate 2,081 ($151); Services 7,545 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Hard, 7 grains per gal.; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Main St.; 3 on High St.; 3 on Limestone; 3 on Fountain; New downtown core area under construction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(68)	NA	JCPenney, Sears, Rike's
Southern Vlg.(20)	NA	Big Bear
Park Shopping	30	Harts
Burnett Rd. Plz.(18)	NA	Meijer Square, Fulmers
Northridge(17)	NA	IGA
Western Plaza(9)	NA	Floor Store
Bushnell Sq.(9)	NA	Pic Way Shoes
Circus Plaza(8)	NA	Rinks, Fulmers
Moorfield Sq.(5)	NA	Kroger, SuperRx
Springfield Plz.(10)	NA	Hills, Fulmers, Gold Circle
Northland(19)		Big Bear, K mart
South Gate Ctr.	NA	Rite Aid, Howards
E Main Plz		Kroger, SuperRx

Stores Open Evenings Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Wren's Allied; Schilitos-Rikes.
Discount Stores-Rinks; Meijer Square; Hart's; Hill's; Gold Circle; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Revco 2; SupeRx 3; Brown 2; Whitacre's 4; Drug Castle; Rite Aid.
Chain Supermarkets-Big Bear 4; Fulmer's 4; Kroger 3; Super Valu 3.
Other Chain Stores-Firestone; Thom McAn; Richman Bros.; Lowe's; Springfield Rug & Furn.; Goodyear; Jo-Ann Fabrics; Kinney Shoes; National Shirt; Wickes; Metropolitan; Nationwise Auto Parts; Warehouse Paint; Carter Lumber; Bobbi Gee; Furroughs; Perry & Derrick; 84 Lumber.

14 - NEWSPAPERS: NEWS-SUN (m-mon to fri) 18,495; (e-mon to fri) 21,065; (m-sat) 39,188; (S) 43,014; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Collins, Adv. Dir. or Rich Fisher, Natl. Adv. Mgr. NEWS & SUN, 202 N. Limesone, Springfield, OH 45501; Tel. (513) 323-3731.
National Representative Sawyer-Ferguson-Walker Co.

STEUBENVILLE

1 - LOCATION: Jefferson County (In Steubenville-Weirton, OH-WV MSA). E&P Map C-2. County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western.
Intercity Bus Lines-Greyhound; Shortway-Ashland lines; Continental Trailways; Steel Valley Transit Authority.
Airlines-TWA; Northwest; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh International, Ohio County Airports).

3 - POPULATION:
Corp. City 80 Cen. 26,400; Loc. Est. 25,523
CZ-ABC: (80) 37,371; (84) 35,000
RTZ-ABC: (80) 136,451; (84) 134,000
County 80 Cen. 91,564; Loc. Est. 88,924
MSA 80 Cen. 163,099; Loc. Est. 162,097
City & RTZ-ABC: (80) 173,822; (84) 169,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,137; Loc. Est. 9,964
CZ-ABC: (80) 13,934; (84) 13,200
RTZ-ABC: (80) 47,279; (84) 46,900
County 80 Cen. 32,705; Loc. Est. 33,861
MSA 80 Cen. 57,577; Loc. Est. 58,950
City & RTZ-ABC: (80) 61,213; (84) 60,100

5 - BANKS

	NUMBER	DEPOSITS
Comm. & Savings	3	$1,038,600,000
Savings & Loan	2	$245,000,000

6 - PASSENGER AUTOS: County 31,216

7 - ELECTRIC METERS: Residence 30,485

8 - GAS METERS: Residence 16,623

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners and (Av. Wkly. Wage)-Steel 4,279 ($572); Mining 535 ($575); Construction 1,947 ($528); Transportation & Utilities 2,693 ($416); Communication 386 ($355); Wholesale Trade 744 ($338); Retail Trade 5,188 ($153); Finance-Insurance & Real Estate 876 ($251); Banking -Finance-Securities 551 ($243); Insurance Carriers & Agents 227 ($320); Real Estate & Investment 99 ($130); State Government 143 ($320); Local Government 2,793 ($263); Lumber & Wood Products 69 ($303); Stone, Clay, and Glass Products 160 ($351); Fabricated Metal Products 188 ($324); Machinery N.A.; Food and Kindred Products 120 ($324); Printing and Publishing 183 ($206); Electric, Gas, and Sanitary Svcs. 1,656 ($481); Hotels & Lodging 104 ($131); Personal Svcs. 368 ($140); Motion Pictures and Recreation 278 ($120); Health Services 2,813 ($289).

Principal Industrial Pay Days-Wed., Thur., Fri., 5th, 10th, 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-87; Summer 41-100; Fall 8-96; Winter -3-65. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall.
Neighborhood Shopping Centers-Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd.; Rt. 22 W; 7th St. & Washington to North Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weirton Hgts.(9)	8	A&P, Kroger, Thrift Drug
K mart Plaza(8)	7	K mart
Kusic Center(6)	4	G.C. Murphy, Kroger, Stone & Thomas
Ft. Steuben Mall(85)	5	Kaufmann's, Sears, JCPenney, Woolworth, Hill's
Hart's Family Ctr.(2)	6	Big Bear, Hart's
Heck's Plaza	3	Heck's
Steuben Plaza(2)	NA	Kroger, Treasure Island
Hollywood Plaza(9)	2	K mart, Kroger, SupeRx

Principal Shopping Days-Mon., Thur., Sat. & Sun.
Stores Open Evenings-Department-Mon. & Thur.; Food & Discount every nite.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; JCPenney; Woolworths; Sears; Denmark's; Myer & Stone (Men's).
Discount Stores-Treasure Island; Hill's; K mart; Harts Family Center; Heck's.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Thrift 2; SupeRx; Rite Aid.
Chain Supermarkets-Kroger 2; Big Bear; Golden Dawn; Convenient Foods; Lawson's; Valu King.
Other Chain Stores-Thom McAn; Kinney Shoes; So-Fro Fabrics; Firestone; Goodyear; Sherwin-Williams; Pic-Way Shoes; Payless Shoes; Regal Shoes; Nobil Shoes; Butler Shoes; Standard Sportwear; Nationwise Auto Parts; Top Value Enterprises; Reichart Furniture; Kelly & Cohen; Fisher-Big Wheel; Kay Jewelers; Rogers Jewelers; Marlinn's Shoes; Weiss Bros.; Curtis-Mathis; General Nutrition; Vitamin World; Hello Shops; Deb Shop; Hickory Farms; County Seat; Radio Shack; Spencer Gifts; Walden Books; Cole Books; Fotomat; Susie's Casuals; Jo-Ann Fabrics; Price's Candies; Mendelson's Children Shops; Pearle Vision; Benson's House of Visions; The Gap; Record Town; National Record Mart; Saxon Jewelers; Wayne Jewelers.

14 - NEWSPAPERS: HERALD-STAR (e) 21,473; (S) 20,627; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William Overholtzer, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.
National Representative: Thomson Newspapers.

TIFFIN

1 - LOCATION: Seneca County. E&P Map B-2. County Seat. Industrial and agricultural center. On U.S. Hwy. 224 and State Hwys. 18, 53, 100, 101; 55 mi. SE of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Chessie System.
Motor Freight Carriers-13.
Airlines-General Aviation.

3 - POPULATION:
Corp. City 80 Cen. 19,549; Loc. Est. 18,866
CZ-ABC: (80) 26,612; (84) 25,700
RTZ-ABC: (80) 32,585; (84) 33,200
County 80 Cen. 61,901; Loc. Est. 62,016
City & RTZ-ABC: (80) 59,197; (84) 58,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,998; Loc. Est. 6,870
CZ-ABC: (80) 9,204; (84) 9,000
RTZ-ABC: (80) 10,437; (84) 10,700
County 80 Cen. 20,818; Loc. Est. 21,320
City & RTZ-ABC: (80) 19,641; (84) 19,700

5 - BANKS

	NUMBER	DEPOSITS
Comm. & Savings	4	$3,884,817,000
Savings & Loan	3	$748,910,456

6 - PASSENGER AUTOS: County 35,217

7 - ELECTRIC METERS: Residence 6,847

8 - GAS METERS: Residence 5,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Vitreous China Bathroom Fixtures 575; Refractories and Dolomite Stone 575; In-plant Cranes 135; Electrical Wire and Cable 160; Food Processing 100; Solar Heating Devices 60; Hermetically Sealed Electric Motors 1000; Ferrous and Aluminum Automotive Castings 500; Artificial Abrasive Grinding Wheels 540; Hot and Cold Forging Machinery 760; Sheet Metal Fabrication, Lockers 185; Hardboard & Fiskeboard, Foam Insulation 150; Conveyor and Machinery Mfg. 350. Average weekly earnings (Seneca County): (1981) All industries-$311; Construction$399; Manufacturing-$415; Trans. & Utilities-$420; Wholesale & Retail-$221; Fin., Ins. & Real.-$283; Services-$243; State & Local Govt.-$269.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Mean annual temperature, 50.6. Average rainfall, 36.44". Altitude, 777 feet above sea level.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Washington St.; 2 blocks each way from Washington on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Village(32)	NA	Sears, Foodland, Sack N' Save
Tiffin Mall(47)	NA	JCPenney, K mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Westgate & Tiffin Mall-weekdays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Joseph's.
Chain Drug Stores-Lane's; Rite Aid.
Discount Stores-Murphy Mart; Heck's, K mart.
Chain Supermarkets-Foodtown, Kroger; IGA; Sack N; Save.
Other Chain Stores-Uhlman's; Sherwin-Williams; Firestone; Merit; Olan Mills; Radio Shack; American Discount; Jo-Ann Fabrics; Women Aware; Osterman Jrs.; Petrie's; Royce Shoes; Kinney Shoes; Nobil Shoes; Zale Jewelers; Fashion Bug; B. Dalton Books; Hobby Center Toys; Baskin-Robbins; Music land; Athletic Attic.

14 - NEWSPAPERS: ADVERTISER-TRIBUNE (e) 11,312; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Waldsmith, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.
National Representative: None.

TOLEDO

1 - LOCATION: Lucas County. (In Toldeo MSA). E&P Map B-1. County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center. Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24, 25; State Hwys. 2, 51, 65, 120.

2 - TRANSPORTATION: Railroads-Amtrak; Ann Arbor; Chessie System; Conrail; Detroit Toledo & Ironton; Detroit & Toledo Shore Line; Norfolk & Western; Toledo Terminal.
Motor Freight Carriers-91.

Intercity Bus Lines-Greyhound; Short Way; Continental Trailways; TARTA (Toledo Area Regional Transit Authority).
Airlines-Delta; United; USAir; Air Wisconsin; Comair; TWA; Piedmont; BAS Airlines; Trans Midwest Airlines.

3 - POPULATION:
Corp. City 80 Cen. 354,635; Loc. Est. 345,182
CZ-ABC: (80) 501,329; (84) 492,300
RTZ-ABC: (80) 737,558; (84) 745,200
County 80 Cen. 471,741; Loc. Est. 473,492
MSA 80 Cen. 616,864; Loc. Est. 620,000
City & RTZ-ABC: (80) 1,238,887; (84) 1,237,500
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,042; Loc. Est. 133,131
CZ-ABC: (80) 182,947; (84) 181,400
RTZ-ABC: (80) 246,586; (84) 251,500
County 80 Cen. 172,239; Loc. Est. 176,714
MSA 80 Cen. 220,252; Loc. Est. 226,900
City & RTZ-ABC: (80) 429,533; (84) 432,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$2,914,000,000
Savings & Loan	3	$1,993,000,000

6 - PASSENGER AUTOS: County 281,620

7 - ELECTRIC METERS: Residence 270,778

8 - GAS METERS: Residence 147,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 11,500 ($528); Trans. & Util. 17,100 ($509); Machy. 6,300 ($458); Primary Metal 3,900 ($517); Fabricated Metal 8,400 ($467); Constr. 8,300 ($661).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12. Last killing frost, May.

11 - TAP WATER: From Lake Erie; Fluoridated.

12 - RETAILING: Principal Shopping Centers-Over 30 blocks bounded roughly by Maumee River, Washington, Michigan and Cherry Sts. Great Eastern complex at Woodville Rd. & City Limits; about 8 blocks on Main and Starr streets. River East Complex; Strip stores at Broadway between Segur and South; Central at Cherry, Central at Detroit, Central at Alisdale; Sylvania at Phillips and Lewis; Byrne and Heatherdowns; Galena and Ontario; Dorr and Detroit; Bancroft and Ashland; Merchant's Landing, N. Summit at Shoreland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Charm(25)	NA	Foodtown, Rite-Aid
Great Eastern(45)	NA	Foodtown, Kroger, Value City
Miracle Mile(48)	NA	Kroger, JCPenney, T.J. Maxx
Parkway Plz.(28)	NA	Centre Market, Value City
Southland(42)	NA	Foodtown, Kroger, JCPenney
Starlite Plz.(30)	NA	Andersons, Churchill's, Damschroder's
Westgate Vlg.(59)	NA	Lion, Macy's, Sears
Franklin Park Mall(80)	NA	JL Hudson's, Jacobson's, JCPenney
North Towne Square(90)	NA	Lion, Macy's, Mont. Ward
Southwyck(100)	NA	Lion, Lion's Home, Mont. Ward
Greenwood Mall(30)	NA	Value City
Woodville Mall(90)	NA	Macy's, JCPenney, Sears
Portside(80)		

13 - RETAIL OUTLETS: Department Stores-Macy's 3; Value City Stores 3; Lion 4; Sears 2; JCPenney 4; J. L. Hudson; Montgomery Ward 2; Jacobson's.
Variety Stores-Woolworth 4; Kresge.
Discount Stores-Rink's 8; K mart 6; TG&Y Stores; The Anderson's 2; Hills 4.
Chain Drug Stores-Lane's 43; Rexall 14; Family Independent; Rite Aid 7.
Chain Supermarkets-Kroger 12; Foodtown 26; Five Star 9; IGA; Centre 6; Churchill's 4; Farmer Jack; Edward's Warehouse Market; Kash and Karry Warehouse Market 11.
Other Chain Stores-Damschroder 2; Richman 2; Al Thomas 4; Shiff 4; Florsheim; Thom McAn; Pic Way 6; Nobil 5; Alberts; Marlyn Shoppe; Baker 4; Foot Saver; Kinney 4; Phillips 2; Famous Footwear; Hanover Shoes 2; Kosin's Clothes; Kuppenheimer; Athlete's Foot 3; Sneaker Circus 3; Brendamour's 3; Western Auto 4; Franklin Ice Cream Co. 14; Sterling Milk 13; Lawson's 12; Open Pantry 8; 7-Eleven 8.

14 - NEWSPAPERS: BLADE (e) 162,780; (S) 215,654; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Leslie R. Roby, Gen. Adv. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6409.
National Representative: None.

TROY

1 - LOCATION: Miami County. (In Dayton-Springfield MSA). E&P Map A-3. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville; 15 minutes from Dayton International Airport; Interstate Hwy. I-75; 15 minutes from I-70. State Hwys.: Routes 55, 41, 202, 718.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; Delta; United; USAir; Eastern; Northwest; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 19,086; Loc. Est. 20,287
CZ-ABC: (80) 19,086; (84) 19,600
RTZ-ABC: (80) 72,882; (84) 73,600
County 80 Cen. 90,381; Loc. Est. 92,625
MSA 80 Cen. 942,083; Loc. Est. 958,261
City & RTZ-ABC: (80) 91,968; (84) 93,200
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,148; Loc. Est. 7,704
CZ-ABC: (80) 7,148; (84) 7,400
RTZ-ABC: (80) 25,354; (84) 25,900
County 80 Cen. 31,968; Loc. Est. 33,433
MSA 80 Cen. 340,279; Loc. Est. 353,918
City & RTZ-ABC: (80) 32,502; (84) 33,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$228,888,765
Savings & Loan	3	$1,512,646,291

6 - PASSENGER AUTOS: County 56,870

7 - ELECTRIC METERS: Residence 8,376

8 - GAS METERS: Residence 6,564

9 - PRINCIPAL INDUSTRIES: Kitchen Equip.; Meat, Paper Prod.; Arc Welders, Aviation Prod.; Tube Products; Farm Equip.; Ice Cream; Polystyrene Foam Prod.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-77; Summer 48-93; Fall 18-86; Winter 1-72. First killing frost, Nov. 25. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on Square. Also 4 Shopping Centers, one each on North and South edges of town, plus two at West edge of town.
Neighborhood Shopping Centers-South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor; N. Market St.; Southbrook, W. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(14)	1	McCrory, Coast-to-Coast
Trojan Vlg.(30)	2	Rinks, TG&Y

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Department, Discount, Food-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-McCrory; TG&Y.
Discount Stores-K mart.
Chain Drug Stores-M&R 2; Revco; Gray Drug.
Chain Supermarkets-Marsh; Kroger; Pangles; Cardinal Markets.
Other Chain Stores-Uhlman's; El Bee Shoes; House of Fabrics; Lawson's-Stop 'n Go; Radio Shack; Goodyear Tire; Eubank Tire; Little Professor; Coast to Coast; Main Auto Parts; 7-Eleven.

14 - NEWSPAPERS: NEWS (e) 10,703; (S) 13,085; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Vicki Yetter, Ret. Adv. Mgr., NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.
National Representative: Landon Associates.

UHRICHSVILLE-DENNISON

1 - LOCATION: Tuscarawas County. E&P Map C-2. East central part of state on U.S. Hwys. 36, 250; State Hwys. 8, 16, 86 mi. S of Cleveland; 105 mi. E of Columbus; 100 mi. W of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Intercity Bus Lines-Greyhound; Short Way.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Communities 80 Cen. 9,528; Loc. Est. 9,891
Uhrichsville 80 Cen. 6,130; Loc. Est. 6,444
Dennison 80 Cen. 3,398; Loc. Est. 3,447
County 80 Cen. 84,614; Loc. Est. 86,861

4 - HOUSEHOLDS:
Corp. Communities 80 Cen. 3,479; Loc. Est. 3,791
Uhrichsville 80 Cen. 2,293; Loc. Est. 2,525
Dennison 80 Cen. 1,186; Loc. Est. 1,266
County 80 Cen. 30,485; Loc. Est. 32,189

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$50,500,000
Savings & Loan	2	$24,500,000

6 - PASSENGER AUTOS: County 51,209

7 - ELECTRIC METERS: Residence 6,050

8 - GAS METERS: Residence 3,476

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clay 2,420 ($175); Railroad 120 ($250); Aluminum Smelting 75 ($175); Coated Fabrics 72 (N.A.); Glove Mfg. 50 (N.A.); Coal ($449); Industrial Equip. 60 ($200); Steel Ring Mfg. 20 ($175); Food Wholesaling 97 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-82; Summer 50-100; Fall 20-80; Winter 10-70. First killing frost, Oct. 14. Last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-9 blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plaza(27)	15	JCPenney, Fashion Bug
Monroe Mall(30)	15	Schwartz-Kline, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sales; United; Sears; Harts; Dollar General; Fisher's Big Wheel; Dynamic Discount.
Variety Stores-H. L. Green.
Chain Supermarkets-Stoll's 2; IGA; Foodliner; Lawson's.

14 - NEWSPAPERS: CHRONICLE (e) 4,177; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Maynard Buck, Pub./Pres., CHRONICLE, 109 N. Water, Uhrichsville, OH 44683; Tel. (614) 922-1321.
National Representative: Landon Associates.

UPPER SANDUSKY

1 - LOCATION: Wyandot County. E&P Map B-2. County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 199, 30N and State Hwys. 53 and 67.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio.
Intercity Bus Lines-Great Lakes; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,967; Loc. Est. 6,255
County 80 Cen. 22,651; Loc. Est. 23,257

4 - HOUSEHOLDS:
City 80 Cen. 2,282; Loc. Est. 2,432
County 80 Cen. 7,838; Loc. Est. 8,282

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$175,000,000
Savings & Loan	2	$177,000,000

6 - PASSENGER AUTOS: County 13,811

7 - ELECTRIC METERS: Residence 2,742

8 - GAS METERS: Residence 2,545

9 - PRINCIPAL INDUSTRIES: Auto Parts, Small Electric Motors, Precision Tools; Knives, Burial Vaults, Metal Compartments; Plastic Prods.; Dairy

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10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Artz Bros.; Michael's; Armstrong's.
Variety Stores-Ben Franklin; Lee's.
Chain Drug Stores-Rexall; Lane's.
Chain Supermarkets-Bailey's; Scot Lad; IGA; A & A Market; Lawson's.

14 - NEWSPAPERS: CHIEF-UNION (e) 4,641; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Mgr.; CHIEF-UNION, 111 W. Wyandot Ave.; PO Box 180, Sandusky, OH 43351; Tel. (419) 294-2332.
National Representative: Landon Associates.

URBANA

1 - LOCATION: Champaign County, E&P Map B-3. County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus. On U.S. Hwys. 36 and 68; State Hwys. 29, 54, 55, 56 and 296.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,762; Loc. Est. 10,902
CZ-ABC: (80) 10,762; (84) 10,400
RTZ-ABC: (80) 24,540; (84) 25,800
County 80 Cen. 33,649; Loc. Est. 34,564
City & RTZ-ABC: (80) 35,302; (84) 36,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,174; Loc. Est. 4,284
CZ-ABC: (80) 4,174; (84) 4,100
RTZ-ABC: (80) 8,252; (84) 8,700
County 80 Cen. 11,795; Loc. Est. 12,383
City & RTZ-ABC: (80) 12,426; (84) 12,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$94,000,000
Savings	3	$153,000,000

6 - PASSENGER AUTOS: County 19,041

7 - ELECTRIC METERS: Residence 4,400

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Fine Paper; Aircraft and Airport Lighting Eqpt.; Machine Tools, Dies, Jigs, Fixtures; Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Products; Electric Controls and Distribution Equipment; Silos, Tungsten Carbide & Cutting Tool Tips; Oil Well Intensifiers; Solar Collectors; Window Fans; Bakery Equip.; Porcelain Enamel; Household Cleaners; Snack Foods.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-1 block east, 2 south, 3 west and 3 north of Monument Square.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(80)	14	Sears, JCPenney, Rike

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-K mart, TG&Y, Revco, Crosby.

13 - RETAIL OUTLETS: Department Stores-Uhlman's, Boston.
Variety Stores-TG&Y; K mart.
Chain Drug Stores-Revco; Crosby.
Chain Supermarkets-Kroger; Troutwine's (Super Valu).
Other Chain Stores-Barnhart Oil; Ward's; Dean & Barry; Lawson's.

14 - NEWSPAPERS: CITIZEN (e) 7,419; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Lewis, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.
National Representative: Landon Associates.

VAN WERT

1 - LOCATION: Van Wert County, E&P Map A-2, County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2 - TRANSPORTATION: Railroads-Conrail (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Charter only.

3 - POPULATION:
Corp. City 80 Cen. 11,035; Loc. Est. 11,235
County 80 Cen. 30,458; Loc. Est. 30,674
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,363; Loc. Est. 4,558
County 80 Cen. 10,939; Loc. Est. 11,502

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$155,266,500
Savings & Loan	2	$71,815,460

6 - PASSENGER AUTOS: County 19,041

7 - ELECTRIC METERS: Residence 7,863

8 - GAS METERS: Residence 5,513

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Packaging 548; Machinery Parts 1,677; Food 201; Specialties 240; Insurance 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 39-96; Fall 19-82; Winter 12-60. First killing frost, Oct. 9. Last killing frost, May 6.

11 - TAP WATER: Alkaline, soft 5 1/2 grains.

12 - RETAILING: Principal Shopping Center-3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Summit(17)	NA	Fisher's, Big Wheel, Mont Ward
Van Wert Plaza	NA	Heck's, Lane's

Principal Shopping Days-Fri., Sat.
Stores Open-Fri. & Mon. evenings.

13 - RETAIL OUTLETS: Department Stores-Heck's; Montgomery Ward; JCPenney.
Chain Drug Stores-Revco; Derry's; Hook's; Lane's.

Variety Stores-G.C. Murphy; Fisher's Big Wheel.
Chain Supermarkets-Marsh; Chief; Tnangle Super-Dollar; Cardinal; IGA.
Other Chain Stores-Cato; Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Coast to Coast Hardware; Ace Hardware; Quality Farm & Fleet.

14 - NEWSPAPERS: TIMES-BULLETIN (e) 8,237; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Eugene Laudick, Adv. Dir., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.
National Representative: Landon Associates.

WAPAKONETA

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2. County Seat. In West Central OH, 17 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN state line on State Hwys. 67, 198, 501 and U.S. Hwys. 25, 33, 75.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,402; Loc. Est. 9,008
County 80 Cen. 42,554; Loc. Est. 43,558
MSA 80 Cen. 154,795; Loc. Est. 156,808
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,226; Loc. Est. 3,172
County 80 Cen. 15,504; Loc. Est. 15,230
MSA 80 Cen. 53,700; Loc. Est. 55,649

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$50,000,000

6 - PASSENGER AUTOS: County 25,781

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 2,555

9 - PRINCIPAL INDUSTRIES: Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fabricating; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild; Grain Meat Packer; Automotive & Airplane Interiors; Rubber Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-85; Summer 70-90; Fall 40-70; Winter 0-40.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Grandview Plz.(12)	NA	Coast-to-Coast, Hip Pocket, Radio Shack

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mont. Ward; Rink's; Val Corp.; Uhlman's.
Chain Drug Stores-Lane's.
Variety Stores-Bi Rite.
Chain Supermarkets-Pantry Pride; IGA Kelley's; Lawsons; Clyde Evans.

14 - NEWSPAPERS: NEWS (e) 5,114; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: L. H. Shaull, Pub./Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.
National Representative: Landon Associates.

WARREN'

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Erie-Lackawanna; Conrail.
Motor Freight Carriers-58.
Intercity Bus Lines-Ohio Greyhound; Continental Trailways.
Airlines-USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 56,629; Loc. Est. 55,249
CZ-ABC: (80) 69,921; (84) 66,700
RTZ-ABC: (80) 151,976; (84) 156,500
County 80 Cen. 241,863; Loc. Est. 246,280
MSA 80 Cen. 531,350; Loc. Est. 536,948
City & RTZ-ABC: (80) 221,897; (84) 223,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,068; Loc. Est. 21,318
CZ-ABC: (80) 25,526; (84) 24,500
RTZ-ABC: (80) 50,072; (84) 52,400
County 80 Cen. 84,151; Loc. Est. 87,646
MSA 80 Cen. 186,711; Loc. Est. 192,938
City & RTZ-ABC: (80) 75,598; (84) 76,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$386,702,171
Savings & Loan	2	$222,512,817

6 - PASSENGER AUTOS: County 151,956

7 - ELECTRIC METERS: Residence 51,447

8 - GAS METERS: Residence 36,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Steelmaking 12,000 ($200); Steel Fab. 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220); Total 45,000 Emp. (Annual Payroll $650,450,200).
Principal Pay Days-10th & 25th; Fri.

10 - CLIMATE: Min. & Max. Temp.-Min. -10, Max. 94. First killing frost, Oct. 14. Last killing frost, May 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 on W Market; 8 on E Market; 4 on N Park; 5 on High NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McKinley Hts.(5)	NA	Stambaugh-Thompson, Handyman
Warren Plaza(34)	NA	Stambaugh
Trumbull Plaza(24)	NA	K mart
Village Plaza(13)	NA	Maxwells
Ridgeview(14)	NA	
Eastwood Mall(100)	NA	Sears, Strouss, Woolworth, JCPenney, Carlisle
Trumbull Plaza(21)	NA	K mart
Plaza West(7)	NA	Murphy Mart
Champion Plz.(10)	NA	Hills
Austin Village(20)	NA	Sparkle Market
Gretchen Village(16)	NA	Murphy Mart

Principal Shopping Days-Department Stores-Mon. & Thur. night.
Stores Open Evenings Dept.-Mon. & Thur.; Super Mkts. & Shpg. Ctrs.-every night to 9.

13 - RETAIL OUTLETS: Department Stores-Strouss; Carlisle; Sears; JCPenney; Maxwells.
Discount Stores-Hills; K mart; Turners; Murphy Mart; Best.
Variety Stores-Woolworth.
Chain Drug Stores-Gray 3; Revco 2; Eastgate Pryce's Champion 3; Rite-Aid 3; Pharmor; Thrift; Aid-N-Save 3.
Chain Supermarkets-Golden Dawn 2; Rowlands; Sparkle Markets 7; Valu King 12; Ideal 4; Bi-Lo 2; Lo-Buy; Fazio's; Movers 3; Low Buy; Thornhills; Woodland Market.
Other Chain Stores-Stambaugh-Thompson; Richman Bros.; Neal's Shoes; Nobil's Shoes; Hart Jewelry; Firestone; Fashion Barn; Thom McAn.

14 - NEWSPAPERS: TRIBUNE-CHRONICLE (e) 41,022; (S) 48,900; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Sekella, Mkt. Dir., TRIBUNE-CHRONICLE, 240 Franklin St., SE, Warren, OH 44482; Tel. (216) 841-1620.
National Representative: Landon Associates.

WASHINGTON COURT HOUSE

1 - LOCATION: Fayette County, E&P Map B-3. County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 47 mi. E of Dayton.

2 - TRANSPORTATION: Railroads-Grand Trunk Western; Chessie System.
Intercity Bus Lines-Pennsylvania Greyhound.
Motor Freight Carriers-8.
Air Travel-Commercial jets available 40 mi. away. Public airport with 4,400 ft. hard surface located 2 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 12,682; Loc. Est. 12,903
County 80 Cen. 27,467; Loc. Est. 27,782

4 - HOUSEHOLDS:
City 80 Cen. 4,898; Loc. Est. 5,000
County 80 Cen. 9,781; Loc. Est. 10,003

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$58,484,000
Savings & Loan	3	$48,796,478

6 - PASSENGER AUTOS: County 15,322

7 - ELECTRIC METERS: County 18,320

8 - GAS METERS: Residence 8,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fertilizer 100; Steel Building 350; Limestone Prod. 50; Staircases 120; Paper Board Containers 140; Toolmaking 800; Plastic Wood Panels 98; Plastic Tubes, Caps, etc. 480; Hog Feeders & Cattle Feeders 150; Top Weekly Wages-Unskilled ($160); Semiskilled ($210); Skilled ($325).

10 - CLIMATE: Annual average temp.-52, max. 96, min.-10. First killing frost, Oct. 18. Last killing frost, May 13.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Court St. (39 stores); 2 blocks on Main St. (12 stores); 2 blocks on Fayette St. (5 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Square(13)	1	Radio Shack, K mart, Mont. Ward, Revco, Murphy Mart, CATO

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Downtown-Fri., Shopping Centers-nightly.

13 - RETAIL OUTLETS: Department Stores-Craig; Foster Haines; JCPenney; Kaufman's Clothing; Uhlman's.
Discount Stores-Sundry Store; TSC.
Variety Stores-Fisher's Big Wheel; K mart; Murphy Mart.
Chain Drug Stores-Medicine Shoppe; Revco; Kroger.
Chain Supermarkets-Kroger; Sack-n-Save; Convenient Mart.
Other Chain Stores-Montgomery Ward (catalog); Sears (catalog); Ross Jewelers, Firestone; CATO; Corvair Auto Parts; Radio Shack; Hallmark; Rax; Frisch's; Goodyear.

14 - NEWSPAPERS: RECORD-HERALD (e) 7,164; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: John Scott, Adv. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 43160; Tel. (614) 335-3611.
National Representative: Landon Associates.

WILLOUGHBY
See LAKE COUNTY

WILMINGTON

1 - LOCATION: Clinton County. E&P Map B-3. County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22 and 68, I-71; State Hwys. 3, 73 and 730. In fine agricultural section.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Wilmington Air Park 3 mi.; Clinton Field 5 mi.; Springfield Municipal Airport, 35 mi. (Commin.); Sabina 11 mi. (private); Dayton Airport (Vandalia) 35 mi.; Cincinnati 70 mi.; Columbus 60 mi. Air Freight: Airborne Express.

3 - POPULATION:
Corp. City 80 Cen. 10,431; Loc. Est. 10,689
County 80 Cen. 34,603; Loc. Est. 34,983

4 - HOUSEHOLDS:
City 80 Cen. 4,018; Loc. Est. 4,114
County 80 Cen. 12,148; Loc. Est. 12,556

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$96,223,415
Savings & Loan	3	$98,441,002

6 - PASSENGER AUTOS: County 20,347

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Mfg. 1,500; Retail 625; Services 455; Construction 150; Utilities 100; Quarry 40. Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Pts. & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital Ambulance Furniture and Equipment; Plastics; Electronic Switches; Machine Tools; Commercial Crystals; Airplane Propellers; Paper Bags; Forklift Mfg.; Air Freight Service.

10 - CLIMATE: Average Temp.-Annual 49; Min. 10; Max. 83. Min. & Max. Temp.-Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost, Nov. 1. Last killing frost, May 10. Rainfall-Annual-39 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main and South Sts.; 8 blocks on Rombach Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wilmington Plz(18)	NA	Kroger, Revco, Coast-to-Coast
Southridge(9)	NA	K mart, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping center every evening; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-Sears, Foster-Haines; Murphy-Benham; Factley Hardware; Heck's; Haines; Adairs. Coast-to-Coast.
Variety Stores-G. C. Murphy; Sheerer's; K mart; Sundry Store.
Chain Drug Stores-Revco
Chain Supermarkets-Kroger. Bob & Carl's Finer Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 7,252 sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Patty Hatter, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45177; Tel. (513) 382-2574.
National Representatives: Landon Associates.

WOOSTER

1 - LOCATION: Wayne County. E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250, 54 mi. S of Cleveland, 29 mi. SW of Akron, 30 mi. W of Canton, 31 mi. E of Mansfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,289; Loc. Est. 19,854
CZ-ABC: (80) 23,390; (84) 23,500
RTZ-ABC: (80) 110,348; (84) 115,600
County 80 Cen. 97,408; Loc. Est. 99,138
City & RTZ-ABC: (80) 133,738; (84) 139,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,105; Loc. Est. 7,553
CZ-ABC: (80) 8,549; (84) 8,600
RTZ-ABC: (80) 35,101; (84) 37,200
County 80 Cen. 32,233; Loc. Est. 33,506
City & RTZ-ABC: (80) 43,650; (84) 45,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$252,076,000
Savings & Loan	3	$412,849,000

6 - PASSENGER AUTOS: County 55,404

7 - ELECTRIC METERS: Residence 8,123

8 - GAS METERS: Residence 6,527

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Brass couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab. 261; Commuter Carriers 150; Construction 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Publishing 123; Bank Equip. 194; Potato Chips 343; Truck Bodies 352; Rubber & Plastic Housewares & Auto Equip. 1,756; Steel Tubes 264; Steel Fab. 230; Hydraulic Pumps 483; Paint Brushes 477; Micro-Photos 358; Agricultural Research 512; Colleges 760.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost, Oct. 15. Last killing frost, Apr. 2.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Liberty St. and 7 blocks on Market St.
Neighborhood Shopping Centers-U.S. 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Hills(19)	NA	Sears, Woolworth
Portage Sq.(5)	NA	K mart, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. Food-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-H. Freedlander; Wm Annat; Sears; Buehler's.
Variety Stores-Newberry; Woolworth; Retzler.
Discount Stores-Heck's; Nichols; Fisher's Big Wheel; K mart.
Chain Drug Stores-Walgreens; Revco; Gray's.
Chain Supermarkets-A&P; Foodarama; Buehler 3; Hawbaker's; Smith's 2; Lawson's 4; Convenient Food; Stop-N-Go; IGA 3; Youngs 2.
Other Chain Stores-Livingston's Furniture; Moore's; Yum Yum Tree; Servex; Radio Shack; Brenner Bros.; Jean Frocks; Sherwin-Williams; Goodrich; Walkers; Hammonds; Singer; Carter Lumber; Wayne Auto Parts.

14 - NEWSPAPERS: RECORD (e) 26,036; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R. Victor Dix, Pub., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.
National Representative: Landon Associates.

XENIA

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map B-3. County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light mfg.; agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by I-70, -71 and -75.

2 - TRANSPORTATION: Railroads-Main line; Junction point; Conrail; branch of Chessie System.

Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Dayton & Southeastern; Daybrook Lines. Xenia Para-Transit Service.

3 - POPULATION:
Corp. City 80 Cen. 24,653; Loc. Est. 25,210
CZ-ABC: (80) 31,971; (84) 31,400
RTZ-ABC: (80) 64,983; (84) 65,800
County 80 Cen. 129,769; Loc. Est. 134,228
MSA 80 Cen. 942,083; Loc. Est. 958,261
City & RTZ-ABC: (80) 96,954; (84) 97,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,703; Loc. Est. 9,171
CZ-ABC: (80) 10,523; (84) 10,500
RTZ-ABC: (80) 20,463; (84) 20,900
County 80 Cen. 43,078; Loc. Est. 45,552
MSA 80 Cen. 340,279; Loc. Est. 353,918
City & RTZ-ABC: (80) 30,986; (84) 31,4[illegible]

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$73,403,000
Savings & Loan	2	$144,814,430

6 - PASSENGER AUTOS: County 80,389

7 - ELECTRIC METERS: County 34,566

8 - GAS METERS: County 20,854

9 - PRINCIPAL INDUSTRIES: 53,779 total county labor force.
Principal Industrial Pay Days-Fri.,Wed.

10 - CLIMATE: Average Temp. 50.3F. Max. 94 Min. -6. Annual rainfall 35.87 in. Average snowfall 50 snows./yr. Total precipitation 25.63 in.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; King's Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St. & Ottawa (West) 5 units; S Bellbrook & 35 Bypass (West) 7 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ledbetter Rd.(6)	NA	Fulmers, Revco
Xenia Plz.(12)	NA	Sears, Revco
Xenia Town Sq.(40)	NA	Fashion Bug, Rite Aid

Principal Shopping Days-Mon., Thur., Fri, Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Foster Haines.
Discount Stores-Rink's; K mart.
Variety Stores-Scott's.
Chain Drug Stores-Revco; Gray; Buck's 2.
Chain Supermarkets-Super Valu 3; IGA 2; Stop N' Go 3; U-Totem 2; Fulmer's; Kroger.
Other Chain Stores-Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

14 - NEWSPAPERS: GAZETTE (e) 11,220; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steve Bash, Adv. Mgr. GAZETTE, 37 S. Detroit St.; PO Box 400, Xenia, OH 45385; Tel. (513) 372-4444.
National Representative: Thomson Newspapers.

YOUNGSTOWN

1 - LOCATION: Mahoning County, (with part extending into Trumbull County). (In Youngstown-Warren MSA). E&P Map C-2. County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpk.; I-80 & 80S; U.S. Hwys. 422, 62 and 224; State Hwys. 11, 18, 164, 170 and 616.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; B&O; Conrail; P&LE; Lake Erie; Eastern.
Motor Freight Carriers-72.
Intercity Bus Lines-Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania Greyhound; Continental Trailways; Edwards Lakes-to-Sears; Bessemer Hillsville.
Airlines-United; Allegheny Commuter; Beaver Aviation (BAS).

3 - POPULATION:
Corp. City 80 Cen. 115,436; Loc. Est. 107,374
CZ-ABC: (80) 229,049; (84) 217,300
RTZ-ABC: (80) 268,514; (84) 269,600
Counties/MSA 80 Cen. 531,350; Loc. Est. 536,948
Mahoning Co. 80 Cen. 289,487; Loc. Est. 290,668
Trumbull Co. 80 Cen. 241,863; Loc. Est. 246,280
City & RTZ-ABC: (80) 497,563; (84) 486,900
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,990; Loc. Est. 40,603
CZ-ABC: (80) 83,006; (84) 79,600
RTZ-ABC: (80) 92,997; (84) 94,300
Counties/MSA 80 Cen. 186,711; Loc. Est. 192,938
Mahoning Co. 102,560; Loc. Est. 105,292
Trumbull Co. 80 Cen. 84,151; Loc. Est. 87,646
City & RTZ-ABC: (80) 176,003; (84) 173,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,710,707,000
Savings & Loan	3	$1,108,880,835

6 - PASSENGER AUTOS: County 171,842

7 - ELECTRIC METERS: Residence 35,500

8 - GAS METERS: Residence 86,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av Wkly Wage)-Total All Industries 7,000; ($289); Const. 41,000 ($515); Mfg. 35,000 ($238); Transp. & Utilities 3,700 ($248); Whsle & Ret. 19,879; Fin., Ins., Real Estate 3,200 ($220).
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-88; Summer 44-92; Fall 14-81; Winter 0-80; First killing frost-Oct. 15. Last killing frost-Apr. 23. Annual Precipitation 44.50.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Southern Park Mall and 5 blocks on Federal. Plaza East and West; Belmont Ave. Rte. 193.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boardman Plaza(52)	6	Hill's, Sparkle, Jewel Mart
Struthers Plaza(17)	5	Stambaugh, Gray's
McGuffey Mall(30)	3	Murphy's, JCPenney
Lincoln Knolls Plaza(30)	3	Consolidated, Sparkle
Liberty Plaza(42)	4	Hill's, Stambaugh's
Austintown Plaza(35)	4	Strouss, JCPenney, Hill, Stambaugh's
Canfield Colonial(17)	6	Strouss, Hills, Stambaugh Thompson
Struthers 5th Street(16)	8	Sparkle, Ben Franklin
Village Square	7	Sparkle, Valu-King
Southern Park Mall(106)	10	Maxwell's, Valu-King
Eastwood Mall(135)	6	Sears, Strouss, Horne's, JCPenney
Belmont Plaza(8)	12	Sears, Strouss, JCPenney, Carlisles
Cornersburg Plaza(8)	2	Patient Care
Valley View Plz.	5	Valu-King, Rite Aid
Kirkmere Plaza(12)	11	Valley View Dept.
Markinola(5)	4	
Marwood(8)	3	Gray Drug
Union Square Plaza(24)	3	Yum Yum Tree
Wedgewood Plaza(15)	3	Jo-Ann, Radio Shack, Sparkle
	5	Sparkle, Gray Drug, Basic Warehouse

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon. & Thur.; Food, Shopping Plazas and Malls every evg. Some Food Stores open 24 hours per day.

13 - RETAIL OUTLETS: Department Stores-Strouss 5; Horne's, JCPenney 3; Sears.
Discount Stores-Hill's 5; Bargain Port 2; Tip-Top Sales; K mart 3; Valley View; Murphy's Mart 2.
Variety Stores-Woolworth 2; McCrory; Murphy's Mart 2; Ben Franklin 3.
Chain Drug Stores-Gray 11; Thrift; Revco 7; Valu Drug 4; Rite Aid 7; Allen's 6; Lester's 2.
Chain Supermarkets-Lawsons 20; Lil Shopper 4; Valu-King 23; United Family 14; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkie Mkts. 18; Tic-Toc; Sami Quick Stop 8; Lil Shoppers 10; Mavar's 3; Super Duper 5.
Other Chain Stores-Thom McAn; Color Tile; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney; Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover; El Bee; Lerner's; Abraham's; Country Casuals; Children's Palace; Catherine's Stout; Fashion Barn; Tops and Bottoms; Birnbaums; Marwen's, Richmans 2; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Aamco Transmission; Singer Co.; Fabric Fair; King's (jewelry) 3; Jo-Ann Fabrics; The Appliance Store 2; Kelly & Cohen 2; Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Sami Quick Stop 8; Lil Shoppers 10; Joan Bari Bags; Mode O'Day; Mavar's 3; Super Duper 5; Ormonds; Parklane Hosiery; Petrix; Staumbaugh's 7; T.J. Maxx; Spencer Gifts; Waldenbooks; B. Dalton Bookseller; Zale's; Minnesota Fabrics; Garment Center; Radio Shack; Homemaker Shops; Maacao Auto; Color Your World; Tempo Fashions; World Wide Auto Stores.

14 - NEWSPAPERS: VINDICATOR (e) 99,830; (S) 152,081; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Gen. Adv. Mgr., VINDICATOR, Vindicator Sq., Youngstown, OH 44501; Tel. (216) 747-1471.
National Representative: Story & Kelly-Smith.

ZANESVILLE

1 - LOCATION: Muskingum County. E&P Map C-3. County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi. W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 40, 22 & I-70.

2 - TRANSPORTATION: Railroads-N&W, Chessie, Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,655; Loc. Est. 27,489
CZ-ABC: (80) 37,808; (84) 36,000
RTZ-ABC: (80) 76,108; (84) 80,200
County 80 Cen. 83,340; Loc. Est. 84,376
City & RTZ-ABC: (80) 113,916; (84) 116,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,211; Loc. Est. 11,096
CZ-ABC: (80) 14,478; (84) 13,900
RTZ-ABC: (80) 25,391; (84) 27,200
County 80 Cen. 29,442; Loc. Est. 30,525
City & RTZ-ABC: (80) 39,869; (84) 41,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$262,000,000
Savings & Loan	3	$254,000,000

6 - PASSENGER AUTOS: County 46,572

7 - ELECTRIC METERS: Residence 29,218

8 - GAS METERS: Residence 17,950

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Mfg. ($226); Trans. & Utilities ($290); Const. ($262).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-74; Summer 62-95; Fall 14-71; Winter 5-50. First killing frost, Oct. 8-20. Last killing frost, May 1-15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colony Square Mall(60)	5	JCPenney, Gray's, Sears, Horne's
Country Fair(25)	4	Kroger, Woolworth, Century House
Sunrise Center	2	Heck's, IGA
Zane Trail(18)	3	Big Bear, Hart's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Downtown Mon. & Fri. Mall Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Nader & Sons; Sears.
Discount Stores-Rink's Bargain City; Dollar Saver; K mart; Heck's; Century House.
Variety Stores-Kresge; Woolworth; Hart's; Scott's.
Chain Drug Stores-Revco 2; Thrift; SupeRx; Hart's; Gray.
Chain Supermarkets-Kroger 3; Big Bear 3.
Other Chain Stores-Moore's; Sherwin-Williams; Pittsburgh Plate Glass; Singer Co.; Margaretta Hat; Gallenkamp; Pic-Way; Rafield's; Artwill Dress; Robert's Men Store.

14 - NEWSPAPERS: TIMES RECORDER (m) 24,469; (S) 21,923; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Mgr. TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43701; Tel. (614) 452-4561.
National Representative: Thomson Newspapers.

OKLAHOMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Enid-Garfield County.
Fort Smith, Ark.-Okla.-Crawford and Sebastian Counties, Ark.; Sequoyah County, Okla.
Lawton-Comanche County.
Oklahoma City-Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties.
Tulsa-Creek, Osage, Tulsa, Rogers and Wagoner Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	197	233	261
5-14 Years	492	460	515
15-24 Years	449	563	630
25-44 Years	586	813	910
45-64 Years	537	580	649
65 and Over	299	376	420
TOTAL	2,560	3,025	3,385

Based on U.S. Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	331	542	1,151
General Mdse	684	1,093	2,170
Food	1,197	2,096	4,278
Automobiles	1,306	2,884	4,946
Gasoline Stations	438	655	1,477
Apparel	342	549	1,089
Furniture	266	423	895
Eat-Drink Places	370	715	1,667
Drugs	158	211	450
TOTAL SALES	5,527	9,228	19,686

ADA

1 - LOCATION: Pontotoc County. E&P Map E-3. County Seat. Industrial, education, medical, and residential center of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99. 81 mi. SE of OK City.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Oklahoma Transp.

3 - POPULATION:
Corp. City 80 Cen. 15,902; Loc. Est. 17,160
CZ-ABC: (80) 15,902; (84) 17,100
RTZ-ABC: (80) 65,844; (84) 74,100
County 80 Cen. 32,598; Loc. Est. 35,176
City & RTZ-ABC: (80) 81,746; (84) 91,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,440; Loc. Est. 7,141
CZ-ABC: (80) 6,440; (84) 7,000
RTZ-ABC: (80) 23,529; (84) 26,900
County 80 Cen. 12,268; Loc. Est. 13,588
City & RTZ-ABC: (80) 29,969; (84) 33,900

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$90,000,000
Commercial	3	$209,300,000

6 - PASSENGER AUTOS: County 17,305

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Glass Containers 440 ($265); Cement 165 ($320); Concrete Products N.A. ($150) Meat Packing 110 ($165); Brick 35 ($150); Garments 175 ($165); Feeds 100 ($200); Plastic Cups 450 ($165); Plastic and rubber products 350 ($225); Manufacture and service of oilfield drilling tools 100 ($275); Trap & Skeet Targets 50 ($175); Overhead Door Mfg. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Area-8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers-College: E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington: 800 Arlington Blvd.; Mini Mall, 119 N. B'dwy., 15 units; 600 N. B'dwy.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dillon's; Katz; C. R. Anthony.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; Wall's; Dollar General; K mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Humpty Dumpty; Safeway.
Other Chain Stores-Otasco; Goodyear; Singer Co.; S&Q Clothiers; Sears (catalog); Sherwin-Williams; Montgomery Ward Order-Auto Stores.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,165; (S) 9,762; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard C. Wells, Pub.; NEWS, 112-120 N. Broadway, Ada, OK 74820; Tel. (405) 332-4433.
National Representatives: Thomson Newspapers; Papert Companies.

ALTUS

1 - LOCATION: Jackson County. E&P Map C-3. County Seat. Situated on U.S. Hwys. 62, 283, 155 mi. SW of Oklahoma City.

2 - TRANSPORTATION: Railroads-Santa Fe; Frisco; Hollis & Eastern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midcontinent.

3 - POPULATION:
Corp. City 80 Cen. 23,101; Loc. Est. 23,934
County 80 Cen. 30,356; Loc. Est. 31,536

4 - HOUSEHOLDS:
City 80 Cen. 7,918; Loc. Est. 8,243
County 80 Cen. 10,543; Loc. Est. 11,162

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$152,694,000
Savings & Loan	3	$101,660,000

6 - PASSENGER AUTOS: County 14,896

7 - ELECTRIC METERS: Residence 9,877

8 - GAS METERS: Residence 7,941

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Chemical Fertilizer N.A. ($170); Feed Mfg. 30 ($150); Cotton Seed Processing 40 ($140); Asphalt Mixing 43 ($175); Cotton Compress 48 (N.A.); Altus AFB 4,183 ($281); University Education 650 ($304); Ladies Garments 90 ($137).

10 - CLIMATE: First killing frost, Nov. 7. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altus Plaza(24)	NA	JCPenney, Safeway, Zale's, Otasco
Bunker Hill(12)	NA	Anthony, Mont. Ward, Winn's, Furr's
Park Lane(8)	NA	Winn's, Ashley's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Sundays-Supermarkets; Winn's; Surplus City; TG&Y; K mart; Wal-Mart; Braum's; JCPenney.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Watkins.
Discount Stores-Altus Surplus City; K mart; Base Exchange; Wal-Mart; Osborne's.
Variety Stores-Winn's 2; Dollar General; TG&Y; Wal-Mart.
Chain Drug Stores-Bunker Hill; United Discount; Altus Drug; Revco.
Chain Supermarkets-United 2; Safeway.
Other Chain Stores-White's; Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Furr's; Montgomery Ward; Sherwin-Williams; World Clock & Fans; 7-Eleven; Radio Shack; Love's Country Stores.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,896; (S) 8,121; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jesse R. Turner, Gen. Mgr.; TIMES, 219 W. Commerce St., Altus, OK 73521; Tel. (405) 482-1221.
National Representative: Landon Associates.

ALVA

1 - LOCATION: Woods County. E&P Map C-1. County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. University Education: 160 mi. from Okla City; 120 mi. from Wichita, KS. On U.S. Hwys. 64, 281.

2 - TRANSPORTATION: Railroads-AT&SF (Santa Fe); CRI & PRR (Rock Island).
Motor Freight Carriers-4.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 6,416; Loc. Est. 6,643
County 80 Cen. 10,923; Loc. Est. 11,993

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EDITOR & PUBLISHER

4 - HOUSEHOLDS:
City 80 Cen. 2,584; Loc. Est. 2,663
County 80 Cen. 4,425; Loc. Est. 4,953

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$71,093,000

6 - PASSENGER AUTOS: County 6,257

7 - ELECTRIC METERS: Residence 2,808

8 - GAS METERS: Residence 2,491

9 - PRINCIPAL INDUSTRIES: Industry-Agriculture; Meat Packing; Tractors; Radio Airplane Repair & Rebuilding; Education.
Principal Pay Days-Sat.; 1 & 15; 5 & 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. First killing frost, Oct. 30. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-12 blocks at College & Okla. Blvd.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Anthony's; E.W. Tanner; Montgomery Ward; Sears.
Variety Stores-Wal-Mart.
Discount Stores-Dollar General.
Chain Drug Stores-Rexall; Holder-Southern; Ideal Pharmacy; Safeway Pharmacy.
Chain Supermarkets-Safeway; Ideal.

14 - NEWSPAPERS: REVIEW-COURIER (e-tues to fri; S) 3,725; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Larry P. Holt, Pub., REVIEW-COURIER, 622 Choctaw, PO Box 668, Alva, OK 73717; Tel. (405) 327-2200.
National Representative: Papert Companies.

ANADARKO

1 - LOCATION: Caddo County, E&P Map D-2, County Seat, 70 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

2 - TRANSPORTATION: Railroads-Rock Island.
Motor Freight Carriers-3.
Intercity Bus Line-Oklahoma Transportation Company.

3 - POPULATION:
Corp. City 80 Cen. 6,378; Loc. Est. 6,975
County 80 Cen. 30,905; Loc. Est. 34,391

4 - HOUSEHOLDS:
City 80 Cen. 2,355; Loc. Est. 2,562
County 80 Cen. 11,069; Loc. Est. 12,608

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$83,804,000
Savings & Loan	2	$155,224,912

6 - PASSENGER AUTOS: County 15,871

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: Residence 2,740

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carpet Mfg. 355; Elect. Generation 349; Peanut Shelling 135; Bureau of Indian Affairs, 756 Wage Earners; City employees 124. (Gross payroll yearly 14.3 million dollars).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11 - TAP WATER: Neutral, soft; not fluoridated.

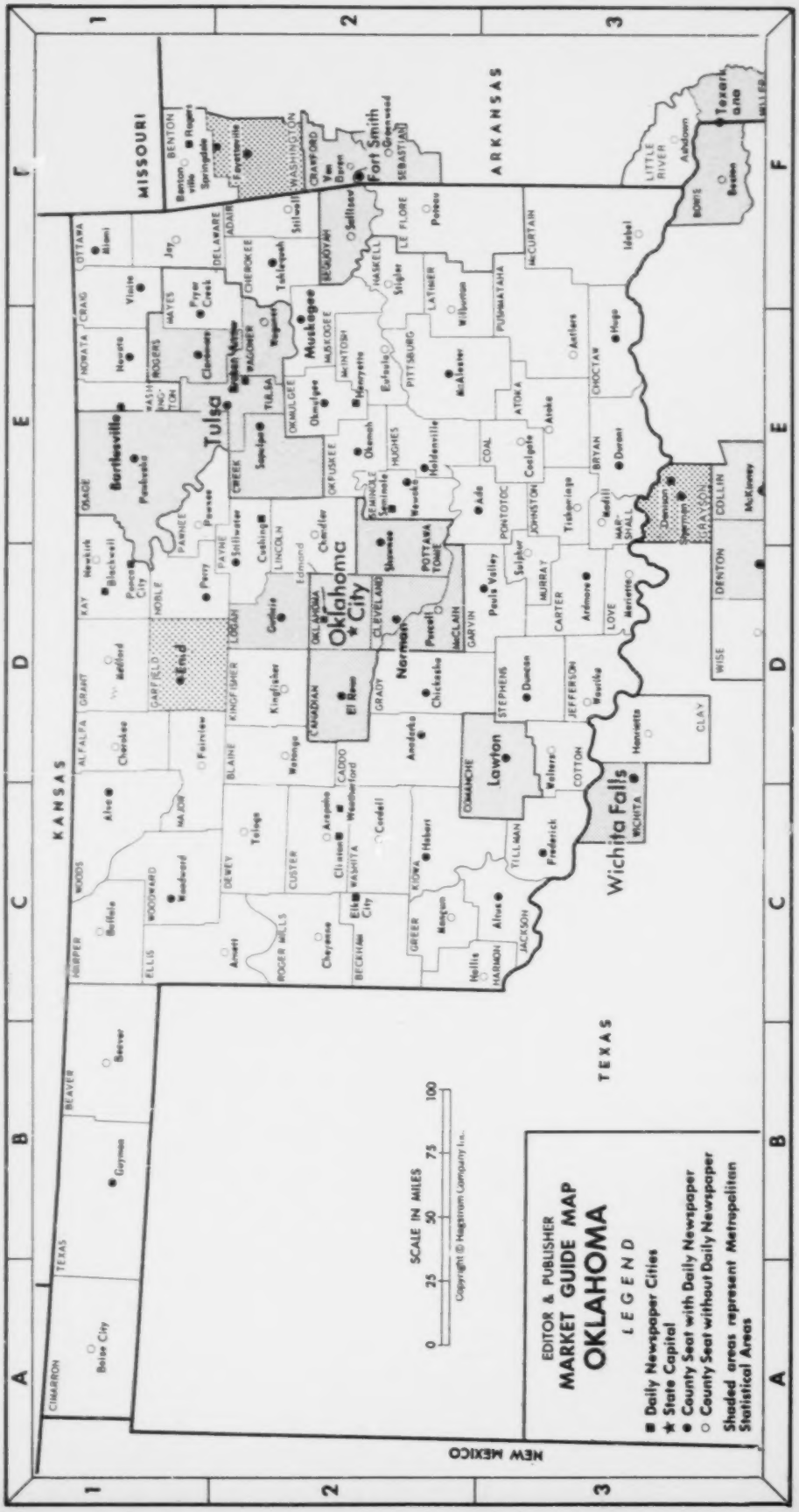
12 - RETAILING: Shopping Centers-Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).
Principal Shopping Days-Fri., Sat.; Food-Wed.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; Famous; George's; The Green Apple.
Discount Stores-Wal-Mart; TG&Y; Dollar General Stores.
Chain Supermarkets-Safeway; Bestyet Discount Foods; Warehouse Discount Foods.
Other Chain Stores-Otasco; Wag-A-Bag; Montgomery Ward (catalog); Sears (catalog); Radio Shack; White's (Auto); True Value.
Other Stores-Jay's Jewelry; Allen Western Wear; Brenda's Tot' n' Teen; B&M Sports; Grady's Shoes; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts; Jarvis Furniture; Hallmark.

14 - NEWSPAPERS: NEWS (e-mon to fri; wknd) 6,293; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Vic Bryan, Jr., Adv. Mgr., NEWS, 117-119 E. Bdwy, Anadarko, OK 73005; Tel. (405) 247-3331.
National Representatives: Papert Companies; Oklahoma Press Service.

ARDMORE

1 - LOCATION: Carter County, E&P Map D-3, County Seat. In Southern part of state, 33 mi. from TX border; 95 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth, TX. On U.S. Hwys. 70, 77, I-35; State Hwys. 53, 76, 18, 22.


MISSOURI
ARKANSAS
KANSAS
TEXAS
NEW MEXICO
Tulsa
Oklahoma City
Norman
Lawton
Wichita Falls
Enid
Bartlesville
Muskogee
Fort Smith
Texarkana
Ardmore
Shawnee
Ponca City
Stillwater
Guthrie
Edmond
Chickasha
El Reno
Duncan
Altus
Hobart
Frederick
Elk City
Woodward
Alva
Guymon
Boise City
Beaver
Perry
Cushing
Sapulpa
Okmulgee
Idabel
Hugo
Durant
Poteau
Sallisaw
Tahlequah
Vinita
Miami
Claremore
Pryor Creek
Henryetta
Holdenville
Seminole
Wewoka
Ada
Coalgate
Atoka
Antlers
Talihina
Wilburton
Stigler
Haskell
Checotah
Eufaula
McAlester
Pittsburg
Durant
Madill
Marietta
Sulphur
Paoli Valley
Tishomingo
Purcell
Blanchard
Newcastle
Moore
Midwest City
Del City
Choctaw
Harrah
Jones
Luther
Arcadia
Edmond
Guthrie
Kingfisher
Watonga
Geary
Hydro
Weatherford
Clinton
Cordell
Sayre
Elk City
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Welch
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Springdale
Rogers
Bentonville
Gravette
Decatur
Gentry
Siloam Springs
Fayetteville
Prairie Grove
Huntsville
Eureka Springs
Berryville
Green Forest
Harrison
Yellville
Mountain Home
Norfork
Cotter
Gassville
Flippin
Salesville
Mountain View
Calico Rock
Batesville
Cushman
Newport
Jacksonville
Cabot
Beebe
Searcy
Bald Knob
Augusta
Des Arc
Hazen
Stuttgart
DeWitt
Dumas
McGehee
Lake Village
Eudora
Crossett
Hamburg
Fordyce
Bearden
Camden
Magnolia
Stamps
Lewisville
Texarkana
Ashdown
De Queen
Mena
Hot Springs
Malvern
Arkadelphia
Gurdon
Prescott
Nashville
Hope

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-America; Okla. Trans.; Continental; Denco; Jordan; S.W. Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,689; Loc. Est. 26,406
CZ-ABC: (80) 23,689; (84) 25,500
RTZ-ABC: (80) 55,800; (84) 64,300
County 80 Cen. 43,610; Loc. Est. 46,685
City & RTZ-ABC: (80) 79,569; (84) 89,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,261; Loc. Est. 10,453
CZ-ABC: (80) 9,261; (84) 10,100
RTZ-ABC: (80) 20,615; (84) 24,000
County 80 Cen. 16,296; Loc. Est. 17,893
City & RTZ-ABC: (80) 29,876; (84) 34,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$300,500,724
Savings & Loan	3	$55,883,270

6 - PASSENGER AUTOS: County 23,546

7 - ELECTRIC METERS: Residence 10,724

8 - GAS METERS: Residence 8,226

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refining 375; Oil Exploration 1,700; Leather Goods, Mfg. 200; Tires 2,500; Electronic Eqpt.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 2 on N Wash.; 4 on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardmore Mall(9)	NA	TG&Y, Mont. Ward
Broadlawn(10)	NA	Red & White
Mid-Way(13)	NA	T&M Phmcy., Larrys
Tiffany Plaza(6)	NA	Anthony's, Bestyet Food, TG&Y
Mountain View Mall(24)	NA	K mart, Beall's, JCPenney

Principal Shopping Days-Tues., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon.; Food-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Daube's; JCPenney; Montgomery Ward; C.R. Anthony; Beall's.
Variety Stores-TG&Y; Frank's Variety.
Discount Stores-Wal-Mart, K mart; TG&Y.
Chain Drug Stores-Rexall, I.D.L.; Reavis; Family Drugs.
Chain Supermarkets-Foodway; Safeway; Dicus; IGA; Standard Humpty Dumpty; Draper's; Red & White; Bestyet; Winn-Dixie 2.
Other Chain Stores-White's Auto; The Automotive; Singer Co.; Goodrich; Goodyear; Firestone; Babcock.

14 - NEWSPAPERS: ARDMOREITE (e-mon to fri) 13,757; (S) 15,878; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE, 117 W. Broadway, PO Box 1328, Ardmore, OK 73401; Tel. (405) 223-2200.
National Representative: Landon Associates.

BARTLESVILLE

1 - LOCATION: Washington County, E&P Map E-1, County Seat. Center of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy 123; 49 mi. N of Tulsa, Okla.; 306 mi. NE of Dallas, TX; 199 mi. S of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Intercity Bus Lines-K.G. Lines, Inc.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 34,568; Loc. Est. 37,579
CZ-ABC: (80) 41,993; (84) 46,300
RTZ-ABC: (80) 26,560; (84) 29,900
County 80 Cen. 48,113; Loc. Est. 52,305
City & RTZ-ABC: (80) 68,553; (84) 76,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,761; Loc. Est. 15,301
CZ-ABC: (80) 16,527; (84) 18,400
RTZ-ABC: (80) 10,264; (84) 11,800
County 80 Cen. 20,742; Loc. Est. 20,917
City & RTZ-ABC: (80) 26,791; (84) 30,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$388,760,102
Savings & Loan	3	$236,990,720

6 - PASSENGER AUTOS: County 32,878

7 - ELECTRIC METERS: Residence 14,639

8 - GAS METERS: Residence 14,788

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil co. employees (clerical, engineering, research, plastics) 7,404; Retail selling 6,960; Oil field supply and manufacturing 1,627; Zinc smelting 394; Payroll est. $1,422,380.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Seasonal Averages-Spring 57; Summer 72; Fall 59; Winter 47.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers Downtown-3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone; 5 on Frank Phillips Blvd.; 85 retail stores including Zale's, Martin's, Otasco, Piper Furniture, Brown's Shoe Fit.
Neighborhood Shopping Centers-Limestone Complex; East Bartlesville Complex (22 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland(38)	NA	JCPenney, Mont. Ward
The Quarters(15)	NA	
Pennington Hills Plaza	NA	IGA, Otasco, Mays Drug
Washington Mall(70)	NA	Dillard , Sear

Principal Shopping Days-Mon., Sat.
Stores Open Sundays-9 Food; 6 Drug. Shopping Centers open Thur. evenings & Sundays.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Martin's; Montgomery Ward; JCPenney; Sears; Peters; Vandevers; Dillard.
Discount Stores-Wal-Mart; K mart; Aim.
Chain Drug Stores-Rexall 2; Revco; Mays.
Chain Supermarkets-Bestyet; IGA; Safeway 2; Landers 3; Thrift-T-Wise AG 3; H & H Foodcenter; United.
Other Chain Stores-Ostasco; Firestone; Mode O'Day; Hemn's; Edward's; Goodyear; Payless Shoes; S & H Green Stamps; Radio Shack; Sherwin-Williams; County Killarney; Zale's Jewelry; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: EXAMINER-ENTERPRISE (e-mon to fri) 13,874; (S) 15,486; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Miller, Adv. Dir., EXAMINER-ENTERPRISE, PO Box 1278, Bartlesville, OK 74005; Tel. (918) 336-1600.
National Representative: Papert Companies.

BLACKWELL

1 - LOCATION: Kay County, E&P Map D-1. Residential center on Chickasha River in fine agricultural area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,400; Loc. Est. 9,066
CZ-ABC: (80) 8,400; (84) 8,600
RTZ-ABC: (80) 20,055; (84) 20,800
County 80 Cen. 49,852; Loc. Est. 54,365
City & RTZ-ABC: (80) 28,455; (84) 29,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344; Loc. Est. 3,779
CZ-ABC: (80) 3,344; (84) 3,500
RTZ-ABC: (80) 7,791; (84) 8,200
County 80 Cen. 19,431; Loc. Est. 21,749
City & RTZ-ABC: (80) 11,135; (84) 11,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$88,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 31,449

7 - ELECTRIC METERS: Residence 3,757

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Foundry 80; Gas 38; Foods 38; Oil 250; Corset 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Graves Drug; Rexall; Safeway; United; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony's; Peter's.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Fey's; Safeway; United of Oklahoma.
Other Chain Stores-Wal-Mart; Otasco; Radio Shack.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 3,914; (S) 4,047; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.
National Representatives, Papert Companies.

BROKEN ARROW

1 - LOCATION: Tulsa County (In Tulsa MSA). E&P Map E-2. County Seat. 18 mi. SE of Tulsa. NE portion of state.; on I-44, U.S. Hwys. 66, 69; State Hwy. 33.

2 - TRANSPORTATION: Railroads-Missouri, Kansas, Texas.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Major airlines at Tulsa.

3 - POPULATION:
Corp. City 80 Cen. 35,761; Loc. Est. 38,402
County 80 Cen. 470,593; Loc. Est. 505,340
MSA 80 Cen. 657,367; Loc. Est. 711,474

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,618; Loc. Est. 12,928
County 80 Cen. 18,, 620; Loc. Est. 199,575
MSA 80 Cen. 246,380; Loc. Est. 272,561

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$1,288,653,873
Commercial	4	$95,162,263

6 - PASSENGER AUTOS: County 311,315

7 - ELECTRIC METERS: Residence 17,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Oil Field Prods.; Feedmill; Manufactures-Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas bowes; Gas fittings; Boat parts; Ambulances; Electronic structure; Atmosphere coolers; Thermoweld products; Cultured marble. Agriculture-Pecans; Grain; Dairy Cattle; Quarterhorses.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Non-alkaline; medium.

12 - RETAILING: Principal Shopping Areas-400 block N. Main St.; 1600 block S. Main St.; 1802-1822 S. Main St.; SWC81 St. Elm Pl.; 1300 N. Elm Pl.; 91st. St. Elm Pl.; 81st S. Elm Pl.; 1400 E. Kenosha; 800 block W. Kenosha; 8100 S. Lynn Lane.
Neighborhood Shopping Centers-Sequoyah; Boardwalk; Vandever; Downtown; Arrow Village; Broken Arrow Mall (38 stores); Broken Arrow Plaza (15 stores); Central Park Mall; Lynn Lane Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oakcrest(15)	NA	Bud's Thrif-T-Wise
Sequoyah Ctr.	NA	IGA
Towne East	NA	Skaggs
Woodland Hills	NA	Sears, Dillard, John Brown

Principal Shopping Days-Wed., Fri. & Sat.
Stores Open Evenings-Wal-Mart, K mart.

13 - RETAIL OUTLETS: Department Stores-Peter's; Anthony's; Frougs.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Ross; May's; Eckerd.
Chain Supermarkets-Safeway 2; Warehouse Market; IGA; Skaggs; Bud's Thrif-T-Wise.
Other Chain Stores-Goodyear; Otasco; Handy Dan.

14 - NEWSPAPERS: LEDGER (e) 7,547; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: John Brown, Adv. Dir., LEDGER, 524 S Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.
National Representative: Landon Associates.

CHICKASHA

1 - LOCATION: Grady County, E&P Map D-2, County Seat. On Washita River (tributary of Red River), 50 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19.

2 - TRANSPORTATION: Railroads-C.R.I. & P.; St. L.S.F.
Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Transp.; Mid-Continent; Denco.

3 - POPULATION:
Corp. City 80 Cen. 15,828; Loc. Est. 17,797
CZ-ABC: (80) 15,828; (84) 17,000
RTZ-ABC: (80) 28,539; (84) 34,400
County 80 Cen. 39,490; Loc. Est. 44,403
City & RTZ-ABC: (80) 44,367; (84) 51,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,229; Loc. Est. 7,116
CZ-ABC: (80) 6,229; (84) 6,800
RTZ-ABC: (80) 9,915; (84) 12,100
County 80 Cen. 14,302; Loc. Est. 16,451
City & RTZ-ABC: (80) 16,144; (84) 18,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$134,668,000
Savings & Loan	1	$24,048,056

6 - PASSENGER AUTOS: County 18,964

7 - ELECTRIC METERS: Residence 5,905

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops N.A.; Foods 125; Mobile Homes 200; Trailers 350; Maremont Corp. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11 - TAP WATER: Alkaline, very hard (lake water).

12 - RETAILING: Principal Shopping Center-4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shopping Center at 9th & Grand; Shopping Center 4th & Grand.
Principal Shopping Days-Department Stores-Thur., Sat.; Food-Fri., Sat.
Stores Open Evenings-Thur.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Dixie; Montgomery Ward; JCPenney; Anthony; Hick's.
Variety Stores-Ben Franklin; TG&Y; Dollar General.
Discount Stores-Gibson's, Wal-Mart.
Chain Drug Stores-Rexall; Family Drugs.
Chain Supermarkets-Safeway; Humpty Dumpty; Red Bud.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 5,294; (S) 6,201; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Brenda Haney, Adv. Mgr., EXPRESS, 302 N. 3rd St., Chickasha, OK 73018; Tel. (405) 224-2600.
National Representative: Papert Companies.

CLAREMORE

1 - LOCATION: Rogers County (In Tulsa MSA). E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88, Will Rogers Tpke., Will Rogers Freeway.

2 - TRANSPORTATION: Railroads-Missouri Pacific, Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,085; Loc. Est. 14,857
County 80 Cen. 46,436; Loc. Est. 52,340
MSA 80 Cen. 657,367; Loc. Est. 711,474

4 - HOUSEHOLDS:
City 80 Cen. 4,460; Loc. Est. 5,652
County 80 Cen. 15,650; Loc. Est. 18,012
MSA 80 Cen. 246,380; Loc. Est. 272,561

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$124,363,806
Savings & Loan	2	$78,179,703

6 - PASSENGER AUTOS: County 30,194

7 - ELECTRIC METERS: Residence 6,024

8 - GAS METERS: Residence 6,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 300 ($400); Motor Controls 60 (N.A.); Submersible Pump 800 ($420); Glass Coating 175 (N.A.); Cylinder 100 ($320); Cable 125 (N.A.); Custom Stamping 40 ($340); Farm Equipment 18 ($346); Bearings 100 ($400); Steel 125 ($400); Oil Equipment 125 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12. Last killing frost, Mar. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Will Rogers Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ne-Mar(24)	NA	Otasco, Sears, Humpty Dumpty
Plaza Ctr.(4)	1	TG&Y, Coast-to-Coast

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; C.R. Anthony.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; Discount City.
Chain Drug Stores-Wal-Mart; Humpty-Dumpty; Warehouse Mkt.
Chain Supermarkets-Safeway; Warehouse; Humpty-Dumpty; Giant; Hobo.

14 - NEWSPAPERS: PROGRESS (e-tues to fri) 7,186; (S) 7,275; sworn June 26, 1984.
Local Contact for Advertising and Merchandising Data: Donn Dodd, Gen. Mgr./Ed., PROGRESS, 315 W. Will Rogers, Claremore, OK 74017; Tel. (918) 341-1101.
National Representative: Papert Companies; Oklahoma Press Service.

CLINTON

1 - LOCATION: Custer County. E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 66, 183 and I-40.

2 - TRANSPORTATION: Railroads-C.R.I. & Pac. St. San Fran. (Frisco); AT&SF-Santa-Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,796; Loc. Est. 10,217
County 80 Cen. 25,995; Loc. Est. 30,007

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,360; Loc. Est. 4,002
County 80 Cen. 9,482; Loc. Est. 11,211

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$116,421,547
Savings & Loan	2	$46,893,448

6 - PASSENGER AUTOS: County 15,156

7 - ELECTRIC METERS: Residence 3,787

8 - GAS METERS: Residence 3,696

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. Proc. 693 ($300); Precision Instr. 68 ($295); Mach. Shops 210 ($265); Brick & Tile 233 ($288); Soft Goods 1,001 ($265); Food Processing 620 ($275); Oil Field Supply 835 ($528); Other 840 ($330).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11 - TAP WATER: Less than 300 parts per million dissolved solids.

12 - RETAILING: Neighborhood Shopping Centers-J.C. Lane; Darko Square West, K mart; Wal-Mart. **Principal Shopping Days**-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Simon's; C.R. Anthony; JCPenney; Guthrie's; Sears; Montgomery Ward.
Discount Stores-Wal-Mart; TG&Y; K mart.
Variety Stores-TG&Y Family Center.
Chain Drug Stores-S & D 2; Salisbury's.
Chain Supermarkets-Safeway; United; Puckett's.
Other Chain Stores-White Auto; Otasco; S & H Green Stamps.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,253; (S) 5,390; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Editor, NEWS, 522 Avant Ave.; PO Box 489; Clinton, OK 73601; Tel. (405) 323-5151.
National Representative: None.

CUSHING

1 - LOCATION: Payne County. E&P Map E-2. Situated on State Hwys. 18, 33; 58 mi. W of Tulsa, 76 mi. E of Oklahoma City.

2 - TRANSPORTATION: Railroads-Santa Fe; MKT.
Motor Freight Carriers-4.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 7,720; Loc. Est. 8,380
County 80 Cen. 62,435; Loc. Est. 67,160
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,222; Loc. Est. 3,651
County 80 Cen. 22,119; Loc. Est. 24,388

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,086,400
Savings & Loan	2	$10,000,000

6 - PASSENGER AUTOS: County 29,962

7 - ELECTRIC METERS: Residence 3,153

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil 1,275; Food 300; Metal Casting 225; Trucking 180; Boats 25.
Industrial Pay Days-9th & 24th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11 - TAP WATER: Neutral, 15 grains hard; chlorinated.

12 - RETAILING: Principal Shopping Centers-15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts.; Summit Ridge (east edge of city). **Principal Shopping Days**-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Peters; Montgomery Ward; Sears.
Variety Stores-TG&Y Family Center.
Discount Stores-Brittain's; Wal-Mart.
Chain Drug Stores-Vee (IDL); City (IDL); Revco.
Chain Supermarkets-Escott's; IGA.
Other Chain Stores-Otasco Supply; Payne County Creamery; Hughes Lumber; Meadow Gold Dairy; Coast-to-Coast; Cato's.

14 - NEWSPAPERS: CITIZEN (e-mon to fri; S) 3,726; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Don A. Kinney, Gen. Mgr., CITIZEN, 115 S. Cleveland, Cushing, OK 74023; Tel. (918) 225-3333.
National Representative: Papert Companies.

DUNCAN

1 - LOCATION: Stephens County. E&P Map D-3. County Seat. Industrial and residential center. 92 mi. SW of Oklahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-Oklahoma Transport.

3 - POPULATION:
Corp. City 80 Cen. 22,517; Loc. Est. 24,836
CZ-ABC: (80) 22,517; (84) 24,800
RTZ-ABC: (80) 26,580; (84) 30,500
County 80 Cen. 43,419; Loc. Est. 47,890
City & RTZ-ABC: (80) 49,097; (84) 55,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,981; Loc. Est. 10,093
CZ-ABC: (80) 8,981; (84) 10,000
RTZ-ABC: (80) 9,750; (84) 11,200
County 80 Cen. 16,512; Loc. Est. 18,685
City & RTZ-ABC: (80) 18,731; (84) 21,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$280,590,825
Savings & Loan	3	$165,511,788

6 - PASSENGER AUTOS: County 26,130

7 - ELECTRIC METERS: Residence 10,928

8 - GAS METERS: Residence 8,726

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Oil Field Services, Research, Development & Equip. Mfg. 3,250 ($360); Clothing Mfg. 315 ($200); Farm Eqpt. Mfg. 30 ($225); Horse Trailer Mfg. 20 ($270); Foundry 86 ($320); Oil Co. Area Office 42 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 3 blocks on Bois D-Arc; 1 on Peach; 1 on Beech; 4 on E. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McCasland(2)	NA	Duncan Drug
Ward Mall(24)	NA	Jones, Mont. Ward, Woolworth
Elk Plaza(15)	NA	Goodner's, TG&Y, C.R. Anthony
Sledge Center(2)	NA	Goodners, R&S Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most Thur., some Sat.
Stores Open Sundays-Food and Drug; some in Ward Mall; K mart, TG&Y; Surplus City; Atwoods.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Anthony; JCPenney; Crutcher's; Sears; Watkins; Albin's.
Discount Stores-Surplus City; Gibson's; K mart; TG&Y; Woolworth; Whites.
Drug Stores-R & S 3; Duncan Discount Drug; Star Discount Pharmacy 2.
Variety Stores-Dollar General; TG&Y.
Chain Supermarkets-Goodner's (Scrivner Inc.) 3; Safeway; Jones.
Other Chain Stores-Okla. Tire; Zale's; Jewel Box; Firestone; Gallenkamp Shoes; Dollar General; Pay-Less Shoes; Atwoods.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,336; (S) 12,712; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Carl Bowers, Adv. Dir., BANNER, PO Box 1268, Duncan, OK 73534; Tel. (405) 255-5354.
National Representative: Papert Companies.

DURANT

1 - LOCATION: Bryan County. E&P Map E-3. County Seat. 165 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 70E; U.S. 69, 70, 75.

2 - TRANSPORTATION: Railroads-MK&T, main line Burlington Northern; KO&G.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Jordan; Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,972; Loc. Est. 13,291
County 80 Cen. 30,535; Loc. Est. 30,046

4 - HOUSEHOLDS:
City 80 Cen. 4,769, Loc. Est. 5,228
County 80 Cen. 11,619; Loc. Est. 12,608

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$169,247,972
Savings & Loan	2	$73,559,950

6 - PASSENGER AUTOS: County 14,942

7 - ELECTRIC METERS: Residence 8,697

8 - GAS METERS: Residence 6,115

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Peanut & Cotton Processing; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prod.; Toys; Women's Clothing; Rebuilding Turbine Engines.

10 - CLIMATE: Average Temp.-Spring 63; Summer 82; Fall 65; Winter 44.

11 - TAP WATER: Alkaline, average hardness; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(6)	1	TG&Y, Bestyet, Anthony's
Northwest Heights(5)	1	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Anthony; JCPenney; Naifeh's; Durant Mercantile; Albins.
Variety Stores-Winn's; TG&Y; K mart; Trails End.
Chain Drug Stores-Rexall; Gibson.
Chain Supermarkets-Safeway; Best Yet Foods; Winn-Dixie.
Other Chain Stores-Goodyear; Babcock's; Western Auto; Otasco; Dollar General Store; Sears (catalog); Payless Shoe Stores; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 6,123; (S) 6,123; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Paula Howell, Adv. Mgr., DEMOCRAT, 200 W. Beech, Durant, OK 74701; Tel. (405) 924-4388.
National Representative: Papert Companies.

EDMOND

1 - LOCATION: Oklahoma County (In Oklahoma City MSA). E&P Map D-2; In Central Oklahoma, 15 miles N of Oklahoma City at the Junction of U.S. Hwys. 66, 77 & I-35.

2 - TRANSPORTATION: Railroads-Amtrak; Rock Island & Sante Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O Lines.
Airlines-American; Continental; TWA; Southwest; Frontier; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 34,637; Loc. Est. 36,514
County 80 Cen. 568,933; Loc. Est. 608,675
MSA 80 Cen. 860,969; Loc. Est. 937,786
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,831; Loc. Est. 12,523
County 80 Cen. 220,580; Loc. Est. 241,536
MSA 80 Cen. 321,546; Loc. Est. 358,077

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$317,000,000
Savings	9	$4,350,000,000

6 - PASSENGER AUTOS: County 397,656

7 - ELECTRIC METERS: Residence 15,115

8 - GAS METERS: Residence 12,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Education 1,362; Furniture/Fixtures 197; Food 320; Light Industry 250; Warehouse 148.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-88; Summer 50-108; Fall 36-98; Winter 3-86. First killing frost, Oct. 14. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Downtown on Broadway (27 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edmond Plaza(17)	1	TG&Y
Bryant Sq.(33)	1	TG&Y, Anthony's, Beall's
Kickingbird Plaza(8)	1	NA
Broadway South(20)	NA	
Market Place(25)	3	Wynn's
North Oaks(13)	2	Hyde Rx, Wynn's
Eagle Crest(2)	4	Food World
Shepherd Mall (83)	14	TG&Y, JCPenney, Dillard
Quail Springs (180)	NA	JCPenney, Sears, Dillard
Penn Square(50)	11	Mont. Ward, John A. Brown
North Park Mall(40)	7	Streets, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening until 9 TG&Y; JCPenney; Montgomery Ward; John A Brown; Safeway; Sears; Wal-Mart; IGA; Beall's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Dillards; John A Brown; C.R. Anthony; Beall's.
Discount Stores-TG&Y 3; Wal-mart.
Chain Supermarkets-Safeway 3; Humpty; IGA 3; FoodWorld 3.
Other Chain Stores-Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Western Auto; Otasco; Ramsey Fabrics; Payless Cashways; Big 'L' Lumber.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 7,995; Oct. 1, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Ed Livermore, Jr., Pub., SUN, 123 S. Broadway; PO Box 2470, Edmond, OK 73083; Tel. (405) 341-2121.
National Representatives: U.S. Suburban Press; Oklahoma Press Service.

ELK CITY

1 - LOCATION: Beckham County. E&P Map C-2. Midway on Will Rogers U.S. 66 (I-40) Hwy. bet. Okla. City and Amarillo.

2 - TRANSPORTATION: Railroads-Farmrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,579; Loc. Est. 11,440
County 80 Cen. 19,243; Loc. Est. 22,994

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,749; Loc. Est. 4,510
County 80 Cen. 7,476; Loc. Est. 9,175

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$132,000,000
Savings & Loan	3	$190,000,000

6 - PASSENGER AUTOS: County 11,819

7 - ELECTRIC METERS: Residence 4,304

8 - GAS METERS: Residence 4,621

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Industry 3,000 ($500); Food 400 ($240); Machine Shop 54 (N.A.)
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10. Last killing frost, Dec. 4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.

Neighborhood Shopping Centers-Westgate Shopping Center 2600 to 3000, W 3rd; 900 to 2200 blocks, W 3rd (Hwy. 66); 3 blocks, N Van Buren; 20th to 25th Sts. on South Main.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Retail Stores Open Evenings-Wal-Mart; TG&Y; K mart.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Saied's; Jones; Khouries; Ryan & Elliott's; Atwood's; Fashion Corner; June's.
Variety Stores-TG&Y; Dollar General.
Discount Stores-K mart; Wal-Mart.
Chain Drug Stores-Family Drugs; Puckett's; United; Safeway; Paul Jones; Swartz.
Chain Supermarkets-Safeway; Johnson Superette; Puckett's 2; United Super.
Other Chain Stores-White's Auto; Midwest Farms Supply (John Deere); Elk City Lbr. (Higgambotham-Barlett); Okla Tire & Supply; S&H Green Stamps; Case Power & Equip.; Lad n' Lassie; McKesson's; Love's; Wag-A-Bag; A & A Lumber; Currell's Lumberjack; Western Lumber.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,814; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway, PO Box 1037, Elk City, OK 73648; Tel. (405) 225-3000.
National Representative: Landon Associates.

EL RENO

1 - LOCATION: Canadian County (In Oklahoma City MSA). E&P Map D-2. County Seat. 30 mi. W of Oklahoma City at intersection of U.S. 66, 81 & 270, I-40.

2 - TRANSPORTATION: Railroads-Oklahoma, Kansas and Texas (OKT); North Central.
Intercity Bus Lines-Southwest Trailways; Greyhound; Mid-Continent Trailways.
Airlines-30 minutes from Will Rogers airport connecting with American, Continental, Eastern, Frontier, Pan Am, Southwest, Texas Int'l., TWA, United; Trio Charter Service, Mustang Field, El Reno, Air Midwest, Delta.
Motor Freight Carriers-1

3 - POPULATION:
Corp. City 80 Cen. 15,486; Loc. Est. 18,280
County 80 Cen. 56,452; Loc. Est. 65,401
MSA 80 Cen. 860,969; Loc. Est. 937,786
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,521; Loc. Est. 6,584
County 80 Cen. 18,648; Loc. Est. 22,015
MSA 80 Cen. 321,546; Loc. Est. 358,077

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$130,055,520
Savings & Loan	3	$110,462,782

6 - PASSENGER AUTOS: County 33,554

7 - ELECTRIC METERS: Residence 5,909

8 - GAS METERS: Residence 5,354

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Government 480 ($177); Mfg. 600 ($196); Constr. 279 ($172); Mining-Oil & Gas 100 ($290).

10 - CLIMATE: Min. & Max. Temp. Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10. Last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St., Canadian Square Shopping Center, Rt.66 & Rt.81, (11 stores), Country Club Square Shopping Center, I-40 & Country Club Dr. (12 stores).
Neighborhood Shopping Centers-Elm Plaza; 3 blks on Elm and 3 blks on Choctaw (14 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yukon	12	Town Plaza
Okarche	10	Eischen's
Calumet	13	Marye's, Wall's
Union City	12	Wright's
Plaza	NA	Humpty-Dumpty

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Groceries 6, Drugs, Variety 2; Downtown open Thur. evenings.
Stores Open Sundays-1 drug, 4 groceries.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's; Don's; C.R. Anthony.
Variety Stores-TG&Y.
Chain Drug Stores-Humpty-Dumpty; Revco Drug; Wal-Mart.
Chain Supermarkets-Safeway; IGA; Thrif-T-Wise; Humpty-Dumpty; Best Yet; Grider's.
Other Chain Stores-Goodyear; Davis Paint; Okla. Tire & Supply; El Reno Lumber; Felt's Shoes; National; PayLess Shoes; Sears; Radio Shack; Braums.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri;S) 5,157; sworn Oct. 4, 1983.
Local Contact for Advertising and Merchandising Data: Sandra Hart, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.
National Representative: Papert Companies.

ENID

1 - LOCATION: Garfield County (MSA). E&P Map D-1. County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City; 129 mi. W of Tulsa.

2 - TRANSPORTATION: Railroads-Sante Fe; Burlington Northern; Rock Island.
Intercity Bus Lines-Mid-Continent; MK&O Lines.
Airlines-Metro.
Motor Freight-13 Lines.

3 - POPULATION:
Corp. City 80 Cen. 50,360; Loc. Est. 54,450
CZ-ABC: (80) 54,327; (84) 58,900
RTZ-ABC: (80) 55,031; (84) 58,900
County/MSA 80 Cen. 62,820; Loc. Est. 67,918
City & RTZ-ABC: (80) 109,358; (84) 117,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,463; Loc. Est. 21,422
CZ-ABC: (80) 20,799; (84) 22,800
RTZ-ABC: (80) 21,069; (84) 22,800
County/MSA 80 Cen. 23,844; Loc. Est. 26,360
City & RTZ-ABC: (80) 41,868; (84) 45,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$570,419,290
Savings & Loan	5	$836,509,687

6 - PASSENGER AUTOS: County 37,693

7 - ELECTRIC METERS: Residence 19,600

8 - GAS METERS: Residence 16,782

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Well Drilling 898 ($340); Construction 1,180 ($320); Mfg. 2,700 ($290); Public Utilities 210 ($260); Trades 5,850 ($200); Finance and Insurance 800 ($240); Service Industries 2,630 ($210); Misc. 1,080 ($180).
Principal Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Nov. 4. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on ten streets.
Neighborhood Shopping Centers-3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Rd.; 2 on W. Willow.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Van Buren Sq.	2	Otasco, Boys Mkt.
Indian Hills(13)	2	Phillips Drugs
West Gate	2	Evans, Wacker's
Sunset Plaza(33)	2	Safeway, Zale's, Mode O'Day, TG&Y
North Gate	2	Evans Drug
Varsity Square	3	Best Yet, TG&Y, United Food, K mart

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Newman's; C.R. Anthony; JCPenney; Coldiron's; Montgomery Ward; Sears; Dillard.
Discount Stores-TG&Y Family Center; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Evans 3; Scheffe's 3; Family Pharmacy; Scrivo.
Chain Supermarkets-Safeway 3; Roy's; United 3; Boy's 3.
Other Chain Stores-Singer Co.; Firestone; Oklahoma Tire; Zale's Jewelers; Bell Jewelers; Davis Paint; Lerner; National Building Center; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.; Boise Cascade.

14 - NEWSPAPERS: NEWS (m-tues to fri) 20,250; EAGLE (e-mon to fri) 9,660; (sat) 26,421; (S) 27,869; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Calvin Wylie, Adv. Mgr., EAGLE-NEWS, PO Box 1192, Enid, OK 73702; Tel. (405) 233-6600.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Tillman County. E&P Map C-3. County Seat. Agricultural center in extreme SW corner of state. On U.S. Hwy. 183 and State Hwy. 5. 60 mi. NW of Wichita Falls, TX; 155 mi. from Oklahoma City.

2 - TRANSPORTATION: Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 6,153; Loc. Est. 6,542
County 80 Cen. 12,398; Loc. Est. 13,163

4 - HOUSEHOLDS:
City 80 Cen. 2,384; Loc. Est. 2,571
County 80 Cen. 4,681; Loc. Est. 5,136

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$49,368,000
Savings & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 5,200

7 - ELECTRIC METERS: Residence 2,612

8 - GAS METERS: Residence 2,514

9 - PRINCIPAL INDUSTRIES: Industry, No. of Earners-Leather Goods 260; Cotton Proc. 100; Cotton Seed 40; Hospital 98.
Principal Industrial Pay Days-Wed., Thur., Sat.

10 - CLIMATE: First killing frost, Nov. 9. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.
Chain Supermarkets-United; Jiffy; Puddin Lane; Coy's.
Other Chain Stores-Gibson Discount Center; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: LEADER (e-tues to fri) 3,327; (S) 3,366; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert Y. Copeland, Gen. Mgr., LEADER, 304 W. Grand, Frederick, OK 73542; Tel. (405) 335-2188.
National Representatives: Papert Companies; Oklahoma Press Service.

GUTHRIE

1 - LOCATION: Logan County. (In Oklahoma City MSA). E&P Map D-2. County Seat. 37 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

2 - TRANSPORTATION: Railroads-AT&SF.
Intercity Bus Lines-Santa Fe; M.M.K.O.; Guthrie-El Reno Truck.

3 - POPULATION:
Corp. City 80 Cen. 10,312; Loc. Est. 11,946
CZ-ABC: (80) 10,312; (84) 10,500
RTZ-ABC: (80) 17,060; (84) 21,800
County 80 Cen. 26,881; Loc. Est. 30,334
City & RTZ-ABC: (80) 27,372; (84) 32,300
MSA 80 Cen. 860,969; Loc. Est. 937,786

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,790; Loc. Est. 4,474
CZ-ABC: (80) 3,790; (84) 3,900
RTZ-ABC: (80) 5,807; (84) 7,500
County 80 Cen. 9,414; Loc. Est. 10,868
City & RTZ-ABC: (80) 9,597; (84) 11,400
MSA 80 Cen.321,546; Loc. Est. 358,077

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$80,598,000

6 - PASSENGER AUTOS: County 12,605

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Oil Field Equip.; Railroad Shops; Grain Elevator; Steel Fabr. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; S&H Green Stamps; Mode O'Day; Sears.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Guthrie; Humpty Dumpty.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,706; (S) 4,032; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Larry Adkisson, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
National Representative: Papert Companies.

GUYMON

1 - LOCATION: Texas County. E&P Map B-1. County Seat. Feed lot cattle center. Agricultural center. 100 mi. N of Amarillo, TX.250 mi. E of Wichita, KS. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

2 - TRANSPORTATION: Railroads-Rock Island.
Intercity Bus Lines-Santa Fe Trailways.
Airlines-Rigby Airmotive Air Charter & Rental Service.
Motor Freight-Mistletoe Express; Hofferber Truck Lines (home office); Graves Truck Lines; King Trucking Co.; Shupe Brothers Co.; John Stuard Trucking.

3 - POPULATION:
Corp. City 80 Cen. 8,492; Loc. Est. 9,417
County 80 Cen. 17,727; Loc. Est. 19,008
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,084; Loc. Est. 3,409
County 80 Cen. 6,332; Loc. Est. 6,893

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$97,799,000
Savings & Loan	2	$215,100,000

6 - PASSENGER AUTOS: County 10,458

7 - ELECTRIC METERS: Residence 3,344

8 - GAS METERS: Residence 3,351

9 - PRINCIPAL INDUSTRIES: Chemicals; Irrigation Equipment; Feed & Fertilizer Mfg.; Heavy Construction; Natural Gas; Gas Well Services; Farm Machy. and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Meat Processing & Packing; Commercial Cattle Feed Lots (Av. wkly. wage, all industries, $213) (County av. farm family income, $28,400, highest in Okla., USDA Census).

10 - CLIMATE: Av. Temp-Spring 55; Summer 78; Fall 44; Winter 35.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Village(5)	NA	Big B Market
Northridge(11)	NA	TG&Y, Mont. Ward
Oakcrest(5)	NA	Safeway, PayLess

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Conrad's; C.R. Anthony; D&J Store; Montgomery Ward; Sears.
Discount Stores-Gibson's; Ashley's.
Variety Stores-TG&Y; Sprouse-Reitz.
Chain Supermarkets-United Supermarkets; Safeway; Ideal Supermarkets; Wag-A-Bag; 4; Love's 3.
Other Chain Stores-Otasco; Western Auto; Pay-Less Shoes; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 5,329; (S) 5,564; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Dave Story, Ed./Gen. Mgr. HERALD, 515 N. Ellison St., Guymon, OK 73942; Tel. (405) 338-3355.
National Representative: Papert Companies.

HENRYETTA

1 - LOCATION: Okmulgee County. E&P Map E-2. 85 mi. E. of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Turnpike; Tulsa Bee-Line; US 62, 75, 266; State 52 & 124.

2 - TRANSPORTATION: Railroads-Main line St. Louis; San Fran and Kansas; Okla. & Gulf.
Intercity Bus Lines-Trailways; Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,432; Loc. Est. 6,989
County 80 Cen. 39,169; Loc. Est. 42,675
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,613, Loc. Est 2,904
County 80 Cen. 14,314; Loc. Est. 15,968

5 - BANKS	NUMBER	EST. DEP.
City	2	$72,000,000
County	6	N.A.

6 - PASSENGER AUTOS: County 18,492

7 - ELECTRIC METERS: Residence 5,114

8 - GAS METERS: Residence 3,767

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage EarnersGlass Mfg. 500; Tourism 550; Petroleum Refining 300; Foundry 100; Plastics Mfg. 100; Trucking 150; Fiberglass Products 30; Pipeline X-Ray 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Center-8 blocks Main St., 5 blocks Tudgeon St., 101 stores.
Neighborhood Shopping Center-Creek Village, N of city (4 large units).

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; C.R. Anthony; Archer's.
Chain Drug Stores-Rexall; Associated Druggists.
Discount Stores-Gibson's; Dollar General; Wal-Mart.
Chain Supermarkets-Safeway; IGA; Warehouse Market.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto.

14 - NEWSPAPERS: FREE-LANCE (e-tues to fri) 3,403; (S) 3,611; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bess Reid, Adv. Mgr., FREE-LANCE, 812-16 Main St.; PO Box 848, Henryetta, OK 74437; Tel. (918) 652-3311.
National Representatives: Papert Companies.

HOBART

1 - LOCATION: Kiowa County. E&P Map C-2. County Seat. 128 mi. SW of Oklahoma City on State Hwys. 44 and 9; U.S. 1 and 183.

2 - TRANSPORTATION: Railroads-CRI&P; Frisco.

3 - POPULATION:
Corp. City 80 Cen. 4,735; Loc. Est. 5,273
County 80 Cen. 12,711; Loc. Est. 14,054

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,937; Loc. Est. 2,117
County 80 Cen. 5,042; Loc. Est. 5,630

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 6,311

7 - ELECTRIC METERS: Residence 3,107

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Feed & Seed; Fertilizers; Rock Quarries; Produce; Oil Seal Mfg.;Oil Seal Machine Shops.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Levine's Main Fair.
Discount Stores-Gibson's.
Chain Drug Stores-Grinnell's 2.
Chain Supermarkets-United; Toma Bros; IGA.
Other Chain Stores-TG&Y.

14 - NEWSPAPERS: DEMOCRAT-CHIEF (e-tues to fri; S) 3,004; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: W.J. Hancock, Pub; DEMOCRAT-CHIEF, 216 W. Fourth St., Hobart, OK 73651; Tel. (405) 726-3333.
National Representatives: Papert Companies; Oklahoma Press Service.

HOLDENVILLE

1 - LOCATION: Hughes County. E&P Map E-2, County Seat. Center of dairy, agricultural, oil & mfg. area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

2 - TRANSPORTATION: Railroads-Burlington Northern; MKT.
Motor Freight Carriers-6.
Intercity Bus Lines-Interstate; Oklahoma; Ada.

3 - POPULATION:
Corp. City 80 Cen. 5,469; Loc. Est. 5,954
County 80 Cen. 14,338; Loc. Est. 15,325

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,329; Loc. Est. 2,532
County 80 Cen. 5,588; Loc. Est. 6,171

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$85,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 6,328

7 - ELECTRIC METERS: Residence 2,940

8 - GAS METERS: Residence 2,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lingerie 350; Sheet Metal 12; Oil 350; Furn. 15.
Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 blocks on Broadway; Burton's Discount Center; Wal-Mart.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; Sharpe's; Dollar General Store.
Variety Stores-Wal-Mart.
Chain Supermarkets-Larry's Red Bud; M&P; IGA.
Other Chain Stores-Otasco; Western Auto.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 3,560; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jerry Quinn, Gen. Mgr., NEWS, 112 S. Creek St., Holdenville, OK 74848; Tel. (405) 379-5411.
National Representative: Papert Companies.

HUGO

1 - LOCATION: Choctaw County. E&P Map E-3, County Seat.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Jordan; Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,172; Loc. Est. 7,893
County 80 Cen. 17,203; Loc. Est. 18,383

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,799; Loc. Est. 3,101
County 80 Cen. 6,366; Loc. Est. 6,991

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$60,000,000

6 - PASSENGER AUTOS: County 5,736

7 - ELECTRIC METERS: Residence 6,333

8 - GAS METERS: Residence 4,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gloves 300 ($150); Machy. Shop 7 ($200); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumber Mfg. 125 ($200); Lumber. Proc. 40 ($200); Dress Mfg. 200 ($90); Rail Car Repair 80 ($200); Elec. Generating, 180 ($200).
Principal Pay Days-1st, 10th & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27. Last killing frost, Mar. 23.

11 - TAP WATER: Soft (lake water).

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-People's; Sherman's.
Variety Stores-Perry's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Ford; Safeway; Winn Dixie.
Other Chain Stores-Goodyear; Babcock Bros. Auto; Perrys; White's Auto; Automotive, Inc.; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e-mon to fri) 2,936; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 128 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
National Representative: Papert Companies.

IDABEL

1 - LOCATION: McCurtain County, E&P Map F-3, County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,622; Loc. Est. 8,013
County 80 Cen. 36,151; Loc. Est. 38,006

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,870; Loc. Est. 3,066
County 80 Cen. 12,366; Loc. Est. 13,334

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,000,000

6 - PASSENGER AUTOS: County 13,501

7 - ELECTRIC METERS: Residence 2,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Egg Processing; Wood Preserving; Home Construction; Garment Mfg.; Poultry Processing; Steel Fabrication.

10 - CLIMATE: Av. annual temp. 63.7; Av. annual rainfall 44.3 in.; Snowfall 2.5 in.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,350; (S) 8,150; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jim Monroe, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
National Representative: None.

LAWTON

1 - LOCATION: Comanche County (MSA). E&P Map D-3. SW section of state, 92 mi. from Oklahoma City. Wholesale distributing center; Fort Sill (U.S. Army); Goodyear Tire Plant; Light mfg.; cattle raising & shipping center. On U.S. Hwys. I-44, 62, 277, 281; State Hwy. 7.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-14.
Intercity Bus Lines-Oklahoma Transp.
Airlines Serving City-Metro; Spirit.

3 - POPULATION:
Corp. City 80 Cen. 80,054; Loc. Est. 85,652
CZ-ABC. (80) 80,487; (84) 86,200
RTZ-ABC: (80) 107,927; (84) 112,200
County/MSA 80 Cen. 112,456; Loc. Est. 120,319
City & RTZ-ABC: (80) 168,414; (84) 198,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,129; Loc. Est. 30,716
CZ-ABC. (80) 28,287; (84) 30,600
RTZ-ABC: (80) 34,188; (84) 35,700
County/MSA 80 Cen. 35,142; Loc. Est. 38,457
City & RTZ-ABC: (80) 62,475; (84) 66,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$295,413,000
Savings & Loan	6	$131,469,800

6 - PASSENGER AUTOS: County 51,903

7 - ELECTRIC METERS: Residence 30,600

8 - GAS METERS: Residence 26,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Mfg. 1,400 ($340); Clothing Mfg. 300 ($210); Metal Assembly 50 ($240); Military and civilian personnel 29,477.
Principal Pay Days-15th; 30th or 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost, Nov. 6. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on C; 7 on D; 6 on E; & cross streets between.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall(64)	NA	Sears, JCPenney, Dillard
Cache Rd. Sq.(25)	NA	Cloth World
Sheridan Mall(4)	NA	Mont. Ward, TG&Y
Erwin Acres(13)	NA	Scott's, Meadors
Lee Blvd.(8)	NA	Winns
Regency Sq.(20)	NA	Wal-Mart, Winn Dixie, Kinney
Willow Park	NA	TG&Y, Herbs

Principal Shopping Days-Sun., Thur., Sat.
Stores Open Evenings-Dept., food and Central Mall nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Meadors; Dillard; Beall's.
Discount Stores-K mart; Gibson's; Surplus City; Wal-Mart.
Variety Stores-Winns; TG&Y.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Safeway 4; Herbs 6; Winn-Dixie.
Other Chain Stores-Goodyear; Firestone; Otasco; Western Auto; Zale's; PayLess; Anthony's 3.

14 - NEWSPAPERS: PRESS (m) 16,274; CONSTITUTION (e-mon to fri) 17,702; SUNDAY CONSTITUTION (S) 31,299; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Sullivan, Adv. Dir., CONSTITUTION and PRESS, 3rd & A Ave., Lawton, OK 73502; Tel. (405) 353-0620.
National Representative: Landon Associates.

McALESTER

1 - LOCATION: Pittsburg County, E&P Map E-2, County Seat. 90 mi. SE of Tulsa on U.S. 69 & Indian Nations Turnpike, 110 mi. E of Okla. City, 175 mi. N of Dallas. On U.S. Hwys. 69, 170; State Hwy. 31; Rainbow Hwy. and Eastern Tpk. On So. Shore Lake Eufaula (160 sq. miles hydro electric navigation project).

2 - TRANSPORTATION: Railroads-MKT; CRIP.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound & Santa Fe; Trailways; Oklahoma Transportation Co.; Continental Trailways.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 17,255; Loc. Est. 17,797
CZ-ABC. (80) 19,009; (84) 19,200
RTZ-ABC: (80) 35,221; (84) 39,700
County 80 Cen. 40,524; Loc. Est. 43,188
City & RTZ-ABC: (80) 54,230; (84) 58,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,526; Loc. Est. 6,335
CZ-ABC. (80) 7,201; (84) 7,400
RTZ-ABC: (80) 12,808; (84) 14,600
County 80 Cen. 15,036; Loc. Est. 16,343
City & RTZ-ABC: (80) 20,009; (84) 22,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$340,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 18,809

7 - ELECTRIC METERS: Residence 8,102

8 - GAS METERS: Residence 6,511

9 - PRINCIPAL INDUSTRIES: Mfg.; 5,923 (Ann. Payroll $34,268,124).
Principal Pay Days-1st, 15th, 30th; Fri.

10 - CLIMATE: Mean annual temp. 62.6 degrees; average rainfall 42.45 inches.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carl Albert Parkway(3)	NA	Gibson's, Otasco, Howard's
Tandy Town(25)	NA	Ben Franklin, JCPenney, Sears
Eastgate(2)	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. (downtown).

13 - RETAIL CUTLETS: Department Stores-Montgomery Ward; JCPenney; C.R. Anthony; Hunt's.
Discount Stores-Howard's; Dollar General; Gibson's; Wal-Mart; Ben Franklin.
Chain Drug Stores-Rexall; Wood's 2; Clinic Rx; Family Drugs.
Chain Supermarkets-Safeway; Standard Humpty-Dumpty; AG 2; IGA 2; Nichols Super Saver.
Other Chain Stores: Goodyear; Otasco; Firestone; Sears; Zale's; Williams' Shoes; Brown's Shoes; Nelson Furn.; Radio Shack.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 11,888; (S) 12,103; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: A. A. Allegretti, Pub., NEWS-CAPITAL & DEMOCRAT, 500 South 2nd St., McAlester, OK 74501; Tel. (918) 423-1700.
National Representative: Landon Associates.

MIAMI

1 - LOCATION: Ottawa County. E&P Map F-1. County Seat. Residential center.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; MK&O Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,237; Loc. Est. 15,059
CZ-ABC. (80) 20,614; (84) 21,600
RTZ-ABC: (80) 33,215; (84) 37,200
County 80 Cen. 32,870; Loc. Est. 34,424
City & RTZ-ABC: (80) 53,829; (84) 58,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,480; Loc. Est. 5,671
CZ-ABC. (80) 7,904; (84) 8,200
RTZ-ABC: (80) 12,686; (84) 14,500
County 80 Cen. 12,244; Loc. Est. 13,124
City & RTZ-ABC: (80) 20,590; (84) 22,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$171,323,213
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: County 19,152

7 - ELECTRIC METERS: Residence 5,565

8 - GAS METERS: Residence 5,490

9 - PRINCIPAL INDUSTRIES: Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Tire Mfg.; Caskets; Mattresses & Pillows; Furnaces; Metal Containers; Brick & Stone Mfg.; Motor Coaches; Canoes; Meat Packing; Manhole Factory; Steel; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furniture; Leather Goods; Eagle Picher Industries.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Average Temp.-Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Deep wells, neutral, very soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 4 on N Main; 6 blocks on E Central; 1 block on W Central; approx. 120 stores.
Neighborhood Shopping Centers-Wal-Mart Shopping Center (6 stores); Gibson's Shopping Center (2 stores); Thunderbird Strip (8 small businesses); TG&Y Shopping Center (2 stores).
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Grocery: Gibson; TG&Y; Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; C.R. Anthony; Montgomery Ward (catalog); Sears (catalog).
Discount Stores-Gibson; TG&Y; Wal-mart.
Chain Drug Stores-Osborn; Wal-Mart Pharmacy; Gibson Pharmacy; Vista Pharmacy.
Chain Supermarkets-Consumers 2; Safeway; Reasor's; Sav-Mor; Quik-Trip; 7-Eleven.
Other Stores-Jeanie's; Ramsey's; Kemph's; Hunt's Men's Wear and Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furniture; Home Annex; True Value Economy Lumber; Ken's Furniture and Home; Oklahoma Furn.; Otasco; Western Auto; Miami Sales Co.; Terrace Clothing; Tom's Waterbeds; Firestone; Goodyear; Rider Cabinet.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 9,202; (S) 9,767; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, PO Box 940, Miami, OK 74354; Tel. (918) 542-5533.
National Representative: Papert Companies.

MUSKOGEE

1 - LOCATION: Muskogee County. E&P Map E-1. County Seat. Agricultural & industrial center. 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2 - TRANSPORTATION: Railroads-MK&T (freight); Missouri Pacific (freight); Frisco (freight).
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-13.
Waterway-Barge canal to Mississippi River.

3 - POPULATION:
Corp. City 80 Cen. 40,011; Loc. Est. 43,868
CZ-ABC: (80) 40,011; (84) 42,100
RTZ-ABC: (80) 104,525; (84) 123,400
County 80 Cen. 66,939; Loc. Est. 71,724
City & RTZ-ABC: (80) 144,536; (84) 165,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,605; Loc. Est. 17,551
CZ-ABC: (80) 15,605; (84) 16,600
RTZ-ABC: (80) 37,000; (84) 44,200
County 80 Cen. 24,736; Loc. Est. 27,154
City & RTZ-ABC: (80) 52,605; (84) 60,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$163,935,136
Savings & Loan	2	$213,866,156

6 - PASSENGER AUTOS: County 35,393

7 - ELECTRIC METERS: Residence 18,282

8 - GAS METERS: Residence 17,249

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Prod. 213; Glass 748; Food Processing 834; Feed Processing 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated Shipping Containers 156; Ventilating & Cooling 371.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82. First killing frost, Nov. 5. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers-E. Side Blvd. & Broadway; 1 block, Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee; 32nd to 33rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(13)	NA	S&H Green Stamps, Weddle's Mkt.
Curt's(55)	NA	Beall's, Gibson's, TG&Y, JCPenney
Honor Heights Plaza(20)	NA	TG&Y
Lakeland(16)	NA	Otasco, TG&Y
Wal-Mart(12)	NA	Wal-Mart

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-every evening; Shpg. ctrs.-Nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Hunt's; JCPenney; Sears; C. R. Anthony 2; Beall's; Montgomery Ward; Aim For The Best.
Discount Stores-Wall's Discount; Gibson's; K mart; Wal-Mart.
Variety Stores-TG&Y 2.
Drug Stores-Pierce's 2; Kirk's 4; East Side; West Side; Family Drugs; Consumer Phcy.; Economy; Gaddy's Thrifty.
Chain Supermarkets-Safeway 2; Git N-Go 7; Humpty Dumpty 2; Milgram; Quick-Trip 2; Weddle 4; Best Yet 2; Gibson's; UtoteM; Johnsons Foods 2; 7-Eleven 4.
Other Chain Stores-Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; TG&Y 2; Felt Family Shoes; Muskogee Shoe Center; Big J Store; S&H Green Stamps; Mode O'Day; Zale's; Hobby Lobby; Burls Tires; Kinney Shoes.

14 - NEWSPAPERS: PHOENIX and TIMES-DEMOCRAT (m) 19,698; (S) 19,872; Mar. 27, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gloria Bowman, Adv. Dir., PHOENIX and TIMES-DEMOCRAT, 214 Wall, Muskogee, OK 74402; Tel. (918) 682-3311.
National Representative: Gannett Newspaper Advertising Sales.

NORMAN

1 - LOCATION: Cleveland County (In Oklahoma City MSA). E&P Map D-3. County seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing, oil & agricultural center. University of Oklahoma. On I-35; U.S. Hwy. 77; State Hwys. 9 & 74.

2 - TRANSPORTATION: Railroads-Railpax (Santa Fe).
Motor Freight Carriers-7.
Intercity Bus Lines-Denco; Continental; Oklahoma Transp.; American.

3 - POPULATION:
Corp. City 80 Cen. 68,020; Loc. Est. 81,445
CZ-ABC: (80) 72,094; (84) 81,300
RTZ-ABC: (80) 19,671; (84) 25,000
County 80 Cen. 133,173; Loc. Est. 147,885
MSA 80 Cen. 860,969; Loc. Est. 937,786
City & RTZ-ABC: (80) 91,765; (84) 106,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,831; Loc. Est. 30,362
CZ-ABC: (80) 26,239; (84) 29,900
RTZ-ABC: (80) 6,544; (84) 8,400
County 80 Cen. 45,776; Loc. Est. 52,174
MSA 80 Cen. 321,546; Loc. Est. 358,077
City & RTZ-ABC: (80) 32,793; (84) 38,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$694,634,350

6 - PASSENGER AUTOS: County 77,305

7 - ELECTRIC METERS: Residence 26,600

8 - GAS METERS: Residence 20,696

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners & Av. Wkly. Wage-Food Processing 225 ($250); Univ. Educ. 6,000 ($400); Research and Development 630 ($160); Light Mfg. 1,700 ($300); Construction 900 ($300); State Hospital 1,400 ($250).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.
Neighborhood Shopping Centers-Campus Corner; Porter & Hughbert Sts.; Main & Flood; Main & Berry Rd.; Lindsey and South Porter.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Estates Mall(17)	NA	Safeway, Treasury Drugs
Downtown(13)	NA	TG&Y, Zale's
Heisman Sq.(26)	NA	TG&Y
Hollywood(24)	NA	Safeway
Normandy Creek(19)	NA	Safeway
Sooner Fashion Mall(70)	NA	Dillard, JCPenney, Sears, Wilsons
Sooner Fashion Mall River Oaks(57)	NA	Dillard, Sears
Stubbeman Vlg.(10)	NA	Fashion Tree
Target(5)	NA	Target, Kinney

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-Wacker's; Low's; Junior Miss; Brown's College Corner; C.R. Anthony 3; Sears; JCPenney; Target; Dillard.
Variety Stores-TG&Y 3; Wal-Mart.
Chain Drug Stores-Hyde's; Taylor; Treasury Drugs 2.
Chain Supermarkets-Safeway 4; Bestyet; Sterr's; 7-Eleven 5; IGA 3; McCali's; Greenleaf; J. Boties 5; Mr. Shortstop 5; Skaggs; Alpha Beta.
Other Chain Stores-Singer Co.; Goodrich; Firestone; Oklahoma Tire; Goodyear; Zale's; Pay-Less Shoes; Acme Paints; Oliver's Shoes; Wilson's Jewelry.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 16,986; (S) 17,978; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.R. Haraway, Adv. Dir., TRANSCRIPT, 215 E. Comanche St., Norman, OK 73070; Tel. (405) 321-1800.
National Representatives: Landon Associates; U.S. Suburban Press.

NOWATA

1 - LOCATION: Nowata County. E&P Map E-1. County Seat. 50 mi. NE of Tulsa.

2 - TRANSPORTATION: Railroads-M.P.

3 - POPULATION:
Corp. City 80 Cen. 4,270; Loc. Est. 4,877
County 80 Cen. 11,486; Loc. Est. 12,485
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,709; Loc. Est. 1,993
County 80 Cen. 4,327; Loc. Est. 4,842

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$52,491,000

6 - PASSENGER AUTOS: County 5,742

7 - ELECTRIC METERS: Residence 1,798

8 - GAS METERS: Residence 1,995

9 - PRINCIPAL INDUSTRIES: Petroleum Refg.; Men's Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-105; Fall 30-60; Winter 10-50.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sharpe's.
Variety Stores-Ben Franklin; Dollar General; Wesco; U-Save Mart.

14 - NEWSPAPERS: STAR (e-mon to fri) 2,986; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Wallace Goodman, Jr., Pub., STAR, 215 N. Maple, Nowata, OK 74048; Tel. (918) 273-2446.
National Representative: Oklahoma Press Service.

OKLAHOMA CITY

1 - LOCATION: Oklahoma County (MSA). E&P Map D-2. State Capital. County Seat. Wholesale & distribution center. Geographical, retail financial transp. center of state. Operational hdqtrs. for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita, KS; 200 mi. from Dallas, TX.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern; MKT; Katy.
Motor Freight-41 regular routes & more than 150 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions.
Intercity Bus Lines-Trailways; Greyhound; MK&O; Mid-Continent and Oklahoma Transportation Co.
Airlines-American; Continental; Frontier; TWA; South West; Trans-Central; Eastern; Metro; Texas International; United; Pan American; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 403,136; Loc. Est. 438,522
CZ-ABC: (80) 657,872; (84) 736,400
Bal. in MSA-ABC: (80) 203,097; (84) 232,300
Bal. in PMA-ABC: (80) 1,318,557; (84) 1,457,800
Total PMA-ABC: (80) 1,976,429; (84) 2,194,200
County 80 Cen. 568,933; Loc. Est. 608,675
MSA 80 Cen. 860,969; Loc. Est. 937,786
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 160,002; Loc. Est. 179,721
CZ-ABC: (80) 249,097; (84) 280,000
Bal. in MSA-ABC: (80) 72,449; (84) 84,000
Bal. in PMA-ABC: (80) 479,810; (84) 535,900
Total PMA-ABC: (80) 728,907; (84) 815,900
County 80 Cen. 220,580; Loc. Est. 241,536
MSA 80 Cen. 321,546; Loc. Est. 358,077

5 - BANKS	NUMBER	DEPOSITS
Commercial	32	$7,301,900,000
Savings & Loan	9	$1,762,200,000

6 - PASSENGER AUTOS: County 397,656

7 - ELECTRIC METERS: Residence 344,310

8 - GAS METERS: Residence 267,113

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 49,000; Mining 22,900; Construction 18,900; Transportation 10,400; Utilities 12,200; Retail 80,300; Wholesale 27,100; Finance-Real Estate 27,400; Service 81,100; Govt. 93,700.
Principal Pay Days-1st, 15th, 30th; Wed. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49. First killing frost, Nov. 7. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Nearby Shopping Centers (No. of Stores)Sooner Fashion Mall(73); Almonte (15); Casady Sq. (44); Bryant Sq.(53); Crossroads (129); Del Crest (13); Edmond Plaza (30); Mayfair (38); Economy Sq. (12); 50 Penn Place (31); French Mkt. (21); Downtown (MWC/29); Grandview (9); Grant Sq. (24); Heritage Park (72); Lakewood (12); Southern Hills (29); Meridian (28); North Park Mall (40); City of Moore (23); Penn Sq. (45); Northwest Plaza (17); Quail Plz. (18); Quail Springs (100); Reding (21); Shepherd (83); Shields Sq. (16); Chisholm West (17); Southwest Plaza (15); Springdale (38); Uptown (33); Westtoaks (11); Windsor Hills (24); Puddin Lane (7).
Principal Shopping Days-Dept.-Mon. & Sat.; Food-Fri. & Sat.
Stores Open Evenings-Mon., Thur.; Supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-John A. Brown 3; Montgomery Ward 3; Sears 6; JCPenney 6; C.R. Anthony 25; Dillard's 5; Langston 3; Bealls.
Discount Stores-American Mutual; Gibson's Factory Distributing 2; Target 4; TG&Y Family Ctr. 23; Service Merchandise 2; Walls Bargin Center 2; H.J. Wilson 2; Wal-Mart 9; Sam's Wholesale Club; Venture 3.
Variety Stores-TG&Y 14.
Chain Drug Stores-United Discount 4; Hyde's 6; Conrad Marr 4; Rexall 7; TG&Y 11; Gilliam 1; Gibson's 2; Skaggs Alpha Beta 5; Target 4; Sheen's 2; Wheeler & Stuckey 4; Eckerd 12; Treasury Drugs 4; Revco 4; McCartney's 2.
Chain Supermarkets-Safeway 24; Humpty Dumpty 12; IGA 26; Brannons U.S. United Super Mkts. 3; Buchanon 3; Best Yet (NA); Stones 2; Skaggs Alpha Beta 5; McCartney's 2; Griders 4; Food World 10; Pratts 9; Crest 2.

14 - NEWSPAPERS: OKLAHOMAN & TIMES (mon to fri) 264,026; (m-sat) 222,796; SUNDAY OKLAHOMAN (S) 308,651; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gates Oliver, Adv. Dir., OKLAHOMAN & TIMES, 500 N. Broadway, PO Box 25125, Oklahoma City, OK 73125; Tel. (405) 232-3311.
National Representative: Sawyer-Ferguson-Walker.

OKMULGEE

1 - LOCATION: Okmulgee County. E&P Map E-2. County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Continental; Greyhound; Union.

3 - POPULATION:
Corp. City 80 Cen. 16,263; Loc. Est. 18,111
CZ-ABC: (80) 20,581; (84) 21,900

RTZ-ABC: (80) 24,886; (84) 27,500
County 80 Cen. 39,169; Loc. Est. 42,573
City & RTZ-ABC: (80) 45,467; (84) 49,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,015; Loc. Est. 6,983
CZ-ABC: (80) 7,531; (84) 8,100
RTZ-ABC: (80) 9,245; (84) 10,200
County 80 Cen. 14,314; Loc. Est. 15,968
City & RTZ-ABC: (80) 16,776; (84) 18,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$24,122,400
Savings & Loan	2	$38,259,130

6 - PASSENGER AUTOS: County 18,492

7 - ELECTRIC METERS: Residence 5,100

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 455 ($390); Okla. State Tech. 500 ($425); Mfg. 725 ($340).
Principal Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2. Last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers:30 blocks on eight sts; East & West of R.R. on 12 streets.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food, Gibsons & Wal-Mart.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony's.
Discount Stores-Wal-Mart Discount Center; Gibson's.
Chain Drug Stores-Key Rexall.
Chain Supermarkets-Safeway; Warehouse Market; Bargain Basket; Mission Lane; Thrifty Wise; IGA 2.
Other Chain Stores-Sears (catalog); Oklahoma Tire; Goodrich; Ramsay Dry Goods.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,970; (S) 5,170; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Renfro, Gen. Mgr., TIMES, 114 E 17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.
National Representative: Papert Companies.

PAULS VALLEY

1 - LOCATION: Garvin County. E&P Map D-3. County Seat. 50 mi. S of Okla. City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2 - TRANSPORTATION: Railroads-Sante Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,664; Loc. Est. 6,500
CZ-ABC: (80) 5,664; (84) 5,900
RTZ-ABC: (80) 24,008; (84) 26,600
County 80 Cen. 27,856; Loc. Est. 32,169
City & RTZ-ABC: (80) 29,672; (84) 32,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,410; Loc. Est. 2,834
CZ-ABC: (80) 2,410; (84) 2,500
RTZ-ABC: (80) 8,780; (84) 9,900
County 80 Cen. 10,511; Loc. Est. 12,455
City & RTZ-ABC: (80) 11,190; (84) 12,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$100,984,805
Savings & Loan	3	$7,000,000

6 - PASSENGER AUTOS: County 15,495

7 - ELECTRIC METERS: Residence 2,664

8 - GAS METERS: Residence 2,418

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 1,050 ($275); Wood Working 40 ($134); Newspaper 20 ($195); Grain Dealers 100 (N.A.); Baking 25 ($134); Tree Nurseries 40 (N.A.); Agri. Fertilizer 5 (N.A.); Bldg. Contractors 50 (N.A.); Concrete 20 (N.A.); Mfg. Light Bulbs 300 ($134); Mfg. Men's Jeans 360 ($134); Machinery Coating (N.A.); Film Packaging (N.A.); Oil Field Pumps (N.A.); Livestock Handling Equip. (N.A.); Truck Canvas Products (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burr(7)	4	IGA, Winns, Anthony's
Valley Plaza(8)	NA	Dicus, TG&Y, Dollar General

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Lintz; C.R. Anthony; Ashley's; Reba Jo's.
Variety Stores-Winns; TG&Y; Dollar General.
Chain Drug Stores- Rexall; Crabtree.
Chain Supermarkets-Safeway; Ballard's; Dicus.

Other Chain Stores-Automotive Inc.; Montgomery Ward (catalog); Oklahoma Tire; Sears (catalog); Hardee's; Braums; McDonald's.

14 - NEWSPAPERS: DEMOCRAT (e-tues to fri) 3,905; (S) 4,699; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mary Ann Probst, Adv. Dir., DEMOCRAT, 108 S. Willow, Pauls Valley, OK 73075; Tel. (405) 237-6464.
National Representative: Papert Companies.

PAWHUSKA

1 - LOCATION: Osage County (In Tulsa MSA). E&P Map E-1. County Seat. Oil, commercial cattle raising, shipping center; several small mfg. 275 mi. from Dallas, TX; 262 mi. from Kansas City, MO; 440 mi. from St. Louis, MO; U.S. Hwy. 60; State Hwys. 11, 99.

2 - TRANSPORTATION: Motor Freight Carriers-2.
Intercity Bus Lines-MKT; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,771; Loc. Est. 5,392
County 80 Cen. 39,327; Loc. Est. 42,675
MSA 80 Cen. 657,367; Loc. Est. 711,474
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,994; Loc. Est. 2,312
County 80 Cen. 14,382; Loc. Est. 15,968
MSA 80 Cen. 246,380; Loc. Est. 272,561

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,989,000
Savings & Loan	1	$16,299,758

6 - PASSENGER AUTOS: County 26,048

7 - ELECTRIC METERS: Residence 2,397

8 - GAS METERS: Residence 2,328

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Oil Tool Repairs 50 ($200); Garments 250 (N.A.); Welding & Steel Fabr. 21 ($200); Oil & Oil Field Serv. 1,100 ($400); Oil Production 350 ($400).

10 - CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. 3. Av. Temp., 58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Kihekah; 2 on Leahy St.; 2 on 6th.
Principal Shopping Days-Mon., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; JCPenney; Mode O'Day.
Variety Stores-TG&Y; Whitehair Trading Co.; Clifton's.
Other Chain Stores-Ladies Ready to Wear; The Prairie Flower; Lowry's Men's Clothing; Hub Clothiers; Automotive; Monger Bros.; Okla Tire; Western Auto; Foods; Safeway; IGA; Wal-Mart.

14 - NEWSPAPERS: JOURNAL-CAPITAL (e-tues to fri; S) 2,618; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: T.D. Quinn, Gen. Mgr., JOURNAL-CAPITAL, 700 Kihekah; PO Box 238, Pawhuska, OK 74055; Tel. (918) 287-1590.
National Representatives: Papert Companies; Oklahoma Press Service.

PERRY

1 - LOCATION: Noble County. E&P Map D-1. County Seat. Shipping center for wheat & cattle. Light manufacturing. North central part of state, 60 mi. N of Oklahoma City; on I-35, US 77, 64.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,796; Loc. Est. 6,608
County 80 Cen. 11,573; Loc. Est. 12,821

4 - HOUSEHOLDS:
City 80 Cen. 2,385; Loc. Est. 2,715
County 80 Cen. 4,348; Loc. Est. 4,956

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$121,000,000

6 - PASSENGER AUTOS: County 6,341

7 - ELECTRIC METERS: Residence 2,598

8 - GAS METERS: Residence 2,335

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Field Supplies 150; Ditching Machy. Pit 800; Pipeline Const. 40; Div. HQ State Highway Dept. 145; Gasoline Processing Plant Const 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27. Last killing frost, Apr. 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.
Neighborhood Shopping Centers-Kaw St.; Fir Ave.
Principal Shopping Days-Thur. & Sat.; Community Auction Sale-every Wed. Regular Farm Community Trade-Sat.
Stores Close-Sun.
Stores Open Evenings-Thur.; Supermarkets 7 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-TG&Y Family Center.
Chain Supermarkets-Safeway; H. & P.; Best Yet.
Other Chain Stores-True Value; Western Auto; Zorba's; Jane's Fashion Gallery; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e) 3,479; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222.
National Representative: None.

PONCA CITY

1 - LOCATION: Kay County. E&P Map D-1. Oil refining and prod., manufacturing, stock raising, dairy & agric. center. In SE part of County, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77, & State Hwys. 11, 15, 177. 106 mi. N of Okla City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental; MK&O.
Airlines-Metro Airlines.

3 - POPULATION:
Corp. City 80 Cen. 26,238; Loc. Est. 28,744
CZ-ABC: (80) 26,238; (84) 27,400
RTZ-ABC: (80) 29,835; (84) 33,200
County 80 Cen. 49,852; Loc. Est. 54,365
City & RTZ-ABC: (80) 56,073; (84) 60,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,397; Loc. Est. 11,718
CZ-ABC: (80) 10,637; (84) 11,200
RTZ-ABC: (80) 10,936; (84) 12,300
County 80 Cen. 19,431; Loc. Est. 21,749
City & RTZ-ABC: (80) 21,573; (84) 23,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$314,759,077
Savings & Loan	2	$1,680,400,993

6 - PASSENGER AUTOS: County 31,449

7 - ELECTRIC METERS: Residence 16,052

8 - GAS METERS: Residence 14,541

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum Refining 844 ($508); Metal Mfg. 1,575 ($341); Agri. Processing 975 ($336).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Grand Ave.
Neighborhood Shopping Centers-4th & South Ave.; Osage & Highland; Hartford at Seventh, Fourteenth at Hazel; Hartford & 14th; 5th & Hartford.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponca Plaza(22)	NA	JCPenney, TG&Y, Bestyet
Hartford Sq.(8)	NA	Pickens Jewelry
Pioneer(8)	NA	Safeway, Walkers
Hartford Plz.(6)	NA	H&P Thrif-T-Wise

Principal Shopping Days-Mon. & Thur.
Stores Open Evenings-Department Stores-Thur. Food-Daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Montgomery Ward (catalog); Sears (catalog).
Variety Stores-TG&Y Family Center; K mart.
Discount Stores-Dollar Saver; Howard's; Gibson's.
Chain Drug Stores-Graves; Humpty Discount Center; Evan's.
Chain Supermarkets-Miller's 2; H & P Thrif-T-Wise; Safeway 2; Humpty Dumpty Discount; IGA; Bestyet.
Other Chain Stores-Okla. Tire; Goodyear; Firestone; Sweetbriar (women's); Sherwin-Williams; Zale's; Brown Shoe Fit Co.; Borse Cascade; Wickes; Edwards' (women's); House of Fabrics; Page Sewing Center; PayLess Shoes; Western Auto; S&H Green Stamps; Turntable; Shafer's; Kinney Shoes.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,881; (S) 14,825; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N Third; PO Box 191; Ponca City, OK 74601; Tel. (405) 765-3311.
National Representative: Landon Associates.

PRYOR

1 - LOCATION: Mayes County. E&P Map E-1. County Seat. On U.S. Hwy. 69; State Hwys. 2, 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2 - TRANSPORTATION: Railroads-MKT.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,483; Loc. Est. 9,906
County 80 Cen. 32,261; Loc. Est. 35,458

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,308; Loc. Est. 3,612
County 80 Cen. 11,622; Loc. Est. 13,102

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$97,550,000
Savings & Loan	2	$64,000,000

6 - PASSENGER AUTOS: County 15,944

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 275; Grand River Dam 121; Chemicals 425; Carbide 75; Cement 125; Tools 50; Meat Pkg. N.A.; Clothing 500; Plastic 75; Heat Exchangers 100.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15. Last killing frost, Mar. 30.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Graham Ave.; 2 each side of Graham Ave.
Shopping Centers-Wal-Mart (8 stores-Wal-Mart, Dillon's).
Principal Shopping Days-Tues., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Peters; C.R. Anthony; Sharpe's.
Variety Stores-Pryor; McCrory's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Dillon's; IGA.
Other Chain Stores-Okla. Tire; Western Auto; Goodrich; Goodyear; Montgomery Ward; Sears; Coast-to-Coast.

14 - NEWSPAPERS: TIMES (e-tues to fri) 5,122; (S) 5,280 sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Larry Williams, Gen. Mgr., TIMES, Box 308, Pryor, OK 74361; Tel. (918) 825-3292.
National Representative: Landon Associates.

SAPULPA

1 - LOCATION: Creek County (In Tulsa MSA). E&P Map E-2. County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On U.S. Hwys. 66, 75, I-44; State 33, 97.

2 - TRANSPORTATION: Railroads-Burlington Northern; Tulsa-Sapulpa Union.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; MK&O.

3 - POPULATION:
Corp. City 80 Cen. 15,853; Loc. Est. 17,519
CZ-ABC: (80) 15,853; (84) 16,600
RTZ-ABC: (80) 26,434; (84) 32,800
MSA 80 Cen. 657,367; Loc. Est. 711,474
County 80 Cen. 59,210; Loc. Est. 64,383
City & RTZ-ABC: (80) 42,287; (84) 49,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,942; Loc. Est. 6,643
CZ-ABC: (80) 5,942; (84) 6,300
RTZ-ABC: (80) 8,956; (84) 11,300

City & RTZ-ABC: (80) 14,898; (84) 17,600
County 80 Cen: 20,960; Loc. Est. 23,287
MSA 80 Cen: 246,380; Loc. Est. 272,561

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$174,117,470
Savings & Loan	2	$65,270,000

6 - PASSENGER AUTOS: County 31,356

7 - ELECTRIC METERS: Residence 6,250

8 - GAS METERS: Residence 5,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 900 ($250); Meat Packing 90 ($260); Pottery 125 ($225); Tanks-Tools 130 ($225); Heat Exchangers 100 ($250).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-27 blocks on eight streets, plus 6 strip shopping centers.
Principal Shopping Days-Sat. & Fri.
Stores Open Evenings-Shopping Cntr. nightly.
Stores Open Sundays-Shopping Centers & Supermarkets.

13 - RETAIL OUTLETS: Department Stores-Morton's; Bayouth's; JCPenney; Anthony's; Sears.
Discount Stores-Wal-Mart, TG&Y Family Center.
Chain Drug Stores-Humpty; Wal-Mart Pharmacy; May's.
Chain Supermarkets-Safeway; Family Market; Humpty-Dumpty; Tru-Discount; Reasor's Discount Foods.
Other Chain Stores-Otasco; Zale's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,255; (S) 8,752. Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Fordonski, Adv. Mgr., HERALD, 16 S. Park St., Sapulpa, OK 74066; Tel. (918) 224-5185.
National Representatives: Landon Associates; Oklahoma Press Service.

SEMINOLE

1 - LOCATION: Seminole County. E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 9, 2 & 99; 54 mi. SE of Okla. City.

2 - TRANSPORTATION: Railroads-Rock Island.
Okla. Trans.
Intercity Bus Lines-Okla. Bus; Midco.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 8,590; Loc. Est. 9,517
County 80 Cen. 27,473; Loc. Est. 29,534

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,488; Loc. Est. 3,934
County 80 Cen. 10,158; Loc. Est. 11,213

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$55,108,000
Savings & Loan	2	$40,855,000

6 - PASSENGER AUTOS: County 12,921

7 - ELECTRIC METERS: Residence 3,221

8 - GAS METERS: Residence 3,352

9 - PRINCIPAL INDUSTRIES: Oil Well Drilling; Oil Prod.; Oil Field Serv. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. & 6 on Intersecting streets.
Neighborhood Shopping Centers-Strothers St.; W Broadway; N Milt Phillips Ave.
Stores Open-Some on Sat. evenings.

13 - RETAIL OUTLETS: Department Stores-Anthony; JCPenney; Sharpes; Hammons; Newton Wall; Dollar Gen. Stores; Sears; Montgomery Ward
Variety Stores-Otasco; Winns.
Discount Stores-Natl. Discount; Wall's Family Bargain Center; Wal-Mart.
Chain Drug Stores-Walgreens; I.D.L.
Chain Supermarkets-IGA; Standard Humpty Dumpty; Cardinal; Safeway; Bestyet.
Other Chain Stores-Okla. Tire; Firestone; Goodyear; Collier Bros.; Neil's; Nat. Shoes; Western Auto.

14 - NEWSPAPERS: PRODUCER (e-tues to fri; S) 5,442; sworn Sept. 21, 1983.
Local Contact for Advertising and Merchandising Data: Ted M. Phillips, Adv. Dir., PRODUCER, 121 N. Main; PO Box 431, Seminole, OK 74868; Tel. (405) 382-1100
National Representative:Papert Companies.

SHAWNEE

1 - LOCATION: Pottawatomie County (In Oklahoma City MSA). E&P Map D-2. County Seat. Residential center. 42 mi. SE of Okla. City. On U.S. Hwys. 177, 270, I-40; State Hwys. 3 & 18 & 99A.

2 - TRANSPORTATION: Railroads-AT&SF; OCA&A.
Motor Freight Carriers-7.
Intercity Bus Lines-Jordan; O.T.C.; Greyhound; Mid Continent Coaches.

3 - POPULATION:
Corp. City 80 Cen. 26,506; Loc. Est. 29,904
CZ-ABC: (80) 26,506; (84) 28,000
RTZ-ABC: (80) 82,807; (84) 96,800
County 80 Cen. 55,239; Loc. Est. 62,321
MSA 80 Cen. 860,969; Loc. Est. 937,786
City & RTZ-ABC: (80) 109,313; (84) 124,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,334; Loc. Est. 11,993
CZ-ABC: (80) 10,334; (84) 11,000
RTZ-ABC: (80) 29,535; (84) 35,000
County 80 Cen. 20,062; Loc. Est. 23,191
MSA 80 Cen. 321,526; Loc. Est. 358,077
City & RTZ-ABC: (80) 39,869; (84) 46,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$90,200,000
Commercial	3	$448,038,107

6 - PASSENGER AUTOS: County 31,542

7 - ELECTRIC METERS: Residence 11,993

8 - GAS METERS: Residence 9,961

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 430 ($240); Milling 175 ($250); Copper Tubing 300 ($245); Pump Mfg. 200 ($280). Other Mfg. 562 (N.A.); Polyethelene Film 370 (N.A.); Ceramic Magnets 420 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Main St.
Neighborhood Shopping Centers-Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 4; 2300 N. Harrison 4 (K mart); Independence & Kickapoo 3.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Plaza(12)	2	Ben Franklin, Brannon, Star Disc.
Northridge Sq.(15)	NA	K mart, Winn Dixie
Shawnee Plz.(7)	NA	Revco, Wal-Mart
N. Harrison	3	K mart, Big-O-Tires, Wendy's, Pratt

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Mon. and Thur.; Food & Discount-nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; C.R. Anthony; W.R. Jones; Newton Wall.
Discount Stores-Wal-Mart; K mart.
Variety Stores-TG&Y 2; Ben Franklin; Dollar General.
Chain Drug Stores-Rexall 6; Shawnee; Tom Coffey; Medical Arts; Campus Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe; Revco.
Chain Supermarkets-Humpty-Dumpty; Safeway; IGA 2; Pratt's 3.

14 - NEWSPAPERS: NEWS-STAR (m-tues to sat) 14,657; (S) 15,743; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.
National Representative: Papert Companies.

STILLWATER

1 - LOCATION: Payne County. E&P Map D-2. County Seat. Educational (Okla. State Univ.), industrial, agricultural, oil, livestock and dairy center. State Hdqts. U.S. Dept. of Agriculture. 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 38,268; Loc. Est. 41,163
CZ-ABC: (80) 38,268; (84) 43,500
RTZ-ABC: (80) 45,732; (84) 52,100
County 80 Cen. 62,435; Loc. Est. 67,160
City & RTZ-ABC: (80) 84,000; (84) 95,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,829; Loc. Est. 14,109
CZ-ABC: (80) 12,829; (84) 14,700
RTZ-ABC: (80) 17,450; (84) 20,100
County 80 Cen. 22,119; Loc. Est. 24,388
City & RTZ-ABC: (80) 30,279; (84) 34,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$251,100,163
Savings & Loan	3	$143,000,000

6 - PASSENGER AUTOS: County 29,962

7 - ELECTRIC METERS: Residence 14,729

8 - GAS METERS: Residence 10,491

9 - PRINCIPAL INDUSTRIES: Rubber & Plastic Hose Mfg.; Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.; Printing.
Principal Pay Days-1 & 15; Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct. Last killing frost, Mar.

11 - TAP WATER: Slightly alkaline, soft.

12 - RETAILING:
Principal Shopping Center-7 blocks on Main St.; 10 on side streets off Main.
Neighborhood Shopping Centers-3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square; Rosewood Hills.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Katz; JCPenney; C. R. Anthony; Gibson's; Sears; Newton Wall; Montgomery Ward (catalog).
Discount Stores-Gibson's; Wal-Mart; Aim, TG & Y.
Variety Stores-Otasco; ACE Hardware Mart; Murphy's Hardware.
Chain Drug Stores-Humpty-Dumpty; Thrifty; Revco.
Chain Supermarkets-IGA 2; Humpty Dumpty; Safeway; Bestyet.
Other Chain Stores-Goodrich; Goodyear; Firestone; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zale's; S&H Stamps.

14 - NEWSPAPERS: NEWS PRESS (e-mon to fri) 10,231; (S) 10,885. March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth O. Light, Nat. Adv. Dir., NEWS PRESS, PO Box 2288, Stillwater, OK 74076; Tel. (405) 372-5000.
National Representative: Papert Companies.

TAHLEQUAH

1 - LOCATION: Cherokee County. E&P Map F-2. County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area. 28 mi. SE of Muskogee, 65 mi. SE of Tulsa. On US Hwy. 62, State Hwy. 51.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Intercity Bus Lines-Continental Trailways.
Airlines-All major airlines at Tulsa Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,708; Loc. Est. 10,519
County 80 Cen. 30,684; Loc. Est. 33,248

4 - HOUSEHOLDS:
City 80 Cen. 3,510; Loc. Est. 3,670
County 80 Cen. 10,595; Loc. Est. 11,741

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$220,000,000

6 - PASSENGER AUTOS: County 11,967

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Forestry; Machine Shops; Cannery.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Box Center	NA	IGA
Cherokee Hills(5)	NA	Wal-Mart
Downing Square	NA	
Plaza(8)	NA	TG&Y

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Hinds; Anthony's; Workman's.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Cherokee Hills Phcy.; Sun Drug.
Chain Supermarkets- IGA; Reasor's; Safeway; Consumers.
Other Chain Stores-Doyles Shoes; Paulines (woman's); Sirloin Stocade; Buddy's (men's); Merle Norman.

14 - NEWSPAPERS: PRESS (e-tues to fri, S) 3,132; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: M. Gerald Stone, Pub., PRESS, 106 W. 2nd, PO Box 888, Tahlequah, OK 74464; Tel. (918) 456-8833.
National Representative: Landon Associates; Oklahoma Press Service.

TULSA

1 - LOCATION: Tulsa County (MSA). E&P Map E-2. County Seat. Admin. center for many oil companies; electronics & aviation maintenance ctr. 262 mi. SW of Kansas City; 276 mi. NE of Dallas, TX; 519 mi. N of Houston, TX; 120 mi. E of Okla. City; 174 mi. SE of Wichita, KS. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2 - TRANSPORTATION: Railroads-Burlington Northern; Santa Fe; M.K.&T.; Texas S. Pacific.
Motor Freight Carriers-54.
Intercity Bus Lines-Continental Trailway; Greyhound; M.K.&O.; KG Lines.
Airlines-American; Continental; Delta; Frontier; TWA; Ozark; International Airport. (3 airports).

3 - POPULATION:
Corp. City 80 Cen. 360,919; Loc. Est. 387,567
CZ-ABC: (80) 467,563; (84) 523,500
RTZ-ABC: (80) 468,028; (84) 543,300
County 80 Cen. 470,593; Loc. Est. 505,340
MSA 80 Cen. 657,367; Loc. Est. 711,474
City & RTZ-ABC: (80) 935,591; (84) 1,066,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 145,414; Loc. Est. 159,656
CZ-ABC: (80) 180,976; (84) 204,000
RTZ-ABC: (80) 167,288; (84) 196,100
County 80 Cen. 181,620; Loc. Est. 199,578
MSA 80 Cen. 246,380; Loc. Est. 272,561
City & RTZ-ABC: (80) 348,084; (84) 400,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$4,219,995,000
Commercial	30	$3,095,176,000

6 - PASSENGER AUTOS: County 311,315

7 - ELECTRIC METERS: Residence 171,300

8 - GAS METERS: Residence 136,100

9 - PRINCIPAL INDUSTRIES: Met. Area: Industry, No. of Wage Earners-Mfg. 50,700; Mining 14,000; Const. 12,400; Trans. & Pub. Utilities 18,200; Wholesale and Ret. Trade 53,300; Fin., Ins., & Real Estate 13,600; Service 39,900; Govt. 23,900; (Av. Wkly. Wage-All Mfg. $248.28).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3. Last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown from 3rd St. to 10th St. South; Denver Ave. east to Detroit; 21st to 22nd Pl. South; Utica Ave. east to Yorktown; 39th to 43rd St. South; Yale Ave. east to Hudson; 71st & Memorial.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Admiral Place(13)	NA	C.R. Anthony, TG&Y
Boman Acres(16)	NA	Radio Shack
Briar Village(30)	NA	Safeway, TG&Y
Brook Plaza(28)	NA	TG&Y, Froug's
Brookside	NA	C.R. Anthony, Otasco
Country Club Plaza(48)	NA	Skaggs, Otasco
Crossbow(28)	NA	TG&Y, Eckerd
Crossing Oaks(36)	NA	Pier 1, Target
Crosstown Mall	NA	Discount Foods
Crystal City(23)	NA	TG&Y, Otasco
Eastgate(7)	NA	Pay Less
Executive Mall(27)	NA	Sirloin Stockade
Farm Ctr.(52)	NA	Furr's, Reads
Fontana(78)	NA	OG Wilson, Froug's, Luby's
Garnett Plaza (32)	NA	Skaggs, Alpha Beta, Radio Shack
Harvard Hills(13)	NA	TG&Y
Highland Plaza(32)	NA	Goodyear, Suthphen's B-B-Q

Holiday Hills(12)	NA	Sipes Mkt.
Kensington(8)	NA	Sakowitz, Sipes
London Sq.(13)	NA	Rown & Petty Foods
London South(13)	NA	Argentine Steaks
Mall 31(29)	NA	Will Rogers, Catherine's
Mclain Vlg.(14)	NA	Safeway
Meadowood(18)	NA	Otasco, Red Bud Mkt.
Old Village Shoppes(14)	NA	TG&Y
Park Lane(17)	NA	TG&Y, Radio Shack
Park Plaza(20)	NA	TG&Y, Safeway
Perimeter Sq. (10)	NA	Safeway
Ranch Acres(11)	NA	Safeway, TG&Y
1700 Yale Mall(10)	NA	Target, Radio Shack
Sheridan Vlg.(30)	NA	TG&Y, Buds
Southland(38)	NA	Dillard, JCPenney
Southroads Mall (68)	NA	Zale's, Woolf Bros., Vandevers, Sanger Harris
Springdale(19)	NA	Froug's, Otasco
Suburban Acres (14)	NA	IGA Foodliner, C.R. Anthony
Utica Square(77)	NA	TG&Y, J.A. Brown, Miss Jackson's
Walnut Creek I & II(60)	NA	Cinderella Bootery, Med-x, Safeway
Woodland Hills (125)	NA	J.A. Brown, Sears, Sanger Harris, Dillard

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Vandever's; Dillard's 3; Woolf Bros.; Street's; M.M. Cohn 3; Renberg's 3; Froug's 10; Sears 3; Sakowitz; C.R. Anthony 11; JCPenney 3; John A. Brown 2; Montgomery Ward 2; Sanger Harris 2.
Discount Stores-Target 2; K mart 5.
Variety Stores-TG&Y 16.
Chain Drug Stores-Med-X 9; Walgreens 3; Rexall 3; Getman 2; Skaggs 5; Family 4; Eckerd 5.
Chain Supermarkets-Thrift-T-Wise & Affiliated Food Stores 10; Safeway 28; Sipes 3; Bestyet; Red Bud 7; Family Markets; McCartney's 3; Superettes Git-N-Go 35; Quick-Trip 39; Okla. UtcteM 47; In-N-Out; Sam's 2; 7-Eleven 10.
Other Chain Stores-Shoes: Schiff's 3, Cinderella 3, Thom McAn 2, Kinney 5; Jewelry: Boswell's 3, Zale's 4, Moody's 3, Sloan's; Automotive: Firestone 3, Goodyear 10, Otasco 20, Automotive of Tulsa 6, Thrift 3, Midas 3; Paint: Devoe 3, Cook's 6, PPG 10, Pittsburgh Paint 2, Sherwin-Williams 2; Misc.: Singer Co. 4, Tall Fashions, S&H Green Stamps.

14 - NEWSPAPERS: WORLD (m) 136,949; TRIBUNE (e) 78,003; WORLD (S) 227,325; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD, 315 S. Boulder Ave.; PO Box 1770, Tulsa, OK 74102; Tel. (918) 583-2161.
National Representative: Branham/Newspaper Sales.

VINITA

1 - LOCATION: Craig County. E&P Map F-1. County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 66, 69, 60; Will Rogers Tpke.

2 - TRANSPORTATION: Railroads-M.K.&T., Burlington Northern.
Intercity Bus Lines-M.K.O., Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,740; Loc. Est. 7,648
County 80 Cen. 15,014; Loc. Est. 16,269
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,514; Loc. Est. 2,844
County 80 Cen. 5,685; Loc. Est. 6,078

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$109,282,000
Savings & Loan	1	$321,100,669

6 - PASSENGER AUTOS: County 8,446

7 - ELECTRIC METERS: Residence 3,030

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical Connector Mfg. 300; Agriculture; Mill & Elevator Feeds; Flag and Apron Mgr.; Eastern State Hospital 860; Tower Manufacturer; Fiberglass Boat Plant.

10 - CLIMATE: Average Temp.-Spring 60, Summer 80; Fall 59; Winter 36.

11 - TAP WATER: 30 in. line from Grand Lake.

12 - RETAILING: Principal Shopping Days-Sat., Thur., Fri.
Stores Open Evenings-Drug stores, Supermarkets.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Carters; Draper's; Anthony's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway.
Other Chain Stores-Western Auto; Sherwin-Williams; Oklahoma Tire; Montgomery Ward (catalog); Sears (catalog); Goodyear; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e) 4,013; sworn Sept. 30, 1983
Local Contact for Advertising and Merchandising Data: John M. Turner, Pub., JOURNAL, PO Box 328, Vinita, OK 74301-0328; Tel. (918) 256-6422.
National Representative: None.

WEATHERFORD

1 - LOCATION: Custer County. E&P Map C-2. University Community; Agriculture Area Elevators; Nursery area; 73 mi. W of Oklahoma City. On Hwy I-40; State Hwy. 54.

2 - TRANSPORTATION: Railroads-Farmrail
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Cargo at Thos. P. Stafford Field; Nearest Commercial Airfield at Oklahoma City.

3 - POPULATION:
Corp. City 80 Cen. 9,640; Loc. Est. 11,787
County 80 Cen. 25,995; Loc. Est. 30,007

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,438; Loc. Est. 4,169
County 80 Cen. 9,482; Loc. Est. 11,211

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,027,000

6 - PASSENGER AUTOS: County 15,156

7 - ELECTRIC METERS: Residence 5,480

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Education 450 ($250) Photn. Processing 100 (N.A.); Printing Prod. 270 ($150); Meat Proc. 26 (N.A.); Data Proc. Equip. 200 ($200); Oil & Gas Related ($350); Agricultural (N.A.).

10 - CLIMATE: Avg. Annual Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

11 - TAP WATER: Well water; soft.

12 - RETAILING: Principal Shopping Center- 7 blocks on Main St. plus shopping center continuation.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weatherford(14)	NA	Coast to Coast, TG&Y
Northpark Shoppes (6)	NA	Kwik Korner, Wal-Mart

Principal Shopping Days-Fri. & Sat.
13 - RETAIL OUTLETS: Department Stores-Dixie Anthony's; In Crowd; Kloset; Toni's; Frankie's; Smart Shop; Otasco; Sears (catalog).
Discount Stores-Wal-Mart, TG&Y.
Chain Supermarkets-United, IGA.

14 - NEWSPAPERS: NEWS (e-tues to fri) 4,390; (S) 4,424; sworn Sept. 30, 1983
Local Contact for Advertising and Merchandising Data: David W. Reid, Pub., NEWS, 118 S. Broadway, Weatherford, OK 73096; Tel. (405) 772-3301.
National Representative: Oklahoma Press Service.

WEWOKA

1 - LOCATION: Seminole County. E&P Map E-2.

2 - TRANSPORTATION: Railroads-Rock Island.
Motor Freight Carriers-4.
Intercity Bus Lines-Union; Oklahoma; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,480; Loc. Est. 5,968
County 80 Cen. 27,473; Loc. Est. 29,534

4 - HOUSEHOLDS:
City 80 Cen. 2,132; Loc. Est. 2,363
County 80 Cen. 10,158; Loc. Est. 3,934

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$45,922,090
Savings & Loan	NA	$23,651,499

6 - PASSENGER AUTOS: County 12,921

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 2,425

9 - PRINCIPAL INDUSTRIES: Oil Production; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Wewoka St.; 4 blocks on Mekusukey St.; all cross streets in between.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Cohen's; General Dollar; Sharpe's.
Variety Stores-Gibson's.
Chain Supermarkets-Red Bud; IGA; Smith's.
Other Chain Stores-Goodrich; Nelson (furn.); Jack's (shoe); Otasco (auto & home supplies).

14 - NEWSPAPERS: TIMES (e-tues to fri;S) 2,400, sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Nancy Miller, Gen., Mgr.; Marilyn Gibbs, Bus. Mgr., TIMES, 210 S. Wewaka Ave.; PO Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.
National Representatives: Papert Companies.

WOODWARD

1 - LOCATION: Woodward County. E&P Map C-1. County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270 and State Hwys. 3, 14 and 34. 140 mi. NW of Oklahoma City.

2 - TRANSPORTATION: Railroads-Atchinson, Topeka & Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 13,610; Loc. Est. 15,557
County 80 Cen. 21,172; Loc. Est. 24,201

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,068; Loc. Est. 5,871
County 80 Cen. 7,582; Loc. Est. 8,916

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$86,475,000

6 - PASSENGER AUTOS: County 11,072

7 - ELECTRIC METERS: Residence 4,788

8 - GAS METERS: Residence 4,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.): Metal Working; Livestock; Westwear; Meat Packing; National Gas; Farming; Oil affiliates; Iodine Mfg.; Fertilizer.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct. Last killing frost, Apr.

11 - TAP WATER: 8 gr. per gal.

12 - RETAILING: Principal Shopping Center-No. of Stores-6 blocks on Main St. Downtown; Westgate 2; Plaza 4 & Southgate 3.
Stores Open Evenings-Food; Discount.
Stores Open Sundays-Food; Discount.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; JCPenney; Frost's; Trego's; Oliver's; Star Model; Sears; Montgomery Ward; Wal-Mart.
Variety Stores-TG&Y Family Store.
Discount Stores-Gibson's.
Chain Drug Stores-Bogdahn Rexall 2; Ideal; Gibson's; TG&Y.
Chain Supermarkets-Safeway; Ideal; United.
Other Chain Stores-Otasco; Sweetbriar; Atwood's; S&H Green Stamps; Factory Outlet; Firestone; Long Bell; Radio Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri; S) 5,580; sworn Sept. 28, 1983.
Local contact for Advertising and Merchandising Data: Richard Koogler, Adv. Dir., PRESS, 1023 Main St.; PO Box 129, Woodward, OK 73801; Tel. (405) 256-3311.
National Representative: Oklahoma Press Service.

Newspapers change every year. So do their markets.
For the latest newspaper market data, you need the
Editor & Publisher MARKET GUIDE

OREGON SURVEYS

METROPOLITAN STATISTICAL AREAS

Eugene-Springfield-Lane County.
Medford-Jackson County.
Salem-Marion and Polk Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Portland-Clackamas, Multnomah, Washington and Yamhill Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, Ore.-Wash.-Includes Portland, Ore. PMSA and Vancouver, Wash. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	164	198	205
5-14 Years	406	392	405
15-24 Years	366	464	490
25-44 Years	481	785	811
45-64 Years	499	491	507
65 and Over	226	303	313
TOTAL	2,092	2,633	2,721

Based on U.S. Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	322	629	1,079
General Mdse.	559	1,256	2,017
Food	1,206	1,822	3,007
Automobiles	1,130	2,083	3,648
Gasoline Stations	391	655	1,194
Apparel	215	391	626
Furniture	234	481	823
Eat-Drink Places	438	879	1,658
Drugs	171	307	529
TOTAL SALES	5,190	9,348	16,199

ALBANY

1 - LOCATION: Linn County. E&P Map A-2. County Seat. On Willamette River, 75 mi. S of Portland. Wholesale and shipping center for lumber export, heavy metals, dairy and agricultural products. On U.S. Hwys. 20, 99E & I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; SPS (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,678; Loc. Est. 30,027
PMA-ABC. (80) 89,604; (84) 90,700
County 80 Cen. 89,495; Loc. Est. 90,891

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,415; Loc. Est. 12,059
PMA-ABC. (80) 32,640; (84) 33,400
County 80 Cen. 32,773; Loc. Est. 34,108

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$174,603,000
Savings & Loan	3	$159,841,000

6 - PASSENGER AUTOS: County 71,217

7 - ELECTRIC METERS: Residence City 9,569

8 - GAS METERS: Residence City 4,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metals 2,480 ($183); Wood Products 4,755 ($154); Food Processing 1,012 ($177); Agricultural 1,741 ($143); Util. & Trans. 322 ($153); Construction 1,633 ($172).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 1st Ave.; 5 on 2nd Ave.; 4 on 3rd; 5 on Broadalbin, Ellsworth, Lyon.

Neighborhood Shopping Centers-Santiam Hwy. & Waverly Dr.; Santiam Hwy. & Pacific Blvd.; Santiam Hwy. & Main St.; Spring Hill Rd. & Hickory Ave. NW; Pacific Blvd. & Calapooia St.; Parific Blvd. & Albany Ave.
Principal Shopping Days-Tues., Thur. and Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The Broadway, The Emporium.
Variety Stores-Safeway Economy Center.
Discount Stores-Coastal Farm & Home; Bi-Mart; Fred Meyer; K mart.
Chain Drug Stores-Pay Less; Fred Meyer.
Chain Supermarkets-Safeway; IGA; Fred Meyer; The Market Place; Shop-Rite 2; Albertson's.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 21,169; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: W. Clark Gallagher, Adv. Dir., DEMOCRAT-HERALD, 138 W 6th, Albany, OR 97321; Tel. (503) 926-2211.
National Representative: Branham/Newspaper Sales.

ASHLAND

1 - LOCATION: Jackson County (In Medford MSA). E&P Map A-5, 12 mi. SE of Medford; 22 mi. N of the CA State line on I- 5 and Greensprings Hwys.; 290 mi. from Portland; 375 mi. from San Francisco, CA. Tourist center. Southern Oregon College.

2 - TRANSPORTATION: Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways; Rogue Rapid Transit.
Airlines-United; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 14,943; Loc. Est. 16,464
CZ-ABC: (80) 14,943; (84) 14,800
RTZ-ABC: (80) 5,606; (84) 6,200
County/MSA 80 Cen. 132,456; Loc. Est. 137,671
City & RTZ-ABC: (80) 20,749; (84) 21,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,909; Loc. Est. 6,668
CZ-ABC: (80) 5,909; (84) 5,900
RTZ-ABC: (30) 2,178; (84) 2,300
County/MSA 80 Cen. 49,011; Loc. Est. 52,135
City & RTZ-ABC: (80) 8,087; (84) 8,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$68,835,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 112,968

7 - ELECTRIC METERS: Residence 6,602

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumbering-Wood Products Factory; Steel Tanks; Railroad; Box Factory; Planing Mill; Dental Equip.; University Education; Ski Resort; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-81; Summer 48-95; Fall 37-65; Winter 32-59. First killing frost, Oct. 18. Last killing frost, May 4.

11 - TAP WATER: Soft; not fluoridated

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.
Neighboring Shopping Centers-Pioneer Village, 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(8)	2	Buy Rite
Commercial Center	2	Winans
Ashland(20)	2	Kacy's
Tolman-66	3	Bi-Mart

Principal Shopping Days-Tue., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Fortmiller's; Beno's.
Variety Stores-Sprouse Reitz.
Chain Supermarkets-Kacy's; Buy Rite; Sentry; Safeway; U Mark It.
Chain Drug Stores-Rexall; Bi-Mart; Thrifty.
Other Chain Stores-Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: TIDINGS (e) 5,782; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William Marcum, Adv. Mgr., TIDINGS, 1661 Siskiyou Blvd., Ashland, OR 97520; Tel. (503) 482-3456.
National Representative: None.

ASTORIA

1 - LOCATION: Clatsop County. E&P Map A-1. County Seat. On South shore of Columbia River, 10 mi. from mouth; 100 mi. NW of Portland.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.
Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 9,998; Loc. Est. 10,125
CZ-ABC: (80) 9,998; (84) 9,100
RTZ-ABC: (80) 37,699; (84) 37,600
County 80 Cen. 32,489; Loc. Est. 33,197
City & RTZ-ABC: (80) 47,967; (84) 46,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,235; Loc. Est. 3,753
CZ-ABC: (80) 4,235; (84) 3,900
RTZ-ABC: (80) 14,705; (84) 14,900
County 80 Cen. 12,795; Loc. Est. 13,387
City & RTZ-ABC: (80) 18,940; (84) 18,800

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$105,000,000

6 - PASSENGER AUTOS: County 26,713

7 - ELECTRIC METERS: Residence 14,972

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Fishing; Pulp Paper Mfg.; Seafood packing and canning; Lumber; Plywood; Saw Mills; Dairy; Grass Seed; Mink Growing; Shipping; Tourist.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11 - TAP WATER: Neutral, soft; not fluoridated.

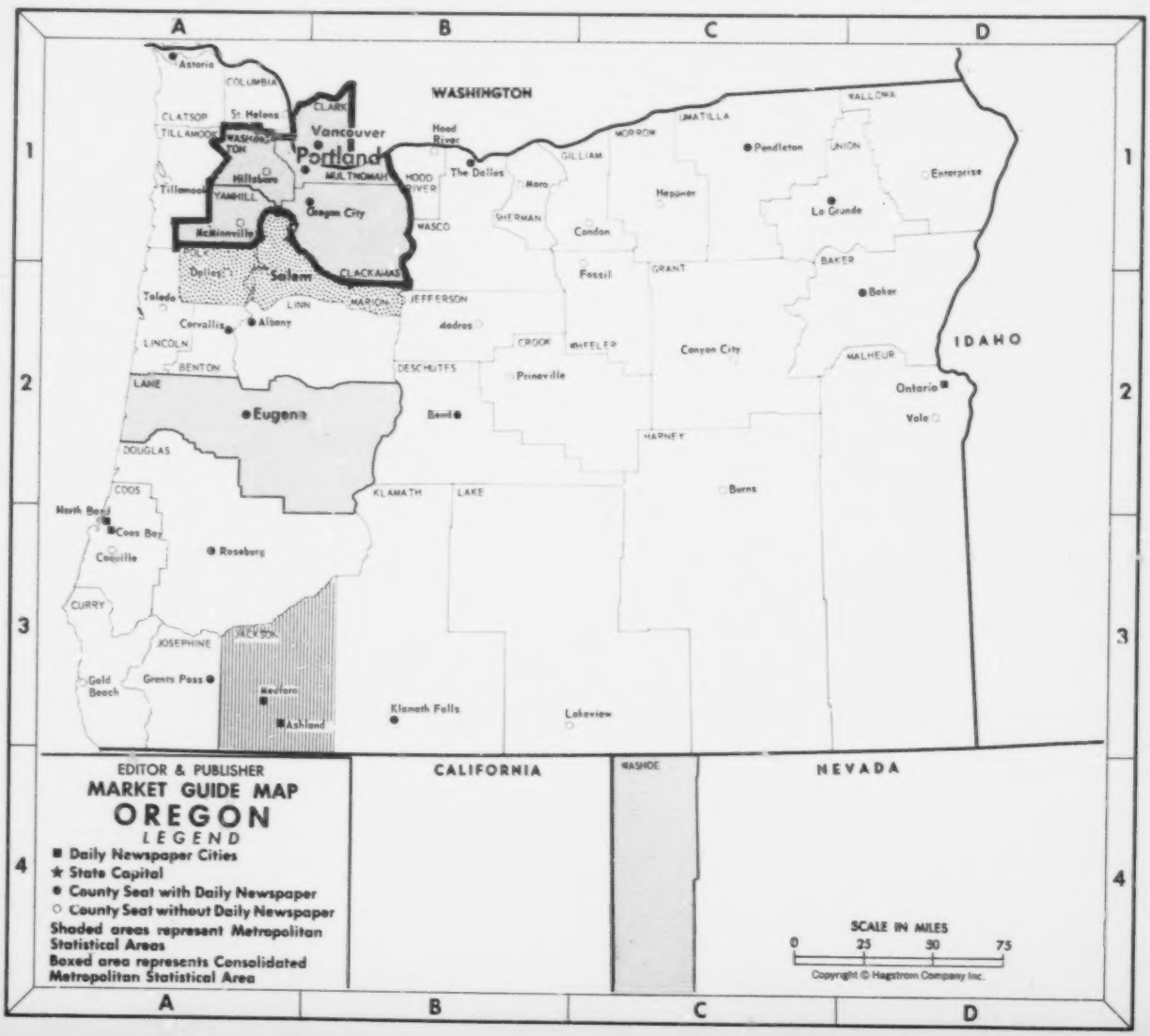
12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Young's Bay Plaza(13)	NA	Pay Less Drug, Radio Shack

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Chain Supermarkets-Safeway; Sentry; Astuna IGA; Thriftway.

14 - NEWSPAPERS: ASTORIAN (e-mon to fri) 9,331; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald J. Budde, Gen. Mgr., ASTORIAN, 949



Exchange, Astoria, OR 97103; Tel. (503) 325-3211.
National Representative: Branham/Newspaper Sales.

BAKER

1 - LOCATION: Baker County. E&P Map D-2.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,471; Loc. Est. 9,692
CZ-ABC: (80) 9,471; (84) 8,700
RTZ-ABC: (80) 7,093; (84) 7,100
County 80 Cen. 16,134; Loc. Est. 16,447
City & RTZ-ABC: (80) 16,564; (84) 15,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,728; Loc. Est. 3,570
CZ-ABC: (80) 3,728; (84) 3,500
RTZ-ABC: (80) 2,602; (84) 2,600
County 80 Cen. 6,169; Loc. Est. 6,439
City & RTZ-ABC: (80) 6,330; (84) 6,100

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$38,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 14,495

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Woodwork, 710 ($210); Agriculture, 500 ($175).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3. Last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Maxi Mart(4)	2	True Value; Wilson's

Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Baker Mercantile; Neuberger & Heilner; Big V.
Variety Stores-True Value; Hirsch Value Center.
Chain Supermarkets-Safeway; Albertson's.
Other Chain Stores-Coast-to-Coast; Mode O'Day; Western Auto.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 3,172; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack R. Turner, Publisher, DEMOCRAT-HERALD, 1915 First St., Baker, OR 97314; Tel. (503) 523-3673.
National Representative: None.

BEND

1 - LOCATION: Deschutes County. E&P Map B-2. County Seat. Wholesale lumber manufacturing, agricultural and tourist center. 160 mi. SE of Portland. On U.S. Hwys. 97 and 20.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Pacific Trailways.
Airlines-Republic; Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 17,263; Loc. Est. 18,540
CZ-ABC: (80) 27,232; (84) 28,000
RTZ-ABC: (80) 54,404; (84) 64,600
County 80 Cen. 62,142; Loc. Est. 66,738
City & RTZ-ABC: (80) 81,636; (84) 92,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,011; Loc. Est. 7,038
CZ-ABC: (80) 10,726; (84) 11,100
RTZ-ABC: (80) 19,405; (84) 23,400
County 80 Cen. 22,976; Loc. Est. 25,207
City & RTZ-ABC: (80) 30,131; (84) 34,500

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$168,742,000

6 - PASSENGER AUTOS: County 57,450

7 - ELECTRIC METERS: Residence 12,762

8 - GAS METERS: Residence 6,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 2,380; Mfg. and Other Durable Goods 750; Govt. 3,980;
Principal Pay Days-1st, 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10. Last killing frost, May 12.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Wall St.; 5 blocks on Bend St.; 2 blocks on Oregon, Minnesota and Greenwood Ave.
Neighborhood Shopping Centers-South 3rd St.; Columbia St. and East St.; East Greenwood.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wagner Mall	1	Wagners, Pay Less
Greenwood	1	Erickson's, Coast-to-Coast
Bend Plaza(25)	1	Safeway
Albertson's	2	Albertson's
Whistle Stop(19)	1	Longs
Mountain View(10)	2	G.I.Joe's, The Emporium
Bend River(53)	2	The Bon, Sears

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Smart Shop; Hatfield's; Outdoor Store; G.I.Joe's; The Emporium; The Bon; Sears.
Discount Stores-Bi-Mart.
Chain Drug Stores-Pay Less; Longs.
Chain Supermarkets-Wagner's; Safeway; Food Towne; Sentry Mkt.; Albertson's; Shop 'N Kart.
Other Chain Stores-Weisfield's Jewelers; Coast-to-Coast; Mode O'Day; Montgomery Ward (Catalog); Stretch & Sew; Radio Shack; Endicott-Johnson Shoes; Waldenbooks; Kinney Shoes; Jay Jacobs; Mr. Rags; Anita's; Command Performance; Zale's; Weis Fields; Maurice's; The Closet; V-J Sound City; Her New Image; The Jean Machine; Mr. Mark; Breslers; Pet-Porium; Vans Outdoor Stores; House of Fabrics; Garmentree.

14 - NEWSPAPERS: BULLETIN (e - mon to fri) 19,305; (S) 19,278; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gregory G. Smith, Adv. Mgr., BULLETIN, 1526 N.W. Hill St., Bend, OR 97701; Tel. (503) 382-1811.
National Representative: Branham/Newspaper Sales.

COOS BAY-NORTH BEND

1 - LOCATION: Coos County. E&P Map A-3. 219 mi. SW of Portland, 530 mi. N of San Francisco CA, 125 mi. SW of Eugene. Business and population center for SW sector of Oregon. Lumber port 16 mi. long, land-locked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-Horizon.

3 - POPULATION:
Corp. Cities 80 Cen. 24,203; Loc. Est. 24,825
Coos Bay 80 Cen. 14,424; Loc. Est. 14,667
North Bend 80 Cen. 9,779; Loc. Est. 10,158
CZ-ABC: (80) 27,359; (84) 26,200
RTZ-ABC: (80) 61,095; (84) 60,900
County 80 Cen. 64,047; Loc. Est. 63,600
City & RTZ-ABC: (80) 88,454; (84) 87,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,142; Loc. Est. 9,485
Coos Bay 80 Cen. 5,573; Loc. Est. 5,739
North Bend 80 Cen. 3,569; Loc. Est. 3,746
CZ-ABC: (80) 10,321; (84) 10,000
RTZ-ABC: (80) 23,137; (84) 23,200
County 80 Cen. 23,870; Loc. Est. 24,263
City & RTZ-ABC: (80) 33,458; (84) 33,200

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$377,576,000
Savings & Loan	3	$109,000,000

6 - PASSENGER AUTOS: County 48,897

7 - ELECTRIC METERS: Residence 14,275

8 - GAS METERS: Residence 1,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Wholesale 480 ($200); Retail 3,400 ($175); Construction 790 ($300); Food Products 460. (Wage Averages are State figures).
Principal Pay Days-Lumber 10 & 25; Retail 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15. Last killing frost, Nov. 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Public Square(18)	7	Bi-Mart, Mont. Ward
Pony Village(88)	7	Sprouse Reitz, Pay Less, Bon Marche, Safeway
Coos Bay Plz.(20)	NA	K mart

Principal Shopping Days-Sat., Mon., Fri.
Stores Open-Mon. & Fri. Evg.; Food & Drug on Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium; JCPenney; The Bon.
Variety Stores-Sprouse Reitz 2; K mart.
Chain Drug Stores-Pay Less 2; K mart; Bi-Mart.
Chain Supermarkets-Safeway 2; McKays 5; Albertson's.
Other Chain Stores-Mode O'Day; Western Auto; Coast-to-Coast; Firestone; Singer Co.; Uniroyal; Sears; Montgomery Ward; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: WORLD (e) 16,356; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Baron, Pub; Cindi Miller, Adv. Dir., WORLD, 350 Commercial; PO Box 1840, Coos Bay, OR 97420; Tel. (503) 269-1222.
National Representative: Scripps League Newspapers.

CORVALLIS

1 - LOCATION: Benton County. E&P Map A-2. County Seat. Lumber wood by-products and agriculture, College center, on Willamette River. 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99W.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 40,960; Loc. Est. 44,562
CZ-ABC: (80) 40,960; (84) 40,500
RTZ-ABC: (80) 21,275; (84) 19,900
County 80 Cen. 68,211; Loc. Est. 70,814
City & RTZ-ABC: (80) 62,235; (84) 60,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 cen. 14,637; Loc. Est. 16,295
CZ-ABC: (80) 14,637; (84) 14,500
RTZ-ABC: (80) 7,427; (84) 7,100
County 80 Cen. 23,973; Loc. Est. 25,504
City & RTZ-ABC: (80) 22,064; (84) 21,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$161,084,000
Savings & Loan	7	$163,603,000

6 - PASSENGER AUTOS: County 46,371

7 - ELECTRIC METERS: Residence 15,200

8 - GAS METERS: Residence 7,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Gov't 11,000; Service & Misc. 4,530; Lumber & Wood 1,440; Machy. 2,850; Fin., Ins., Real Estate 1,030; Trade 4,590.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25. Last killing frost, Apr. 12.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on 2nd St.; 3 on 3rd St., 2 on 4th St.
Neighborhood Shopping Centers-College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 NW Ninth St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Circle 9(31)	3	Pay Less, Richey's
Kings Circle(7)	4	Albertson's
Kings Road(9)	4	Fred Meyer
Northgate(9)	2	Richey's
Plaza 9(13)	2	Ehasons, IGA
The Old Cannery (23)	1	Everybody's Records

Principal Shopping Days-Sat., Fri., Wed.
Stores Open Evenings-Most Retail-Fri., Some Retail-Mon.; Foods-every evening.
Stores Open Sundays-Most Food, Dept. & Discount Stores.

13 - RETAIL OUTLETS: Department Stores-Frederick & Nelson; JCPenney; Fred Meyer; Clothes Tree.
Variety Stores-McGregor's.
Discount Stores-Bi-Mart; Fred Meyer; Pay Less; Waremart.
Chain Drug Stores-PayLess 2.
Chain Supermarkets-Safeway; Roth's IGA; Albertson's; Fred Meyer; Richey's 2; Prairie Market; Thriftway.

14 - NEWSPAPERS: GAZETTE-TIMES (m) 12,910; (S) 12,526; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Adrienne Gonia, Adv. Mgr., GAZETTE-TIMES, 600 S.W. Jefferson, PO Box 368, Corvallis, OR 97339-0368; Tel. (503) 753-2641.
National Representative: Branham/Newspaper Sales.

EUGENE

1 - LOCATION: Lane County (In Eugene-Springfield MSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S of Portland at head of Willamette Valley. 216 mi. N of the California border and 60 mi. E of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.

2 - TRANSPORTATION: Railroads-Southern Pacific; Burlington Northern; Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; United; Frontier; Air Oregon; Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 105,624; Loc. Est. 106,860
CZ-ABC: (80) 192,001; (84) 189,300
RTZ-ABC: (80) 98,245; (84) 97,500
County/MSA 80 Cen. 275,226; Loc. Est. 278,350
City & RTZ-ABC: (80) 290,246; (84) 295,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 42,323; Loc. Est. 43,263
CZ-ABC: (80) 74,003; (84) 77,200
RTZ-ABC: (80) 34,786; (84) 34,700
County/MSA 80 Cen. 103,525; Loc. Est. 107,081
City & RTZ-ABC: (80) 108,789; (84) 111,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 207,613

7 - ELECTRIC METERS: Residence 55,260

8 - GAS METERS: Residence 14,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,300 ($345); Lumber 11,400 ($456); Transp. 2,800 (N.A.); Whlse. 4,400 (N.A.); Retail 19,200 (N.A.); Govt. 21,500 (N.A.); Misc. 32,700 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-66; Summer 49-79; Fall 42-64; Winter 32-47. First killing frost, Nov. 7. Last killing frost, Apr. 7. Average rainfall, 42.56.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Downtown Shopping Centers-8 blocks on Willamette; 5 on Olive; 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edgewood(11)	3	Safeway, Tiffany Drugs
Emerald(10)	3	
Farmdale(10)	4	Safeway
Gilbert(15)	4	Safeway, Sprouse Reitz
Mohawk Center	6	BiMart
Oakway Mall(40)	1	Albertson's, Tiffany
Riviera(15)	5	U-mark Grocery
Springfield Mall	6	Pay Less, Emporium, Albertson's
Valley River(86)	2	JCPenney, Meier & Frank, Ward's, Frederick & Nelson
West 11th(14)	NA	Drive-n-Save Mkt.
Willamette Plaza(12)	3	Emporium, Mayfair, PayLess
Coburg Plaza(8)	NA	Safeway, Thrifty's

Principal Shopping Days-Thur., Fri., Sat.; Food-Weds., Thur., Fri., Sat.
Stores Open Evenings-Most open nightly; Downtown Fri.

13 - RETAIL OUTLETS: Department Stores-

Montgomery Ward; Sears; JCPenney; Bon Marche; Meier & Frank; Emporium 3; Frederick & Nelson; Nordstrom Place II.
Discount Stores-Fred Meyer 3; Bi-Mart 4; PayLess 3; K mart 2; JAFCO; G.I. Joe's.
Variety Stores-Woolworth; Newberry; Tiffany-Davis; Sprouse-Reitz.
Chain Drug Stores-Tiffany-Davis 5; Hirons 2; Payless 3; Thrifty.
Chain Supermarkets-Safeway 14; Albertson's 7; McKay's 6; Thriftway 2; Drive-n-Save 2; IGA 2; United Grocers 2; Waremart 2.
Other Chain Stores-Weisfield Jewelers; Firestone 3; Leeds Shoes; Lerner's; Goodrich; Gallenkamps Shoes; Anita's; Arden's; Mode O'Day; Goodyear 3; Kaufman Bros. 2; J. K. Gill; Burch's Shoes; Rubenstein's; Fabric House; Kopfenstein's; Motherhood Maternity; Memory Lane; Albert's Hosiery; The Clothes Tree; The Blade 2; Hallmark; House of Uniforms; Petries; See's Candies; Thom McAn Shoes; Topps & Trowsers; Jerod's Outdoor; Jafco; M. Jacobs Furniture; Brooks; Everbody's Records.

14 - NEWSPAPERS: REGISTER-GUARD (m-mon to sat) 68,789; (S) 72,149; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James A. McComb, Mktg. Dir., REGISTER-GUARD, PO Box 10188, Eugene, OR 97440; Tel. (503) 485-1234.
National Representative: Sawyer-Ferguson-Walker.

GRANTS PASS

1 - LOCATION: Josephine County. E&P Map A-3. County Seat. Agriculture, lumber and tourist center. 258 mi. S of Portland; 420 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,997; Loc. Est. 16,314
CZ-ABC: (80) 22,936; (84) 23,400
RTZ-ABC: (80) 49,677; (84) 56,200
County 80 Cen. 58,820; Loc. Est. 60,223
City RTZ-ABC: (80) 72,613; (84) 79,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,045; Loc. Est. 6,608
CZ-ABC: (80) 9,118; (84) 9,400
RTZ-ABC: (80) 17,634; (84) 20,300
County 80 Cen. 21,866; Loc. Est. 22,900
City & RTZ-ABC: (80) 26,752; (84) 29,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$65,056,000
Savings & Loan	7	$33,600,000

6 - PASSENGER AUTOS: County 51,640

7 - ELECTRIC METERS: Residence County 19,757

8 - GAS METERS: Residence 4,300

9 - PRINCIPAL INDUSTRIES: Lumber, Wood Prod., 4,617 emp.
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-68; Summer 51-87; Fall 42-62; Winter 36-47. First killing frost, Sept. 28. Last killing frost, May 9.

11 - TAP WATER: Alkaline, neutral.

12 - RETAILING: Principal Shopping Centers-8 blocks on 6th St.; 2 on G St.; 2 on H St.
Neighborhood Shopping Centers-1 block on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cavean Plz.(12)	NA	Kacy's
Northgate(10)	NA	Drive 'N Save Mkt.
Grant's Pass(34)	NA	Pay Less Mont. Ward

Principal Shopping Days-Mon. and Sat., Fri.
Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Montgomery Ward; Griffiths.
Variety Stores-McGregor's; Sprouse-Reitz.
Chain Supermarkets-Safeway; Independent 3; Drive 'N Save 2; Mayfair; Albertson's.
Other Chain Stores-Firestone; Pay Less Drug & Variety; Bi-Mart; Sears; K mart.

14 - NEWSPAPERS: COURIER (e) 16,172; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Melody Wilson; Adv. Mgr., COURIER, Po Box 1468, Grants Pass, OR 97526; Tel. (503) 474-3734.
National Representative: None.

KLAMATH FALLS

1 - LOCATION: Klamath County. E&P Map B-3. County Seat. Shipping center for 4-county agricultural and lumbering areas. Wholesale center. Winter and summer recreation and resort area. South central part of the state, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

2 - TRANSPORTATION: Railroads-Amtrak, So. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 16,661; Loc. Est. 16,616
CZ-ABC: (80) 44,606; (84) 43,700
RTZ-ABC: (80) 33,765; (84) 34,600
County 80 Cen. 59,117; Loc. Est. 60,900
City & RTZ-ABC: (80) 78,371; (84) 78,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,691; Loc. Est. 6,425
County 80 Cen. 21,688; Loc. Est. 22,129
CZ-ABC: (80) 16,619; (84) 16,400
RTZ-ABC: (80) 12,275; (84) 12,800
City & RTZ-ABC: (80) 28,894; (84) 29,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$221,658,000
Savings & Loan	5	$188,500,000
Credit Unions	4	$46,250,000

6 - PASSENGER AUTOS: County 50,351

7 - ELECTRIC METERS: Residence 23,880

8 - GAS METERS: Residence 6,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 3,460 ($475); Agriculture 3,000 ($160); Railroad 1,430 ($460); Education 1,590 ($310).
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15. Last killing frost, June 5.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on S. Sixth St.
Neighborhood Shopping Centers-12 blocks on East Main St.; 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albertson's	NA	Albertson's Foods
Town & Country (50)	NA	PayLess Drug, Farms Mkt.
K mart Plaza	NA	K mart
Shasta Plz.(24)	NA	JCPenney, Mont. Ward, Woolworth
Jefferson Sq.(20)	NA	Emporium, Pay Less
Campus Square	NA	Market Basket

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-JCPenney; Miller's; Montgomery Ward; Woolworth; PayLess; Big R; Bi-Mart; K mart and most food stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Miller's; Emporium.
Discount Stores-PayLess; Jefferson Square Town & Country; Big R.; Bi-Mart; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-PayLess 2; Bi-Mart.
Chain Supermarkets-Sherm's Thunderbird; Safeway 2; Albertson's.
Other Chain Stores-Firestone; Goodyear; Mode O'Day; Weisfields (jewelry); Singer Co.; McMahan's Furniture; Kirby Shoes; Volume Shoes; Radio Shack; Bistrin's; Kinney's Shoes; LaPointe's.

14 - NEWSPAPERS: HERALD & NEWS (e-mon to fri) 19,325; (S) 19,542; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peter York, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4000.
National Representative: None.

LA GRANDE

1 - LOCATION: Union County. E&P Map C-1. County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, ID. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Wallowa Valley Stages.

3 - POPULATION:
Corp. City 80 Cen. 11,354; Loc. Est. 12,348
CZ-ABC: (80) 11,831; (84) 11,800
RTZ-ABC: (80) 19,363; (84) 19,300
County 80 Cen. 23,921; Loc. Est. 24,710
City & RTZ-ABC: (80) 31,194; (84) 31,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,375; Loc. Est. 4,723
County 80 Cen. 8,707; Loc. Est. 9,213
CZ-ABC: (80) 4,541; (84) 4,600
RTZ-ABC: (80) 6,979; (84) 7,000
City & RTZ-ABC: (80) 11,520; (84) 11,600

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$79,049,871
Savings & Loan	4	$48,418,472

6 - PASSENGER AUTOS: County 19,837

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 950 ($400); Feed Milling 12 ($150); Logging 300 ($500); Railroad 450 ($400); Food Pkg. 45 ($200); State & Fed. Govt. 1,050 ($300); Chemical 21 ($375); Trailer Mfg. 200 ($260).
Principal Industrial Pay Days-1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-75; Summer 42-86; Fall 25-61; Winter 22-50.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Adams Ave.; 5 on Jefferson Ave., 3 on Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grande Ronde(15)	1	Sprouse Reitz, Pay Less
Island City	NA	Sentry Foods

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Drug, Food and some neighborhood stores during summer.

13 - RETAIL OUTLETS: Department Stores-Keith O'Brien; Montgomery Ward; JCPenney; Quisenberry's.
Variety Stores-Sprouse Reitz; C&E.
Chain Drug Stores-Rexall; Pay Less.
Chain Supermarkets-Safeway; Albertson's; Ron's.
Other Chain Stores-Mode O'Day (women's); Sears.

14 - NEWSPAPERS: OBSERVER (e) 7,504; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1710 6th St., La Grande, OR 97850; Tel. (503) 963-3161.
National Representative: Branham/Newspaper Sales.

MEDFORD

1 - LOCATION: Jackson County (MSA). E&P Map A-3. County Seat. Industrial and wholesale center for S OR and N CA 180 mi. S of Eugene, 75 mi. W of Klamath Falls, 157 mi. N of Redding, CA, 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227 and 234; I-5 (U.S. 99).

2 - TRANSPORTATION: Railroads-Southern Pacific; White City.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Trailways; Agate Stages; Rogue Valley Transit.
Airlines-United, Horizon, Cascade.

3 - POPULATION:
Corp. City 80 Cen. 39,603; Loc. Est. 45,171
CZ-ABC: (80) 54,394; (84) 57,200
Bal. in PMA-ABC: (80) 78,062; (84) 82,400
County/MSA 80 Cen. 132,456; Loc. Est. 137,671
Total PMA-ABC: (80) 132,456; (84) 139,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,559; Loc. Est. 16,464
County/MSA 80 Cen. 49,011; Loc. Est. 52,135
CZ-ABC: (80) 20,750; (84) 22,000
Bal. in PMA-ABC: (80) 28,261; (84) 30,200
Total PMA-ABC: (80) 49,011; (84) 52,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$534,000,000
Savings & Loan	6	$506,000,000

6 - PASSENGER AUTOS: County 108,500

7 - ELECTRIC METERS: County 48,200

8 - GAS METERS: County 15,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 4,400 ($365); Wholesale 2,600 ($360); Ret. Trade 12,250 ($340); Pub. Utilities 2,200 ($390); Fab. Metals & Elec. Equip. 1,600 ($340); Tourism Svcs. 1,300 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44; Av. Temp. 54, annually.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Medford; Jackson St. at Hawthorne Park (28 acres); 12 block areas between 5th, 9th; Holly St. and Riverside Ave. Big Y Disctrict at North City Limits; W Main at Lozier & Ross Lanes; K mart; Barnett at Riverside; Bear Creek Plaza; Biddle at McAndrews; Black Oak; Barnett Road & Black Oak; Fred Meyer; Crater Lake Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medford(42)	1	Sears
Medford Mall(52)	NA	JCPenney
Big Y	2	Big Y Mkt.
Westgate(4)	1	Thunderbird
K mart	1	K mart
Bi-Mart	2	Bi-Mart
Bear Creek Plz.	1	Albertson's
Sherms	1	Sherms
Black Oak	2	Drive 'N Save
Cottonwood Sq.	2	Buccaneer Pizza
Fred Meyer	3	Fred Meyer
Poplar Sq.	?	Gered's Outdoor

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Mon., Wed., Fri.
Stores Open Sundays-Food; Discount; Drug; Department.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Sears; LaPointe's; Fred Meyer; Dunham's; Parker Woods; Beaver Electric; Lamonts; Pay 'N Pak; Robinsons.
Variety Stores-Newberry; Woolworth; Sprouse Reitz.
Discount Stores-Thunderbird; K mart; Bi-Mart; Black Bird; Big Bear; Sherms; Fred Meyer.
Chain Drug Stores-Pay Less; Bi-Mart.
Chain Supermarkets-Drive 'N Save 5; Van Wey's; Safeway 2; Mayfair; Albertson's; Sentry 2; U-Mark-It 2; Thriftway 5.
Other Chain Stores-Auto Supply; Firestone; Goodrich; Goodyear; Uni-Royal; Kinney; Mode O'Day; Lerner's; Gallenkamp's; Zale's; JoAnn's Fabrics; Sherwin-Williams; Pittsburgh Plate Glass; Weisfields; S&H Green Stamps; Sanford's; Home Fabrics; Fabric House; Drew's Mainstore; General Tire; The Closet; McMahon's Furniture; Radio Shack 3; Bistrin's; Bon Ton's; Hickory Farms; Fashionland; Gered's; Color Tile; G.I. Joes.

14 - NEWSPAPERS: MAIL TRIBUNE (e-mon to thur); 28,567; (e-fri) 35,548; (S) 31,491; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hudson, Adv. Mgr., MAIL TRIBUNE, 6th at Fir St., PO Box 1108, Medford, OR 97501; Tel. (503) 776-4411.
National Representative: Branham/Newspaper Sales.

ONTARIO

1 - LOCATION: Malheur County. E&P Map D-2. 70 mi. SE of Baker, OR; 60 mi. W of Boise, ID on E portion of State; on I-84, U.S. 30; State 7, 86 & 30.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,814; Loc. Est. 9,862
CZ-ABC: (80) 8,814; (83) 9,100
RTZ-ABC: (80) 43,909; (83) 44,100
County 80 Cen. 26,896; Loc. Est. 27,517
City & RTZ-ABC: (80) 52,723; (83) 53,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,305; Loc. Est. 3,589
CZ-ABC: (80) 3,305; (83) 3,500
RTZ-ABC: (80) 15,146; (83) 16,000
County 80 Cen. 9,279; Loc. Est. 9,710
City & RTZ-ABC: (80) 18,451; (83) 19,500

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Agriculture	3	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 23,832

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage N.A.)Agriculture; Vegetable & Fruit Processing; Livestock Packing; Creamery; Lumber Processing & Finishing; Livestock Sale yard; Recreation; Education (Treasure Valley Community College); Agriculture/Food Production.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 50-103; Fall 34-64; Winter 10-58. First killing frost, Oct. 3. Last killing frost, May 12.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center (7)	0	Bonanza Variety, F&F Sport Center
W. Park Plaza(30)	1	Albertson's, Sears, Keith O'Brien
Canyon Village	1	Best Showcase, Cider Mart
K mart Center	1	K mart
Bi-Mart Ctr.	1	Bi-Mart, Paul's IGA

13 - RETAIL OUTLETS: Drug Stores-Skaggs; Pay Less; Ontario Pharmacy.
Food Stores-Albertson's; Safeway; Ontario; Discount Food; IGA Stores 3; Smith's.
Variety Stores-MFRC; Sprouse Reitz; Merc; Bonanza; Bi-Mart; K mart.
Other Chain Stores-Sears; Montgomery Ward; Les Schwab; Shakey's; Pietro's; K-G (Mens, Miss, Bootery); Hudson's; Handy House; D&B; Blackers.

14 - NEWSPAPERS: ARGUS OBSERVER (e-mon to fri) 7,529; (S) 7,529; Sept. 30, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Francis R. McLean, Pub., ARGUS OBSERVER, PO Box 130; 1160 SW 4th St., Ontario, OR 97914; Tel. (503) 889-5387.
National Representative: Landon Associates.

OREGON CITY

1 - LOCATION: Clackamas County (In Portland PMSA). E&P Map A-1, County Seat. 12 mi. S of Portland on U.S. Hwy. 99E.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Inter-City Buses Inc.; Molalla-Estacada Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,673; Loc. Est. 17,005
County 80 Cen. 241,919; Loc. Est. 250,035
PMSA 80 Cen. 1,105,292; Loc. Est. 1,137,427
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,348; Loc. Est. 6,214
County 80 Cen. 84,698; Loc. Est. 89,561
PMSA 80 Cen. 383,321; Loc. Est. 449,780

5 - BANKS	NUMBER	EST. DEP.
Commercial Br.	11	$120,000,000
Savings & Loan	5	$95,000,000

6 - PASSENGER AUTOS: County 191,886

7 - ELECTRIC METERS: Tri-City Area 34,390

8 - GAS METERS: Tri-City Area 23,167

9 - PRINCIPAL INDUSTRIES: Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.
Principal Pay Days-Paper Mills, every other Tuesday; other industries, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 3 on 7th St.; 2 on 8th; 3 on Washington; 1 on Molalla.
Neighborhood Shopping Centers-6 blocks on Upper 7th St.; 7 on Molalla Ave. Bomber, Oregon City Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oregon City (36)	NA	Ben Franklin, Mont. Ward, Pay Less Drugs
Southridge	NA	Bi-Mart, Albertson's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-50% open Fri. nites; Shpg. Ctr., every nite, some also Sun.
Stores Open Sundays-Grocery; some in Shopping Centers; Drugs.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fred Meyer; K mart; G. I. Joes; Bi-Mart.
Variety Stores-Ben Franklin; Boyd's 88 Center; Crown Discount.
Chain Drug Stores-Thrifty; Huntley-Draper 2; Olson's; Gary's; Danielson's Super Center.
Chain Supermarkets-Danielson's Thriftway 4; Fred Meyer; Mayfair; Tradewell; Kennows; Prairie Mkts.; Albertson's; Safeway.
Other Chain Stores: Montgomery Ward (order office); Sears (order office); Coast-to-Coast; Anita Frocks; Gallenkamps; Sherwin-Williams; Butler Bros.; Columbian Optical; Kinney Shoes; Handyman.

14 - NEWSPAPERS: ENTERPRISE-COURIER (e-mon to fri) 5,691; Dec., 1983 VAC.
Local Contact for Advertising and Merchandising Data: Jon White, Adv. Dir., ENTERPRISE-COURIER, 821 Main St., PO Box 471, Oregon City, OR 97405; Tel. (503) 656-1911.
National Representative: U.S. Suburban Press, Scripps League Newspapers.

PENDLETON

1 - LOCATION: Umatilla County. E&P Map C-1, County Seat. Shopping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon. 208 mi. from Portland. On Old Oregon Trail and Interstate 84.

2 - TRANSPORTATION: Railroads-N.P.; U.P.; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 14,521; Loc. Est. 15,631
CZ-ABC: (80) 14,521; (84) 13,800
RTZ-ABC: (80) 51,859; (84) 55,100
County 80 Cen. 58,851; Loc. Est. 61,264
City & RTZ-ABC: (80) 66,380; (84) 68,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,534; Loc. Est. 5,987
CZ-ABC: (80) 5,534; (84) 5,300
RTZ-ABC: (80) 18,185; (84) 19,600
County 80 Cen. 21,077; Loc. Est. 22,436
City & RTZ-ABC: (80) 23,719; (84) 24,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$87,136,000
Savings & Loan	3	$121,000,000

6 - PASSENGER AUTOS: County 51,818

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sawmills 800; Furniture 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 725; Leather Goods 50; Travel Trailers 144.
Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; Melaine Square Shopping Ctr.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Dunsenberry's; Hatfields; K mart; Bi-Mart.
Chain Drug Stores-PayLess.
Chain Supermarkets-Albertson's; Safeway.
Other Chain Stores-Mode O'Day; Sherwin-Williams; Les Schwab (tires); Radio Shack.

14 - NEWSPAPERS: EAST OREGONIAN (e) 12,909; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Con Shea, Adv. Dir., EAST OREGONIAN, 211 SE Byers St., Pendelton, OR 97801; Tel. (503) 276-2211.
National Representative: Brantam Newspaper Sales.

PORTLAND

1 - LOCATION: Multnomah County (PMSA). E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In NW part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem; 173 mi. S of Seattle; 639 mi. N of San Francisco, CA. On U.S. Hwys. 99, 30 and 26; State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224; I-5, 84, 205.

2 - TRANSPORTATION: Railroads-Freight: Milwaukee Road; Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.
Motor Freight Carriers-100.
Steamship Lines-37.
Intercity Bus Lines-Greyhound; Trailways; Tri-Met.
Airlines- Alaska; American; Eastern; Northwest Orient; United; Western; Republic Airlines; Emery Air (freight); Federal Express (freight); Continental; Delta; Air California; Cascade; Horizon; Air Oregon; TWA; Pacific Express; Pacific Southwest; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 366,383; Loc. Est. 367,229
CZ-ABC: (80) 810,920; (84) 783,000
RTZ-ABC: (80) 576,164; (84) 625,200
County 80 Cen. 562,640; Loc. Est. 569,622
PMSA 80 Cen. 1,105,292; Loc. Est. 1,137,427
City & RTZ-ABC: (80) 1,387,084; (84) 1,408,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 158,847; Loc. Est. 163,315
CZ-ABC: (80) 327,725; (84) 318,600
RTZ-ABC: (80) 200,712; (84) 219,900
County 80 Cen. 233,135; Loc. Est. 241,442
PMSA 80 Cen. 383,321; Loc. Est. 449,780
City & RTZ-ABC: (80) 528,437; (84) 538,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	21	$10,641,940,000
Savings	1	$499,010,348
Savings & Loan	7	$4,724,802,729

6 - PASSENGER AUTOS: County 364,687

7 - ELECTRIC METERS: Residence 163,220

8 - GAS METERS: Residence 51,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Lumber & Wood 7,100 ($422); Metals 14,800 ($442); Food 7,600 ($411); Paper Prod. 6,700 ($553); Textiles & Apparel 4,400 ($218); Machinery 10,100 ($451); Printing & Pub. 6,600 ($413).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-100; Summer 48-93; Fall 16-79; Winter 12-68. First killing frost, Nov. 29. Last killing frost, Mar. 4.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-West side of Willamette River; 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River; 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to Broadway and 9th to 15th Ave.
Neighborhood Shopping Centers-Hollywood, NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster; Montavilla; SE 80th & Stark; Multnomah; SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland; SE Milwaukee & Bybee, Hillsdale, Raleigh Hills, Woodland Park, NE Halsey & 102nd, Parkrose, Burlingame, Laurelhurst Shopping Center, Sylvan, Cedar Hills, Tanasbourne Farmington Mall, Galleria, New Market Theater, John's Landing, Yamhill Market Place, Water Tower.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastport Plz.(48)	4	JCPenney, Mervyn's, Newberry
Gateway(38)	5	Fred Meyer, Mervyn's
Lloyd Center(98)	1	Meier & Frank, Frederick & Nelson, Nordstrom, JCPenney
Oregon City(30)	13	Pay Less, JCPenney
Washington Square(104)	9	Sears, Frederick & Nelson, JCPenney, Nordstrom, Meier & Frank, Mervyn's
Mall 205 (75)	6	Mont. Ward, Pay Less, Emporium
Jantzen Beach(123)	7	Frederick & Nelson, Mont. Ward, K mart, Pay Less
Beaverton Mall(93)	8	Pay Less, Emporium, G.I. Joe's
Vancouver Mall(110)	21	Meier & Frank, Sears, JCPenney, Mervyn's
Clackamas Town Center(159)	11	JCPenney, Sears, Nordstrom, Meier & Frank, Mont. Ward,
Holly Farm Mall (21)	12	Jafco

Principal Shopping Days-Department Stores Mon., Fri., Sat.; Food Wed., Thur., Fri., Sat.
Stores Close-Sun ex. Shopping Centers and Super Mkts.
Stores Open Evenings-Dept. & Furn.-Mon. & Fri.; Super Mkts. Every evening.

13 - RETAIL OUTLETS: Department Stores-Meier & Frank 5; Montgomery Ward 5; Frederick & Nelson 4; JCPenney 9; Sears 3; Emporium 3; Mervyn's 4; Nordstrom 5; Jafco 3.
Discount Stores-G.I. Joe's 5; K mart 11.
Variety Stores-Sprouse Reitz; Newberry; Rodgers; Woolworth; Scott's 88 Center 8.
Chain Drug Stores-Pay Less 10; Cent-Wise; Century 4.
Chain Supermarkets-Safeway 34; Fred Meyer 26; Kienow's 13; Thriftway 53; Tradewell 6; Albertson's 26; AG Stores 10; Sentry 7; Prairie Market 16; IGA 6; 8 to 1 Stores; Plaid Pantry's 59; Swift Mart 7; Quick Shop Minute Mart 9; 7-Eleven Food Stores 47.
Other Chain Stores-Bart's Hush Puppies 4; Naturalizer 5; Volume Shoe 5; Goodyear 6; Goodnch; Zell Bros. 3; House of Fabric 7; Firestone 12; Florsheim Shoes 4; Gallenkamp Shoes 3; Pay & Pak 5; Kinney Shoes 9; Lerner Shops 5; Thom McAn 3; Van Duyn Candy 13; Weisfield's 5; Fred Meyer's (apparel, hardware, automotive) 28; J.K. Gill 7; B. Dalton 9; Maurices; Toys 'R Us 3; I. Magnin.

14 - NEWSPAPERS: OREGONIAN (all day-mon to fri) 288,724; (m-sat) 279,095; (S) 410,519; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Schoenbacher, Adv. Dir., OREGONIAN, 1320 S.W. Broadway, Portland, OR 97201; Tel. (503) 221-8327.
National Representative: Newhouse Newspapers.
JOURNAL OF COMMERCE (m-mon to fri) 4,663; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Katherine Reid, Adv. Mgr., JOURNAL OF COMMERCE, 2014 N.W. 24th Ave., PO Box 10127, Portland, OR 97210; Tel. (503) 225-1311.
National Representative: None.

ROSEBURG

1 - LOCATION: Douglas County. E&P Map A-3, County Seat. 177 mi. S of Portland; on I-5; North Umpqua Hwy.; 80 mi. E of Pacific Ocean. 130 mi. N of California state line.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,644; Loc. Est. 17,512
PMA-ABC: (80) 93,748; (84) 96,300
County 80 Cen. 93,748; Loc. Est. 94,050
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,406; Loc. Est. 6,786
County 80 Cen. 33,367; Loc. Est. 34,278
PMA-ABC:(80) 33,367; (84) 34,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$382,700,000
Savings & Loan	4	$131,000,000

6 - PASSENGER AUTOS: County 76,159

7 - ELECTRIC METERS: Residence 32,089

8 - GAS METERS: Residence 4,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prod. 9,030 ($320); Primary Metals 480 ($360); Printing & Publishing 206 ($275); Construction 1,570 ($400); Transportation, Communications & Utilities 1,440 ($347); Wholesale Trade 730 ($240); Retail Trade 5,220 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13. Last killing frost, Apr. 5

11 - TAP WATER: Neutral, very soft. Trading Area-Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jackson St.; 5 on Cass St.; 5 on Oak St.; 12 on Stephens St.
Neighborhood Shopping Centers-2 blocks on S Stephens St. at South City Limits; 7 blocks vicinity of Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N Umpqua Rd., 2 mi. E of City Center; Shopping Center on Harvard Ave., 2 mi. W of City; Roseburg Plaza, 1 1/2 block area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseburg Valley Mall	2	Sears, The Bon, Pay Less
W Roseburg	2	Mark'N Save
N Roseburg(31)	2	Safeway, Mont. Ward
NW Roseburg	2	Drive-N-Save Mkt.
Garden Valley(30)	2	Drive-N-Save Mkt., Valley Dept. Store
No. Roseburg Plaza(31)	1	Albertson's, Pay Less

Principal Shopping Days-Dept. Stores-Mon., Fri. and Sat.; Food-Fri., Sat. and Sun. in Winter; Fri. and Sat. in Summer.
Stores Open Evenings-Food-daily to 9.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Montgomery Ward; Pay Less 3; Valley Dept. Store; Bi-Mart; Sears; The Bon; K mart; Fred Meyer.
Variety Stores-Newberry.
Chain Drug Stores-Rexall; Pay Less; Bi-Mart.
Chain Supermarkets-Safeway 2; Shop'N Kart 2; Drive-N-Save 3; Albertson's; Mark'N Save 2; Dee's; IGA.
Other Chain Stores-Firestone; Fabric House; Lerner's (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 19,552; (S) 19,397; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael N. Pieruccini, Adv. Dir., NEWS-REVIEW, 345 NE Winchester, Roseburg, OR 97470; Tel. (503) 672-3321.
National Representative: None.

SALEM

1 - LOCATION: Marion and Polk Counties (MSA). E&P Map A-6. County Seat. Capital of state in heart of Willamette Valley 47 mi. S of Portland. Farming, food processing center. On Interstate 5 and Willamette River.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Burlington.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways; Hamman Stages
Airlines-Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 89,233; Loc. Est. 93,013
CZ-ABC: (80) 139,138; (84) 140,800
Bal. in PMA-ABC: (80) 288,239; (84) 300,800
Counties/MSA 80 Cen. 249,895; Loc. Est. 258,988
Marion 80 Cen. 204,692; Loc. Est. 213,363
Polk 80 Cen. 45,203; Loc. Est. 45,625
Total PMA-ABC: (80) 427,377; (84) 441,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 34,183; Loc. Est. 36,921
CZ-ABC: (80) 52,535; (84) 53,600
Bal. in PMA-ABC: (80) 103,658; (84) 109,400
Counties/MSA 80 Cen. 90,656; Loc. Est. 96,159
Marion 80 Cen. 74,246; Loc. Est. 79,215
Polk 80 Cen. 16,410; Loc. Est. 16,944
Total PMA-ABC: (80) 156,193; (84) 163,000

5 - BANKS	NUMBER	DEPOSITS
Savings	19	$416,298,000
Savings & Loan	8	$380,186,000

6 - PASSENGER AUTOS: Counties Marion 160,456; Polk 34,514

7 - ELECTRIC METERS: Residence 49,944

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prod. 3,700; Food Proc. 4,800; State Admin. 14,000; Fed. Govt. 1,400; Fin., Ins., Real Estate 4,700.
Principal Pay Days-Canneries, Thur. & Fri.; Pulp, Paper, Ins., 1st & 15th; Gov't., 1st.

10 - CLIMATE: Avg. Temp., Jan. 39; Avg. Temp. June 61; First killing frost, Oct. 28; Last killing frost, Apr. 14.

11 - TAP WATER: Soft mountain water.

12 - RETAILING: Principal Shopping Center-14 square blocks from Marion St. S to Ferry St. and Commercial St. E to High St.
Neighborhood Shopping Centers-4 blocks at Center & Capitol Sts., Hollywood District Shpg. Area, 1 mi. along Hwy. 99E N of city; S Salem Business District about 4 mi. along Hwy. 99E S of city; 4 blocks 12th & State Sts., 3 mi. at Keizer District; 5 blocks at Canadalaria Distrnct, 3 blocks in Liberty District S of city; 2 on Hwy. 99E outskirts of city; about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(13)	NA	Sears
Keizer	5	Albertson's, Coast-to-Coast
Westgate(2)	2	Frey's Thriftway
Sunnyslope(23)	4	Mayfair
Oak Hills(32)	2	Safeway
Roseland(6)	3	Mayfair
Keizer Village	4	IGA
Lancaster Mall(53)	2	PayLess, Emporium, The Bon
Lancaster	NA	Waremart
Fred Meyer North(7)	NA	Fred Meyers Stores
Fred Meyer East(7)	NA	Fred Meyer Stores
Fred Meyer South Salem(7)	NA	Fred Meyer Stores
K mart Plaza N	NA	K mart
K mart Plaza S (4)	NA	K mart
Salem Plaza	NA	Zale's, Radio Shack
Nordstrom Mall(44)	NA	Nordstrom

Principal Shopping Days-Department Stores: Fri., Sat. & Mon.; Food: Thur., Fri. & Sat.
Stores Open Evenings-Mon. Thur. & Fri.
Stores Open Sundays-Supermarkets; Major Dept. & Drug Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Meier & Frank; Emporium; Frederick & Nelson; Nordstrom; The Bon.
Variety Stores-Metropolitan; Sprouse Reitz 4.
Discount Stores-K mart 2; Fred Meyer 3; Pay-N-Pak; Pay Less 2; G. I. Joe's; Smith's Furnishing; Jafco; Bi-Mart 2.
Chain Drug Stores-Rexall 5; Pay Less 2; Fred Meyer 3.
Chain Supermarkets-Safeway 5; IGA 4; Fred Meyer 3; Albertson's; Mayfair 2; Circle K 9; Plaid Pantry 7; Thriftway 4; Waremart 2; Prairie Market 2.
Other Chain Stores-Singer Co.; Coast-to-Coast; Firestone; Leeds; Anita; Fuller; General Paint; Kinney Shoes; Pittsburgh Paint; Zale's Jewelers; Sure-Fit-Seat Covers; Fabric House; Fabric World; LaPointe's 2; Hickory Farms; Baskin-Robb: s 3; Stevens and Son Jewelers; Blade; Rubenstein Furniture; Norris Paint; Nadeau's Jr. Shoes; Action Alley 2; The Cover Up; Fabric Wholesaler; K-G Men's Wear; Perfect Look 2; Orange Julius 2; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Sue Marshall; Clark, Jr.; Harry Ritchies.

14 - NEWSPAPERS: STATESMAN-JOURNAL (m) 55,925; (S) 55,789; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Hawkins, Adv. Dir., STATESMAN-JOURNAL, 280 Church St. N.E.; PO Box 13009, Salem, OR 97309; Tel. (503) 399-6646.
National Representative: Gannett Newspaper Advertising Sales.

THE DALLES

1 - LOCATION: Wasco County. E&P Map B-1. County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail, U.S. Bridge connects U.S. 30 (OR); I-84 (Boise-Portland) U.S. 830 (WA), with U.S. 197 in The Dalles.

2 - TRANSPORTATION: Railroads-Union Pacific; S&PS; Gt. Northern; Northern Pacific; Amtrak (Seattle-Portland-The Dalles-Salt Lake, E & W trains daily.)
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,820; Loc. Est. 12,438
County 80 Cen. 21,732; Loc. Est. 22,361
CZ-ABC: (80) 10,820; (84) 9,800
RTZ-ABC: (80) 30,963; (84) 31,500
City & RTZ-ABC: (80) 41,783; (84) 41,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,309; Loc. Est. 4,571
County 80 Cen. 5,212; Loc. Est. 8,594
CZ-ABC: (80) 4,309; (84) 4,000
RTZ-ABC: (80) 11,255; (84) 11,600
City & RTZ-ABC: (80) 15,564; (84) 15,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 20,271

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 1,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 320 ($369); Aluminum 500 ($350); Fruit proc. 300 ($200); Trans.& Utilities 370 ($300); Wood products 390 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-100; Summer 40-110; Fall 30-90; Winter 15-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-2nd, 3rd, 4th and W 6th streets.
Neighborhood Shopping Centers-W 6th; W 9th; Trevitt & W 6th; Kelley Ave. & Chenowith Loop; West Sunset Drive; Cascade Square.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Williams 1870; JCPenney; Sawyer's.
Variety Stores-Coast-to-Coast; Newberry; Fred Meyer.
Chain Drug Store-Pay Less.
Chain Supermarkets-Allen's; Easthill Sentry; Safeway; DeHart's Eastgate-Westgate; Fred Meyer Consumer Warehouse; Albertson's.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 5,097; (S) 5,440; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gene Sugg, Adv. Mgr., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.
National Representative: Scripps League Newspapers.

PENNSYLVANIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, Pa.-N.J.-Carbon, Lehigh and Northampton Counties, Pa.; Warren County, N.J.
Altoona-Blair County.
Erie-Erie County.
Harrisburg-Lebanon-Carlisle-Cumberland, Dauphin, Lebanon and Perry Counties.
Johnstown-Cambria and Somerset Counties.
Lancaster-Lancaster County.
Reading-Berks County.
Scranton-Wilkes Barre, Pa.-Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties.
Sharon-Mercer County.
State College-Centre County.
Williamsport-Lycoming County.
York-Adams and York Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Beaver County-Beaver County.
Philadelphia, Pa.-N.J.-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Pittsburgh-Allegheny, Fayette, Washington and Westmoreland Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-N.J.-Del.-Md.-Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; and Wilmington, Del.-N.J.-Md.
Pittsburgh-Beaver Valley-Includes Beaver County PMSA and Pittsburgh PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1985
Under 5 Years	927	748	768
5-14 Years	2,254	1,738	1,784
15-24 Years	1,931	2,141	2,197
25-44 Years	2,686	3,068	3,149
45-64 Years	2,736	2,641	2,711
65 and Over	1,267	1,531	1,571
TOTAL	11,801	11,867	12,180

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	1,156	1,720	2,924
General Mdse	3,683	5,097	8,107
Food	5,664	8,304	13,580
Automobiles	4,636	7,386	12,817
Gasoline Stations	1,799	2,857	5,163
Apparel	1,341	1,832	2,909
Furniture	1,265	1,616	2,741
Eat-Drink Places	1,902	2,992	5,590
Drugs	748	1,092	1,864
TOTAL SALES	28,182	37,244	63,949

ALIQUIPPA
See BEAVER

ALLENTOWN

1 - LOCATION: Lehigh County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. County Seat. Industrial & agricultural center. On Lehigh River, 52 mi. NNW of Philadelphia; 86 mi. E of Harrisburg; 92 mi. WSW of New York City. On U.S. Hwys. 22, 78; and State Hwys. 29, 222, 309; NE Ext., Pa. Turnpike.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carl Bieber; Eastern Greyhound; Lanta; Edwards Lakes to Sea Motor; Perkiomen Valley; Trailways; Boro; Grayline; Trans Bridge.
Airlines-United, Eastern; USAir; Freedom; Federal Express; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 103,758; Loc. Est. 104,079
CZ-ABC: (80) 187,333; (84) 186,900
RTZ-ABC: (80) 318,936; (84) 335,600
County 80 Cen. 273,582; Loc. Est. 280,075
MSA 80 Cen. 636,714; Loc. Est. 654,092
City & RTZ-ABC: (80) 506,269; (84) 522,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,307; Loc. Est. 43,184
CZ-ABC: (80) 71,920; (84) 72,500
RTZ-ABC: (80) 110,786; (84) 117,700
County 80 Cen. 101,684; Loc. Est. 106,629
MSA 80 Cen. 230,764; Loc. Est. 242,706
City & RTZ-ABC: (80) 182,706; (84) 190,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	N.A.	N.A.
Savings & Loan	N.A.	N.A.

6 - PASSENGER AUTOS: County 141,749

7 - ELECTRIC METERS: County 102,500

8 - GAS METERS: County 35,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stone, Clay & Glass 2,100 ($450); Metals 15,900 ($499); Non-elect. Machy. 5,600 ($501); Electrical Equip. 10,000 ($495); Trans. Equip. & Misc. Mfg. 8,900 ($588); Other Durables 2,700 ($385); Food 7,700 ($429); Textile 2,800 ($215); Apparel 18,500 ($183); Paper Prods. 1,500 ($369); Printing & Publ. 5,500 ($401); Chemical Products 6,500 ($452); Rubber & Plastics 1,700 ($346); Total Employment 254,700; Av. Wkly. Wage $387.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
15th St. Plz.(10)	1	Thrift Drug, Food Lane
Crest Plaza(22)	5	Woolworth, Rickels, Food Lane, Acme,
Hamilton Mall(70)	NA	Hess, Leh's Dept.
Mountainville(16)	3	Channel Home Ctr., Woolworth
Parkway(25)	2	Woolworth, Rea & Derick
Whitehall Mall(77)	2	Sears, Woolworth, Weis Mkt., Leh's
Shopper's Village(8)	4	Rea & Derick, Weis Mkt.
Trexler Mall(50)	8	Hess, Thrift Drug, Lane's
Lehigh Valley Mall(150)	2	Bamberger's, John Wanamaker, JCPenney

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Thur. & Fri.
Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Hess; Leh's; Sears; Bamberger's; JCPenney; John Wanamaker.
Discount Stores-Lane; Jefferson Ward; K mart; Clover.
Variety Stores-Woolworth 4; McCrory; Ben Franklin 2.
Chain Drug Stores-Revco 2; Rea & Derick 2; Thrift Drug 4; Rite-Aid Discount; Walters 2.
Chain Supermarkets-Acme 7; Weis 3; 7-Eleven 6; Food Lane 6; Wawa 3; Pathmark; Jewel-T; Giant; Shop Rite; Thrift Way.
Other Chain Stores-Auto Acc.: Firestone, Pep Boys, Penn Jersey 2; Shoes: Baker's 2, Dollar Shoe 2, Endicott-Johnson 2, Fayva 2, Father & Son 2, Kinney 2, Shoe Rack 3, Thom McAn, Hanover; Jewelers: Baily, Banks & Biddle, Freeman's, Gordon, Kay 2, Zale's; Others: Stover Candies, Allen-

EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
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NEW YORK
NEW JERSEY
MARYLAND
OHIO
CONNECTICUT
Erie
Scranton
Wilkes-Barre
Bingham ton
Elmira
Williamsport
Allentown
Bethlehem
Easton
Reading
Lebanon
Harrisburg
Lancaster
Pottstown
Trenton
Willingboro
Philadelphia
Camden
Chester
Wilmington
Atlantic City
Baltimore
York
Gettysburg
Hanover
Carlisle
Chambersburg
Waynesboro
Hagerstown
Altoona
Johnstown
Bedford
McConnellsburg
Cumberland
Frostburg
Oakland
Uniontown
Connellsville
Somerset
Pittsburgh
McKeesport
Washington
Wheeling
Weirton
Steubenville
Youngstown
Warren
Sharon
Farrell
Hermitage
New Castle
Butler
Kittanning
Indiana
Clearfield
DuBois
Brookville
Oil City
Franklin
Titusville
Meadville
Erie
Canton
Alliance
Salem
New Cumberland
Carrollton
Ellwood City
Beaver Falls
Aliquippa
Monessen
Greensburg
Latrobe
Ligonier
Connellsville
Uniontown
Waynesburg
Mount Pleasant
Somerset
Bedford
Hollidaysburg
Tyrone
Clearfield
Lock Haven
Renovo
Coudersport
Wellsboro
Towanda
Troy
Athens
Sayre
Towanda
Tunkhannock
Hazleton
Pittston
Wilkes-Barre
Scranton
Honesdale
Milford
Stroudsburg
East Stroudsburg
Phillipsburg
Easton
Bethlehem
Allentown
Quakertown
Doylestown
Norristown
Media
Chester
Wilmington
Dover
Georgetown
Salisbury
Ocean City
Cape May
Vineland
Millville
Bridgeton
Atlantic City
Hammonton
Toms River
Lakewood
Long Branch
Asbury Park
Freehold
Red Bank
Matawan
Perth Amboy
Elizabeth
Newark
Jersey City
Hackensack
Paterson
Passaic
Hoboken
Bayonne
Jersey City
Newark
Elizabeth
Plainfield
Somerville
Flemington
Phillipsburg
Belvidere
Hackettstown
Dover
Morristown
Boonton
Parsippany
Wayne
Paterson
Hackensack
Ridgewood
Mahwah
Suffern
Nyack
Tarrytown
White Plains
Yonkers
New Rochelle
Mount Vernon
New York
Bronx
Queens
Brooklyn
Staten Island
Long Island
Riverhead
Southampton
Montauk
Greenport
Sag Harbor
Port Jefferson
Huntington
Hempstead
Jamaica
Flushing
Long Island City
Astoria
Bronx
Manhattan
Brooklyn
Queens
Staten Island
Newburgh
Poughkeepsie
Kingston
Hudson
Catskill
Albany
Troy
Schenectady
Amsterdam
Gloversville
Johnstown
Utica
Rome
Oneida
Syracuse
Auburn
Cortland
Binghamton
Endicott
Johnson City
Owego
Elmira
Corning
Hornell
Bath
Dansville
Geneseo
Batavia
Lockport
Niagara Falls
Buffalo
Tonawanda
North Tonawanda
Lockport
Medina
Albion
Brockport
Rochester
Geneva
Canandaigua
Victor
Penn Yan
Watkins Glen
Ithaca
Auburn
Oswego
Fulton
Watertown
Ogdensburg
Massena
Potsdam
Canton
Gouverneur
Malone
Plattsburgh
Saranac Lake
Lake Placid
Ticonderoga
Whitehall
Glens Falls
Saratoga Springs
Schenectady
Albany
Troy
Hudson
Kingston
Poughkeepsie
Newburgh
Middletown
Port Jervis
Monticello
Liberty
Hancock
Delhi
Oneonta
Cooperstown
Herkimer
Little Falls

7 - **ELECTRIC METERS:** Residence 44,593

8 - **GAS METERS:** Residence 32,609

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 2,800; Mach. & Elec. Prod. 2,680 ($320); Food 299 ($315); Apparel 1,990 ($168); Shoe Mfg. 687 ($168); Metal Prod. 1,013 ($339); Clothes Patterns 522; Glass 607; Textile 275 ($340); Toys 106 ($206); Paper 1,304 ($280); Quarry & Related 449 ($255); Chemicals 31 ($346); Motor Rebuilding 73 ($350); Tank Car, Boiler Coating 48 (N.A.); Mobile Home Mfg. 105 (N.A.); Heavy Repair 138 (N.A.).

10 - **CLIMATE:** Min. & Max. Temp.-Spring 5-84; Summer 47-94; Fall 16-84; Winter 1-68. First killing frost, Oct. 4. Last killing frost, May 6.

11 - **TAP WATER:** Alkaline, medium soft; not fluoridated.

12 - **RETAILING: Principal Shopping Centers**-Downtown Area-75 stores; 6 blocks on 11th Ave.; 4 blocks on 12th Ave. Principal stores: Wolf Furn., Penn Furn., Monarchs, Meyer Jonasson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Valley Mall(90)	4	Hess, Sears, JCPenney
Pleasant Valley Ctr.(35)	NA	Kresge, Fishers
Pleasant Valley Area(28)	NA	Revco, David Weis
Park Hills Plz.(20)	NA	Value City
Valley View(2)	NA	Riverside, Gee Bee
Station Mall(30)	NA	Weis Mkt.
Wissinger's Vlg.(3)	NA	Hills, Wissinger's
Cricket Field Plaza(2)	NA	Thrift Drug

Principal Shopping Days-Department Stores: Sat. and Mon.; Food Stores: Thur., Fri., Sat.; Shopping Centers: Mon., Thur., Fri., Sat., & some open Sun.
Stores Close-Downtown: some on Mon. a.m.
Stores Open Evenings-Dept.: Mon. & Thur.; Super Mkts. & Shpg. Ctrs. every night.

13 - **RETAIL OUTLETS: Department Stores**-JCPenney; Monarchs; Sears; Fisher's; Hills; Hess. **Discount Stores**-Unkel Joe's Woodshed; Value City; Revco 3; K mart; Pic-Way Shoe Mart; Gee Bee; Weis; Ames.
Variety Stores-McCrory's; Woolworth; Kresge's; G. C. Murphy.
Chain Drug Stores-Thrift 3; Kopp's Leader 4; Revco 3.
Chain Supermarkets-Economy 9; Clover Farm 5; Riverside 10; Foodland; IGA 3; Weis 2; Shop 'N Save; U-Save Wholesale.
Other Chain Stores-Hanover Shoes; Gallenkamp Shoes; Kinney Shoes; Sherwin-Williams; Firestone; Singer Co.; S & H Green Stamps; Mary Carter Paints; Kay Jewelers; Richman Bros. Clothes; Ormonds Fashions; Miller's Auto Supplies; Pittsburgh Paint; General Tire; Fanny Farmer; Father & Son Shoes; So-Fro Fabrics; General Nutrition; Fashion Bug; Thom McAn; National Record Mart; Giants Shoes; The Bottom Half; Chess King; Claire's Boutique; Deb Shop; Endicott-Johnson; Feel Fine Shops; Fibres I; Foxmoor; The Gap; Gordon Jewelry; Hickory Farms; House of Cards; Kay Bee Toy; Listening Booth; Pants 'N Stuff Shed House; Radio Shack; Red Cross Shoe; Standard Sportswear; Teeks; Waldenbooks; No Name Stores; Lowery Organs; Athlete's World; Motherhood Maternity; Spencer Gifts; Hart's Home Center, B. Dalton; David's Cookies; Athlete's Foot.

14 - **NEWSPAPERS:** MIRROR (e) 35,963; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Singel, Adv. Mgr., MIRROR, 1000 Green Ave.; PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7411.
National Representative: Landon Associates.

AMBRIDGE
See BEAVER

ASHLAND
See SHENANDOAH

ATHENS
See SAYRE

BANGOR

1 - **LOCATION:** Northampton County. (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2 - **TRANSPORTATION: Railroads**-DL&W; Lehigh & New England.
Motor Freight Carriers-6.
Intercity Bus Line-Keystone Tours.
Airlines-Eastern; TWA; USAir; United.

3 - **POPULATION:**
Corp. City 80 Cen. 5,006; Loc. Est. 4,999
County 80 Cen. 225,418; Loc. Est. 232,128
MSA 80 Cen. 636,714; Loc. Est. 654,092

4 - **HOUSEHOLDS:**
City 80 Cen. 1,975; Loc. Est. 2,029
County 80 Cen. 80,032; Loc. Est. 84,409
MSA 80 Cen. 230,764; Loc. Est. 242,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$60,000,000
Savings & Loan	2	N.A.

6 - **PASSENGER AUTOS:** County 137,891

7 - **ELECTRIC METERS:** Residence 5,225

8 - **GAS METERS:** Residence 3,000

9 - **PRINCIPAL INDUSTRIES:** Slate for Roofing and Blackboards; Textile Products; Electronics.

10 - **CLIMATE:** N.A.

11 - **TAP WATER:** Alkaline, soft; fluoridated.

12 - **RETAILING: Shopping Centers**-Capitol Plaza; Bangor; Laneco; Windgap.
Principal Shopping Days-Thur., Fri., Sat.

13 - **RETAIL OUTLETS: Variety Store**-G.C. Murphy.

Chain Drug Stores-Hy-Lo; Private; Eisenhart's; Smith's; Ronco; Joseph Pharmacy; Sandt's.
Chain Supermarkets-American Acme; A&P; Food Lane.
Other Chain Store-Army & Navy (clothing).

14 - **NEWSPAPERS:** DAILY NEWS (e-mon to fri) 2,750; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Kathleen J. McFall, Owner & Pub., NEWS, 13-15 S. Main, Bangor, PA 18103; Tel. (215) 588-2196.
National Representative: Landon Associates.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

1 - **LOCATION:** Beaver County (In PMSA). E&P Map A-2. County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, Ohio. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expressway; Rte. 60.

2 - **TRANSPORTATION: Railroads**-Conrail (Mainline); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Intercity Bus Lines-Greyhound; Allegheny Port Authority; Inter-City Bus Lines; BCTA.
Motor Freight Carriers-33.
Airlines-County Airport.
Ohio [illegible] Waterway Carriers-32; River Lock Tonnage Annual 18,000,000 Tons.

3 - **POPULATION:**
Corp. Areas 80 Cen. 36,869; Loc. Est. 34,689
Beaver 80 Cen. 5,441; Loc. Est. 5,237
Rochester 80 Cen. 4,759; Loc. Est. 4,752
Ambridge 80 Cen. 9,575; Loc. Est. 9,048
Aliquippa 80 Cen. 17,094; Loc. Est. 15,652
PMA-ABC. (80) 204,441; (84) 202,500
County/PMSA 80 Cen. 204,441; Loc. Est. 205,778
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Cities 80 Cen. 14,682; Loc. Est. 14,306
Beaver 80 Cen. 2,341; Loc. Est. 2,328
Rochester 80 Cen. 1,904; Loc. Est. 1,999
Ambridge 80 Cen. 4,054; Loc. Est. 4,011
Aliquippa 80 Cen. 6,383; Loc. Est. 5,968
PMA-ABC. (80) 71,691; (84) 71,700
County/PMSA 80 Cen. 71,691; Loc. Est. 73,883

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$220,779,292
Savings & Loan	17	$184,800,000

6 - **PASSENGER AUTOS:** County 89,794

7 - **ELECTRIC METERS:** Residence Co. Est. 59,000

8 - **GAS METERS:** Residence Co. Est. 42,000

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Firms, (No. of Employees)-Basic Steel 17 (30,000); Steel Fabrication 19 (7,150); Electrical Machy. 2 (3,750); Stone, Clay & Glass 25 (1,820); Chemicals 9 (1,270); Non-Elect. Machy. (13,475); Food (22,380); Mining (21,390).
Principal Industrial Pay Days-Thur. and Fri.

10 - **CLIMATE:** Jan. Av. 30; July Av. 73; Average Annual Rainfall; 35 to 39 in. First frost, Oct. 10-20. Last frost, Apr. 30-May 10. Growing Season: Average 163 days.

11 - **TAP WATER:** Varies from 4 to 15 gr.; Not fluoridated.

12 - **RETAILING: Principal Shopping Districts**-7 blocks on Franklin Av., Aliquippa; 3 on Third St., Beaver; 6 on Merchant St., Ambridge; 5 on Brighton Ave., Rochester; 4 on Penna Ave., Monaca.
Neighborhood Shopping Districts-3 blocks on Brodhead Rd. at Sheffield Rd., Aliquippa; 3 on Main St., W. Aliquippa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Valley Mall(108)	NA	Gimbels, Hornes, Sears, Woolworth
Northern Lights(56)	NA	JCPenney, Hill's, Shop-N-Save
Big Beaver(11)	NA	Jamesway
Hopewell(23)	NA	G.C. Murphy, Super Dollar
Zayre Plaza(5)	NA	Zayre
Gee Bee Plz.(2)	NA	Gee Bee, Giant Eagle
Green Garden Plaza(8)	NA	Hill's, Giant Eagle
K mart Plaza (8)	NA	K mart Auto, Shop-N-Save
Aliquippa(16)	NA	Giant Eagle
Sheffield Plz.(20)	NA	
Fisher's Big Wheel(2)	NA	Fisher's, Shop-N-Save
Chippewa Mall(21)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Aliquippa-Thur., Sat.; Beaver Mon. & Fri.; Rochester-Fri.; Monaca-Sat.; New Brighton-Fri.; Mid-land-Tues., Sat., Mon.; Ambridge-Mon. & Sat.; Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa), Beaver Valley Mall-Every Night.

13 - **RETAIL OUTLETS: Department Stores**-Sears; JCPenney; Kaufman's; Gimbels; Jos. Horne.
Discount Stores-K mart; Zayre; Fisher's; Jamesway; Hill's; Gee Bee.
Variety Stores-Murphy; Woolworth.
Chain Drug Stores-Thrift 4; Rowse 2; Gray's; Economy 2; Health City; Revco; Rite-Aid.
Chain Supermarkets-Giant Eagle 2; Economy 4; Golden Dawn 2; Shop-N-Save; Stop & Go 4; Valu King 2; Fast 'N Friendly; C&L; IGA 2; Super Dollar.
Other Chain Stores-Auto Supplies: Goodyear, Goodrich, Firestone, Sol's 2; Shoes: Kinney, Thom McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Men's Apparel: Zerden, Lisle T. Miller, Fishers, Richman Bros.

14 - **NEWSPAPERS:** BEAVER COUNTY TIMES (e-mon to fri) 49,454; (S) 51,904; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES, PO Box 400; 400 Fair Ave., Beaver, PA 15009; Tel. (412) 775-3200.
National Representative: Landon Associates.

BEDFORD

1 - **LOCATION:** Bedford County. E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and PA Tpke.

2 - **TRANSPORTATION: Motor Freight Carriers**-6.
Intercity Bus Lines-Greyhound.
Airlines-Connection with Blair-Bedford Airport for USAir.

3 - **POPULATION:**
Corp. City 80 Cen. 3,326; Loc. Est. 3,384
County 80 Cen. 46,784; Loc. Est. 47,466

4 - **HOUSEHOLDS:**
City 80 Cen. 1,430; Loc. Est. 1,340
County 80 Cen. 16,301; Loc. Est. 16,949

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$74,281,876
Savings & Loan	1	$24,500,000

6 - **PASSENGER AUTOS:** County 23,051

7 - **ELECTRIC METERS:** Residence 1,826

8 - **GAS METERS:** N.A.

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Mining Tools 398; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furniture & Wheel Goods 421; Westinghouse 75; Creative Protrusions 100.
Principal Pay Days-Every second Thur.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15. Last killing frost, May 5.

11 - **TAP WATER:** Neutral, very soft; fluoridated.

12 - **RETAILING: Principal Shopping Center**-3 blocks on Pitt St.; 1 block on S. Juliana St.; 2 blocks on Richard St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bedford Plaza(6)	NA	Riverside Mkt., Thrift Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Mon. through Sat. Other stores: Fri.

13 - **RETAIL OUTLETS: Discount Stores**-American Outfitters; Village Fashion Outlet.
Variety Stores-Murphy Mart; Dollar General.
Chain Drug Stores-L.F. Widmann; Health Mart; Rea & Derick; Thrift.
Chain Supermarkets-IGA; Riverside; Giant Eagle.
Other Chain Stores-Sears (catalog); JCPenney (catalog).

14 - **NEWSPAPERS:** GAZETTE (m) 8,309; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Carol C. Smith, Adv. Mgr., GAZETTE, PO Box 671, Bedford, PA 15522; Tel. (814) 623-1776.
National Representative: Landon Associates.

BELLEFONTE
See STATE COLLEGE

BERWICK
See BLOOMSBURG

BETHLEHEM

1 - **LOCATION:** Lehigh and Northampton Counties (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. Contiguous to Allentown. 50 mi. N of Phila.; 90 mi. W of NYC.

2 - **TRANSPORTATION: Railroads**-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Martz; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
Airlines-United; Eastern; Altair; USAir; Allegheny Commuter; Holiday; Suburban; Freedom.

3 - **POPULATION:**
Corp. City 80 Cen. 70,419; Loc. Est. 71,570
CZ-ABC. (80) 108,667; (84) 109,100
RTZ-ABC. (80) 93,675; (84) 100,600
Counties 80 Cen. 499,000; Loc. Est. 512,203
Lehigh 80 Cen. 273,562; Loc. Est. 280,075
Northampton 80 Cen. 225,418; Loc. Est. 232,128
MSA 80 Cen. 636,714; Loc. Est. 654,092
City & RTZ-ABC. (80) 202,342; (84) 209,700
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 26,177; Loc. Est. 27,116
CZ-ABC. (80) 39,366; (84) 39,800
RTZ-ABC. (80) 32,050; (84) 34,700
Counties 80 Cen. 181,716; Loc. Est. 191,038
Lehigh 80 Cen. 101,684; Loc. Est. 106,629
Northampton 80 Cen. 80,032; Loc. Est. 84,409
MSA 80 Cen. 230,764; Loc. Est. 242,706
City & RTZ-ABC. (80) 71,416 (84) 74,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$795,074,000
Savings & Loan	3	$190,064,000

6 - **PASSENGER AUTOS:** Counties-Lehigh 141,729; Northampton 137,891

7 - **ELECTRIC METERS:** Residence 34,046

8 - **GAS METERS:** Residence 16,678

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 20,300 ($176); Primary Metals 14,200 ($515); Elec. Equip. 10,400 ($400); Textiles 5,300 ($225); Transportation 9,500 ($475); Fabricated Metals 8,900 ($515); Food Products 5,900 ($412); Printing 4,500 ($328); Stone Cement 2,900 ($376); Machinery 7,900 ($414); Paper 1,900 ($295); Misc. Mfg. 2,000 ($243).
Principal Pay Days-Wed., Thur., & bi-wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 43-98; Fall 9-83; Winter 5-58. First killing frost, Oct. 13. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 3 on Broad; 1 on New; 3 on 4th St. **Neighborhood Shopping Centers**-500 & 600 blks of W Broad St.; 700-800 blks of Linden St.; Stefko Blvd. Lehigh, Westgate Shopping Center; Shoppers Village; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lehigh(17)	3	Acme, Food Fair,
Shoppers Vlg.(8)	3	Shopwell
Stefco Blvd.(19)	3	G.C. Murphy, IGA,
Westgate(50)	3	Hess Dept., Thrift Drug.
K mart Plaza(10)	5	K mart, Thrift Drug, Food Lane

Principal Shopping Days-Thur., Fri., Sat. **Stores Open Evenings**-Dept.-Mon. & Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Orr's; Hess. **Variety Stores**-Woolworth; McCrory; G.C. Murphy. **Discount Stores**-Jefferson-Ward; K mart; Lane's; Rickel's. **Chain Drug Stores**-Rite Aid; Thrift Drug; Regal; Rea & Derick. **Chain Supermarkets**-Acme 5; IGA 5; A&P; Shop-Rite; Mkt. Operators 2; Food Lane 5. **Other Chain Stores**-Triangle Shoe; Sherwin-Williams; Finneran & Haley Inc. (paints); M.A.B. Paints; Penn Jersey (auto); Miles Shoes; Pic-Way Shoes; Tag Way Shoes; Kay Jewelers; Hickory Farms.

14 - NEWSPAPERS: GLOBE-TIMES (e-mon to fri) 31,100; (m-sat) 29,076; GLOBE (S) 23,021; Mar. 31, 1984 ABC. **Local Contact** for Advertising and Merchandising Data: Larry Hippensteil, Adv. Dir., GLOBE-TIMES, 202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-5000. **National Representative**: Landon Associates.

BLOOMSBURG-BERWICK

1 - LOCATION: Columbia County, (In Scranton-Wilkes-Barre MSA), E&P Map D-2 (Bloomsburg is County Seat). Along Susquehanna River; on U.S. Hwy. 11; near interstate 80.

2 - TRANSPORTATION: Railroads-Erie Lackawanna; Reading; Conrail. **Motor Freight Carriers**-10. **Intercity Bus Lines**-Greyhound; Continental Trailways; Lakes to Sea. **Airlines**-Eastern; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 23,806; Loc. Est. 24,052
Bloomsburg 80 Cen. 11,717; Loc. Est. 12,049
Berwick 80 Cen. 12,189; Loc. Est. 12,003
County 80 Cen. 61,967; Loc. Est. 63,586
MSA 80 Cen. 728,796; Loc. Est. 738,706

4 - HOUSEHOLDS:
Cities 80 Cen. 8,449; Loc. Est. 8,467
Bloomsburg 80 Cen. 3,705; Loc. Est. 3,711
Berwick 80 Cen. 4,744; Loc. Est. 4,756
County 80 Cen. 21,678; Loc. Est. 22,700
MSA 80 Cen. 263,271; Loc. Est. 272,871

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$10,058,450
Commercial	9	$89,763,428

6 - PASSENGER AUTOS: County 31,798

7 - ELECTRIC METERS: Res. Est. 9,500

8 - GAS METERS: Res. Est. 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Production 1,800; Apparel 1,309; Textiles 358; Food Products 1,221; Tobacco Mfg. 780; Also Mfg. of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fabrication, Truck Bodies, Springs, Railroad Car Underframes, Paper Containers. **Principal Industrial Pay Days**-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Soft, alkaline; not fluoridated.

12 - RETAILING: Principal Shopping Centers-In Berwick: 4 blocks on Front, Market and Mulberry Sts. In Bloomsburg: 8 blocks on Main St. **Neighoorhood Shopping Centers**-9th and Pine; LaSalle; Market and Summerhill Ave.; Poplar and W Front; 12th & Pine; Rte. 11 at Briar Creek. In Bloomsburg: Market St. Shpg. Ctr. (6 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Scott Town(3)	1	K mart, Rea & Derick, D & H Sports
Nichols Mall	2	Giant Food, Nichols
Berwick (Front St.) (5)	2	Acme, K mart, Revco, Sears, Radio Shack
Market St.(6)	NA	The Medicine Shop, IGA

Principal Shopping Days-Thur., Fri. & Sat. **Stores Open Evenings**-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward. **Discount Stores**-Ames; Nichols Discount City; K mart. **Variety Store**-Newberry. **Chain Drug Stores**-Eppley; Moyer; Rea & Derick; Medicine Shoppe; Rite-Aid; Revco. **Chain Supermarkets**-Weis; Acme; Giant; IGA. **Other Chain Stores**-Raub's (shoes); Walker's (jewelry); Sharping Shoes; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 20,992 Sept. 30, 1983 CAC. **Local Contact** for Advertising and Merchandising Data: Willard Chapin, Adv. Dir., PRESS-ENTERPRISE INC., 3185 Lackawanna Ave., Bloomsburg, PA 17815; Tel. (717) 784-2121. **National Representative**: Landon Associates.

BRADFORD

1 - LOCATION: McKean County, E&P Map C-1. Crude oil production center, 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio. **Motor Freight Carriers**-8. **Intercity Bus Lines**-Trailways; Bluebird. **Airlines**-USAir.

3 - POPULATION:
Corp. City 80 Cen. 11,211; Loc. Est. 10,739
CZ-ABC: (80) 22,288; (84) 21,500
RTZ-ABC: (80) 106,356; (84) 106,800
County 80 Cen. 50,635; Loc. Est. 50,773
City & RTZ-ABC: (80) 128,644; (84) 128,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,505; Loc. Est. 4,054
CZ-ABC: (80) 8,236; (84) 8,100
RTZ-ABC: (80) 37,207; (84) 37,500
County 80 Cen. 18,294; Loc. Est. 18,771
City & RTZ-ABC: (80) 45,443; (84) 45,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$550,494,000
Savings & Loan	2	$136,438,000

6 - PASSENGER AUTOS: County 20,673

7 - ELECTRIC METERS: Residence 9,103

8 - GAS METERS: Residence 10,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 1,824; Refinery 823; Oil Production; 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200. **Principal Pay Days**-Mfg.: Tues. & Thur.; Offices. Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15. Last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-Main St., intersecting streets and Foster Brook Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradford Mall(30)	NA	JCPenney, K mart
Jacob Moses	NA	A&P, Clinton Drug

Principal Shopping Days-Tues., Thur., Fri. **Stores Open Evenings**-Downtown Fri.; Food and Bradford Mall week nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney. **Variety Stores**-McCrory; Woolworth. **Discount Stores**-Clarks; Revco.; Big Wheel; K mart. **Chain Drug Stores**-Rea & Derick 2; Ott & McHenry 2; Eckerd. **Chain Supermarkets**-Bells 2; Sal's; Tops. **Other Chain Stores**-Browns Boot; Ash Shoe; Sears (catalog); Montgomery Ward (catalog); Gray Auto; Firestone; Monroe.

14 - NEWSPAPERS: ERA (m) 12,371; Mar. 31, 1984 ABC. **Local Contact** for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St.; PO Box 365, Bradford, PA 16701; Tel. (814) 368-3173. **National Representative**: Landon Associates.

BROWNSVILLE

1 - LOCATION: Fayette County (In Pittsburgh PMSA). E&P Map B-3. 36 mi. S of Pittsburgh on the Monongahela River. On Natl. Hwy., U.S. Hwy. 40; State Hwy. 88.

2 - TRANSPORTATION: Railroads-Monongahela; P&LE; Conrail. **Intercity Bus Lines**-California; Brownsville.

3 - POPULATION:
Corp. City 80 Cen. 4,043; Loc. Est. 3,725
CZ-ABC: (80) 7,989; (84) 7,700
RTZ-ABC: (80) 58,288; (84) 59,000
County 80 Cen. 160,395; Loc. Est. 157,879
City & RTZ-ABC: (80) 66,277; (84) 66,700
PMSA 80 Cen. 2,424,289; Loc. Est. 2,421,596

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,593; Loc. Est. 1,591
CZ-ABC: (80) 3,116; (84) 3,100
RTZ-ABC: (80) 20,794; (84) 21,100
County 80 Cen. 56,925; Loc. Est. 57,362
City & RTZ-ABC: (80) 23,910; (84) 24,200
PMSA 80 Cen. 885,070; Loc. Est. 925,104

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$197,230,430

6 - PASSENGER AUTOS: County 75,102

7 - ELECTRIC METERS: Residence 3,703

8 - GAS METERS: Residence 3,901

9 - PRINCIPAL INDUSTRIES: Coal and Coke; Steel Barges.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Karts, Krause's. **Variety Stores**-G.C. Murphy. **Chain Drug Stores**-Thrift. **Chain Supermarkets**-Foodland; Super Dollar; Gee Bee; Shop N Save; PSA & White.

14 - NEWSPAPERS: TELEGRAPH (e) 6,555; Mar. 31, 1984 ABC. **Local Contact** for Advertising and Merchandising Data: William Conaway, Adv. Mgr., TELEGRAPH, 16-18 Bridge St., Brownsville, PA 15147; Tel. (412) 785-5000. **National Representative**: None.

BUTLER

1 - LOCATION: Butler County, E&P Map B-2, County Seat. 30 mi. N of Pittsburgh, 60 mi. S of Erie, 50 mi. E of Youngstown. On U.S. Hwys. 8 (Wm. Penn) and 422 (Benj. Franklin) and State Hwys. 68 and 356.

2 - TRANSPORTATION: Railroads-Bessemer & Lake Erie; Chessie System; Conrail. **Motor Freight Carriers**-11. **Intercity Bus Lines**-Greyhound; Lincoln.

3 - POPULATION:
Corp. City 80 Cen. 17,026; Loc. Est. 16,735
CZ-ABC: (80) 55,926; (84) 56,500
RTZ-ABC: (80) 112,158; (84) 119,700
County 80 Cen. 147,912; Loc. Est. 150,474
City & RTZ-ABC: (80) 168,084; (84) 176,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,500; Loc. Est. 7,019
CZ-ABC: (80) 20,078; (84) 20,400
RTZ-ABC: (80) 36,007; (84) 38,800
County 80 Cen. 49,352; Loc. Est. 51,377
City & RTZ-ABC: (80) 56,085; (84) 59,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 71,847

7 - ELECTRIC METERS: Residence 35,400

8 - GAS METERS: Residence 45,977

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Iron Ore Sintering 400; Steel 3,200; Auto Sup. 200; Life Ins. 300; Electronic Control 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial Gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Sup. 150; Recovery Steel Scrap 100; Oil & Gas Well Sup. 75; Hdwr., Auto Supplies 350; Staples 200; Paper 140; Packaging 100; Poultry & Dairy N.A.

10 - CLIMATE: Av. Temp.-Annual Av. 50; Jan.-Mar. 31; Apr.-June 58; July-Sept. 69; Oct.-Dec. 41.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Aire(15)	1	The Appliance Store, Super Dollar
Butler Mall(34)	2	Mont. Ward, Murphy
Clearview Mall(80)	2	Bon-Ton, Hills, Sears, JCPenney
Greater Butler Mart(26)	NA	Foodland, Warehouse Sales
Point Plaza(28)	NA	K mart, Foodland

Principal Shopping Days-Dept. & Clothing-Mon., Fri., Sat.; Food-Thur., Fri., Sat. **Stores Open Evenings**-Dept.-Mon., Thur., Fri.; Food-Mon., Sat.; Super Mkt.-Daily to 9; Downtown-Mon. and Fri. to 9; Malls-9:30 to 9.

13 - RETAIL OUTLETS: Department Stores-Troutman's; Montgomery Ward; JCPenney; Sears; Bon-Ton. **Discount Stores**-Warehouse Sales; K mart; Murphy Mart; Zayre; Gaylords, Hills. **Variety Stores**-Woolworth; McCrory. **Chain Drug Stores**-Eckerd; Thrift 3; White Cross; Rite Aid 2; Revco. **Chain Supermarkets**-Foodland 9; Kroger 3; Shop 'N Save 4; IGA. **Other Chain Stores**-Singer Co.; Gallenkamp; Thom McAn; Zale's; Kay Jewelers.

14 - NEWSPAPERS: EAGLE (e) 31,606; Mar. 31, 1984 ABC. **Local Contact** for Advertising and Merchandising Data: Art Kephart, Adv. Dir.; Vernon L. Wise, Jr., Bus. Mgr., EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000. **National Representative**: Landon Associates.

CARLISLE

1 - LOCATION: Cumberland County (In Harrisburg MSA). E&P Map D-3, County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 233, 34, 74, 641 I-76 (Pennsylvania Turnpike).

2 - TRANSPORTATION: Railroads-Conrail; Reading. **Motor Freight Carriers**-5. **Intercity Bus Lines**-Wolf; Greyhound. **Airlines**-TWA; USAir Commuter; Altair.

3 - POPULATION:
Corp. City 80 Cen. 18,314; Loc. Est. 18,975
CZ-ABC: (80) 28,099; (84) 29,500
RTZ-ABC: (80) 30,327; (84) 33,300
County 80 Cen. 178,037; Loc. Est. 183,701
MSA 80 Cen. 555,907; Loc. Est. 567,697
City & RTZ-ABC: (80) 58,426; (84) 62,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,879; Loc. Est. 7,367
CZ-ABC: (80) 9,971; (84) 10,500
RTZ-ABC: (80) 10,300; (84) 11,400
County 80 Cen. 62,624; Loc. Est. 66,108
MSA 80 Cen. 200,990; Loc. Est. 210,462
City & RTZ-ABC: (80) 20,271; (84) 21,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$324,000,000
Savings & Loan	2	$61,000,000

6 - PASSENGER AUTOS: County 106,413

7 - ELECTRIC METERS: Residence 16,790

8 - GAS METERS: Residence 5,823

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rugs-Carpets 1,450; Shoes 688; Tires 725; Crystals 518; Misc. 1,074. **Principal Industrial Pay Days**-Thur. & Fri.

10 - CLIMATE: Average Temp.-Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-10 blocks on Hanover, High, Louther & Pitt Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carlisle Plz.(50)	1	K mart, Giant Food, Bon-Ton, JCPenney, Rea & Derick, Sears Surplus

M.J.Carlisle(42)	1	Mont. Ward, Peoples Drug, Hills, A&P	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bon Ton; K mart; Hills.
Variety Stores-Woolworth 2.
Chain Drug Stores-Peoples; Rea & Derick 2; Drug Fair; MGM 2; Rite Aid.
Chain Supermarkets-A&P; Giant 2; Safeway; IGA 3; Food Rite 2; Weis; Handy 4; Hattie Harris; 7-Eleven 2.
Other Chain Stores-Sherwin-Williams; Firestone; Andrews Furn.; Feel Fine; Kinney Shoe; So-Fro Fabrics; N. B. Liebmans; Radio Shack; Kay Jewelers; Sears; Fashion Bug; Hanover Shoe; Gordan's Jewelry; Jo-Ann Fabrics; Goodyear; Sears Surplus.

14 - NEWSPAPERS: SENTINEL (e) 15,763; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jacques Carter, Adv. Dir., SENTINEL, 457 E. North St., Carlisle, PA 17013; Tel. (717) 243-2611.
National Representative: Landon Associates.

CHAMBERSBURG

1 - LOCATION: Franklin County, E&P Map C-3. County Seat. On U.S. Hwy. 11, 30; Interstate 81, and five Pa. Routes. South central part of state, 84 mi. to Baltimore; Washington, 92 mi - Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2 - TRANSPORTATION: Railroads-Western Maryland (freight); Conrail (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 16,174; Loc. Est. 16,054
CZ-ABC: (80) 16,174; (84) 15,500
RTZ-ABC: (80) 82,489; (84) 87,600
County 80 Cen. 113,629; Loc. Est. 115,687
City & RTZ-ABC: (80) 98,663; (84) 103,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,656; Loc. Est. 6,605
CZ-ABC: (80) 6,656; (84) 6,400
RTZ-ABC: (80) 27,759; (84) 29,900
County 80 Cen. 39,252; Loc. Est. 41,580
City & RTZ-ABC: (80) 34,415; (84) 36,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$624,960,000
Savings & Loan	2	$45,039,000
Credit Unions	2	$25,157,000

6 - PASSENGER AUTOS: County 56,372

7 - ELECTRIC METERS: Residence 6,939

8 - GAS METERS: Residence 4,313

9 - PRINCIPAL INDUSTRIES: Men's & Women's Clothing; Food Processing & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus; Army Depot; Mobile Homes.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31. Last killing frost, May 9.

11 - TAP WATER: Acidic, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Lincoln Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate Mall(22)	NA	JCPenney, People's Drug
Lincoln Way(16)	NA	Eyerly's, Thrift Drug, Kennie's
K mart(6)	NA	K mart, Giant Food
Chambersburg Mall(24)	NA	Hess, Gee Bee

Principal Shopping Days-Fri., & Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Food and Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Eyerly's; Hess.
Discount Stores-Central Tractor; Moore's; Nichols; K mart; Gee Bee.
Variety Stores-Newberry.
Chain Drug Stores-Peoples; Thrift; Rite Aid; Drug Fair.
Chain Supermarkets-A&P; Associated Grocers 19; Weis Markets; Giant; Cressler's; Safeway; Sunnyway Foods 2; Kennie's Foods; Butcher Shoppe.
Other Chain Stores-Agway; Carvel; General Nutrition Center; Camelot Music; Brook Fashions; The Deb Shop; Fashion Bug; Hanover Shoes; Holiday Hair; Goodrich; Montgomery Ward (catalog); Essis & Sons; Firestone General Tire; Waldenbooks; Irving Shoes; Pearle Vision Center; Endicott-Johnson; Sherwin-Williams; Lowe's; Carter Lumber; Kinney Shoe.

14 - NEWSPAPERS: PUBLIC OPINION (e) 20,178; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald K. Bixel, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
National Representative: Gannett Newspaper Advertising Sales.

CHARLEROI

See MONESSEN

CHESTER

1 - LOCATION: Delaware County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 15 mi. SW of Phila.; 15 mi. NE of Wilmington. Industrial Center; 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio (freight); Reading (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Penna. Greyhound; Trailways; Red Arrow.
Airlines-All major airlines at Philadelphia International Airport (6 mi.).
Port Facilities-Accommodate largest ocean going vessels.

3 - POPULATION:
Corp. City 80 Cen. 45,794; Loc. Est. 43,186
PMA-ABC: (80) 314,071; (84) 303,900
County 80 Cen. 555,007; Loc. Est. 563,952
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,637; Loc. Est. 16,439
PMA-ABC: (80) 106,678; (84) 104,200
County 80 Cen. 192,332; Loc. Est. 199,973
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$1,635,895,000
Savings & Loan	27	$697,212,000

6 - PASSENGER AUTOS: County 287,863

7 - ELECTRIC METERS: Residence County 139,507

8 - GAS METERS: Residence County 84,190

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemical Prod. 1,525 ($260); Electrical Machy. 1,309 ($219); Fabricated Metal Prod. 2,378 ($206); Food 1,844 ($203); Non-Elect. Machy. 7,809 ($315); Petroleum Refining 2,552 (N.A.); Paper Prod. 3,115 ($319); Printing & Publishing 1,618 ($202); Transp. Equip. Incl. Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31. Last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Area-30 blocks on Welsh, Edgmont, Market and Sproul Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End	3	Pickwell
Granite Run(131)	7	Sears, Gimbels, JCPenney
Springfield Mall (75)	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Shop 'N Bag
Village Green(18)	4	Super Fresh
Springfield	8	Clover, Kresge
Tri-State Mall	NA	The Dry Goods
Northtowne Plz.	5	Jamesway, K mart, Super-Saver, Acme
Glenolden	7	Jefferson Ward
MacDade Mall(48)	NA	K mart, Acme

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. and Fri.; Food Stores-Tues. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Strawbridge & Clothier; Wanamaker; Gimbels; JCPenney; Bamberger's.
Discount Stores-Jefferson Ward; Clover; Jamesway; K mart.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Thrift Drug; Rite Aid; Tri-State Wholesale 2; C.V.S.
Chain Supermarkets-Acme 12; Super Fresh 4; Shop 'n Bag; Pathmark 5; Thriftway 6.
Other Chain Stores-Thom McAn; Kinney; Triangle; Hanover; Dial; Kiddie City; Pic-Way; Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Haley; Pittsburgh Plate Glass; Glidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon; Doubet; Anderson-Little; Eugene Jacobs; B. Gross.

14 - NEWSPAPERS: DEWAWARE COUNTY TIMES (m-mon to fri) 57,099; (S) 44,350; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gothie, Gen. Mgr. DELAWARE COUNTY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 284-7200.
National Representatives: Landon Associates; Robert Hitchings.

CLAIRTON

See MCKEESPORT

CLEARFIELD-CURWENSVILLE

1 - LOCATION: Clearfield County, E&P Map C-2. County Seat. Routes 322 and 153. 90 mi. from Pittsburgh, Keystone Shortway Interstate Route 80.

2 - TRANSPORTATION: Railroads-Chessie System.
Intercity Bus Lines-Fullington's; Continental Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 10,696; Loc. Est. 10,541
Clearfield 80 Cen. 7,580; Loc. Est. 7,429
Curwensville 80 Cen. 3,116; Loc. Est. 3,112
County 80 Cen. 83,578; Loc. Est. 84,243
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,254; Loc. Est. 4,145
Clearfield 80 Cen. 3,085; Loc. Est. 2,923
Curwensville 80 Cen. 1,169; Loc. Est. 1,222
County 80 Cen. 29,151; Loc. Est. 30,105

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$264,961,000
Savings & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 35,392

7 - ELECTRIC METERS: Residence 13,074

8 - GAS METERS: Residence, City 964; Bottled Gas 3,920

9 - PRINCIPAL INDUSTRIES: Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Cigars; Food; Tannery; Coal; Cabinets; Plastic; Pet Products; Heavy Equipment; Transportation.
Principal Pay Days-Fri.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2. Last killing frost, May 31.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Center-Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisie, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts.; Ames Discount Dept. Store Plaza between Clearfield & Curwensville; Ames Shopping Plaza between Clearfield & Phillipsburg; Clearfield Mall: 17 stores located 1 mi. E of Clearfield. JCPenney, Murphy's Mart, Fashion Bug, New K mart Plaza, Wolf Run Interchange, Kroger, Revco Drug, Holiday Hair, Hallmark Cards.
Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Lertzinger's: JCPenney; Sears; Montgomery Ward; Ames.
Discount Stores-Sam's; Widmann's; Laurel; K mart; Murphy's Mart.
Variety Stores-McCrory; G.C. Murphy.
Chain Drug Stores-L. F. Widmann; Cowdrick's, Walgreens; Rea & Derick; Revco; Rite-Aid.
Chain Supermarkets-A&P; Riverside 4; AG Mkts. 9; IGA Foodliner 3; Super Duper; Comet Mkt; Kroger.
Other Chain Stores-Singer Co.; J.S. Raub; Brown's Boot Shops; Wolf Furniture; Sherwin-Williams; Penn Furniture; Pennshire.

14 - NEWSPAPERS: PROGRESS (e) 17,829; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Patrick P. Domico, Adv. Dir., PROGRESS, 206 E. Locust St.; PO Box 291, Clearfield, PA 16830; Tel. (814) 765-5581.
National Representative: Landon Associates.

COATESVILLE

1 - LOCATION: Chester County, E&P Map E-2 (In Philadelphia, PA-NJ PMSA). Industrial and farm center; 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, DE. On Lincoln Hwy. U.S. 82 and State Hwys. 162 and 273.

2 - TRANSPORTATION: Railroads-Reading (freight).
Motor Freight Carriers-2
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,698; Loc. Est. 10,598
PMA-ABC: (80) 76,576; (84) 82,600
County 80 Cen. 316,660; Loc. Est. 330,241
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,928; Loc. Est. 4,033
PMA-ABC: (80) 25,247; (84) 27,300
County 80 Cen. 104,752; Loc. Est. 111,803
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 168,533

7 - ELECTRIC METERS: Residence 15,440

8 - GAS METERS: Residence 3,472

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabric 800 ($295).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Lincoln Hwy. bet. 1st and 4th Aves.; 3 blocks bet. 6th and 8th. East of city on Lincoln Hwy. Shopping Center, furniture, automobile sales serving new housing development.
Nearby Shopping Centers-Thorndale 4 mi. E. of Rt. 30 (9 stores-IGA; Jamesway Discount, Penn Jersey Auto Store, Thrift Drug); Ingleside (Acme Mkt.); K Mart; Downingtown Farmers Market, 4 mi. E on Lincoln Hwy.; K mart, 11 mi. E, 15 mi. SE, mi. SE; Exton Square Mall, 11 mi. E.
Principal Shopping Days-Mon., Fri. and Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Jamesway; K mart.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Thrift, SavRite; Rite Aid.
Chain Supermarkets-A&P; Acme; Super-Thrift Food Bank; IGA.
Other Chain Stores-Firestone; Goodyear; Western Auto; Penn Jersey; Atomic Tires Stores; Colonial Village Meat Markets.

14 - NEWSPAPERS: RECORD (e) 7,030; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joyce Thompson, Adv. Dir., RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.
National Representatives: Landon Associates; Robert Hitchings & Co.

COLUMBIA

1 - LOCATION: Lancaster County (In Lancaster MSA), E&P Map D-3. On U.S. Hwy. 30; State Hwy. 462; 12 mi. from Lancaster or York; 72 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Lancaster-Columbia.

3 - POPULATION:
Corp. City 80 Cen. 10,466; Loc. Est. 10,513
County/MSA 80 Cen. 362,346; Loc. Est. 373,675

4 - HOUSEHOLDS:
City 80 Cen. 3,877; Loc. Est. 4,027
County/MSA 80 Cen. 123,864; Loc. Est. 130,682

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$21,500,000
Savings & Loan	3	$15,400,000

6 - PASSENGER AUTOS: County 188,367

7 - ELECTRIC METERS: Residence 3,400

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Malleable Iron 1,200; Clothing 865; Shoes 150; Smelting 100.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-15 blocks on 5 streets.
Neighborhood Shopping Centers-Columbia Plaza and Columbia Shopping Center.
Principal Shopping Days-Thur., Fri., Sat.
Some Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Fri., some open every evening except Sun.

13 - RETAIL OUTLETS: Variety Store-McCrory.
Discount Stores-Jamesway.
Chain Drug Stores-Rea & Derick; Hinkle's; Rite Aid; Drug Fair.
Chain Supermarkets-Andy's; Weis; Musser's.
Other Chain Stores-Western Auto; C.A. Herr Howe; Columbia Hdwe.

14 - NEWSPAPERS: NEWS (e) 4,689; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: George C. Gable, Adv. Mgr., NEWS, 341 Chestnut St., Columbia, PA 17512; Tel. (717) 684-2125.
National Representative: Landon Associates.

CONNELLSVILLE SOUTH CONNELLSVILLE

1 - LOCATION: Fayette County, (In Pittsburgh PMSA), E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from PA Tpke. On State Hwys. 119, 201, 711.

2 - TRANSPORTATION: Railroads-B&O (Main line); Western Maryland; Lake Erie, Pittsburgh & West Virginia (freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Grenaldo.

3 - POPULATION:
Corp. Cities 80 Cen. 12,615; Loc. Est. 11,939
Connellsville 80 Cen. 10,319; Loc. Est. 9,713
S. Connellsville 80 Cen. 2,296; Loc. Est. 2,226
CZ-ABC: (80) 12,615; (84) 12,000
RTZ-ABC: (80) 61,391; (84) 63,600
County 80 Cen. 160,395; Loc. Est. 157,879
City & RTZ-ABC: (80) 74,006; (84) 75,600
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,596

4 - HOUSEHOLDS:
Cities 80 Cen. 6,017; Loc. Est. 4,407
Connellsville 80 Cen. 5,211; Loc. Est. 3,626
S. Connellsville 80 Cen. 806; Loc. Est. 781
CZ-ABC: (80) 4,636; (84) 4,500
RTZ-ABC: (80) 21,224; (84) 22,200
County 80 Cen. 56,925; Loc. Est. 57,362
City & RTZ-ABC: (80) 25,860; (84) 26,700
PMSA 80 Cen. 885,070; Loc. Est. 839,647

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$152,000,000
Savings & Loan	3	$55,000,000

6 - PASSENGER AUTOS: County 75,102

7 - ELECTRIC METERS: Residence 21,439

8 - GAS METERS: Residence 6,000

9 - PRINCIPAL INDUSTRIES: Railroad Shops 3; Glass Making; Sportswear; Auto Trailers.
Principal Pay Days-Glass & Sportswear-Fri.; Railroad. 10-11, 25-26.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-13 blocks on Crawford Ave.; 4 on Pittsburgh St.
Neighborhood Shopping Centers-8 blocks on W Crawford Ave.; 1 at E Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N on 4 Lane Hwy. (4 Stores). 4 mi. S on 4 Lane Hwy. (38 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Laurel Mall(34)	4	Murphy's Mart, Mont. Ward
Connellsville(9)	NA	Thrift Drug
Foodland(5)	NA	Laurel Foods, Fox Groc.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Troutman's; Fisher's; Montgomery Ward; Metzler's.
Variety Stores-G.C. Murphy; McCrory; Green; McClellan.
Discount Stores-Ames; Fisher's Big Wheel.
Chain Drug Stores-Thrift; Burns; Health Mart; Revco; Healthland.
Chain Supermarkets-Red & White 4; Foodland 2; Super Dollar; Stop 'N Shop; Shop 'n Save 2; Davis; Warehouse Grocery.
Other Chain Stores-Sears; Firestone.

14 - NEWSPAPERS: COURIER (e) 13,789; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Lind, Pub., COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000.
National Representative: Thomson Newspapers.

CORRY

1 - LOCATION: Erie County (In Erie MSA). E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 7,149; Loc. Est. 7,120
County/MSA 80 Cen. 279,780; Loc. Est. 283,017

4 - HOUSEHOLDS:
City 80 Cen. 2,690; Loc. Est. 2,749
County/MSA 80 Cen. 96,820; Loc. Est. 100,140

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$21,580,000
Commercial	2	$385,100,000

6 - PASSENGER AUTOS: County 125,003

7 - ELECTRIC METERS: Residence 4,390

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Furn. 757 ($310); Springs 654 ($290); Aircraft Parts 350 ($205); Engines & Pumps 310 ($360); Steel Fab. 138 ($340); Electronics Comp. 190 ($240).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26. Last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Center St.; 6 on Main St.; 3 on 1st Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Plaza(6)		A&P, Rite Aid Drug
Corry Plaza(8)	NA	Buyers Fair, G.C. Murphy, Loblaw

Principal Shopping Days-Mon., Fri., Sat.
Store Close-Wed. afternoon
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Buyer's Fair; Fisher's Big Wheel; Rite Aid.
Variety Stores-Murphy Mart; Widmann's.
Chain Drug Stores-Eckerd; Rite-Aid.
Chain Supermarkets-Loblaw's; Quality Master; Super Duper; Golden Dawn.
Other Chain Stores-Brown Shoes; Barney's; Firestone; Western Auto; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: JOURNAL (e) 4,090; sworn Oct. 6, 1983.
Local Contact for Advertising Data: George R. Sample, Gen. Mgr., JOURNAL, 28 West South St., Corry, PA 16407; Tel. (814) 665-8291.
National Representative: None.

CURWENSVILLE
See CLEARFIELD

DANVILLE

1 - LOCATION: Montour County, E&P Map D-2, County Seat. On Susquehanna River. State Hwy. 54; U.S. Hwys. 11, I-80.

2 - TRANSPORTATION: Railroads-DL&W; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Intercity; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,239; Loc. Est. 5,075
County 80 Cen. 16,675; Loc. Est. 17,172

4 - HOUSEHOLDS:
City 80 Cen. 2,125; Loc. Est. 2,088
County 80 Cen. 5,551; Loc. Est. 5,830

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$327,411,000

6 - PASSENGER AUTOS: County 8,301

7 - ELECTRIC METERS: Residence 4,933

8 - GAS METERS: Residence 1,192

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem 550; Auto Valves 603; Machinery 506; Hospitals 3,300; Textiles 120; Woodworking 225

10 - CLIMATE: Min. & Max. Temp.-Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mill St.
Neighborhood Shopping Centers-Ferry St.; North Continental Blvd.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.; Food Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Dollar General; Midway Dist.
Variety Stores-Newberry; Coles Hdwe.; Ben Franklin.
Chain Drug Stores-Rea & Derick; Thrift Drug.
Chain Supermarkets-Weis; IGA.
Other Chain Store-Firestone.

14 - NEWSPAPERS: NEWS (e) 4,227; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr., or Tom Sperrazza, Adv. Dir., NEWS, 14 E. Mahoning St., Danville, PA 17821; Tel. (717) 275-3235.
National Representative: Landon Associates.

DONORA
See MONONGAHELA

DOYLESTOWN-HATBORO

1 - LOCATION: Doylestown (County Seat) in Bucks County, Hatboro in Montgomery County (In Philadelphia PA-NJ PMSA). E&P Map E-3. Agricultural center, 28 mi. N of Phila.; 77 mi. from NY City; 32 mi. S of Easton; WNW of Trenton, NJ. On U.S. Hwys. 611, 202; State Hwy. 113.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; SEPTA.

3 - POPULATION:
Corp. Cities 80 Cen. 16,296; Loc. Est. 16,691
Doylestown 80 Cen. 8,717; Loc. Est. 9,228
Hatboro 80 Cen. 7,579; Loc. Est. 7,463
PMA-ABC: (80) 340,992; (84) 347,700
Counties 80 Cen. 1,122,832; Loc. Est. 1,179,049
Bucks 80 Cen. 479,211; Loc. Est. 497,868
Montgomery 80 Cen. 643,621; Loc. Est. 671,181
PMSA 80 Cen 4,716,818; Loc. Est. 4,828,794

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,368; Loc. Est. 6,558
Doylestown 80 Cen. 3,516; Loc. Est. 3,729
Hatboro 80 Cen. 2,852; Loc. Est. 2,829
PMA-ABC: (80) 115,274; (84) 118,700
Counties 80 Cen. 379,938; Loc. Est. 405,012
Bucks 80 Cen. 156,648; Loc. Est. 166,649
Montgomery 80 Cen. 223,290; Loc. Est. 238,363
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$126,000,000

6 - PASSENGER AUTOS: Counties: Bucks 274,180; Montgomery 404,318

7 - ELECTRIC METERS: Residence 2,891

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Textiles; Rubber Prod.; Building Materials; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Centers-S Rte. 611 (30 stores-Acme, King's, Direct Drug, Girard Bank.)
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Keys Mall	NA	Hess, K mart
Doylestown(20)	NA	A&P, Acme, Sears
Montgomery Mall(120)	NA	Bambergers, JCPenney, Wanamaker
Willow Grove(170)	NA	Bloomingdale's, Altman, Abraham & Straus

13 - RETAIL OUTLETS: Department Stores-J. K Musselman; Sears; King's; Acme 10; Hess; JCPenney; Bambergers; John Wanamaker; Bloomingdale's; B. Altman; Abraham & Strauss.
Variety Stores-Woolworth; K mart.
Chain Drug Stores-Thrift; Schulman's.
Chain Supermarkets-A&P 5; Acme 9; Shopping Center 3; IGA Foodliner; Shop-Rite; Pathmark; Thriftway; Supersaver.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 40,745; (S) 42,003; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Billy Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broad St., Doylestown, PA 18901; Tel. (215) 345-3000.
National Representative: Sawyer-Ferguson-Walker.

DU BOIS

1 - LOCATION: Clearfield County, E&P Map C-2, 90 mi. from Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Dufast; Continental Trailways.
Airlines-USAir; Crown Airways Commuter Service.

3 - POPULATION:
Corp. City 80 Cen. 9,290; Loc. Est. 9,075
County 80 Cen. 83,578; Loc. Est. 84,243

4 - HOUSEHOLDS:
City 80 Cen. 3,593; Loc. Est. 3,390
County 80 Cen. 29,151; Loc. Est. 30,105

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: County 35,932

7 - ELECTRIC METERS: Residence 6,278

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 56 ($300); Machine Shop 200 ($240); Meter Mfg. 750 ($240); Chinaware 400 ($225); Auto Springs 225 ($250); Gas Drilling 250 ($340); Graphic Arts 75 ($230); Refractories 40 ($200); Hospitals 500 ($300).
Principal Pay Days-1st, 15th, Fridays.

10 - CLIMATE: First killing frost, Oct. 2. Last killing frost, May 16.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Brady St. and Long Ave., Rte. 219-I-80; Falls Creek Interchange.
Neighborhood Shopping Centers-Sandy Twp. (S. Brady St. and Dixon Ave.); Main St. Mall, N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandy Plaza(8)	NA	K mart, Revco
DuBois Mall(52)	NA	Mont. Ward, Murphy Mart, JCPenney

Principal Shopping Days-Thur., Fri. and Sat.
Stores Open Evenings-Mon. & Fri. downtown; daily at Mall & Plaza.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Town & Country (Womens).
Variety Store-McCrory.
Chain Drug Stores-Cowdricks; Thrift; Revco.
Chain Supermarkets-Shop 'N Save; Riverside 2; Gateway Market; Himes Country Market.
Other Chain Stores-Brown's Boot; Sherwin-Williams; Western Auto; J. S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott-Johnson.

14 - NEWSPAPERS: COURIER-EXPRESS (e) 10,944; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Margaret G. Sloat, Adv. Mgr., COURIER-EXPRESS, 52-58 W. Long Ave.; PO Box 407, DuBois, PA 15801; Tel. (814) 371-4200; Brookville Office (814) 849-6737.
National Representative: Landon Associates.

DUQUESNE
See MCKEESPORT

EAST STROUDSBURG
See STROUDSBURG

EASTON-WILSON, PA-PHILLIPSBURG, NJ

1 - LOCATION: Northampton County, PA; Warren County, NJ (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2, County Seat (Northampton, PA). 75 mi. W of New York; 55 mi. N of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 115, 191, 45, 611.

2 - TRANSPORTATION: Railroads-Conrail; CRR of N.J.; DL&W; L&H (freight).
Motor Freight Carriers-54.
Intercity Bus Lines-Lanta; Greyhound; Transport of N.J.; Trailways.
Airlines-Eastern; United; USAir; Suburban.

3 - POPULATION:
Corp. Cities 80 Cen. 50,238; Loc. Est. 49,676
Easton 80 Cen. 26,027; Loc. Est. 25,363
Wilson 80 Cen. 7,564; Loc. Est. 7,463
Phillipsburg 80 Cen. 16,647; Loc. Est. 16,850
CZ-ABC: (80) 88,068; (84) 88,800
RTZ-ABC: (80) 205,703; (84) 220,900
Counties 80 Cen. 309,847; Loc. Est. 319,841
Northampton 80 Cen. 225,418; Loc. Est. 232,128
Warren 80 Cen. 84,429; Loc. Est. 87,713
MSA 80 Cen. 636,714; Loc. Est. 654,092
City & RTZ-ABC: (80) 293,771; (84) 309,700

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,617; Loc. Est. 18,916
Easton 80 Cen. 9,363; Loc. Est. 9,568
Wilson 80 Cen. 3,012; Loc. Est. 2,979
Phillipsburg 80 Cen. 6,242; Loc. Est. 6,369
CZ-ABC: (80) 31,844; (84) 32,300
RTZ-ABC: (80) 69,696; (84) 75,600
Counties 80 Cen. 109,438; Loc. Est. 115,652
Northampton 80 Cen. 80,032; Loc. Est. 84,409
Warren 80 Cen. 29,406; Loc. Est. 31,243
MSA 80 Cen. 230,764; Loc. Est. 242,706
City & RTZ-ABC: (80) 101,540; (84) 107,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$580,000,000
Savings & Loan	5	$275,000,000

6 - PASSENGER AUTOS: Counties: Northampton, PA 137,891; Warren, NJ N.A.

7 - ELECTRIC METERS: Residence 35,800

8 - GAS METERS: Residence 17,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Machinery 7,293 ($454); Textile & Apparel 5,310 ($200); Paper & Printing 3,956 ($396); Elect. 1,965 ($484); Chemical Prod. 2,026 ($487); Food 525 ($443).

10 - CLIMATE: Min. & Max. Temp.-Spring 7-94; Summer 44-59; Fall 18-87; Winter -4-72. First killing frost, Nov. 3. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping District-6 blocks on Northampton St.; 1 on Second St.; 6 on Third St.; 2 on Ferry St.
Neighborhood Shopping Areas-4 blocks at Cattell & March Sts.; 2 at Berwick & Centre Sts.; 2 at Washington, Butler & Seventeenth Sts. Phillipsburg, NJ: 8 at South Main St.; 5 at Memorial Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmer Park(50)	4	Hess, Clover
25th St. (Easton)(20)	3	Woolworth, Acme
K mart Plaza (Easton)	3	K mart, Weis
Hillcrest Mall (Phillipsburg)(2)	3	Orr's, Acme, Super Fresh, Channel, Woolworth
Bangor, PA(3)	15	Acme
Washington, NJ	13	Acme
Flemington, NJ	25	Shop Rite, A&P

Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Tues. & Fri.; Food-Mon. through Sat.; Shopping Centers-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Hess; Orr's 2; Clover.
Discount Stores-Laneco 4; K mart.
Variety Stores-Woolworth 2.
Chain Drug Stores-Rea & Derick; Thrift 2; Straub's 2; Rite Aid; Phillipsburg Phcy. 2.
Chain Supermarkets-Acme 2; Super Fresh; Weis Mkt.; Food Lane 5; Shop Rite 2; Giant.
Other Chain Stores-Sears; Farr's; Kinney; Firestone 2; Penn Jersey Auto; Gordon Jewelers; Sherwin-Williams 2; The Hub; Endicott-Johnson; Karmelkorn; Radio Shack; Hi Fidelty House; Kay's Jewelers; Deb Shops; Hickory Farms; Freeman Jewelers.

14 - NEWSPAPERS: THE EXPRESS (e) 46,746; (S) 48,505; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward E. Howard, Dir. of Sales & Mktg., THE EXPRESS, 30 N. 4th St., Easton, PA 18042; Tel. (215) 258-7171.
National Representative: Story & Kelly-Smith.

ELLWOOD CITY

1 - LOCATION: Beaver and Lawrence Counties (In Beaver County PMSA). E&P Map A-2. Manufacturing center on W border of state. 38 mi. from Pittsburgh.

2 - TRANSPORTATION: Railroads-Pittsburgh & Lake Erie; Baltimore & Ohio.
Motor Freight Carriers-2.
Intercity Bus Lines-Ellwood; Greyhound; Grove City; Smeal.

3 - POPULATION:
Corp. City 80 Cen. 9,998; Loc. Est. 9,772
CZ-ABC: (80) 12,628; (84) 12,300
RTZ-ABC: (80) 17,899; (84) 18,300
Counties 80 Cen. 311,591; Loc. Est. 313,957
Beaver/PMSA 80 Cen. 204,441; Loc. Est. 205,778
Lawrence 80 Cen. 107,150; Loc. Est. 108,179
City & RTZ-ABC: (80) 30,527; (84) 30,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,885; Loc. Est. 3,876
CZ-ABC: (80) 4,792; (84) 4,700
RTZ-ABC: (80) 5,910; (84) 5,100
Counties 80 Cen. 109,192; Loc. Est. 112,665
Beaver/PMSA 80 Cen. 71,691; Loc. Est. 73,883
Lawrence 80 Cen. 37,501; Loc. Est. 38,782
City & RTZ-ABC: (80) 10,702; (84) 10,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$295,000,000
Savings & Loan	2	$453,000,000

6 - PASSENGER AUTOS: Beaver County 89,794; Lawrence County 50,522

7 - ELECTRIC METERS: Residence 3,612

8 - GAS METERS: Residence 3,519

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Steel Mill 900 ($375); Crankshafts for Diesel 410 ($300); Steel Scaffolding 104 ($240); Ornamental Iron Work 35 ($240); Cotter pins 75 ($240); Machy. Shop Equip. 32 ($240); Safety Shoe Foot Guards 10 ($240); Washers, Hose Clamps 290 ($200); Water Softener 60 (N.A.); Sand & Stone 70 ($240); Powdered Metal Parts 90; Mattresses & Ironing Bd. Covers 90 (N.A.); Spec. Steel & Wire 210 ($240); Cement 240 ($350); Wood Patterns N.A. ($240); Chem. Mfg. N.A. ($240); Grey Iron & Bronze Castings N.A. ($240).
Principal Pay Days-Alternate Tues.; Some Mills pay Fri. every week.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Lawrence Ave.
Neighborhood Shopping Centers-3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward: Lawrence Village Plaza Rt. 65, 5 mi. N of Ellwood; big Beaver Blvd.; Rt. 18, 5 mi. S of Ellwood; Christy's Plaza, Rt. 65, 1 mi. S of Ellwood; Franklin Plaza, 1 mi. E on Rte. 288.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; dent. & food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fisher's Big Wheel.
Variety Stores-G.C. Murphy.
Discount Stores-K mart; Murphy Mart; Jamesway.
Chain Drug Stores-Rexall; Cresway.
Chain Supermarkets-Shop 'n Save; Valu-King; Golden Dawn.

14 - NEWSPAPERS: LEDGER (e) 7,617; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER, 835 Lawrence Ave., Ellwood City, PA 16117; Tel. (412) 758-5573
National Representative: Landon Associates.

ERIE

1 - LOCATION: Erie County (MSA). E&P Map B-1. County Seat. On Lake Erie, 100 mi. E of Cleveland; 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and resort center.

2 - TRANSPORTATION: Railroads-New York, Nickel Plate; Conrail; Bessemer & Lake Erie; Norfolk & Western.
Freight Steamship lines-24.
Motor Freight Carriers-40.
Intercity Bus Lines-Greyhound; Bluebird.
Airlines-USAir, Vee Neal.

3 - POPULATION:
Corp. City 80 Cen. 119,123; Loc. Est. 116,844
CZ-ABC: (80) 199,551; (84) 200,100
RTZ-ABC: (80) 110,595; (84) 116,700
County/MSA 80 Cen. 279,780; Loc. Est. 283,017
City & RTZ-ABC: (80) 310,146; (84) 316,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,639; Loc. Est. 43,920
CZ-ABC: (80) 70,803; (84) 71,600
RTZ-ABC: (80) 36,809; (84) 39,500
County/MSA 80 Cen. 96,820; Loc. Est. 100,140
City & RTZ-ABC: (80) 107,612; (84) 111,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$710,503,000

6 - PASSENGER AUTOS: County 125,003

7 - ELECTRIC METERS: Residence 81,201

8 - GAS METERS: Residence 73,741

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper, Printing & Pub. 3,100 ($220); Plastics & Rubber 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Products 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Machy. & Transp. Equip. 14,100 ($285); Electrical Machy. 5,400 ($229); Food 1,800 ($216).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-87; Summer 42-92; Fall 16-93; Winter -2-66. First killing frost, Oct. 1. Last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-State St. from 6th to 18th, 7th through 18th Sts between French & Peach Sts. (two blocks).
Neighborhood Shopping Centers-5 blocks on Parade St.; 5 on W 8th St.; several shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Erie Plaza(25)	3	Hornes
Perry Plaza(18)	2	Loblaw's
Liberty Plaza(27)	2	Carlisle
The Colony(26)	3	Colony Foodtown
Eastway Plaza(23)	5	Loblaw's, K mart
Central Mall(27)	NA	Golden Dawn
Grandview(8)	3	Thrift Drug, K mart
Park Plaza(18)	2	Arrow, Giant Eagle
Zuck Rd. Pl.(2)	3	Loblaw's, Eckerd
Kimco(2)	2	Loblaw's
Millcreek Mall(153)	5	Sears, JCPenney, Horne's, Kaufmanns

Principal Shopping Days-Sat., Mon. Fri., Thur.
Stores Open Evenings-Dept.-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Hornes; Carlisle's; Sears; JCPenney; Kauffman's.
Discount Stores-Value City 2; K mart 3; Hills 2.
Variety Stores-Murphy 2; Woolworth; Scott's 2; McCrory.
Chain Drug Stores-Rea & Derick 5; Eckerd 8; Arrow 2; Sun; White Cross 2; Thrift.
Chain Supermarkets-Loblaw's 10; Giant Eagle 3; Super Duper 7; Golden Dawn 10.
Other Chain Stores-Ladies Apparel: Lynn's, Fashion Flair, Ormand's; Men's: Richman Bros., Shoes: Thom McAn 2, Kinney, Nobil, Giant, Pic-Way, Hanover, Others: Tagway; Pittsburgh Plate Glass; Sherwin-Williams; Singer Co.; American Auto; Firestone; Goodrich; Goodyear; General Tire; Uniroyal; Radio Shack; S&H Green Stamps.

14 - NEWSPAPERS: NEWS (m-mon to fri) 25,395; TIMES (e-mon to fri) 44,026; TIMES-NEWS (m-sat) 61,357; (S) 98,691; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gerald J. Szorek, Nat'l. Adv. Mgr., or Owen Toale, Ret. Adv. Mgr., TIMES-NEWS, 205 W. 12th St., Erie, PA 16534; Tel. (814) 456-8531.
National Representative: Landon Associates.

FARRELL

See SHARON

GETTYSBURG

1 - LOCATION: Adams County, E&P Map D-3 (In York MSA). 31 mi. SW of Harrisburg; 25 mi. W of York; 50 mi. N of Baltimore, MD; 25 mi. E of Chambersburg.

2 - TRANSPORTATION: Railroads-Reading (freight); Western Maryland (freight).

3 - POPULATION:
Corp. City 80 Cen. 7,194; Loc. Est. 7,513
CZ-ABC: (80) 11,992; (84) 12,200
RTZ-ABC: (80) 67,521; (84) 73,100
County 80 Cen. 68,292; Loc. Est. 71,619
MSA 80 Cen. 381,255; Loc. Est. 392,358
City & RTZ-ABC: (80) 79,513; (84) 83,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,523; Loc. Est. 2,635
CZ-ABC: (80) 4,075; (84) 4,200
RTZ-ABC: (80) 22,019; (84) 24,000
County 80 Cen. 22,897; Loc. Est. 24,614
MSA 80 Cen. 135,210; Loc. Est. 142,499
City & RTZ-ABC: (80) 26,094; (84) 28,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$300,018,929
Savings & Loan	2	$73,516,829

6 - PASSENGER AUTOS: County 35,531

7 - ELECTRIC METERS: Residence 8,630

8 - GAS METERS: Residence 7,313

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furniture 518; Shoes 1,950; Textile 974; Food Processing 1,775 full time and 10,500 seasonal; National Park 300; College and Religious Seminary 750; Appliance Mfg. 750; Printing 250; Paper Supplies 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

11 - TAP WATER: Neutral, soft; not fluoridated; chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N Gettysburg(10)	1	Ames, Rea & Derick
Springs Ave.(9)	NA	Factory Outlet, Discount Fabric
N Hanover Mall	14	K mart, Sears, Bon-Ton, JCPenney, Value City, Toytown
Chambersburg Mall	17	Hess, Gee Bees

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Ames, Rea & Derick.
Variety Store-Murphy Mart.
Chain Drug Stores-Rea & Derick 2; Peoples; Rite Aid.
Chain Supermarkets-A&P; Kennies 2; Giant; Weis.
Other Chain Stores-Automotive Supply Co.; Benn's; K&W Tires; T&S Factory Outlet; Tobey's; Martins Shoes; Wall & Ochs; Get-Mor Factory Outlet; Radio Shack.

14 - NEWSPAPERS: TIMES (m) 9,217; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward G. Puhl, Adv. Mgr., TIMES, 18 Carlisle St., PO Box 370, Gettysburg, PA 17325; Tel. (717) 334-1131.
National Representative: Landon Associates.

GREENSBURG

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-3. County Seat. Manufacturing, agriculture and coal mining. On 2 U.S. & five State Hwys.; 5 mi. to PA Tpke.; 30 mi. E of Pittsburgh.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lincoln; Penn.

3 - POPULATION:
Corp. City 80 Cen. 17,558; Loc. Est. 18,323
PMA-ABC: (80) 284,774; (84) 291,500
County 80 Cen. 392,294; Loc. Est. 395,806
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; Loc. Est. 7,502
PMA-ABC: (80) 99,416; (84) 102,600
County 80 Cen. 139,233; Loc. Est. 143,698
PMSA 80 Cen. 885,070; Loc. Est. 839,647

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	18	N.A.
Commercial	19	N.A.

6 - PASSENGER AUTOS: County 183,865

7 - ELECTRIC METERS: Residence County Est. 125,000

8 - GAS METERS: Residence County Est. 90,000

9 - PRINCIPAL INDUSTRIES: Automobile Mfg.; Primary Metal Prod.; Fabricated Metal Prod.; Elect. Machy.; Stone, Clay and Glass Prod.; Scientific Instruments and Automatic Temp Controls; Non-Elect. Machy.; Food Prod.; Rubber and Plastic Prod.; Apparel; Printing and Publishing; Paper Prod.; Bituminous Coal; Natural Gas.
Principal Pay Days-Fri., 1 & 15, 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greengate Mall(90)	NA	JCPenney, Hornes, Montgomery Ward
Greensburg Plaza(10)	NA	K mart, Foodland
Eastgate Plaza	NA	Gee Bee
Greensburg(20)	NA	Tile City
Latrobe	NA	K mart, Jamesway, Foodland
Westmoreland Mall(130)	NA	Troutman's, Sears, Murphy's Mart, Kaufman's, Shop-N-Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thur., Fri. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Troutman 5; (Allied); Langs; Montgomery Ward; Hornes; JCPenney 3; Bon-Ton; Kaufmann's.
Variety Stores-G.C. Murphy 2.
Discount Stores-Gee Bee 2; K mart 4; Murphy Mart 4; Jamesway; Hills 6; Fisher's Big Wheel.
Chain Drug Stores-Thrift 4; Widmann; Rite Aid 5.
Chain Supermarkets-Kroger; Foodland 6; Red & White 2; Davis Mkt.; Giant Eagle 2; U-Save; Shop-N-Save 9.
Other Chain Stores-Thom McAn 3; Kinney 2; Gatling Auto 2; Wayne; Weil; Singer Co.; S&H Green Stamps; Islays 2; Kamps Shoes 3; Sun Tile; Joe Workman; Richman Bros.; Firestone; Goodyear; Carlton Men's; Standard Sportswear 2; Father & Son Shoe; Mariann, Spencer Gift 2; Camera & Card Shop; National Record Mart 2; DeRoy Jewelers 2; Fulton Piano 2; Fashion Hosiery; Beltone; Barricini Candy; Kelley & Cohen 4; Hart's; Radio Shack 16; Fabric Fair, Baker Shoes 2; Misc. Shop; Suzy Boutique; Foxmoor Casuals; General Nutrition 2; Herrold Jewelers; Penn Furniture; Wickes Lumber; Hickory Farms 2; Fabric Tree; Baskin-Robbins; Elizabeth Addams; Photocoral 2; Toy Mart; Waldenbooks 2; Watchmaker; Tobacco Village 2, Busy Beaver; Fisher's Big Wheel 2; 84 Lumber; Widmann; Rite Aid 5; Hermans; York Steakhouse; Tagway Shoes; Kay Bee Toy; Fotomat; Anderson Little; Casual Corner.

14 - NEWSPAPERS: TRIBUNE-REVIEW (m) 51,837; (S) 84,209; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: H. Robert Schadewald, Mkt. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15601; Tel. (412) 834-1151.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Mercer County (In Sharon MSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, OH. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 18 mi. from I-80.

2 - TRANSPORTATION: Railroads-Conrail; Bessemer & Lake Erie; E&P Div.

3 - POPULATION:
Corp. City 80 Cen. 7,730; Loc. Est. 7,522
CZ-ABC: (80) 7,730; (84) 7,300
RTZ-ABC: (80) 35,391; (84) 36,700
County/MSA 80 Cen. 128,299; Loc. Est. 130,829
City & RTZ-ABC: (80) 43,121; (84) 44,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; Loc. Est. 2,780
CZ-ABC: (80) 2,787; (84) 2,700
RTZ-ABC: (80) 11,897; (84) 12,500
County/MSA 80 Cen. 44,657; Loc. Est. 46,589
City & RTZ-ABC: (80) 14,684; (84) 15,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	$286,000,000

6 - PASSENGER AUTOS: County 56,052

7 - ELECTRIC METERS: Residence 5,641

8 - GAS METERS: Residence 3,822

9 - PRINCIPAL INDUSTRIES: Transformers; Iron Castings; Aluminum Ladders; Stainless Steel Pipe.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Plaza(22)	NA	Murphy, Jamesway, Riverside Mkt.
Colonial Plaza(5)	NA	Valu King

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-L. L. Keck; JCPenney; N. N. Moss; Jamesway.
Variety Store-Murphy Mart.
Chain Supermarkets-Golden Dawn; Valu King; Riverside; Foodland.

14 - NEWSPAPERS: RECORD-ARGUS (e) 5,129; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Nickolas F. Monico, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave.; PO Box 711, Greenville, PA 16125; Tel. (412) 588-5000.
National Representative: Thomson Newspapers.

HANOVER

1 - LOCATION: York County (In York MSA). E&P Map D-3. 18 mi. W of York; 14 mi. E of Gettysburg; 40 mi. N of Baltimore and 40 mi. SE of Harrisburg.

2 - TRANSPORTATION: Railroads-Maryland-Penna.; Western Maryland.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 14,890; Loc. Est. 14,980
CZ-ABC: (80) 25,660; (84) 25,600
RTZ-ABC: (80) 193,068; (84) 212,700
County 80 Cen. 312,963; Loc. Est. 320,739
MSA 80 Cen. 381,255; Loc. Est. 392,358
City & RTZ-ABC: (80) 218,728; (84) 238,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,149; Loc. Est. 6,260
CZ-ABC: (80) 9,980; (84) 10,000
RTZ-ABC: (80) 62,653; (84) 69,900
County 80 Cen. 112,313; Loc. Est. 117,885
MSA 80 Cen. 135,210; Loc. Est. 142,499
City & RTZ-ABC: (80) 72,633; (84) 79,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$402,944,942
Savings & Loan	2	$50,172,000

6 - PASSENGER AUTOS: County 169,725

7 - ELECTRIC METERS: Residence 30,850

8 - GAS METERS: Residence & Commercial 9,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather 2,369; Paper & Printing 2,452; Textile & Apparel 1,249; Food Processing 1,999; Primary & Fabricated Metal 3,705; Furniture 748; Chemical, Rubber, Stone 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearview(16)	1	Rea & Derick, Woolworth, A&P
Hanover Plaza(3)	2	Value City, Toytown U.S.A.
No. Hanover Mall(66)	2	Bon-Ton, Sears, K mart
South Hanover(8)	3	King's Dept., Nichols, Drug Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown: Mon., Fri., Sat.; Shopping Centers: every night.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Leggett's; JCPenney.
Discount Stores-Nichols; King's; Value City; K mart.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Rea & Derick (Rexall); Thrift Drug; Drug Fair; Rite Aid; Revco.
Chain Supermarkets-A&P; Weis; Giant; Co-op Consumers; Safeway.
Other Chain Stores-Columbia Jewelers; S&H Green Stamps; Super Shoes; Goodyear; Goodrich; Lowe's; Lumber Yard; 84 Lumber; Ames; Dahnken.

14 - NEWSPAPERS: SUN (e) 22,220; Mar 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Guidara, Adv. Mgr., SUN 135 Baltimore St.; PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.
National Representative: Thomson Newspapers.

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HARRISBURG

1 - LOCATION: Dauphin County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. State Capital and County Seat. On Eastern bank of Susquehanna River; 100 mi. from Phila.; 82 mi. N of Baltimore, MD. Wholesale center for Central PA on Hwys. 22, 322, 422, 11, 15, 111, 230; Interstates 76, 81, 83, & 283.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Main Line; Western terminus of Reading, which is linked with B&O. Largest freight classification yards on PA System.
Motor Freight-100 Carriers. 65 terminals.
Intercity Bus Lines-Greyhound; Trailways; Capitol Area Transit.
Airlines-TWA; USAir; United; American; Freedom; Allegheny Commuter; Henson.

3 - POPULATION:
Corp. City 80 Cen. 53,264; Loc. Est. 49,749
CZ-ABC: (80) 309,537; (84) 317,500
RTZ-ABC: (80) 167,034; (84) 176,700
County 80 Cen. 232,317; Loc. Est. 237,483
MSA 80 Cen. 555,907; Loc. Est. 567,697
City & RTZ-ABC: (80) 476,571; (84) 494,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,024; Loc. Est. 22,994
County 80 Cen. 88,088; Loc. Est. 92,093
MSA 80 Cen. 200,990; Loc. Est. 210,462
CZ-ABC: (80) 116,427; (84) 120,100
RTZ-ABC: (80) 57,000; (84) 61,100
City & RTZ-ABC: (80) 173,427; (84) 181,200

5 - BANKS	NUMBER	EST. DEP.
All Banks	133	$3,887,895,000

6 - PASSENGER AUTOS: County 131,708

7 - ELECTRIC METERS: Residence 64,846

8 - GAS METERS: Residence 57,961

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 20,600 ($431); Primary Metals 5,700 ($536); Electric Machy. 1,700 ($346); Non-Durable Goods 20,800 ($309); Food Products 8,600 ($379); Transp. and Util. 16,300 ($306); Printing & Publ. 2,500 ($330); State-Local Govt. 45,500; Federal Service 10,700.
Principal Pay Days-Staggered.

10 - CLIMATE: Spring 21-62; Summer 61-92; Fall 43-72; Wintar 10. First killing frost, Sept. 28. Last killing frost, May 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; Strawberry Square Complex, Market Square, three blocks on 3rd St., 1 block on Walnut Street.
Major Shopping Centers-Harrisburg East Mall (Paxtang); Capital City Mall (Camp Hill); Colonial Park Mall (Colonial Park); The Point (Union Deposit).
Minor Shopping Centers-Derrytown Mall (Hershey); East Park Center (Lawnton), M. J. Mall (Carlisle), Summerdale Plaza Shopping Center (Summerdale), Windsor Park Plaza (Mechanicsburg), West Shore Plaza (Lemoyne).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrisburg East Mall(74)	3	John Wanamaker, Hess, JCPenney
Capital City Mall(83)	5	Hess, Sears, Murphy Mart
Kline Village(11)	2	Peoples Drug
West Shore Plz.(29)	2	Mont. Ward
Camp Hill(15)	2	Peoples Drug
Colonial Park(78)	6	Sears, Pomeroy's
Olmsted Plz.(29)	7	Rea & Derick
Carlisle Plz.(29)	17	JCPenney, Bon-Ton
Cedar Cliff Mall(14)	4	Rea & Derick
The Point(38)	5	Murphy Mart

Principal Shopping Days-Mon., Fri., Sat., & Sun.
Stores Open Evenings-Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's 3; Sears 2; John Wanamaker; JCPenney 2; Hess 2; Montgomery Ward.
Discount Stores-K mart 4; Hills 3; Murphy Mart 2.
Variety Stores-Woolworth; Kresge; Bills.
Chain Drug Stores-Rea & Derick 12; Peoples 9; Rite-Aid 5; Revco 5; Thrift Drugs 4; Drug Fair 2.
Chain Supermarkets-Handy Mkt. 12; Weis 16; A&P 3; Giant 12; Super Thrift 3; IGA 3; 7-Eleven 9; Pathmark; Pantry Fresh 2; Hattie Harris 6; Turkey Hill 8; Karns 3; Konhaus 3.
Other Chain Stores-Irvings; Kinney; Stuarts; Stephenson's; Uncle Millers; Moore's; Hickory Farms; Maternity Mart; Anderson-Little; Silo; Channel; Lowes; Hechinger; Wickes Lumber; Toys R Us.

14 - NEWSPAPERS: PATRIOT (m-mon to fri) 47,981 NEWS (e-mon to fri) 58,235; (sat) 92,801; PATRIOT-NEWS (S) 164,150; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS, 812 Market St.; PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277.
National Representative: Newhouse Newspapers Metro Suburbia.

HATBORO-WARMINSTER

1 - LOCATION: Hatboro in Montgomery County, Warminster in Bucks County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 10 miles N of Philadelphia on U.S. Hwy. 263.

2 - TRANSPORTATION: Railroads-Septa.
Motor Freight Carriers-12.
Intercity Bus Lines-Septa; Martz; Trailways; Greyhound; Huntingdon Valley Trans.
Airlines-At Philadelphia Airport: American; British Airways; Eastern; Delta; Lufthansa; National; Northeast; Northwest Orient; Pan American; TWA; United; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 43,122; Loc. Est. 44,514
Hatboro 80 Cen. 7,579; Loc. Est. 7,463
Warminster 80 Cen. 35,463; Loc. Est. 37,051
PMSA 80 Cen. 4,716,818; Loc. Est. 4,878,794
Counties:
Montgomery Co. 80 Cen. 643,621; Loc. Est. 671,181
Bucks Co. 80 Cen. 479,211, Loc. Est. 497,868
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 13,061; Loc. Est. 13,625
Warminster 80 Cen. 10,209; Loc. Est. 10,796
Hatboro 80 Cen. 2,852; Loc. Est. 2,829
Counties:
Montgomery Co. 80 Cen. 223,290; Loc. Est. 238,363
Bucks Co. 80 Cen. 156,648; Loc. Est. 166,649
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819

5 - BANKS	NUMBER	EST. DEP.
Savings	4	N.A.
Savings & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Counties: Montgomery 404,318; Bucks 274,180

7 - ELECTRIC METERS: Residence 400,210

8 - GAS METERS: Residence 126,500

9 - PRINCIPAL INDUSTRIES: Electronics, small diversified.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-93; Summer 52-94; Fall 22-90; Winter 10-50. First killing frost, Oct. 23. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on York Rd. Neighborhood Shopping Center-Village Mall (42 units); King's Plaza (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rosemore(17)	2	Shop 'N' Save
Willow Grove Park(140)	5	B. Altman, A&S, Bloomingdale's
Village Mall(40)	2	Thrift Drug
Warminster Plaza(17)	4	Rickels

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-B. Altman; Abraham-Strauss; Bloomingdales.
Discount Stores-K mart; Rickols; Clover; Jefferson Ward; King's.
Chain Drug Stores-Thrift Drug; Rite Aid.
Chain Supermarkets-Acme; Super Saver; Genuardi's; Pathmark; Shop 'N Save; Shop 'N Bag.

14 - NEWSPAPERS: TODAY'S SPIRIT (e) 7,283; June 30, 1983 CAC.
Local Contact for Advertising and Merchandising Data: Gordon Bechtle, V.P./Mkt. Dir., TODAY'S SPIRIT, 101 N. York Rd., Hatboro, PA 19040; Tel. (215) 675-3430.
National Representatives: Robert Hitchings & Co.; U.S. Suburban Press,.

HAZLETON

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. Southern portion of Luzerne County; shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon, and Schuylkill). 125 mi. from N.Y. City; 102 mi. from Philadelphia.

2 - TRANSPORTATION: Motor Freight Carriers-34.
Intercity Bus Lines-Capitol; Continental Trailways; Luzerne & Carbon County; Motor Transportation; Valley Transit.

Hazleton Standard-Speaker (all day) 24,455 ABC 3/31/84

3 - POPULATION:
Corp. City 80 Cen. 27,318; Loc. Est. 26,494
CZ-ABC: (80) 47,398; (84) 45,500
RTZ-ABC: (80) 37,362; (84) 39,600
County 80 Cen. 343,079; Loc. Est. 346,780
MSA 80 Cen. 728,796; Loc. Est. 738,706
City & RTZ-ABC: (80) 84,760; (84) 85,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,762; Loc. Est. 10,499
CZ-ABC: (80) 18,432; (84) 17,800
RTZ-ABC: (80) 12,911; (84) 13,800
County 80 Cen. 125,502; Loc. Est. 129,742
MSA 80 Cen. 263,271; Loc. Est. 272,871
City & RTZ-ABC: (80) 31,343; (84) 31,600

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$4,191,491,000
Savings & Loan	3	$201,290,306

6 - PASSENGER AUTOS: County 163,445

7 - ELECTRIC METERS: Residence 50,407

8 - GAS METERS: Residence 5,317

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 1,567; Mining & Stripping 906.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20. Last killing frost, June 1.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Broad St. on Wyoming St., 2 on North Laurel St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Church Hill Mall(14)	2	McCrory, Gaylord's, Super Saver
Laurel Mall(40)	4	Boscov's, Martin's, McCrory
Hazleton(8)	1	Super Saver, Sears, McCrory

Principal Shopping Days-Department Stores-Wed., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Department Stores-Wed. and Fri.; Food-daily.

13 - RETAIL OUTLETS: Department Stores-P. Deisroth's; Sears; Boscov's.
Discount Stores-Discountland U.S.A.; Gaylord's; K mart; Zayre.
Variety Stores-Kresge; McCrory.
Chain Drug Stores-Rea & Derick; Rite-Aid; Associated Druggist; General Nutrition Center; Consumer Value Stores.
Chain Supermarkets-Super-Saver 2; Martin's; Pantry Quik 4; Weis; Discountland USA; IGA 4; Joseph's Holiday Mkt.; Giant; Freeland Food Mart; Economy; Hazle Park Meats; A-1 Supermarket; Food Lane.
Other Chain Stores-Thom McAn; Triangle; Raub's Glick's; Sherwin-Williams; Women's Apparel: Shroyers, Junior Colony, Fashion Colony, Colony II, Fashion Bug; Men's Stores: The Hub, Sarno & Son, Metallo's; Furn. Stores: Rosen's.

14 - NEWSPAPERS: STANDARD-SPEAKER (all day) 24,455, March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Gunshore, Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.
National Representative: Landon Associates.

HUNTINGDON-MOUNT UNION

1 - LOCATION: Huntingdon County. E&P Map C-3. On the Juniata River, 36 mi. E of Altoona; 90 mi. W of Harrisburg, on U.S. Rte. 22. Mount Union is on the Juniata River, 12 mi. E of Huntingdon; 78 mi. W of Harrisburg, on U.S. Rtes. 22 & 522. Location of Raystown Lake, largest man-made reservoir in PA, with boating, fishing, recreational facilities.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. Boroughs 80 Cen. 10,143; Loc. Est. 10,164
Huntingdon 80 Cen. 7,042; Loc. Est. 7,189
Mount Union 80 Cen. 3,101, Loc. Est. 2,975
County 80 Cen. 42,695; Loc. Est. 43,262

4 - HOUSEHOLDS:
Boroughs 80 Cen. 3,976; Loc. Est. 3,538
Huntingdon 80 Cen. 2,552; Loc. Est. 2,404
Mount Union 80 Cen. 1,244; Loc. Est. 1,134
County 80 Cen. 14,459; Loc. Est. 15,015

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$156,227,000
Savings & Loan	2	$2,740,000

6 - PASSENGER AUTOS: County 19,734

7 - ELECTRIC METERS: Residence 8,275

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 300; Glass 700; Garment 940; Printing 475; Footwear 495; Electronics 500; Engrg. & Mach. Pts. 100; Railroad & Util. 325; State Gov't 450; Sand-Stone 265; Wood Prod. 400.

Principal Industrial Pay Days-Textiles, Thur.; Brick Refractories, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; Summer 42-98; Fall 21-90; Winter 11-66. First killing frost, Oct. 6. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on 5 streets, 7 units.
Principal Shopping Days-Fri., Sat., Thur.
Stores Close-Wed. afternoons all year.
Stores Open Evenings-Huntingdon, Fri.; Mount Union, Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Poser's; Miller's.
Variety Stores-McCrory.
Chain Drug Stores-Hilly's; Rite-Aid 2; Widmann's; Health Mart.
Chain Supermarkets-Weis 2; IGA 4; Riverside 2; Food Rite.
Discount Stores-Widmann's.
Other Chain Stores-Sears (catalog) 2; Western Auto 2; Sherwin-Williams; Wolf Furn.; Montgomery Ward (catalog) 2; Murphy Mart.

14 - NEWSPAPERS: NEWS (e) 11,140; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Kenneth J. Smith, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.
National Representative: Landon Associates.

INDIANA

1 - LOCATION: Indiana County. E&P Map B-2. County Seat. 60 mi. NE of Pittsburgh; 50 mi. W of Altoona.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-2.
Intercity Bus Lines-Fullington Trailways; Blue & White; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 16,051; Loc. Est. 16,247
CZ-ABC: (80) 29,228; (84) 31,000
RTZ-ABC: (80) 63,053; (84) 66,300
County 80 Cen. 92,281; Loc. Est. 93,504
City & RTZ-ABC: (80) 92,281; (84) 97,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,473; Loc. Est. 4,536
CZ-ABC: (80) 9,054; (84) 9,700
RTZ-ABC: (80) 20,944; (84) 22,200
County 80 Cen. 29,998; Loc. Est. 31,137
City & RTZ-ABC: (80) 29,998; (84) 31,900

5 - BANKS	NUMBER	EST. DEP.
Savings	7	$878,593,000
Savings & Loan	3	over $100,000,000

6 - PASSENGER AUTOS: County 39,730

7 - ELECTRIC METERS: Residence 19,000

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Tires 345 ($351); Aluminum Doors 858 ($426); Medical Instruments 450 ($390); University 1,400 ($400); Coal Mining 4,389 ($552); Highway & Construction 595 ($330); Generating 1,071 ($516); Riot Control 350 ($300); Mining Equipment 885 ($333); Chalkboards 127 ($275); Cardiac Pacemakers 60 ($300); Conveyors Equip. 700 ($325); Fabricated Metal 1,356 ($210); Electric-Gas-Telephone Employees 1,350 ($550).

10 - CLIMATE: Min. & Max. Temp.-Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10. Last killing frost, May 1st.

11 - TAP WATER: Slightly acid, hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Philadelphia St.
Shopping Centers-Route 119 South, Wayne Ave. extension. Route 119 North-4th St.; Regency Mall, Indiana Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 286 S.	NA	David Weis
Riverside Mini Mall(3)	NA	Woolworth, Eckerd, Riverside
Regency Mall(23)	NA	Riverside, Thrift Drug, Mont. Ward, Murphy's Mart, Hills
Indiana Mall(59)	NA	K mart, Bon Ton, Sears, JCPenney

13 - RETAIL OUTLETS: Department Stores-Brody Bros., Troutman (Allied); Montgomery Ward; JCPenney; Hills; Sears; Bon Ton.
Discount Stores-Distributors; Hills; David Weis; Murphy Mart; K mart; Heck's.
Variety Stores-G.C. Murphy; Woolworth.
Chain Drug Stores-Thrift; Eckerd; Revco; CVS; Rite Aid 3.
Chain Supermarkets-Riverside 3; Foodland; Shop & Save 2; Comet; Giant Eagle.
Other Chain Stores-Ben Franklin; Brown's Boot; Penn Furniture; Heck's.

14 - NEWSPAPERS: GAZETTE (e) 21,274; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hickey, Adv. Dir., GAZETTE, 899 Water St.; PO Box 10, Indiana, PA 15701; Tel. (412) 465-5555.
National Representative: Landon Associates.

IRWIN

1 - LOCATION: Westmoreland County, E&P Map B-3 (In Pittsburgh PMSA). Manufacturing, coal mining and agricultural area; 20 mi. SW of Pittsburgh, near junction of US Hwys. 30 and I-76.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Airlines-USAir; American; Eastern; Nordair, Ltd.; Northwest; TWA; United (all at Pittsburgh).

3 - POPULATION:
Corp. City 80 Cen. 4,995; Loc. Est. 5,385
County 80 Cen. 392,294; Loc. Est. 395,806
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925

4 - HOUSEHOLDS:
City 80 Cen. 2,201; Loc. Est. 2,478
County 80 Cen. 139,233; Loc. Est. 143,698
PMSA 80 Cen. 885,070; Loc. Est. 839,647

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	N.A.

6 - PASSENGER AUTOS: County 183,865

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing machine tools, electrical equipment, mine cars; foundry and castings; farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 38-103; Fall 1-102; Winter 20-77. First killing frost Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norwin(41)	NA	Thrift Drug, Foodland
Murphy's Mart	NA	Murphy's Mart, Giant Eagle, K mart
Norwin Hills(20)	NA	Hills, Shop N Save

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STANDARD-OBSERVER (e) 15,221; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Bob Livorio, Adv. Dir., STANDARD-OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601.
National Representative: Landon Associates; U.S. Suburban Press.

JERSEY SHORE

See LOCK HAVEN

JIM THORPE

See LEHIGHTON

JOHNSTOWN

1 - LOCATION: Cambria County (In Johnstown MSA). E&P Map B-3. In valley formed by the confluence of Stoney Creek and Little Conemaugh River; headquarters for the Gallitzin State Park. 78 mi. E of Pittsburgh; 38 mi. W of Altoona; 75 mi. N of Cumberland, MD. Steel and coal.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail; Conemaugh & Blacklick; Johnstown & Stoney Creek.
Motor Freight Carriers-10 local; 27 steel carriers; 23 general commodity carriers.
Intercity Bus Lines-Blue & White; Greyhound; Cambria Co. Transit; De Bolt; Somerset.
Airlines-USAir Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,496; Loc. Est. 33,317
CZ-ABC: (80) 100,456; (84) 97,000
RTZ-ABC: (80) 250,887; (84) 257,900
County 80 Cen. 183,263; Loc. Est. 183,723
MSA 80 Cen. 264,506; Loc. Est. 265,641
City & RTZ-ABC: (80) 351,343; (84) 354,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,211; Loc. Est. 13,783
CZ-ABC: (80) 37,135; (84) 36,100
RTZ-ABC: (80) 84,111; (84) 87,300
County 80 Cen. 63,375; Loc. Est. 64,979
MSA 80 Cen. 91,924; Loc. Est. 94,474
City & RTZ-ABC: (80) 121,246; (84) 123,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$997,518,885
Savings & Loan	3	$662,289,354

6 - PASSENGER AUTOS: County 80,571

7 - ELECTRIC METERS: Residence 13,986

8 - GAS METERS: Residence 11,916

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals and Metal Working Industries 6,000 ($410); Mining 6,200 (N.A.); Apparel 3,200 ($184); Health Services 7,000 ($328).
Principal Pay Days-Thur., Fri.; 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-92; Summer 36-100; Fall 10-82; Winter -1-66. First killing frost, Oct. 31. Last killing frost, Apr. 22.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main; 2 on Market; 2 on Clinton; 2 on Washington; 2 1/2 miles on Rt. 56.
Neighborhood Shopping Centers-4 blocks on Central Ave.; Moham; 3 on Fairfield Ave.; Morrellville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Geistown(11)	3	Ideal, IGA
Westmont(41)	3	Gee Bee, Cambria Hdwe.
Bel-Air(14)	3	Value City, Wolf Furn.
Richland(60)	5	Riverside, Giant Eagle
Westwood(23)	3	Gee Bee, Hess
University Park(10)	7	JCPenney, Gee-Bee, Hills
Richland Mall(105)	7	Sears, Hess, K mart, Shop'N Save

Principal Shopping Days-Thur., Sun.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Glossers; Hess 2; Sears; JCPenney.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Rite-Aid 2; Thrift 3; Eckerd; Rexall Group 4; Newman's; Revco 2.
Chain Supermarkets-Giant Eagle 3; AG-Economy 9; Ideal Food 2; Shop-N-Save 4; Riverside 8; Gee-Bee 5; Foodland 2; Food-Rite 2.
Discount Stores-Gee Bee; K mart; Hills; Value City.
Other Chain Stores-Auto: Gatlings, Goodyear, Firestone; Shoes. Kinney, Thom McAn, Hanover, Pic-Way; Clothing: Brooks, Burtons, Chess King, Fashion Bug, Foxmoor, LaRose, Motherhood Maternity, No Name, Reunion, Standard Sportswear, Susie Casuals, Ormond's; Jewelry: Kay Jewelers, Gordon's Jewelers; Furniture: Penn, Wolf.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 53,094; (S) 53,218; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Miss Jean Block, Nat'l. Adv. Mgr., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15907; Tel. (814) 535.8651.
National Representative: Landon Associates.

KANE

1 - LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; Pa. Hwy. 321; 66.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Chessie.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Blue Bird.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 4,916; Loc. Est. 4,891
County 80 Cen. 50,655; Loc. Est. 50,773

4 - HOUSEHOLDS:
Borough 80 Cen. 1,919; Loc. Est. 1,790
County 80 Cen. 18,294; Loc. Est. 18,771

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$245,725,369
Savings & Loan	1	$36,646,954

6 - PASSENGER AUTOS: County 20,673

7 - ELECTRIC METERS: Residence 5,385

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Elect. Components; Wood Prod.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixtures.

10 - CLIMATE: N.A.

11 - TAP WATER: Spring and well water; fluoriated.

12 - RETAILING: Principal Shopping Center-4 blocks on 8 sts. Plaza Shopping Center (3 Stores-Market Basket) at west end of Kane on Route 6.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Wed., Thur. & Fri.; General-Fri.

13 - RETAIL OUTLETS: Variety Stores-McClellan; McCrory.
Chain Drug Stores-Widmann; Eckerd.
Chain Supermarkets-A&P; Market Basket; Quality.

14 - NEWSPAPERS: REPUBLICAN (e) 2,843; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Kathy Schau, Adv., Joseph C. Piccirillo, Gen. Mgr., or Richard Coleman, Editor, REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000.
National Representative: Landon Associates.

KITTANNING

1 - LOCATION: Armstrong County, E&P Map B-2. County Seat. On the east bank of Allegheny River. 45 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Conrail; Pittsburgh & Shawmut, B&O with 3 mi. connects via Pittsburgh & Shawmut.
Motor Freight Carriers-2.
Intercity Bus Lines-Butler Motor Transit; Mid-County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 5,432; Loc. Est. 5,238
CZ-ABC: (80) 18,552; (84) 18,000
RTZ-ABC: (80) 67,506; (84) 68,700
County 80 Cen. 77,768; Loc. Est. 78,798
City & RTZ-ABC: (80) 86,058; (84) 86,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,287; Loc. Est. 2,176
CZ-ABC: (80) 7,283; (84) 7,000
RTZ-ABC: (80) 23,785; (84) 24,600
County 80 Cen. 28,066; Loc. Est. 29,096
City & RTZ-ABC: (80) 31,068; (84) 31,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$353,000,000
Savings & Loan	3	$252,583,000

6 - PASSENGER AUTOS: County 39,278

7 - ELECTRIC METERS: Residence 29,400

8 - GAS METERS: Residence 12,632

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plate Glass 500, Sanitary Ware 750; Ceramics 500; Coal Mining 1,200; Mushroom Mining 900.
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15. Last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Market; 4 on Jefferson, 3 on McKean, 2 on Grant.
Neighborhood Shopping Centers-Ford City: 2 blocks on Ford; 3 on Fifth, 2 on Fourth, Kittanning; 2 on Orr; 12 stores in Kittanning Highlands, Franklin Village Shopping Center.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Stores & Food-every night.

13 - RETAIL OUTLETS: Department Stores-Murphy; JCPenney (catalog); Montgomery Ward; Sears.
Discount Stores-Shoppers' Mart; Jamesway.
Variety Store-Murphy.
Chain Drug Stores-Thrift.
Chain Supermarkets-Shop n' Save; Riverside; Foodland; Shop 'N Save 3; Riverside.
Other Chain Stores-Rocket Markets 75 (county); Firestone; Sherwin-Williams; Winky's; Radio Shack; Agway; JoAnn Fabrics.

14 - NEWSPAPERS: LEADER-TIMES (e) 11,610; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lonnie L. Peppler, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303.
National Representative: Thomson Newspapers.

LANCASTER

1 - LOCATION: Lancaster County (MSA). E&P Map D-3. County Seat. Widely diversified manufacturing, tourist and agricultural area. College center. 64 hwy. mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On U.S. 30 (Lincoln Hwy.) and U.S. 283.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Conrail (freight).
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-19.
Airlines-Suburban; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 54,725; Loc. Est. 55,334
CZ-ABC: (80) 188,602; (84) 193,700
RTZ-ABC: (80) 247,509; (84) 261,600
County/MSA 80 Cen. 362,346; Loc. Est. 373,675
City & RTZ-ABC: (80) 436,111; (84) 455,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,745; Loc. Est. 21,757
CZ-ABC: (80) 67,178; (84) 69,200
RTZ-ABC: (80) 81,117; (84) 86,900
County/MSA 80 Cen. 123,864; Loc. Est. 130,682
City & RTZ-ABC: (80) 148,295; (84) 156,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$6,000,000,000
Savings & Loan	5	$600,000,000

6 - PASSENGER AUTOS: County 188,367

7 - ELECTRIC METERS: County 156,623

8 - GAS METERS: County 32,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery 4,700 ($517); Elect. Equip. 5,600 ($356); Textiles 1,900 ($224); Apparel 4,900 ($197); Fab. Metal Prod 7,600 ($379); Print & Pub. 5,400 ($379); Primary Metal Ind. 3,500 ($306); Stone, Clay, Glass Prods. 2,000 ($412); Lumber & Furniture 2,400 ($321); Food Prods. 6,600 ($426); Leather Prods. 1,100 ($151); Other Durable Goods 7,400 ($376); Other Non-Durable Goods 4,000 ($323); Contract Const. 6,300; Trans. & Public Util. 6,100; Wholesale Trade 8,900; Retail Trade 27,700; Fin., Ins. & Real Estate 5,700; Services & Mining 28,800; Govt. 15,500.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21. Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING. Principal Shopping Area-5 blocks on Queen St.; 5 on King St.; 4 on Prince St.; 3 on Duke St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St.
Neighborhood Shopping Area-2 blocks on Columbia Ave., 3 blocks on Manor St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lancaster(32)	2	Weis, Kresge, Rea & Derick, Giant

Wheatland(23)	3	Thrift Drug, Dollar General, Morgan & Mailman
Manor(30)	2	Acme, Weis, Cloth World, Radio Shack, Maxwell's
Lincoln Plaza(22)	3	Weis, Rea & Derick, Jamesway
Bridgeport(6)	2	Jewel T, Weis
Park City(160)	3	Sears, Gimbels, Woolworth, Watt & Shand, Peoples, JCPenney
K mart Plaza(17)	2	K mart, Rite-Aid, Mill Store, Weis
East Towne Mall(42)	4	Weis K mart, Radio Shack, Kinney, Maxwell's
Willow Valley Square(24)	4	Willow Valley Farms IGA, Rea & Derick

Principal Shopping Days-Dept. Stores-Fri., Sat., Mon., Tues.; Food-Thur., Fri., Sat., Mon.
Stores Open Evenings-Downtown-Tues., Fri.; Shopping Centers & Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-Watt & Shand 2; Sears; JCPenney; Gimbels.
Variety Stores-Woolworth 2; H.L. Green; McCrory; Kresge.
Discount Stores-Nichols 2; K mart 4; Morgan & Mailman 2; Jamesway 2; Silo.
Chain Drug Stores-Rea & Derick 9; Peoples 3; Thrift; Thrift-D; Rite-Aid 2; White Shield 2; Drug Fair.
Chain Supermarkets-Acme 2; Weis 15; Jewel T 3; IGA 10; Food Rite 2; Giant 3; Jay's.
Other Chain Stores-Auto Supplies: Firestone 2, General, Uncle Miller's 2, Goodrich, Goodyear 2; Shoes: Endicott-Johnson, Hanover, Thom McAn 3, Buster Brown, Irving's, Father & Son, Kinney 4, Super Shoe; Men's Clothing: Hamburgers, Double Image, Fillings, Anderson-Little, Chess King, Formal Affairs, National Shirt; Women's Apparel: Country Casuals, Logan's, Ormond 2, Lerner's, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casuals, Jack's III, Marianne, Junior Colony 2, Fashion Bug, The Gap, A.S. Beck; Jewelry: Bash, Kay 2, Gordon's, Musselman's; Furniture: Harold's, Good's, Town & Country; Lumber: 64 Lumber, Wickes, Hechinger, Grossman's; Carter Cashway 2, Lowe's; Fabrics: So-Fro, Cloth World, Mill Store; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden, PPG; Books: Provident 4, Waldenbooks, Anchor Christian, Coles; Catalog Stores: Montgomery Ward, Jewelcor, S&H Green Stamps, Service Merchandise.

14 - NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 41,928; NEW ERA (e) 57,769; NEWS (S) 140,647; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Melvin W. Williams, Gen. Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS, 8 W. King St., PO Box 1328, Lancaster, PA 17603; Tel. (717) 291-8700.
National Representative: None.

LANSDALE

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 16,526; Loc. Est. 16,545
CZ-ABC: (80) 62,178; (84) 67,700
RTZ-ABC: (80) 64,821; (84) 67,800
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
County 80 Cen. 643,621; Loc. Est. 671,181
City & RTZ-ABC: (80) 126,999; (84) 135,500

4 - HOUSEHOLDS:
City 80 Cen. 6,216; Loc. Est. 6,377
County 80 Cen. 223,290; Loc. Est. 238,363
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819
CZ-ABC: (80) 22,161; (84) 24,400
RTZ-ABC: (80) 21,444; (84) 22,700
City & RTZ-ABC: (80) 43,605; (84) 47,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	21	$8,175,000,000
Savings & Loan	15	$185,755,000

6 - PASSENGER AUTOS: County 404,318

7 - ELECTRIC METERS: Residence 5,800

8 - GAS METERS: Residence 4,503

9 - PRINCIPAL INDUSTRIES: Tile Mfg. 1,000; Electronic Equip. 2,500; Condiments, Food 600; Textile Machy. 250; Pharmaceuticals 4,000; Electrical Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Electronic Laboratories 1,000; Steel Desks, Shelving, etc. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montgomery Mall(122)	NA	Bamberger, JCPenney, Wanamaker, Sears
Hillcrest(14)	NA	
Pennwood Plaza(20)	NA	Stockade, Finnaren & Haley
South Broad(11)	NA	
Sumney Forge Square(15)	NA	Colonial Vlg. Meats, North Penn Drugs
Airport Sq.(15)	NA	K mart, Best, Marshall's

Neighborhood Shopping Center-S Broad St. Hillcrest Shopping Center, E Main St.; English Village Rts. 309 & 63, North Wales; Lansdale Shopping Center, West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Vi[illegible] Bethlehem Pike, Spring House; Pennwood Plaza, N Broad St., Lansdale; Chal-Britt Plaza; Chalfont. Sumney Forge Sq.; Upper Gwynedd; Souderton Shopping Center.
Principal Shopping Days-Mon., Fri., & Sat.
Stores Open Evenings-Every evening & Sunday.

13 - RETAIL OUTLETS: Department Stores-Clover; JCPenney; Wanamakers; Bambergers; Sears; Marshall's.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid 5; Sav-Rite; CVS 2; Thrift 3.
Discount Stores-Jamesway; Clover; K mart 3; Ames.
Chain Supermarkets-Acme 3; Clemens 5; Genuardi's; Stop 'N Shop; Shop N Bag; Ralph's; Super Fresh; Weiss.
Other Chain Stores-Penn-Jersey Auto; Firestone; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Finnaren & Haley Paints; Dee's; Lane Bryant; Bakers; Chanolers; Zale's; Anderson-Little.

14 - NEWSPAPERS: THE REPORTER (e) 19,542; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Rick Smith, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.
National Representatives: Gannett Newspaper Advertising Sales; Robert Hitchings, U.S. Suburban Press, Inc.

LANSFORD
See LEHIGHTON

LATROBE

1 - LOCATION: Westmoreland County. (In Pittsburgh PMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Chestnut Ridge; Latrobe; Mt. View; Lincoln.
Airlines-Tri-City Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,799; Loc. Est. 10,548
CZ-ABC: (80) 18,003; (84) 17,700
RTZ-ABC: (80) 48,974; (84) 50,500
County 80 Cen. 392,294; Loc. Est. 395,806
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
City & RTZ-ABC: (80) 66,977; (84) 68,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,336; Loc. Est. 4,208
CZ-ABC: (80) 6,899; (84) 6,800
RTZ-ABC: (80) 16,508; (84) 17,100
County 80 Cen. 139,233; Loc. Est. 143,698
PMSA 80 Cen. 885,070; Loc. Est. 839,647
City & RTZ-ABC: (80) 23,407; (84) 23,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$10,367,000
Savings & Loan	1	$5,236,597

6 - PASSENGER AUTOS: County 183,865

7 - ELECTRIC METERS: Residence 20,256

8 - GAS METERS: Residence 10,592

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,500; Mining 147; Commercial 1,200; Constr. 911; Tool & Die 4,000; Blasting 450; Railroad & Ind. 980; Neoprene Foam Rubber 260; Ceramics 930; Ingot Molds 450; Brick & Concrete 200; Primary Metal 4,046.
Principal Industrial Pay Days-1&15, 10&25.

10 - CLIMATE: Min. & Max. Av. Temp. Est.-Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Ligonier St.; 2 on Depot St.; 2 on Main St.; Latrobe.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Latrobe(25)	NA	Shop 'N Save
Lincoln Road(10)	NA	A&P, McCrory

Principal Shopping Days-Dept. Thur. & Sat.; Food & Shopping Centers Daily until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Troutmans.
Discount Stores-Keystone Candy.
Variety Stores-Murphy's Mart.
Chain Drug Stores-Walgreens; Thrift 2; Rite-Aid.
Chain Supermarkets-Foodland; Shop 'N Save; Red & White.
Other Chain Stores-Shoes: Henry's, Keystone, Kamps; Furniture: Penn; Auto Supplies; Weiss, Goodyear, Goodrich, Airland, Lincoln Service; Montgomery Ward.

14 - NEWSPAPERS: BULLETIN (e) 10,335; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Caviggia Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Lebanon County. (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. County Seat. Iron and steel, aluminum, textiles, miscellaneous manufacturing center and hub of rich farm area. S central part of state in heart of Pennsylvania Dutch country; 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh; 8 mi. S of Lebanon interchange of Penna. Tpke.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-29.
Intercity Bus Lines-Trailways; Colt.

3 - POPULATION:
Corp. City 80 Cen. 25,711; Loc. Est. 24,851
CZ-ABC: (80) 53,269; (84) 53,000
RTZ-ABC: (80) 55,313; (84) 59,000
County 80 Cen. 109,829; Loc. Est. 110,415
City & RTZ-ABC: (80) 108,582; (84) 112,000
MSA 80 Cen. 555,907; Loc. Est. 567,697

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,121; Loc. Est. 10,184
CZ-ABC: (80) 19,186; (84) 19,300
RTZ-ABC: (80) 18,747; (84) 20,200
County 80 Cen. 38,327; Loc. Est. 39,501
City & RTZ-ABC: (80) 37,933; (84) 39,500
MSA 80 Cen. 200,990; Loc. Est. 210,462

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$288,900,000

6 - PASSENGER AUTOS: County 56,674

7 - ELECTRIC METERS: Residence 11,205

8 - GAS METERS: Residence 4,640

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prod. 3,600 ($260); Apparel-Textiles 3,583 ($140); Food Prods. 1,700 ($130); Chem-Pharmaceuticals 1,000 ($180); Leather Prod. 1,100 ($140); Machine Industries 1,100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Cumberland; 2 on 8th; 2 on 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plaza	36	Sears, JCPenney, Hess's
Lebanon Mall	32	Murphy Mart, Boscov's
Palmyra Plaza 422	10 2	Weis Giants, Hills

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Tue. & Fri.; Shopping Centers every night and Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Boscov's; Murphy Mart; Sears; Nicols; Hess's.
Discount Stores-Hill's; Nichols.
Variety Store-Woolworth.
Chain Drug Stores-People's; Keystone 2; Rea & Derick; Thrift; Revco.
Chain Supermarkets-Weis 2; Giant.
Other Chain Stores-G.R. Kinney; Firestone; Miller's Auto; Gordon's Jewelry; Ormond's; Montgomery Ward (catalog); Waldenbooks; Radio Shack; Feel Fine; The Hub; Zale's Jewelry; Cole Book; Kay Jewelers; Hanover Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 27,526; (S) 29,158; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: W.G. Carpenter, Mkt. Dir., NEWS, S. 8th & Poplar Sts., Lebanon, PA 17042; Tel. (717) 272-5611.
National Representative: Landon Associates.

LEHIGHTON-JIM THORPE-PALMERTON

1 - LOCATION: Carbon County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 mi. NW of Philadelphia.

2 - TRANSPORTATION: Intercity Bus Lines-Continental Trailways; Lakes to Sea; Greyhound; East Penn.

3 - POPULATION:
Corp. Cities 80 Cen. 29,853; Loc. Est. 20,885
Lehighton 80 Cen. 5,826; Loc. Est. 5,821
Jim Thorpe 80 Cen. 5,263; Loc. Est. 5,276
Lansford 80 Cen. 4,466; Loc. Est. 4,307
Palmerton 80 Cen. 5,455; Loc. Est. 5,481
MSA 80 Cen. 636,714; Loc. Est. 654,092
PMA- ABC: (80) 107,930; (84) 114,000
County 80 Cen. 53,285; Loc. Est. 54,176
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,556; Loc. Est. 7,396
Lehighton 80 Cen. 2,181; Loc. Est. 1,964
Jim Thorpe 80 Cen. 1,880; Loc. Est. 1,749
Lansford 80 Cen. 1,883; Loc. Est. 1,753
Palmerton 80 Cen. 2,135; Loc. Est. 1,930
County 80 Cen. 19,642; Loc. Est. 20,425
PMA- ABC: (80) 38,954; (84) 41,200
MSA 80 Cen. 230,764; Loc. Est. 242,706

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$120,000,000

6 - PASSENGER AUTOS: County 22,799

7 - ELECTRIC METERS: Residence Est. 17,300

8 - GAS METERS: Residence Est. 5,000

9 - PRINCIPAL INDUSTRIES: Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furniture & Wood Working; Clothing & Textiles; Fur Processing; Lamp Making; Chemicals; Furniture.; Zinc Refinery.
Principal Pay Days-R.R. 15 & 30; others on Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10. Last killing frost, June 17.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Shopping Center-Carbon Plaza -Lane's, Bright's; Walnutport Mall-K mart; Jamesway Plaza.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Fri., Sat. Some Tues., Thu. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bright's; Segel's; Jamesway; Bosco's.
Variety Stores-Newberry's; Spillanes.
Discount Stores-Lane; Mahoning Mart; K mart.
Chain Supermarkets-Food Lane; IGA; Golden Key; A&P 2; Acme; Super Fresh.
Other Chain Stores-G.C. Murphy; Allan's Shoes; Surefine Prods.; Keystone Discount Drug; Montgomery Ward; Sears; Thrift Drugs; Rea & Derick; 7-Eleven; Turkey Hill Stores; Kinney Shoes.

14 - NEWSPAPERS: TIMES NEWS (e) 16,539; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David P. Schlenker, Adv. Dir., TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051.
National Representative: Landon Associates.

LEVITTOWN-BRISTOL-LANGHORNE

1 - LOCATION: Bucks County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. On Delaware River. On U.S. 1 and 13.

2 - TRANSPORTATION: Railroads-Conrail; Reading; Amtrak; Septa.
Motor Freight Carriers-21.
Intercity Bus Lines-Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.
Airlines-USAir at Mercer Airport and Northeast Philadelphia; All major Airlines through Philadelphia International Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 66,738; Loc. Est. 78,229
Bristol 80 Cen. 10,867; Loc. Est. 17,800
Langhorne 80 Cen. 1,697; Loc. Est. 1,772
Levittown 80 Cen. 54,174; Loc. Est. 58,657
CZ-ABC: (80) 148,723; (84) 145,600
RTZ-ABC: (80) 157,461; (84) 175,500
County 80 Cen. 479,211; Loc. Est. 497,868
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
City & RTZ-ABC: (80) 306,184; (84) 321,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp.Cities 80 Cen. 20,820; Loc. Est. 23,644
Bristol 80 Cen. 4,033; Loc. Est. 4,168
Langhorne 80 Cen. 542; Loc. Est. 566
Levittown 80 Cen. 16,245; Loc. Est. 18,910
CZ-ABC: (80) 48,026; (84) 47,600
RTZ-ABC: (80) 51,684; (84) 57,900
County 80 Cen. 156,648; Loc. Est. 166,649
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819
City & RTZ-ABC: (80) 99,710; (84) 105,500

5 - BANKS	NUMBER	DEPOSITS
Savings	4	N.A.
Savings & Loan	16	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 274,180

7 - ELECTRIC METERS: Residence 28,690-Levittown 22,190; Fairless Hills 2,500; Bristol 4,000.

9 - PRINCIPAL INDUSTRIES: Machine Shops; Metals; Plastics & Chemicals; Corrugated & Parchment; Steel; Construction; Fabrics; Food; Concrete; Explosives; Hardware; Electrical; Trucking; Transportation; Detergents; Lumber; Adhesives.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-68; Winter 0-45. First killing frost, Oct. 31. Last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Levittown Center, Bristol Mill St.; Oxford Valley Mall, Langhorne, Pa.; Neshaminy Mall, Cornwells Heights.
Neighborhood Shopping Centers-Levittown: Fairless Hills, Morrisville, Mid-Way, Country Club; Bristol: Croydon, Feasterville, Glenview, Southampton Pennsbury Plaza, Bucks County Mall; Feasterville: Neshaminy Mall; Cornwells Heights: Warminster Plaza, Davisville Shopg. Ctr., Woodhaven Mall; Richboro: (Cornwells Heights); Richboro Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairless Hills(31)	2	Plus Foods McCrory, Big C Auction
Falls(6)	3	Best, Clover, Super Fresh
Country Club(25)	6	Goodyear, Levine's, Jefferson Ward, Marshall's
Morrisville(25)	6	Acme
5-Points	3	Farm Mart
Leeper Village	2	Buckley Hdwr.,
Croydon	7	Acme
Richboro Plaza	15	Great Scot, Shop 'N Bag, Thrift Drug
Southampton	14	Great Scot, Acme
Feasterville(20)	12	Clover, Channel
Neshamin Mall(100)	12	Woolworth, Sears, Pathmark, Strawbridge & Clothier, Pomeroy's
Levittown(60)	1	Woolworth, Thriftway, Pomeroy's
Oxford Valley(140)	4	Bamberger's, Acme, John Wanamaker, JCPenney, Gimbels, Woolworth

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon., Thur., Fri.; Food nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's; JCPenney; Sears; Strawbridge & Clothier; John Wanamaker; Gimbels; Bamberger's.
Discount Stores-Kiddie City 2; K mart 4; Levitz; Clover Stores; Best; Silo; Jefferson Ward 2; Jamesway 2.
Variety Stores-Woolworth 3; McCrory 2.
Chain Drug Stores-York 2; Thrift 7; Rite-Aid 2.
Chain Supermarkets-Acme 11; Super Fresh 3; Great Scot 3; Pathmark 4; Thriftway 2; Nu-Way; Shop 'N Bag 10; Harvest; Gervardi.
Convenience Food Stores-Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; other 32.
Other Chain Stores-Gordon Jewelers; Lerner's; Pep Boys; Waldenbooks; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap; Singer Co.; Lafayette Radio; Radio Shack.

14 - NEWSPAPERS: BUCKS COUNTY COURIER TIMES (m-mon to fri) 63,039; (S) 67,332; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Moore, Jr., Nat'l Adv. Mgr., BUCKS COUNTY COURIER TIMES, Route 13, Levittown, PA 19057; Tel. (215) 752-6701.
National Representatives: Sawyer-Ferguson-Walker Co.

LEWISTOWN

1 - LOCATION: Mifflin County, E&P Map C-2, County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of state, 165 mi. from Philadelphia and 156 mi. from Pittsburgh; 60 mi. NW of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-New local airport with 32,000 ft. paved runway.

3 - POPULATION:
Corp. City 80 Cen. 9,830; Loc. Est. 9,529
CZ-ABC: (80) 15,471; (84) 15,000
RTZ-ABC: (80) 45,080; (84) 46,700
County 80 Cen. 46,908; Loc. Est. 47,567
City & RTZ-ABC: (80) 60,551; (84) 61,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,322; Loc. Est. 4,123
CZ-ABC: (80) 6,358; (84) 6,200
RTZ-ABC: (80) 15,332; (84) 16,100
County 80 Cen. 16,813; Loc. Est. 17,459
City & RTZ-ABC: (80) 21,690; (84) 22,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$162,000,000
Savings & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 19,534

7 - ELECTRIC METERS: County Residence 15,203

8 - GAS METERS: City Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 (N.A.); Farm Mach. 1,100 ($192); Electronic 717(N.A.); Mobile Homes 370 ($181); Plastic 70 ($192); Carpet 120 ($236)

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15. Last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Nearby Shopping Centers-Burnham (2 mi. from city): Giant, Weis, Sears, Jamesway, People's, Millers, Fashion Bug, Radio Shack, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.; some Sat.

13 - RETAIL OUTLETS: Department Stores-Danks (operates branches in State College, Bellefonte & Lewistown); The Bon Ton; Jamesway 2; JCPenney.
Variety Stores-McCrory; G.C. Murphy.
Chain Drug Stores-People's; Rea & Derick; Rite Aid; Thift Drug; White Shield.
Discount Stores-Jamesway 2.
Chain Supermarkets-Giant 2; Weis.
Other Chain Stores-Glick; Diana; Arlene; Sears (catalog); Wolf.

14 - NEWSPAPERS: SENTINEL (e) 13,636; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mark Conrad, Adv. Dir., SENTINEL, 6th at Summit Dr., Lewistown, PA 17044; Tel. (717) 248-6741.
National Representative: Landon Associates.

LOCK HAVEN-JERSEY SHORE

1 - LOCATION: Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport MSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North central part of state, 200 mi. from Phila.; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

2 - TRANSPORTATION: Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; New York & Cleveland.

3 - POPULATION:
Corp. Cities 80 Cen. 14,248; Loc. Est. 13,699
Lock Haven 80 Cen. 9,617; Loc. Est. 9,272
Jersey Shore 80 Cen. 4,631; Loc. Est. 4,427
CZ-ABC: (80)15,467; (84)14,600
RTZ-ABC: (80)23,504; (84)24,800
Counties 80 Cen. 157,387; Loc. Est. 159,363
Clinton 80 Cen. 38,971; Loc. Est. 40,141
Lycoming/MSA 80 Cen. 118,416; Loc. Est. 119,212
City & RTZ-ABC: (81) 38,971; (84) 39,400

4 - HOUSEHOLDS:
Cities 80 Cen. 4,947; Loc. Est. 4,403
Lock Haven 80 Cen. 3,261; Loc. Est. 2,856
Jersey Shore 80 Cen. 1,686; Loc. Est. 1,547
Counties 80 Cen. 55,631; Loc. Est. 57,590
CZ-ABC: (80) 5,464; (84) 5,200
RTZ-ABC: (80) 8,070; (84) 8,600
Clinton 80 Cen. 13,534; Loc. Est. 14,219
Lycoming/MSA 80 Cen. 42,097; Loc. Est. 43,371
City & RTZ-ABC: (80) 13,534; (84)13,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$242,066,792
Savings & Loan	1	$41,113,926

6 - PASSENGER AUTOS: Counties: Clinton 15,908; Lycoming 54,679

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aircraft 1,000 ($320); Paper Prod. 2,000 ($325); Chemicals 340 ($195); Textiles 310 ($240); Garment 1,500 ($250); Electrical Machy. 430 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoeware 110 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Lock Haven: 3 blocks on Main St.; 2 on Bellefonte Ave.; Jersey Shore: S Main, 2 blocks; Allegheny, 2 blocks.
Neighborhood Shopping Centers-One block at Mill Hall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mill Hall	3	Roming's
Ames	NA	Thrift Drug, Sears, Mont Ward
Clinton Plaza	NA	Acme, K mart Rea & Derick
Plaza Mall(15)	3m	Gee-Bee, Nichols
Lycoming Mall(40)	36	Sears, Hess
Nittany Mall(42)	30	Sears, Hess

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney 2; Sears.
Discount Stores-K mart; Ames.
Variety Stores-Woolworth; Newberry 2.
Chain Drug Stores-Widmann 4; Revco; Thrift; Rea & Derick Weis.
Chain Supermarkets-Weis 3; IGA; Acme.
Other Chain Stores-Wolf; Regal & Blum; Agway; Firestone; Clasters.

14 - NEWSPAPERS: EXPRESS (e) 11,542; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791.
National Representative: Thomson Newspapers.

MAHANOY

See SHENANDOAH

McKEESPORT-DUQUESNE-CLAIRTON

1 - LOCATION: Allegheny County, E&P Map B-3 (In Pittsburgh PMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwy. 48 and 148.

2 - TRANSPORTATION: Railroads-B&O; C&O; P&LE.
Motor Freight-Daily pickup and delivery.
Intercity Bus Lines-Greyhound; Port Authority of Allegheny County.
Airlines-TWA; Northwest; USAir; American; United; Eastern; Peoples; Delta; Nordair.

McKeesport News (e)
33,128 ABC 3/31/84

3 - POPULATION:
Corp. Cities 80 Cen. 53,294; Loc. Est. 50,190
McKeesport 80 Cen. 31,012; Loc. Est. 29,073
Duquesne 80 Cen. 10,094; Loc. Est. 9,722
Clairton 80 Cen. 12,188; Loc. Est. 11,395
CZ-ABC: (80) 102,597; (84) 96,300
RTZ-ABC: (80) 123,885; (84) 124,000
County 80 Cen. 1,450,085; Loc. Est. 1,466,580
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,596
City & RTZ-ABC: (80) 226,482; (84) 220,300

4 - HOUSEHOLDS:
Cities 80 Cen. 21,179; Loc. Est. 20,693
McKeesport 80 Cen. 12,321; Loc. Est. 12,029
Duquesne 80 Cen. 4,069; Loc. Est. 4,051
Clairton 80 Cen. 4,789; Loc. Est. 4,613
CZ-ABC: (80) 39,777; (84) 37,600
RTZ-ABC: (80) 43,096; (84) 43,500
County 80 Cen. 540,547; Loc. Est. 559,193
PMSA 80 Cen. 885,070; Loc. Est. 839,647
City & RTZ-ABC: (80) 82,873; (84) 81,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$5,500,000,000
Savings & Loan	2	$225,000,000

6 - PASSENGER AUTOS: County 655,868

7 - ELECTRIC METERS: Residence 22,073

8 - GAS METERS: Residence 16,583

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel 18,100 ($418); Pipe fabricating 4,070 ($400); Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Construction 2,380 (N.A.); Tool and Die 830 (N.A.).
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2. Last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-all blocks on Fifth Ave.; 4 on Walnut St.
Neighborhood Shopping Centers-Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley center; Irwin: Norwin Center; Pleasant Hills; Southland Center; Duquesne: Hilltop Center and Duquesne Village; McKeesport: Olympia Center and Eastland Mall; Monroeville: Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro; Century III Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Plz.(68)	NA	Gimbels, Gee Bee, JCPenney
Olympia(37)	NA	Shop'N Save, Zayre, Murphy's
Rainbow Garden(18)	NA	Thrift Drug, Maraccini's
Rt. 30 Plaza(15)	NA	K mart, Revco
Southland(54)	NA	Shop & Save
Gold Circle(21)	NA	Gold Circle, Kroger
Century III(130)	NA	Gimbels, Sears, Kaufmann's, Mont. Ward, JCPenney
Hills Plaza	NA	Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores, Mon., Thur. & Sat.; Food, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Helmstadter Bros.; Gimbels; Kaufmann's; Sears; Horne's; Jaison's; Skapik's.
Variety Stores-Woolworth; Hills.
Discount Stores-Kelly & Cohen; K mart; Zayre; Claber; Murphy's Mart; Gee Bee.
Chain Drug Stores-Revco; Thrift Drug 2; Eckerd.

Chain Supermarkets-Kroger 2; Giant Eagle 2; Foodland 2; Shop 'N Save 4; Haines 2; Marraccini 3; Payday; Super Dollar 4; Draum's Super Dollar 4; Markowitz 2.
Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 33,128; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: D. M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; (412) 664-9161.
National Representative: Landon Associates.

MEADVILLE

1 - LOCATION: Crawford County, E&P Map A-1. County Seat. Industrial, tourist & agricultural center; Allegheny College. On I-79, U.S. Hwys. 322, 6, 19, and State Hwys. 27, 77, 98; 90 mi. N of Pittsburgh; 90 mi. E of Cleveland.

2 - TRANSPORTATION: Railroads-Conrail; Bessemer & Lake Erie.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 15,544; Loc. Est. 15,325
CZ-ABC: (80) 22,336; (84) 22,300
RTZ-ABC: (80) 48,761; (84) 51,400
County 80 Cen. 88,869; Loc. Est. 89,728
City & RTZ-ABC: (80) 71,097; (84) 73,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,972; Loc. Est. 5,173
CZ-ABC: (80) 8,315; (84) 8,400
RTZ-ABC: (80) 16,550; (84) 17,500
County 80 Cen. 30,960; Loc. Est. 32,150
City & RTZ-ABC: (80) 24,865; (84) 25,900

5 - BANKS

	NUMBER	DEPOSITS
Commercial	4	$2,808,397,000
Savings & Loan	4	$789,014,956

6 - PASSENGER AUTOS: County 36,647

7 - ELECTRIC METERS: Residence 19,437

8 - GAS METERS: Residence 15,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Metal Forgings & Stampings 1,921 ($345); Flat Glass 750 ($320); Mfg. 6,400 ($360).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 55-92; Fall 33-72; Winter 3-54.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadville Mall(31)	NA	K mart, Mont. Ward
Park Ave. Plaza(26)	NA	Loblaw's Carlisle's, Jamesway
Downtown Mall(14)	NA	Riverside, Big Wheel, Weldon's
Saegertown Plaza(5)	NA	Super Duper
Penn-Plaza(7)	NA	County Market

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Wolff's; JCPenney; Carlisle's.
Variety Stores-Murphy; K mart; Dahlkempers.
Discount Stores-Jamesway, Fisher's Big Wheel, K mart.
Chain Drug Stores-Eckerd; Thrift; Rea & Derick.
Chain Supermarkets-County Market; Golden Dawn; Riverside; Quality Mkt.; Loblaw's; Comet Warehouse.
Other Chain Stores-Firestone; Goodyear; Wickes Lumber; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (m) 17,361; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jon M. Noel, Adv. Mgr., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370.
National Representative: Thomson Newspapers.

MILTON

1 - LOCATION: Northumberland County, E&P Map D-2. On W. branch of the Susquehanna River, 19 mi. S of Williamsport.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,730; Loc. Est. 6,547
County 80 Cen. 100,381; Loc. Est. 102,766

4 - HOUSEHOLDS:
City 80 Cen. 2,628; Loc. Est. 2,522
County 80 Cen. 37,846; Loc. Est. 39,662

5 - BANKS

	NUMBER	DEPOSITS
Commercial	8	$1,567,237,000
Savings & Loan	2	$33,225,000

6 - PASSENGER AUTOS: County 46,169

7 - ELECTRIC METERS: Residence 3,374

8 - GAS METERS: 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tank Cars 450 ($400); Steel 575 ($300); Food Processing 1,400 ($280); Textiles 180 ($240); Furniture 900 ($280); Shoes 575 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunbury Plaza(18)	14	Acme, Mont. Ward, Zayre, McCrory
Plaza 15(5)	5	Acme, Super Saver, Murphy's Mart, Rea & Derick
Susquehanna Valley Mall(70)	18	Boscov's, Bon-Ton, JCPenney
Lycoming Valley(71)	16	Hess, Gee-Bee, Rea & Derick, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers daily.

13 - RETAIL OUTLETS: Department Stores-Famous.
Variety Stores-Newberry.
Discount Stores-Plaza Discount; K mart.
Chain Drug Stores-Rea & Derick, Rite-Aid.
Chain Supermarkets-Acme; Weis; Riverside Markets.
Other Chain Stores-Western Auto; Triangle Shoes; JCPenney; Woolworth; Montgomery Ward; Murphy's Mart; Fashion Bug; Bon Ton; Sears; Ames.

14 - NEWSPAPERS: STANDARD (e) 4,670; (sat) 4,848; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Richard R. Rowe, Adv. Mgr., STANDARD, 17-35 Arch St., Milton, PA 17847; Tel. (717) 742-9671.
National Representative: Landon Associates.

MONESSEN-CHARLEROI-DONORA

1 - LOCATION: Westmoreland and Washington Counties (In Pittsburgh PMSA). E&P Map B-3. Monongahela River, 30 mi. SE of Pittsburgh. I-70 and State Hwys. 906, 88.

2 - TRANSPORTATION: Railroads-Amtrak; Pittsburgh & Lake Erie (NYC); Monessen Southwestern; Norfolk-Western.
Motor Freight Carriers-5.
Intercity Bus Lines-88 Transit Lines; Greater Charleroi; Hilltop.

3 - POPULATION:
Corp. Cities 80 Cen. 25,169; Loc. Est. 23,620
Monessen 80 Cen. 11,928; Loc. Est. 11,040
Charleroi 80 Cen. 5,717; Loc. Est. 5,429
Donora 80 Cen. 7,524; Loc. Est. 7,151
CZ-ABC: (80) 26,929; (84) 24,500
RTZ-ABC: (90) 46,641; (84) 46,200
PMSA 80 Cen. 2,424,289; Loc. Est. 2,238,925
Counties 80 Cen. 609,368; Loc. Est. 614,466
Washington 80 Cen. 217,074; Loc. Est. 218,660
Westmoreland 80 Cen. 392,294; Loc. Est. 395,806
City & RTZ-ABC: (80) 73,570; (84) 70,700

4 - HOUSEHOLDS:
Cities 80 Cen. 10,178; Loc. Est. 9,939
Monessen 80 Cen. 4,715; Loc. Est. 4,503
Charleroi 80 Cen. 2,552; Loc. Est. 2,554
Donora 80 Cen. 2,911; Loc. Est. 2,882
CZ-ABC: (80) 10,886; (84) 10,000
RTZ-ABC: (80) 17,127; (84) 17,000
PMSA 80 Cen. 885,070; Loc. Est. 839,647
Counties 80 Cen. 216,266; Loc. Est. 223,092
Washington 80 Cen. 77,033; Loc. Est. 79,394
Westmoreland 80 Cen. 139,233; Loc. Est. 143,698
City & RTZ-ABC: (80) 28,013; (84) 27,000

5 - BANKS

	NUMBER	DEPOSITS
Commercial	11	$251,928,000
Savings & Loan	3	$147,421,000
Credit Unions	9	$21,913,000

6 - PASSENGER AUTOS: Counties: Westmoreland 183,865; Washington 101,639.

7 - ELECTRIC METERS: Residence 15,706

8 - GAS METERS: Residence 11,802

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel and Coking 5,000 ($320); Glass Manufacturing 1000 ($290); Mining 1000 ($320); Food Processing 842 ($282); Clothing Manufacturing 360 (N.A.); Steel Fabrication 334 ($268).

10 - CLIMATE: Av. Temp.-Spring 50; Summer 70; Fall 53; Winter 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Monessen: Downtown-3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; Charleroi; Downtown-3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.
Neighborhood Shopping Centers-Monessen: Eastgate, Park Plan, Grand Blvd.; Charleroi: Chamber Plaza.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TriCounty(20)	3	Radio Shack, Murphy's Revco, Hills, Shop 'N Save
K mart Plaza	3	Foodland, Thrift, K mart
Rostraver	8	American Hardware, Foodland
Mon-Valley Plaza(13)	1	Eckerd, Ben Franklin

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Monessen-Wed. & Fri.; Charleroi-Mon., Thur., & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Fisher's Big Wheel; Eisenberg's; Millers; Boston; Cox's; Roks; David Israel; Oranges.
Discount Stores-Health Mart 3; Army & Navy; Atlas, K mart.
Variety Stores-G.C. Murphy 2; Ben Franklin; McCrory.
Chain Drug Stores-Eckerd; Thrift; Revco; Health Mart 3.
Chain Supermarkets-Foodland 4; Super Dollar; Shop & Save 4; Open Pantry (4).
Other Chain Stores-Sherwin-Williams; Singer; Radio Shack; Pic Way; Busy Beaver; 84 Lumber; Kelley and Cohen; Jo Ann Fabric.

14 - NEWSPAPERS: VALLEY INDEPENDENT (e) 17,055; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John J. Bennett, Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19, Monessen, PA 15062; Tel. (412) 684-5200.
National Representative: Thomson Newspapers.

MONONGAHELA-DONORA

1 - LOCATION: Washington County (In Pittsburgh PMSA). E&P Map B-3. On the Monongahela River, 28 mi. Southeast of Pittsburgh. On State Hwys. 136, 88, 837; I-70.

2 - TRANSPORTATION: Conrail; P&LE.
Motor Freight Carriers-7.
Intercity Bus Lines-88 Transit Lines, Inc.

3 - POPULATION:
Corp. Cities 80 Cen. 13,474; Loc. Est. 12,770
Donora 80 Cen. 7,524; Loc. Est. 7,151
Monongahela 80 Cen. 5,950; Loc. Est. 5,619
County 80 Cen. 217,074; Loc. Est. 218,660
PMSA 80 Cen. 2,424,289; Loc. Est. 2,238,925

4 - HOUSEHOLDS:
Cities 80 Cen. 5,323; Loc. Est. 5,226
Donora 80 Cen. 2,911; Loc. Est. 2,882
Monongahela 80 Cen. 2,412; Loc. Est. 2,384
County 80 Cen. 77,033; Loc. Est. 79,394
PMSA 80 Cen. 885,070; Loc. Es. 839,647

5 - BANKS

	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 87,006

7 - ELECTRIC METERS: Res./County 18,654

8 - GAS METERS: Monongahela only 3,222

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av Wkly. Wage)-Steel 7,800 ($235); Coal Mining 4,140 ($255); Build. Supplies 410 (N.A.); R.R. Yards 500 ($115); River Terminal 300 ($110); Trucking 80 ($110).
Principal Industrial Pay Days-Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-92; Fall 54-75; Winter 18-40. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11 - TAP WATER: Monongahela-Acid, hard; Donora-Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Monongahela: 12 blocks on Main St.; 4 on Chess St.; 4 on Marne Ave.; 2 on 2nd, 3rd & 4th Sts. Donora: 4 Blocks on McKean, 3 each on Meldon, Third, Fourth, Fifth and Sixth Streets.
Neighborhood Shopping Centers-3 blocks on Main St. in New Eagle.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Century III Mall(165)	11	Gimbel's, Kaufman's
South Hills Vlg.(12)		Gimbel's, Horne's
Southland(54)	9	Kroger, JCPenney
Eastland(68)	15	Gimbel's, JCPenney
Greengate(95)	20	Horne's
Charleroi	6	Fisher, Wards, Shop & Save
Mon Valley	7	Shop 'N Save, Wards, Fisher's Big Wheel
Tri County Plaza		Hills, K mart, Kroger
Westmoreland Mall(120)	20	Kaufmans, Sears

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Monongahela: Mon. & Fri.; Donora: Mon. & Fri. All Food every night.

13 - RETAIL OUTLETS: Department Stores-Abel's; Joseph's Fine Men's Clothing; Becker's Men's Wear; JCPenney; Boston Store; Montgomery Ward; Fisher's Big Wheel; Eisenbergs; Miller's; Cox's; Hill's.
Variety Stores-McCrory; G.C. Murphy 2.
Chain Drug Stores-Span & Taylor (Rexall); Health Mart 2; West Main Phcy; Cosi's; Dierken's; Rite Aide.
Chain Supermarkets-Shop & Save 2; A&S Mkt.; Smith's Clover Farm; Foodland 2.
Other Chain Stores-Endicott-Johnson; Key Auto; Valley Cleaning; Sherwin-Williams; Singer Co.

14 - NEWSPAPERS: HERALD (m) 5,000; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Carl Hanford, Adv. Dir., HERALD, 440 W Main St., Monongahela, PA 15063; Tel. (412) 258-7000.
National Representative: None.

MOUNT CARMEL

See SHAMOKIN

MOUNT UNION

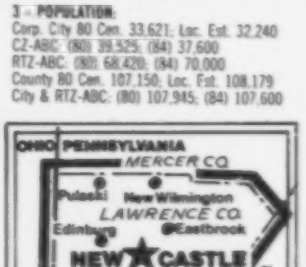
See HUNTINGDON

NEW CASTLE

1 - LOCATION: Lawrence County, E&P Map A-2. County Seat in W part of Pa. On U.S. Hwys. 422, 224; State 18, 88, 108, 168.

2 - TRANSPORTATION: Railroads-B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).
Motor Freight Carriers-11.
City Owned Intercity Bus Lines-Central Greyhound; Smeal; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 33,621; Loc. Est. 32,240
CZ-ABC: (80) 39,525; (84) 37,600
RTZ-ABC: (80) 68,420; (84) 70,000
County 80 Cen. 107,150; Loc. Est. 108,179
City & RTZ-ABC: (80) 107,945; (84) 107,600



New Castle News (e)
21,696 ABC 3/31/84

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,581; Loc. Est. 12,430
CZ-ABC: (80) 14,638; (84) 14,000
RTZ-ABC: (80) 23,155; (84) 24,100
County 80 Cen. 37,501; Loc. Est. 38,782
City & RTZ-ABC: (80) 37,793; (84) 38,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$804,838,484
Savings & Loan	2	$319,802,157

6 - PASSENGER AUTOS: County 50,522

7 - ELECTRIC METERS: 37,433

8 - GAS METERS: 23,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Metal 157; Machy. 2,027; Stone, Glass & Clay 2,156; Fab. Metal 920; Mining 324. **Principal Industrial Pay Days**-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-64; Summer 35-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7. Last killing frost, May 2.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.

Neighborhood Shopping Centers-4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Calli's on Rt. 18 N, 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W of City; Union Plaza Rt. 224, Lawrence Village Rt. 65; North City Plaza, Rt. 18 N, 3 mi. beyond city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lawrence Village(30)	4	K mart
Westgate Plaza(14)	4	A&M Supermkt.
Calli's Plaza(8)	2	Thrift Drug, Nate & Ralph's
Towne Mall(31)	1	Sears, Valu-King
Reshannock Plz.(8)	NA	Union Prescription, Betty's Bridal
North City Plz.(11)	2	Value King, K mart
Union Plaza(8)	4	Spegels

Principal Shopping Days-Mon. Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. and Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Troutman's (Allied); Strouss-Hirshberg (May Co.); JCPenney; Fisher Bros.; Kantz.
Discount Stores-Fisher's Big Wheel; Treasure Island; K mart.
Variety Store-G.C. Murphy.
Chain Drug Stores-Eckerd; Thrift 2; Sun; Revco 3; Medical Center Phcy.; Rite Aid.
Chain Supermarkets-A&M; J.J. Dean; Joseph's; Tic Tock 2; Nate & Ralph's; Value King 4.
Other Chain Stores-Sears; Nobil Shoes; G.R. Kinney Shoes; Spiegel Catalog.

14 - NEWSPAPERS: NEWS (e) 21,696; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Barthoic, Adv. Dir., NEWS, 27-35 N. Mercer St., PO Box 60, New Castle, PA 16103; Tel. (412) 654-6651.
National Representative: Landon Associates.

NEW KENSINGTON-TARENTUM-VANDERGRIFT

1 - LOCATION: New Kensington & Vandergrift in Westmoreland County, Tarentum in Allegheny County (In Pittsburgh PMSA). E&P Map B-2. Allegheny-Nisku river valleys. Research and industrial center 20 mi. NE of Pittsburgh on Allegheny Valley Expressway, State Hwys. 28, 56, 88, 366 & 780; U.S. Hwy. 22 and Pennsylvania Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Connemaugh & West Penn Branches.
Motor Freight Carriers-3.
Intercity Bus Lines-Port Authority Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 30,902; Loc. Est. 29,592
New Kensington 80 Cen. 17,660; Loc. Est. 16,916
Tarentum 80 Cen. 6,419; Loc. Est. 6,147
Vandergrift 80 Cen. 6,823; Loc. Est. 6,529
PMSA-ABC: (80) 178,305; (84) 174,800
Counties 80 Cen. 1,842,379; Loc. Est. 1,862,386
Allegheny 80 Cen. 1,450,085; Loc. Est. 1,466,580
Westmoreland 80 Cen. 392,294; Loc. Est. 395,806
PMSA 80 Cen. 2,124,289; Loc. Est. 2,238,925

4 - HOUSEHOLDS:
Cities 80 Cen. 12,481; Loc. Est. 12,170
New Kensington 80 Cen. 7,147; Loc. Est. 6,893
Tarentum 80 Cen. 2,584; Loc. Est. 2,596
Vandergrift 80 Cen. 2,750; Loc. Est. 2,681
Counties 80 Cen. 679,780; Loc. Est. 702,891
Allegheny 80 Cen. 540,547; Loc. Est. 559,193
Westmoreland 80 Cen. 139,233; Loc. Est. 143,698
PMA-ABC: (80) 64,566; (84) 63,600
PMSA 80 Cen. 685,070; Loc. Est. 839,647

5 - BANKS	NUMBER	EST. DEP.
Commercial	25	$697,800,000
Savings & Loan	9	$332,500,000

6 - PASSENGER AUTOS: Counties: Allegheny 695,968; Westmoreland 183,865

7 - ELECTRIC METERS: Residence 31,693

8 - GAS METERS: Residence 27,342

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Fabricator, Technical 293; Glass Products 763; Paint Products 357; Steelmaking, Fab. 9,286; Tool & Die 341; Plastic Mfg. 357; Nuclear Prod. 876; Research Centers & Labs 4,902; Garment Mfg. 263; Distilleries 519; Printing 368; Power Plants (2) and Utilities 981; Soft Coal Mines 990; Heavy Equip. & Bldg. 666; Foundries (2) 213; Limestone & Cement 101; Tile & Block 111; Mushroom Mines & Dist. 189.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31. Last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Downtown-New Kensington (13 blocks plus discount center); Vandergrift (9 blocks); Tarentum/Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).
Neighborhood Centers-New Kensington-Arnold-Lower Burrell, Leechburg Rd.; Parnassus District, New Kensington, Rte. 28, Natrona Heights; Pittsburgh St., Springdale & Cheswick; Saxonburg; Russellton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hillcrest(30)	NA	Hills
Heights Plaza(56)	NA	Joseph Horne Co.
Highlands Mall(25)	NA	Gee Bee
Kiskipark Plaza(15)	NA	Ben Franklin
Riverview Plaza(13)	NA	K mart
Allegheny Plaza(10)	NA	Fisher's Big Wheel
Apollo Plaza(10)	NA	
Cheswick(13)	NA	
Leechburg Plz.	NA	K mart
Harmar Plz.	NA	Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Major and Discount Stores; Food Stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Hart's; JCPenney; Joseph Hornes.
Discount Stores-Fisher's Big Wheel; K mart; Gee Bee; Murphy's Mart; Thrift City; Hills; Gold Circle.
Variety Stores-G.C. Murphy; Ben Franklin.
Chain Drug Stores-Thrift 3; Eckerd; Revco 2; Gil's 3; Rite Aid 3.
Chain Supermarkets-Shop 'N Save 7; Golden Dawn 2; Foodland 5; Gee Bee; Giant Eagle 2; IGA 3.
Other Chain Stores-Goodyear, Firestone; Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears (catalog) 2; Singer; Thom McAn; Nobil Shoes; Sherwin-Williams; Tile City; General Electric Appliances; PicWay Shoes; Color Tile; Fashion Bug; Grossman's.

14 - NEWSPAPERS: VALLEY NEWS DISPATCH (e) 40,555; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Scott, Ret. & Nat'l. Adv. Mgr. VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.
National Representatives: Gannett Newspaper Advertising Sales; U.S. Suburban Press, Inc.

NORRISTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of NY City; 41 mi. W of Trenton, NJ; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 422 and 202; State Hwys. 23, 73 and 123. On Schuylkill River, 5 1/2 mi. from Valley Forge, 4 mi. N of PA Turnpike.

2 - TRANSPORTATION: Railroads-Reading; Phila. Western.
Motor Freight Carriers-13.
Intercity Bus Lines-SEPTA; Trailways; Greyhound; North Penn.

3 - POPULATION:
Corp. City 80 Cen. 34,684; Loc. Est. 34,900
PMA-ABC: (80) 194,895; (84) 198,400
County 80 Cen. 643,621; Loc. Est. 671,181
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; Loc. Est. 13,095
PMA-ABC: (80) 65,946; (84) 67,600
County 80 Cen. 223,290; Loc. Est. 238,363
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819

5 - BANKS	NUMBER	EST. DEP.
Commercial	24	$1,320,176,000
Savings	5	$42,720,000
Savings & Loan	15	$1,440,520,000

6 - PASSENGER AUTOS: County 404,318

7 - ELECTRIC METERS: Residence 14,322

8 - GAS METERS: Residence 7,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food and Beverages 6,501; Textile 8,598; Printing & Pub. 4,456; Chemical 7,240; Metal Industries 13,274; Wholesale Trade 12,172; Business of Repair 8,919; Insurance, Real Estate & Finance 11,072; Construction 12,964; Machinery Equipment & Supplies 21,114.

10 - CLIMATE: Min. & Max. Temp.-Spring; 40-75; Summer 60-98; Fall 20-80; Winter 10-50; First killing frost, Oct. 10. Last killing frost, April 20.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on W Main; 4 on E Main; 8 on Dekalb; 10 on W Marshall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Square(35)	1	Sears, Rite Aid
Plymouth Sq.(22)	2	Woolworth, Super Fresh
Valley Forge(55)	2	Kiddie City, Marshall's, Thriftway Foods
Norriton Square(17)	2	Shop-Rite, Silo, Dee's Appliance
Park Ridge(20)	3	Zummo's,
Sandy Hill(9)	2	Genuardi's
King of Prussia (152)	4	Wanamaker, Acme, Woolworth, Gimbels, JCPenney, Sears, Bloomingdale's
Swede Square(24)	2	Genuardi's, Channell's
Plymouth Mall(114)	6	Hess, Woolworth, Strawbridge & Clothier

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-every evg. ex. Sat.; Shopping Centers-every evg.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; John Wanamaker; Gimbel's; Strawbridge & Clothier; Bamberger's; Abraham & Straus; Bloomingdale's; Hess.
Discount Stores-K mart; Clover; Silo's; Dee's Appliance.
Variety Stores-Woolworth 3; Berlin-Spilane 4.
Chain Drug Stores-Rite Aid 2; Thrift Drugs 4.
Chain Supermarkets-Acme 4; Super Fresh 3; Plus Discount; Genuardi's 8; Ficre's 3; Clemens; Shop-Rite; Jewel T 2.
Other Chain Stores-Channel; Grossmans; Clover.

14 - NEWSPAPERS: TIMES-HERALD (e) 30,952; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Laverne Lane, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-3830.
National Representatives: Landon Associates; Robert Hitchings & Co.

OIL CITY-FRANKLIN

1 - LOCATION: Venango County. E&P Map B-2. Adjacent cities in NW Penna. on Allegheny river at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys 8, 257, 428.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental Trailways; Lincoln Coach.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 22,027; Loc. Est. 21,691
Franklin 80 Cen. 8,146; Loc. Est. 8,062
Oil City 80 Cen. 13,881; Loc. Est. 13,629
OIL CITY DERRICK PMA-ABC: (80) 104,967; (84) 107,000
FRANKLIN NEWS-HERALD PMA-ABC: (80) 65,331;

NEW CASTLE NEWS

SERVING A SUPERBLY LOCATED MARKET FOR INDUSTRY, COMMERCE AND ADVERTISERS WITH AN E.B.I. OF $1,009,654,000*

E & P Market Guide '84 Est.

- ON U.S. ROUTE NEAR 3 VITAL SUPERHIGHWAYS
- 3 DEVELOPING INDUSTRIAL PARKS
- DOWNTOWN SHOPPING MALL
- CLOSE TO (But Independent of) PITTSBURGH, YOUNGSTOWN SMSA's.

NEW CASTLE NEWS

We sell all our advertising on a fair SINGLE RATE basis

* See trade map with survey. For data on putting New Castle on your map of store or plant locations, call (412) 654-6651.

National Representatives: LANDON ASSOCIATES, INC. New York

(84) 66,000
County 80 Cen. 64,444; Loc. Est. 65,208
Total PMA-ABC: (80) 115,743, (84) 118,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 8,577; Loc. Est. 8,027
Franklin 80 Cen. 3,246; Loc. Est. 3,203
Oil City 80 Cen. 5,331; Loc. Est. 4,824
County 80 Cen. 22,700; Loc. Est. 23,481
OIL CITY DERRICK PMA-ABC: (80) 36,070; (84) 37,200
FRANKLIN NEWS HERALD PMA-ABC: (80) 23,108; (84) 23,700
Total PMA-ABC: (80) 39,846; (84) 41,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$2,155,787,867
Savings & Loan	3	$130,008,853

6 - PASSENGER AUTOS: County 26,245

7 - ELECTRIC METERS: Residence 36,354

8 - GAS METERS: Residence 21,821

9 - PRINCIPAL INDUSTRIES: Industry, No. of Emp. (Av. Wkly. Wage)-Petroleum 1,800 ($350); Steel 1,068 ($582); Glass 475 ($350); Printing 300 ($340); Chemical 191 ($340); Machine 3,123 ($366); Transp. & Pub. Utilities 1,000 ($350); Whlse. & Retail 3,000 (N.A.); Services 2,500 ($220); Gov. 2,500 (N.A.); Misc. 7,043 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Area-Franklin-Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area-3 blocks on 13th St. Oil City-Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District-4 blocks on Front St., 3 on First St., 2 on State St.
Shopping Centers-K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney 3; Brody's; Bon-Ton.
Variety Stores-Woolworth 2; G. C. Murphy; Oil City Variety; K mart; Hills.
Discount Stores-Buyers Fair; Jamesway; McCrory.
Chain Drug Stores-Thrift 3; Eckerd; Health Mart; Rite-Aid; General Nutrition.
Chain Supermarkets-Foodland 3; Riverside Mkts. 10; Golden Dawn 4; Comet Mkt.; Country Fair 6; Shop 'N Save 2.
Other Chain Stores-Isaly's; Sherwin-Williams; Western Auto; Brown's Boot 2; Printz Clothing 2; Penn Rubber & Supply 2; Pennsy Auto.

14 - NEWSPAPERS: FRANKLIN NEWS-HERALD (e) 8,433; OIL CITY DERRICK (m) 16,546; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Wm. Toy, Adv. Dir., Venango Newspapers, Inc. NEWS-HERALD and DERRICK, 1510 W. First St.; Oil City, PA 16301; Tel. (814) 676-7444.
National Representative: Landon Associates.

PALMERTON

See LEHIGHTON

PHILADELPHIA

1 - LOCATION: Coextensive with Philadelphia County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 14-County Primary Market hub of over 5.8 million people. 90 mi. from N.Y. City; 136 mi. from Washington, D.C. In SE Pennsylvania on Delaware River; 88 nautical mi. from Atlantic Ocean.

2 - TRANSPORTATION: Railroads-Chessie System; Amtrak.
Motor Freight Carriers-250.
Freight Steamship Lines-28.
Intercity Bus Lines-SEPTA; Red Arrow; 19 smaller bus companies.
Airlines-29; Air Freight-8.

3 - POPULATION:
Corp. City/County 80 Cen. 1,688,210; Loc. Est. 1,687,638
PMA-ABC: (80) 1,688,210; (84) 1,580,300
Bal. in PMA-ABC: (80) 3,028,608; (84) 3,093,000
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
Total PMA-ABC: (80) 4,716,818; (84) 4,673,300

4 - HOUSEHOLDS:
City/County 80 Cen. 619,781; Loc. Est. 633,713
PMA-ABC: (80) 619,781; (84) 585,900
Bal. in PMA-ABC: (80) 1,019,549; (84) 1,050,500
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819
Total PMA-ABC: (80) 1,639,330; (84) 1,636,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	27	$34,434,000,000
Savings	4	$12,119,000,000
Savings & Loan	25	$10,066,700,000

6 - PASSENGER AUTOS: County 540,561

7 - ELECTRIC METERS: 1,348,400

8 - GAS METERS: Residence 1,500,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Furn. & Fixtures 7,700 ($356); Stone, Clay & Glass 11,000 ($399); Primary Metals 18,200 ($473); Non-electrical Machy. 45,400 ($423); Fabricated Metals 32,900 ($421); Electrical Machy. 40,800 ($317); Transportation Equip. 23,600 ($489); Instruments & Related Prod. 18,900 ($355); Other Durable Prod. 9,100 ($358); Food 32,000 ($374); Textiles 9,700 ($207); Apparel 27,800 ($223); Paper Prod. 17,300 ($368); Printing & Publishing 37,300 ($414); Chemical Prod. 35,300 ($489); Oil & Coal Prod. 10,800 ($672); Rubber & Plastic 13,300 ($417); Other Nondurable Goods 900 ($220).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16. Last killing frost, Apr. 1.

11 - TAP WATER: Slightly acid; moderately hard (Schuylkill River); moderately soft (Delaware River); fluoridated.

12 - RETAILING: Principal Shopping Center-Philadelphia Central Business District-Vine Street to South Street between Front and 24th Streets (Includes The Gallery, Center City Enclosed Mall, with 3 dept. stores).
Major Regional Shopping Centers-(Philadelphia County) Roosevelt Mall; (Bucks County) Neshaminy Mall, Oxford Valley Mall; (Chester County) Exton Square; Coventry Mall; (Delaware County) Granite Run Mall, Springfield Mall; (Montgomery County), King of Prussia Plaza, Court at King of Prussia, Montgomery Mall, Plymouth Meeting Mall; Cheltenham Square; Suburban Square; Wynnewood Center; Logan Square; Abington/Jenkintown, Willow Grove Park; (Burlington County) Moorestown Mall; Burlington Center; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall; plus approximately 200 district shopping places in the Philadelphia PMSA.
Principal Shopping Days-Department Stores-Wed., Sat., Sun. Food-Thur., Fri. and Sat.
Stores Open Evenings-Major suburban stores open all eves. and Sun. Most chain groceries-Mon. through Sat. until 9 or 10 p.m. Limited hrs. on Sun.

13 - RETAIL OUTLETS: Department Stores-Abraham & Straus (2 in suburbs); Bamberger's (6 in suburbs); Bloomingdale's (2 in suburbs); Gimbels 9 (2 in Phila., 7 in suburbs); Hess (3 in suburbs); JCPenney 11 (2 in Phila., 9 in suburbs); Pomeroy's (3 in suburbs); Sears 12 (2 in Phila., 10 in suburbs); Strawbridge & Clothier, 10 (1 in Phila., 9 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs); B. Altman; Bonwit Teller; Loehmann's; Lord & Taylor; Saks Fifth Avenue; Talbot's.
Major General Merchandise Stores-Clover; K mart; Jefferson-Ward.
Variety Stores-McCrory; Kresge; Kress; Murphy's Mart; Newberry; Valu Stores; Woolworth.
Chain Drug Stores-Brooks; CVS; Eckerd; Holiday; Medic-Fair, Peoples; Quality; Rite Aid; Sun Ray; Thrift; Rexall.
Chain Supermarkets-Acme; Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; Great Scot; IGA; Jewel T; Mister Grocer; Pathmark; Pickwell; 7-Eleven; Shop 'N Bag; Shop Rite; Super Fresh; Thriftway; Wawa.
Other Chain Stores-Women's Apparel-Cameo Stores; Casual Corner; Deb Shops; Fashion Bug; Frederick's of Hollywood; The Gap; Hit or Miss; Ladybug; Lane Bryant; Lerner's; The Limited; Marianne; Roaman's.
Men's Apparel-Anderson Little; Brooks Brothers; The Hub; Eugene Jacobs; Jack Lang; Mitchell Daroff; Monville; Today's Man.
Shoe Stores-Bakers; Bally; Beck's; Burt's; Chandler; Endicott-Johnson; Father & Son; Fayva; Flagg Brothers; Florsheim; Hahn Shoes; Hanover; Kinney; Knapp; Lloyd & Haig; Massey; Naturalizer; Pappagallo; Shoe Factory; Shoe Town; Steigerwalt; Stride-Rite; Thayer McNeil; Thom McAn.
Automotive-Avellino; Firestone; General Tire; Goodrich; Goodyear; Penn Jersey; Pep Boys; Royal Auto; Uniroyal.

14 - NEWSPAPERS: INQUIRER (m-mon to fri) 535,205; (sat) 465,453; (S) 1,008,225; Mar. 31, 1984 ABC.
NEWS: (e-mon to fri) 293,031; (sat) 204,475; Mar. 31, 1984 ABC.
Local Contact for Advertising & Merchandising Data: John Parichy, Adv. Dir., INQUIRER; Rod Wishart, Adv. Dir., NEWS, 400 N. Broad St., Philadelphia, PA 19101; Tel. (215) 854-5425 (Inquirer); (215) 854-5650 (News).
National Representatives: Metropolitan Publishers Representatives; Towmar (Mexico); Knight-Ridder Newspaper Sales.

PHOENIXVILLE

1 - LOCATION: Chester County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23, 29 and 113.

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-2.
Intercity Bus Lines-Werner; SEPTA; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,165; Loc. Est. 14,520
CZ-ABC: (80) 14,165; (84) 13,700
RTZ-ABC: (80) 62,774; (84) 65,400
County 80 Cen. 316,660; Loc. Est. 330,241
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
City & RTZ-ABC: (80) 76,939; (84) 79,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,415; Loc. Est. 5,704
CZ-ABC: (80) 5,415; (84) 5,300
RTZ-ABC: (80) 20,338; (84) 21,300
County 80 Cen. 104,752; Loc. Est. 111,803
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819
City & RTZ-ABC: (80) 25,753; (84) 26,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$210,769,000

6 - PASSENGER AUTOS: County 168,533

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: Residence 2,978

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel N.A.; Pharmaceutical Supplies 507.

10 - CLIMATE: Min. & Max. Temp.-Spring 38.5-65; Summer 62-84.6; Fall 43-59; Winter 22.3-46. First killing frost, Sept. 20. Last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bridge St.; 2 on Main St.; 1 on Gay St.; 1 on Church St.
Neighborhood Shopping Centers-Nutt Road; Starr Hill; Gateway Shpg. Ctr., Phoenix/Kimberton Mall; Chesterbrook Shpg. Ctr.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
King of Prussia Plz.	10	Gimbels, Sears, Conran's, JCPenney, Wanamakers

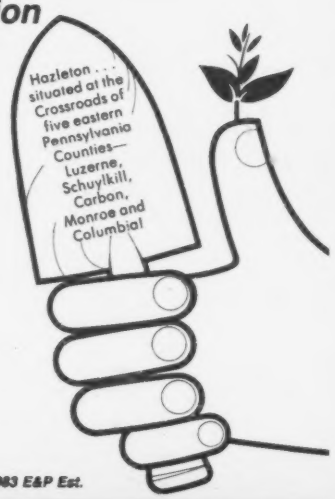
ANOTHER GREAT YEAR IN HAZLETON!

Northeastern Pennsylvania is the 60th SMSA in Population

HAZLETON IS THE GROWING PART OF THAT MARKET, WITH $269,583,000* IN DISPOSABLE INCOME

Hazleton, Pa.

Standard-Speaker


Hazleton . . . situated at the Crossroads of five eastern Pennsylvania Counties— Luzerne, Schuylkill, Carbon, Monroe and Columbia!

. . . communicates effectively with 95% of free-spending Hazleton Households. Where the Wilkes-Barre paper sells less than a hundred a day. And Scranton sells none.

Our advertising linage has grown too—17% over the past three years. 1980 linage 17,874,248 lines and still growing. 1981 total was 19,738,810 lines—up 1,864,562. 307,636 line gain over 1981 for first six months of 1982. Makes your sales grow with the Standard-Speaker.

Ed Gunshore, Advertising Director
21 N. Wyoming St., Hazleton, Pa. 18201 • 17-455-3636

Nationally Represented by Landon Associates

*1983 E&P Est.

Norco Mall(42)	8	Britts, Fields, Sears	
Phoenix / Kimberton Mall	2	Jamesway, Thrift Drug, Super Fresh	
King of Prussia Court	10	Bloomingdale's, A&S, Bamberger's	

Principal Shopping Days-Dept.-Fri.; Food-Wed., Thur. & Fri.
Stores Open Evenings-Fri. to 9; Food to 10.

13 - RETAIL OUTLETS: Variety Stores-Jamesway.
Chain Drug Stores-White Shield; Thrift.
Chain Supermarkets-Acme; Genuardi; Mad Grocer; Super Fresh.
Other Chain Stores-Sherwin-Williams; S.B. Harris; B.F. Goodrich.

14 - NEWSPAPERS: EVENING PHEONIX (e) 7,154; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tim Biringer, Retail Adv. Mgr., EVENING PHOENIX, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926.
National Representatives: Landon Associates; Robert Hitchings & Co.

PITTSBURGH

1 - LOCATION: Allegheny County (PMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2 - TRANSPORTATION: Railroads-20 railroads including Conrail, Pittsburgh & Lake Erie, Chessie System, Bessemer & Lake Erie; Pittsburgh & Lake Erie.
Motor Freight Carriers-163.
Intercity Bus Lines-Greyhound; Lenzner; Beaver Valley; Bamford; Grove City; Continental Trailways; Butler Valley; Ritchey; Saber's United; Suburban; Lincoln; Debolt-Somerset; 88 Transit.
Airlines-American; Eastern; Nordair-Ltd.; Northwest Orient; TWA; United; USAir; Piedmont; Pan Am; Delta; Air Wisconsin; People Express.

3 - POPULATION:
Corp. City 80 Cen. 423,959; Loc. Est. 397,217
CZ-ABC: (80) 1,136,038; (84) 1,075,400
RTZ-ABC: (80) 1,562,749; (84) 1,577,500
County 80 Cen. 1,450,085; Loc. Est. 1,466,580
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
City & RTZ-ABC: (80) 2,698,787; (84) 2,652,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 166,067; Loc. Est. 163,261
CZ-ABC: (80) 427,738; (84) 408,200
RTZ-ABC: (80) 551,861; (84) 562,900
County 80 Cen. 540,547; Loc. Est. 559,193
PMSA 80 Cen. 885,070; Loc. Est. 839,647
City & RTZ-ABC: (80) 979,599; (84) 971,100

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$21,270,640,000
Savings	2	$1,411,142,000
Savings & Loan	89	$7,878,554,000

6 - PASSENGER AUTOS: County 655,868

7 - ELECTRIC METERS: Residence 1,027,720 (Pittsburgh MSA)

8 - GAS METERS: Residence 391,387 (Pittsburgh MSA)

9 - PRINCIPAL INDUSTRIES: (Allegheny, Beaver, Fayette, Washington & Westmoreland Counties): Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prod. 10,300 ($381); Textile, Apparel 2,500 ($186); Paper Prod. 2,100 ($295); Printing & Pub. 9,200 ($353); Chemical Prod. 10,500 ($413); Oil & Coal Prod. 3,600 ($292); Stone, Clay & Glass 14,400 ($348); Primary Metal 77,400 ($492); Fabricated Metal 19,100 ($404); Non-Electrical Machy. 22,700 ($417); Electrical Machy. 20,900 ($382); Trans. Equip. 9,900 (N.A.); Instruments, Rel. Equip. 6,300 (N.A.); Other Durable Goods 2,800 (N.A.); Other Nondurable Goods 200 (N.A.); Total All Mfg. 215,200 ($417).

10 - CLIMATE: Min. & Max. Temp.-Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft 9 months, hard 3 months (June, July, Aug); fluoridated.

12 - RETAILING: Principal Shopping Center-bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle-300 acres.
Neighborhood Shopping Centers-Homewood-N Homewood & Kelly St.; East Liberty Mall-Penn & Highland Aves.; Squirrel Hill-Murray; Bloomfield-Liberty & Edmond Ave.; Oakland-Forbes Ave. & Fifth and Atwood Ave.; Greenfield-Greenfield Ave. & Coleman St.; Hazelwood-Hazelwood Ave. to Second Ave.; Lawrenceville-34th & Butler; 52nd & Butler; Uptown-Fifth Ave. from Ross St. to Dinwiddie St.; South Side-E Carson St. from S 13th to S 25th St.; Mt. Oliver-Brownsville Rd.; Allentown-Warrington Ave.; Mt. Washington-Southern Ave. & Shiloh St.; West End-Main St.; Manchester-Beaver & Franklin: North Side-East Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road-Brighton Rd. & California Ave.; Shadyside-Walnut St. & S Aiken Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegheny Center(70)	1	Sears, Zayre, Woolworth
Beaver Valley Mall(75)	23	Gimbels, Sears, Woolworth
Century III Mall(145)	8	Gimbels, JCPenney, Sears, Mont. Ward
East Hills(63)	8	Eckerd, Zayre
Eastland(68)	10	Gimbels, JCPenney, Woolworth, Gee Bee
Franklin Mall(46)	35	Sears, Hills, Troutman's
Great Southern(45)	7	JCPenney, Mont. Ward
Great Valley(45)	6	Kroger, Sun Drug
Greengate Mall(95)	23	Hornes, JCPenney, Mont Ward, Radio Shack
Heights Plaza(56)	20	Hornes, Kroger, Murphy, Eckerd
Hillcrest	17	JCPenney, Kroger, Super Dollar, Mont. Ward
Miracle Mile(47)	13	Kinney, Kroger, Woolworth
Monroeville Mall(125)	12	Gimbels, Hornes, JCPenney, Murphy's
Northern Lights	18	JCPenney, Kroger, Thrift Drugs
North Hills Village	7	Gimbels, Giant Eagle, Gee Bee
Northway Mall(35)	8	Hornes, Woolworth, Isaly's, A&P
Norwin Ctr.(41)	15	Isaly's, Cox's, Woolworth
Penn Ctr.(10)	10	Sears, Thrift Drug
Penn Hills(60)	11	Isaly's, Gold Circle
South Hills Vlg.(120)	8	Gimbels, Sears, Hornes, Woolworth
Southland(54)	9	Thrift Drug, Gee Bee, Hahn Furn.
Washington Mall(100)	23	JCPenney, Giant Eagle, Kinney
Westmoreland Mall(90)	30	Kaufmann's, Sears, Troutman's
Whitehall Terrace	6	Hornes, Murphy's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Gimbels; Joseph Horne; Sears; JCPenney; Montgomery Ward.
Discount Stores-Gee Bee; Zayre; Murphy's Mart; K mart; Buyer's Mart; Gold Circle; Hill's.
Variety Stores-McCrory; Murphy; Woolworth.
Chain Drug Stores-Thrift 47; Revco 28; Rite Aide 15; Gil's 17; Leader 21; Eckerd 24.
Chain Supermarkets-Foodland 55; Giant Eagle 44; Shop 'N Save 61; Golden Dawn 10; IGA 30.
Other Chain Stores-Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lane Bryant; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes; Spiegel (Catalog); Standard Sportswear; Saks Fifth Avenue; Kinney; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Brooks Bros.; Anderson-Little; Anders; Bailey, Banks & Biddle; Designer Depot; T.J. Maxx.

14 - NEWSPAPERS: POST GAZETTE (m-mon to fri) 178,284;(m-sat)165,561; Mar. 31, 1984 ABC. PRESS (e-mon to fri) 255,445;(e-sat)222,434;(S) 613,795; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Smith Purdum, Adv. Dir., POST-GAZETTE and PRESS, PO Box 566, Pittsburgh, PA 15230; Tel. (412) 263-1252.
National Representatives: Story & Kelley-Smith, Inc., Metropolitan Publishers Representives.

POTTSTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA), E&P Map E-3. Industrial center. 37 mi. NW of Phila.; 26 mi. NW of King of Prussia; 18 mi. SE of Reading; 32 mi. S of Allentown; 20 mi. N of Exton; on Schuylkill River. On U.S. Hwy. 422, Benj. Franklin Hwy.; State Hwys. 724, 100 & 663 (to Pa. Tpk. & I-80).

2 - TRANSPORTATION: Railroads-Rail freight only.
Intercity Bus Lines-Pottstown Transit, Inc.; Werner; Trailways; SEPTA.
Motor Freight Carriers-11.

The Findings...

IN A RECENT MARKET OPINION RESEARCH SURVEY When asked, "did you read the Tribune-Review yesterday?"

70% **SAID YES!**

Of the total 213,000 adults in Westmoreland County.

On Sunday the Tribune-Review led the pack too with a Domination of

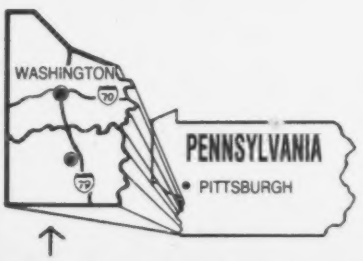
75% Over 4 Sundays

GO WITH WESTMORELAND COUNTY'S #1 PAPER DAILY AND SUNDAY

Tribune-Review
WORTHY OF WESTERN PENNSYLVANIA

YOU DON'T BUY ALL OF PITTSBURGH WITHOUT US!
Cabin Hill Drive, Greensburg, Pa. 15601
(412) 834-1151

Energy Rich Corner Of Pennsylvania



Washington & Greene Counties

Part of the Pittsburgh Metro Area*
* 12th-Largest Metro Area in the Nation

83.4% Penetration Of City Zone*

Observer Reporter

Washington, PA. 15301
Represented by Landon Associates

Member Pittsburgh Area Major Market Group and Pittsburgh ADI Network

ABC Daily Circulation 36,557

* Source: ABC Fas-Fax Mar. 31, 1983

Airlines-Limousine service to Phila. Intl. Airport; Air Freight & Charter at Pottstown Airport (Limerick), Municipal Airport (Pottstown).

3 - POPULATION:
Corp. City 80 Cen. 22,729; Loc. Est. 22,762
PMA-ABC: (80) 137,697; (84) 142,000
County 80 Cen. 643,621; Loc. Est. 671,181
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,867; Loc. Est. 9,291
PMA-ABC: (80) 47,458; (84) 49,200
County 80 Cen. 223,290; Loc. Est. 238,363
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$5,719,651,423
Savings & Loan	11	$112,500,000

6 - PASSENGER AUTOS: County 404,319

7 - ELECTRIC METEPS: Residence 75,653

8 - GAS METERS: Residence 9,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fabrication 422; Food Equip. Products 1,328; Boilers, Heating 643; Automotive Products, Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Products Metal Products, Finishing 758; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Health Service 1,000.
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1. Last killing frost, Feb. 15.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-15 blocks on High St., Hanover St., Charlotte St., Washington St.
Neighborhood Shopping Centers-E End (Moser Rd.); N End (Mervine St.); W End Rt. 100; Thriftway Suburbia Center Route 100; Coventry Mall Rt. 100 Bypass & 724; Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne, Royersford; PhoenixKimberton Mall, Route 724.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Ctr.	2	K mart
Coventry Mall(60)	1	Sears, Hess, Jefferson Ward
North End Ctr.(19)	1	Acme, Woolworth, Rea & Derick

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Tues., Wed., Thur., Fri.; Shpg. Ctrs.-Mon through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Jefferson-Ward; Hess; LeFevre Bros.; New York Store; Boscov's.
Discount Stores-Ice City; K mart 2; Jamesway; Ames 2.
Variety Stores-Newberry; Woolworth 2.
Chain Drug Stores-Thrift 2; Rea & Derick 2; Rite Aid 4; CVS; Sunset Pharmacy; Canning's; Professional Pharmacy; Patton Pharmacy.
Chain Supermarkets-Super Fresh; Acme 2; Thriftway 3; Weis 3; Shop Rite; IGA; Wawa; 7-Eleven 3; Pathmark; Redner's 3; Genuardi 2; Jewel T.
Other Chain Stores-A.D. Moyer Lumber; Penn Jersey; Western Auto 2; Pep Boys; 84 Lumber; Singer Co.; Endicott Johnson; Fecera; Grossman's; Father & Son; Radio Shack; Pet Carnival; Lippman's Jewelers; Hub; Feel Fine; Sherwin-Williams; M.A.B.; Don Sand's Glidden; Rickels; The Gap; Rax.

14 - NEWSPAPERS: MERCURY (m) 28,726; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Francis A. Schock, Adv. Dir., MERCURY, Hanover & King Sts., Pottstown, PA 19464; Tel. (215) 323-3000.
National Representatives: Landon Associates. Robert Hitchings & Co.

POTTSVILLE

1 - LOCATION: Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy 61; State Hwys. 209 & 183.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-9.
Intercity Bus Lines-Schuylkill Transportation; Capital Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,195; Loc. Est. 17,671
PMA-ABC: (80) 97,470; (84) 98,100
County 80 Cen. 160,630; Loc. Est. 160,810
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,944; Loc. Est. 6,830
County 80 Cen. 59,948; Loc. Est. 61,408
PMA-ABC: (80) 35,589; (84) 36,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,698,423,033
Savings & Loan	5	$252,618,476

6 - PASSENGER AUTOS: County 76,941

7 - ELECTRIC METERS: Residence 7,214

8 - GAS METERS: Residence 2,199

9 - PRINCIPAL INDUSTRIES: Aluminum and Plastic Extrusion; Anthracite Mining; Bldg. Materials; Commercial Tanks; Elect. Appl. (lamps, etc.); Leather Prods. (shoes); Mirrors; Machine Tools; Metal Cabinets; Mobilehomes; Ball Point Pens; Apparel; Polyethelene Film; Screws & Anchors; Steel Doors; Frames; Trucks; Trailers.
Principal Industrial Pay Days-Thur. and Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pottsville Plaza(6)	1	Miller Auto, Acme
Pottsville-Minersville(4)	3	A&P
Cressona Mall(26)	3	Hills, Acme, Rea & Derrick
Fairlane Mall(60)	1	Boscov's, Weis, Gee Bee, Rea & Derick
Schuylkill Mall(90)	8	Sears, Hess, Pomeroy's Weis, Rea & Derick, Radio Shack, K mart.

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown: Thur. & Fri.; Food: Mon. through Sat.; Shopping Centers: Mon. through Sat. Most malls and food markets open Sundays.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's; Sears; Boscov's; Hess.
Discount Stores-Hills; Gee Bee; K mart.
Variety Store-McCrory's.
Chain Drug Stores-Rite-Aid 2; Rea & Derrick 3.
Chain Supermarkets-Acme 6; A&P; UGA 2; Weis 2; IGA 3; Giant Food.
Other Chain Stores-Firestone; Miller Auto; Fashion Colony; Junior Colony; Radio Shack; Kays; Zale's; Kinney; Glick; Thom McAn; Listening Post.

14 - NEWSPAPERS: REPUBLICAN (e) 28,824; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Russell A. Farley, Adv. Mgr., REPUBLICAN, PO Box 209, Pottsville, PA 17901; Tel. (717) 622-3456.
National Representative: Landon Associates.

PUNXSUTAWNEY

1 - LOCATION: Jefferson County. E&P Map B-2. New industrial site, 85 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

2 - TRANSPORTATION: Railroads-B&O; Shops of B&O are located here.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,479; Loc. Est. 7,370
County 80 Cen. 48,303; Loc. Est. 48,332
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,950; Loc. Est. 2,725
County 80 Cen. 17,260; Loc. Est. 17,646

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$310,000,000

6 - PASSENGER AUTOS: County 22,374

7 - ELECTRIC METERS: Residence 6,206

8 - GAS METERS: Residence 3,182

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Carbon 650; Metal Stamping & Plating; Loud Speakers 758.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Punxy Plz.(10)	NA	Sears, Thrift Drug
Jamesway(5)	NA	Rea & Derick

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. & Fri.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Murphy's Mart; Jamesway.
Chain Drug Stores-Thrift; Rite-Aid.
Chain Supermarkets-Comet Mkt. 2; Riverside; Keystone.
Other Chain Stores-Wolf; Western Auto; Brown's.

14 - NEWSPAPERS: SPIRIT (m) 6,364; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT, 107-109 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.
National Representative: Landon Associates.

QUAKERTOWN

1 - LOCATION: Bucks County. (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 45 mi. N of Phila.; 20 mi. S of Allentown-Bethlehem.

2 - TRANSPORTATION: Airlines-At Philadelphia International Airport; A.B.E. Airport.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Edwards; Reading.

3 - POPULATION:
Corp. City 80 Cen. 8,867; Loc. Est. 9,829
PMA-ABC: (80) 80,511; (84) 86,100
County 80 Cen. 479,211; Loc. Est. 497,868
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,415; Loc. Est. 3,866
PMA-ABC: (80) 27,609; (84) 29,900
County 80 Cen. 156,648; Loc. Est. 166,649
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 274,180

7 - ELECTRIC METERS: Residence 3,897

8 - GAS METERS: Residence 3,585

9 - PRINCIPAL INDUSTRIES: Clothing; Hosiery; Tile Foundry; Pipe Foundry; Paper; Garage Doors; Elect. Equip.; Paper business forms; Ametek; Georgia Pacific; Fasson; Standard Steel; French's. Median household weekly income ($258).

10 - CLIMATE: N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown-83 stores on 10 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Quaker Vlg.(15)	NA	A&P, Rite-Aid
Richland Mall(35)	NA	Clemens, Hess
Montgomery Mall(160)	NA	JCPenney, Sears, Wanamaker
Country Sq.(12)	NA	Sears, Bucco

Principal Shopping Days-Thur., Fri., Sat., & Sun.
Stores Open Evenings-Sundays; Food: Open Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Saul's; Hess; H. Leh; Wanamaker; Bamberger's; Strawbridge; JCPenney; Ames.
Discount Stores-K mart; Laneco; Jamesway.
Chain Drug Stores-Thrift; Rea & Derick; Rite-Aid; Eckerd.
Chain Supermarkets-Acme; IGA; Moyers Mkts.; Laneco; Genuardi; Weiss; Clemens.
Other Chain Stores-Western Auto.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 6,412; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Phyllis A. Meyers, Adv. Dir., FREE PRESS, 312 W. Broad St., Quakertown, PA 18951; Tel. (215) 536-6820.
National Representatives: Landon Associates; Robert Hitchings & Co.; U.S. Suburban Press.

READING

1 - LOCATION: Berks County (In Reading MSA). E&P Map E-3, County Seat. Industrial center. SE part of state. On banks of Schuylkill River, 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

2 - TRANSPORTATION: Motor Freight Carriers-39.
Intercity Bus Lines-Trailways; Bieber.
Airlines-USAir; Suburban; General Aviation; Air Pennsylvania.

3 - POPULATION:
Corp. City 80 Cen. 78,686; Loc. Est. 77,450
CZ-ABC: (80) 187,934; (84) 186,000
RTZ-ABC: (80) 126,549; (84) 133,600
County/MSA 80 Cen. 312,509; Loc. Est. 320,232
City & RTZ-ABC: (80) 314,483; (84) 320,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,902; Loc. Est. 32,882
CZ-ABC: (80) 72,493; (84) 72,500
RTZ-ABC: (80) 42,777; (84) 46,100
County/MSA 80 Cen. 114,544; Loc. Est. 120,033
City & RTZ-ABC: (80) 115,270; (84) 118,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$25,000,000,000
Savings	2	$25,500,000
Savings & Loan	4	$4,422,433,145

6 - PASSENGER AUTOS: County 169,941

7 - ELECTRIC METERS: County 131,709

8 - GAS METERS: County 44,895

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 7,600 ($540); Iron & Steel Foundries 2,000 ($350); Fabricated Metal Prods. 2,500 ($325); Non-Electric Machy. & Trans. Equip. 6,400 ($515); Electric & Electronics Equip. 10,100 ($480); Food & Kindred Prods. 4,500 ($312); Sugar & Confectionery 1,800 ($298); Textile Mill Prods. 5,000 ($212); Knitting Mills 3,800 ($203); Apparel & Other Textile Prods. 4,400 ($188); Women's & Misses' Outerwear 1,900 ($175); Paper & Allied Prods. 1,500 ($422); Printing & Pub. 1,200 ($351); Leather & Leather Prods. 900 ($235); Chemical & Allied Prods. 1,400 ($422); Petroleum, Rubber & Misc. Plastic Prod. 1,900 ($320).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Penn St.; 3 blocks on N 5th St.; 3 blocks on N 9th St.
Neighborhood Shopping Centers-Penn Ave. in West Reading.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antietam Valley(8)	2	Thrift Drug
Berkshire Mall(90)	3	Sears, Pomeroy's, Wanamaker
Berkshire Mall West(14)	3	Acme
Fairgrounds Square(61)	3	JCPenney, Boscov's Nichol's
Madeira Plaza(28)	3	Nichol's
Muhlenberg(20)	3	McCrory, Weis, Channel Home Ctr.
Reading Mall(20)	3	Boscov's, Weis
Shillington(14)	2	Nichol's, Channel Thriftway

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thur.; Shopping Center every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's 2 (Allied); Sears; Wanamakers; JCPenney.
Discount Stores-Nichols 3; Boscov's 3; K mart 3.
Variety Stores-Kresge; Woolworth; McCrory 3.
Chain Drug Stores-W. B. Boyer 4; Revco 3; Rite Aid 5; Peoples 2; Thrift 4; Keystone; Reading; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe.
Chain Supermarkets-Redner's 8; Weis 6; Acme 7; IGA 10; Shop-Rite; Thriftway 5; Wawa; Pathmark 2; Arco; Turkey Hill 13; Mr. Food; Jewel T.

14 - NEWSPAPERS: TIMES (m) 45,045; EAGLE (e) 38,205; EAGLE (S) 109,373; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John L. Kurtz, Gen. Adv. Mgr., EAGLE-TIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 373-4221.
National Representative: Story & Kelly-Smith.

RIDGWAY

1 - LOCATION: Elk County. E&P Map C-2. County Seat. Residential center. 125 mi. N of Pittsburgh. 127 mi. S of Buffalo, NY. Hwys. 219, 120, 948, 949.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,604; Loc. Est. 5,503
County 80 Cen. 38,338; Loc. Est. 38,735

4 - HOUSEHOLDS:
City 80 Cen. 2,142; Loc. Est. 1,749
County 80 Cen. 12,902; Loc. Est. 13,372

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 16,523

7 - ELECTRIC METERS: Residence 4,680

8 - GAS METERS: Residence 4,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brake Lining 300; Powdered Metal 400; Color for Ink 135; Tool & Die 50.
Principal Pay Days-Weekly, Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 43-94; Fall 20-89; Winter 10-67. First killing frost, Oct. 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 2 blocks on N Broad.
Neighborhood Shopping Centers-St. Marys Shopping Plaza; St. Marys Downtown; Johnsonburg.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Variety Store-G.C. Murphy.
Chain Supermarkets-Riverside; Market Basket; Gateway Market.

14 - NEWSPAPERS: RECORD (e) 3,753; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Debbie Imhof, Adv. Mgr., RECORD, PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.
National Representative: Landon Associates.

ROCHESTER

See BEAVER

ST. MARYS

1 - LOCATION: Elk County, E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Trailways; A.T.A.
Motor Freight Carriers-2.
Airlines-American; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,417; Loc. Est. 6,128
County 80 Cen. 38,338; Loc. Est. 38,735
PMA-ABC: (80) 33,433; (84) 33,400

4 - HOUSEHOLDS:
City 80 Cen. 2,321; Loc. Est. 1,851
County 80 Cen. 12,902; Loc. Est. 13,372
PMA-ABC: (80) 11,196; (84) 11,200

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 16,523

7 - ELECTRIC METERS: Residence 11,193

8 - GAS METERS: Residence County 10,518; City 5,633

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Carbon Prod. 4,969 ($340); Light Bulbs 515 ($375); Powder Metal Prod. 678 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11 - TAP WATER: Acidic, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks in center of town; St. Mary's Plaza on Route 255.
Neighborhood Shopping Centers-Route 255.
Principal Shopping Days-Tues., Thur., Fri., & Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Thur., & Fri.

13 - RETAIL OUTLETS: Department Stores-Ames; Big Wheel.
Variety Store-G. C. Murphy.
Chain Drug Stores-Thrift Drug.
Chain Supermarkets-Nation Wide 4; Riverside; Pfaffs; Loblaws; Market Basket.

14 - NEWSPAPERS: PRESS (e) 5,486; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Miller, Nat'l. Adv. Mgr., PRESS, 245 Brussels St., St. Marys, PA 15857; Tel. (814) 781-1596.
National Representative: Landon Associates.

SAYRE-ATHENS, PA-WAVERLY, NY

1 - LOCATION: Sayre and Athens in Bradford County, PA; Waverly in Tioga County, NY. E&P Map D-1. 17 mi. SE of Elmira, NY. Home of Robt. Packer Hospital. Guthrie Clinic & Medical Center.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 15,311; Loc. Est. 15,418
Sayre 80 Cen. 6,951; Loc. Est. 7,042
Athens 80 Cen. 3,622; Loc. Est. 3,582
Waverly 80 Cen. 4,738; Loc. Est. 4,794
Counties 80 Cen. 112,731; Loc. Est. 117,941
Bradford, PA 80 Cen. 62,919; Loc. Est. 65,555
Tioga, NY 80 Cen 49,812; Loc. Est. 52,386
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,791; Loc. Est. 5,552
Sayre 80 Cen. 2,572; Loc. Est. 2,416
Athens 80 Cen. 1,427; Loc. Est. 1,297
Waverly 80 Cen. 1,792; Loc. Est. 1,839
Counties 80 Cen. 37,969; Loc. Est. 40,599
Bradford Co., PA 21,449; Loc. Est. 22,849
Tioga Co., NY 16,520; Loc. Est. 17,750

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Counties: Bradford, PA 26,348; Tioga, NY 24,711

7 - ELECTRIC METERS: Residence 9,640

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Processing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sayre Plaza(4)	NA	K mart
Valley(3)	NA	P&C Foods

Principal Shopping Days-Thur. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Ames; K mart.
Variety Store-Newberry.
Chain Drug Stores-Rite-Aid; Fay's; Rea & Derick; Widmann's.
Chain Supermarkets-Acme; Great American 2; P&C Foods.
Other Chain Stores-National Auto; Firestone; Western Auto; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: TIMES (e) 8,388; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.
National Representative: Landon Associates.

SCRANTON

1 - LOCATION: Lackawanna County (In Scranton-Wilkes Barre MSA). E&P Map E-2. County Seat and trading center. On Interstate Hwys. 80, 81, 84, 380; U.S. 6 and 11; State Hwys. 106, 611, 11 and 307; Penna. Tpke.

2 - TRANSPORTATION: Railroads-D&H; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Colts; Martz; Greyhound; Capitol Trailways; Price Bus Co.
Airlines-Eastern; USAir; Freedom; Air Vermont; Alleghany Commuter.

3 - POPULATION:
Corp. City 80 Cen. 88,117; Loc. Est. 83,306
CZ-ABC: (80) 118,843; (84) 112,100
RTZ-ABC: (80) 233,888; (84) 246,300
County 80 Cen. 227,908; Loc. Est. 229,175
MSA 80 Cen. 728,796; Loc. Est. 738,706
City & RTZ-ABC: (80) 352,731; (84) 358,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,189; Loc. Est. 32,080
CZ-ABC: (80) 44,730; (84) 44,600
RTZ-ABC: (80) 82,002; (84) 87,300
County 80 Cen. 89,572; Loc. Est. 84,387
MSA 80 Cen. 263,271; Loc. Est. 272,871
City & RTZ-ABC: (80) 126,732; (84) 129,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$3,220,595,000
Savings & Loan	5	$435,231,000

6 - PASSENGER AUTOS: County 103,833

7 - ELECTRIC METERS: Residence 100,000

8 - GAS METERS: Residence 45,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Fabricated Metal Prod. 2,500 ($374); Electrical Machinery and other durable goods 10,600 ($404); Food Prod. 1,600 ($295); Textile Prod. 1,200 ($232); Apparel Prod. 7,300 ($182); Printing & Pub. 2,400 ($345); Other Non-Durables 2,000 ($315); Total All Mfg. 27,600 ($277).

Principal Pay Days-8th, 9th, 10th, 21st, 22nd, 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6. Last killing frost, Apr. 14.

11 - TAP WATER: Spring and mountain water. Slightly acid, very soft; neutral.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N Washington Ave.; 3 on Penn Ave.; 4 on Linden St.; 3 on Wyoming Ave.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Viewmont(60)	4	Sears, JCPenney, Hess
IMA Plaza	7	Shop Rite, Revco, Rolane, NBO
South Side	1	IGA, Super Saver, Rea & Derick, Rite Aid, General Nutrition
Keyser Oak	3	Giant, Thrift Drug, Woolworth, Maxwells, Fays Drug, Price Chopper
Abington	6	Super Saver, Weis
Dunmore Plaza(7)	3	Jamesway, Super Saver, Picway, Rea & Derick
Eynon Plz.(20)	7	Sugarman's
Pittston Plaza(31)	8	Giant Food, Thrift Drug, K mart, McCrory
Birney Plaza(20)	3	K mart, Radio Shack, Super Saver
West Side Plaza(2)	2	Price Chopper, Fays Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown-Mon. & Thur.; Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Globe/Wanamakers; Maxwell's; Racusin's; Sears; JCPenney; Hess.
Discount Stores-Sugarman's; Jamesway; K mart; Murphy's Mart; Jewelcor; Wes Freedman.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 4; Kwik-Save; Revco 3; Fays Drug 2.
Chain Supermarkets-American (Acme/ Super Saver) 7; Giant 8; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 9; Price Chopper 3.
Other Chain Stores-Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; SherwinWilliams; Mary Carter Paint; S&H Green Stamps; Kinney Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; Gencral Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Service Merchandise Co.; Pic-Way Shoes; Maxwell's.

14 - NEWSPAPERS: TIMES (e) 54,244; (S) 51,260; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Hal Marion, Adv. Mgr., TIMES, 149 Penn Ave., Scranton, PA 18505; Tel. (717) 348-9100.
National Representative: Sawyer-Ferguson-Walker.
TRIBUNE (m) 38,574; SCRANTONIAN (S) 54,140; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joseph J. McDonald, Adv. Dir., TRIBUNE and SCRANTONIAN, 338 N. Washington Ave., Scranton, PA 18503; Tel. (717) 344-7221.
National Representative: Landon Associates.

SHAMOKIN-MOUNT CARMEL

1 - LOCATION: Northumberland County. E&P Map D-2. 135 mi. NW of Philadelphia; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 225, 901 off I-81.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Shamokin & Mt. Carmel; King Coal Trailways; Catawase Coach Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 18,547; Loc. Est. 18,115
Shamokin 80 Cen. 10,357; Loc. Est. 10,125
Mt. Carmel 80 Cen. 8,190; Loc. Est. 7,990
County 80 Cen. 100,381; Loc. Est. 102,766

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 8,873; Loc. Est. 8,267
Shamokin 80 Cen. 4,457; Loc. Est. 4,672
Mount Carmel 80 Cen. 4,416; Loc. Est. 3,595
County 80 Cen. 37,846; Loc. Est. 39,662

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Saving & Loan	3	N.A.

Note: There are 3 other regional banks with offices in the Shamokin/Mt. Carmel area.

6 - PASSENGER AUTOS: County 46,169

7 - ELECTRIC METERS: Residence 22,417

8 - GAS METERS: Residence 2,830

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garment 1,741; Paper Products 210; Meat & Poulty 465; Recreation Vehicles 445; Tickets 155; Coal Mining 858; Wood 110.
Principal Pay Days-1st, 15th, 2nd & 4th Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost, Nov. 1. Last killing frost, Mar. 30.

11 - TAP WATER: Very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anthra Plaza(10)	2	Jamesway, Sears (catalog)
Ames Big N Mall(3)	1	Ames, Acme, Rea & Derick
Susquehanna Valley Mall(66)	NA	JCPenney, Boscov's, Bon Ton, Acme
Schuylkill Mall(120)	NA	Sears, K mart, Hess, Weis, Pomeroy's
Fairlane Village Mall(52)	NA	Boscov's, Weis, GeeBee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food- Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Jamesway; Ames; K mart.
Variety Stores-Newberry; Woolworth; Jupiter; Dollar General.
Drug Stores-Sun Ray; Rea & Derick 3; Rite Aid; White Shield.
Chain Supermarkets-Acme 2; Weis; Demasco.
Other Chain Stores-Sears (catalog); Uncle Miller's Auto; Kinney; Montgomery Ward (catalog); Brozman's; Radio Shack.

14 - NEWSPAPERS: NEWS-ITEM (e) 15,034; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St.; P.O. Box 587, Shamokin, PA 17872; Tel. (717) 648-4641.
National Representative: Landon Associates.

SHARON-FARRELL-SHARPSVILLE-WHEATLAND

1 - LOCATION: Mercer County (MSA). E&P Map A-2. Trucking terminal. 14 mi. from Youngstown, OH; 70 mi. from Pittsburgh, Erie & Cleveland, OH; 460 mi. from NY & Chicago, IL. On Hwys. 18, 60, 62; I-79 and I-80.

2 - TRANSPORTATION: Motor Freight Carriers-22.
Intercity Bus Lines-Grove City; Trailways.
Airlines-United; Allegheny Commuter; Skyline Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 34,209; Loc. Est. 32,547
Sharon 80 Cen. 19,057; Loc. Est. 18,205
Farrell 80 Cen. 8,645; Loc. Est. 8,071
Sharpsville 80 Cen. 5,375; Loc. Est. 5,209
Wheatland 80 Cen. 1,132; Loc. Est. 1,062
CZ-ABC: (80) 50,574; (84) 48,100
RTZ-ABC: (80) 90,896; (84) 93,600
County/MSA 80 Cen. 128,299; Loc. Est. 130,829
City & RTZ-ABC. (80) 141,470; (84) 141,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 12,912; Loc. Est. 12,529
Sharon 80 Cen. 7,310; Loc. Est. 7,108
Farrell 80 Cen. 3,146; Loc. Est. 3,066
Sharpsville 80 Cen. 2,027; Loc. Est. 1,943
Wheatland 80 Cen. 429; Loc. Est. 412
CZ-ABC: (80) 18,782; (84) 18,000
RTZ-ABC: (80) 30,463; (84) 31,900
County/MSA 80 Cen. 44,657; Loc. Est. 46,589
City & RTZ-ABC: (80) 49,245; (84) 49,900

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$813,626,000
Savings & Loan	4	$209,635,000
Credit Unions	15	$25,376,000

6 - PASSENGER AUTOS: County 56,052

7 - ELECTRIC METERS: Residence County 55,573

8 - GAS METERS: Residence County 35,205

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elec. Machy., equip. and supplies 2,500; Primary metals 5,300; Trans. equip. 2,000; Non-electrical machy. 1,012; Fab. metal products 1,800 (166 manufacturing plants employ 18,779 workers); Food Wholesaling N.A.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-90; Fall 40-75; Winter -5-50.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on State St.; 1 each side on 6 cross sts.; One downtown mall; 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hermitage Sq.(12)	3	Treasure Island
Hickory Plaza(26)	2	Zayre
Middlesex Vlg.(4)	4	Lil Shopper Foods
Hermitage Hills(6)	3	Hills
Shenango Mall(47)	3	Sears, Strouss, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Mon. morning.
Stores Open Evenings-until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Strouss; Hills; JCPenney; Sears.
Discount Stores-Warehouse Sales; Valley View; Treasure Island; Zayre; Shoppers Choice; Heck's.
Chain Drug Stores-Eckerd; Thrift; Medicine Shoppe; Rite-Aid; Revco.
Chain Supermarkets-Valu Plus; Golden Dawn 9; Valu-King; Donofrio's.
Other Chain Stores-Firestone; Goodyear; Western Auto.

14 - NEWSPAPERS: HERALD (e) 27,020, Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: D.R. Armstrong, HERALD, S. Dock & E. State Streets; PO Box 51, Sharon, PA 16146; Tel. (412) 981-6100.
National Representative: Branham/Newspaper Sales.

SHENANDOAH-ASHLAND-MAHONOY CITY

1 - LOCATION: Schuylkill County. E&P Map D-2. Industrial center. 18 mi. S of Hazleton; 12 mi. N of Pottsville.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Edwards Lakes-to-Sea; Reading; East Penn; Trailways.
Motor Freight Carriers-Branch Motor Express.

3 - POPULATION:
Corp. Cities 80 Cen. 17,991; Loc. Est. 17,239
Shenandoah 80 Cen. 7,589; Loc. Est. 7,350
Ashland 80 Cen. 4,235; Loc. Est. 4,068
Mahanoy City 80 Cen. 6,167; Loc. Est. 5,821
PMA-ABC: (80) 46,124; (84) 45,400
County 80 Cen. 160,630; Loc. Est. 160,810
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,653; Loc. Est. 7,784
Shenandoah 80 Cen. 3,327; Loc. Est. 3,433
Ashland 80 Cen. 1,654; Loc. Est. 1,640
Mahanoy City 80 Cen. 2,672; Loc. Est. 2,702
PMA-ABC: (80) 17,907; (84) 17,800
County 80 Cen. 59,948; Loc. Est. 61,408

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$11,186,000
Savings	3	$39,463,000
Savings & Loan	1	$84,426,000

6 - PASSENGER AUTOS: County 76,941

7 - ELECTRIC METERS: Residence 1,701

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Anthracite coal 231; Women's Apparel 2,031; Shirts 720; Beverages N.A.; Scrap Metals 85; Plastics 422; Frozen Foods 150; Broadmore Homes 180; Wenco 80.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frackville(90)	NA	Anthony's IGA, Acme
Mahanoy City	NA	Stop & Go, Acme
Fairlane Village(60)	NA	Boscovs
Cressona Mall(30)	NA	Acme Mkt., Hills
Schuylkill Mall(125)	NA	Sears, Hess, K mart, Pomeroy's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hess; Sears; K mart; Pomeroy's.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-F. C. Nesbitt 4; Health Mart; Rite Aid; Rea & Derrick.
Chain Supermarkets-IGA; Acme 4; Capitol; Weis Mart 2.
Other Chain Stores-Anderson-Little; Barbara Moss; Cole Books; Docktor Pet Center; Fashion Bug; Endicott Johnson; Foxmoor; General Nutrition Center; Hanover Shoes; Harmony Hut; Hickory Farms; Jean Nicole; Fashion Colony; Junior Colony; Kay Jewelers; Jay Jewelers; Kay-Bee Toys; Kinney Shoes; Liberty Travel; Radio Shack; Recordtown; Spencer Gifts; Thom McAn; Waldenbooks; Zale's Jewelers; Taxi; United Artists; Prints'N Things; Pearle Vision Center; American Vision Center.

14 - NEWSPAPERS: HERALD (e) 10,779; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Kane, Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777.
National Representative: Landon Associates.

SOMERSET

1 - LOCATION: Somerset County (In Johnstown MSA). E&P Map B-3, County Seat. In SW Penna. 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219; State Hwys. 31, 281 & Turnpike.

2 - TRANSPORTATION: Railroads: Chessie.
Motor Freight Carriers-3.
Intercity Bus Lines-Somerset; Greyhound; Schrock; Cambria County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 6,474; Loc. Est. 6,604
CZ-ABC: (80) 6,474; (84) 6,500
RTZ-ABC: (80) 74,769; (84) 76,700
County 80 Cen. 81,243; Loc. Est. 81,918
MSA 80 Cen. 264,506; Loc. Est. 265,641
City & RTZ-ABC: (80) 81,243; (84) 83,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; Loc. Est. 2,683
CZ-ABC: (80) 2,787; (84) 2,800
RTZ-ABC: (80) 25,762; (84) 26,700
County 80 Cen. 28,549; Loc. Est. 29,495
MSA 80 Cen. 91,924; Loc. Est. 94,474
City & RTZ-ABC: (80) 28,549; (84) 29,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$149,604,432
Savings & Loan	2	$78,829,000

6 - PASSENGER AUTOS: County 38,633

7 - ELECTRIC METERS: Residence County 32,032

8 - GAS METERS: Residence County 4,655

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Durable Goods 6,100 ($342); Primary, Fabricated Metals & 2nd Machinery 4,800 ($367); Other Durable Goods 1,300 ($272); Nondurable Goods 5,500 ($199); Food & Kindred Prod. 1,200 ($388); Apparel & Other Textile Prod. 3,300 ($158); Other Nondurable Goods 1,000 ($268).
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Av. Summer, low 70's. Growing season, 105-115 days. First frost Sept. 21. Last frost May 28. Rainfall 45", snowfall 45".

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks E and W on Main. 4 blocks N and S on Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Somerset Mall(12)	3	Riverside, Raub Shoes, Rite-Aid, Radio Shack, Hess
Somerset Plaza	2	Revco, K mart, Penn Furn.
Jamesway	2	Jamesway, Giant Eagle, Sears, Revco
Laurel Hill Village(4)	1	Gatling's, Revco, Fisher's Big Wheel, Foodland
Community	NA	Latshaw's Dairy

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Geo. Schenck; Newberry.
Discount Stores-K mart; Jamesway; Fisher's Big Wheel.
Chain Drug Stores-Health Mart; Somerset; Revco; Healthland; Rite-Aid.
Chain Supermarkets-Giant Eagle; Foodland; Riverside; Discount Food Outlet; Gee Bee; Edgewood Clover Farm.
Other Chain Stores-JCPenney; Sears; Penn Furniture; Montgomery Ward; Morton's.

14 - NEWSPAPERS: AMERICAN (m) 10,644; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621.
National Representative: None.

STATE COLLEGE-BELLEFONTE

1 - LOCATION: Centre County (In State College MSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Bellefonte-Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Fullington; Continental Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 42,430; Loc. Est. 43,931
State College 80 Cen. 36,130; Loc. Est. 37,700
Bellefonte 80 Cen. 6,300; Loc. Est. 6,231
County/MSA 80 Cen. 112,760; Loc. Est. 114,876
PMA-ABC: (80) 112,760; (84) 118,000

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,217; Loc. Est. 12,299
State College 80 Cen. 9,830; Loc. Est. 9,915
Bellefonte 80 Cen. 2,387; Loc. Est. 2,384
County/MSA 80 Cen. 36,122; Loc. Est. 37,398
PMA-ABC: (80) 36,112; (84) 38,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$1,214,505,283

6 - PASSENGER AUTOS: County 44,750

7 - ELECTRIC METERS: Residence County 33,623

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Mfg. 895; University Education 40,472.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 46; Summer 69; Fall 51; Winter 31. First killing frost, Oct. 18. Last killing frost May 28.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Allegheny & High, Bellefonte; 3 on Allen, Beaver & College, State College. Also several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Nittany Mall(71)	6	Sears, Hess, Gee Bee
University Pk. Plaza(11)	1	Goodyear, IGA
Westerly Parkway Plaza(22)	1	Weis Mkt., Thrift, Scott's, Wolf
Hill's Plaza	3	Riverside, Hill's, Firestone

Principal Shopping Days-Bellefonte-Tues., Fri. eves.; State College-Thur. eve.; Shopping Centers, Nightly.

13 - RETAIL OUTLETS: Department Stores-O.W. Houts; Danks; Ames; Hess; Hills; Sears; K mart.
Variety Stores-G.C. Murphy; McCrory.
Discount Stores-Hills; Gee Bee.
Chain Drug Stores-Widman; Thrift; Keystone 2; People's; McLanahan 3; Rite Aid 2; Rea & Derick.
Chain Supermarkets-Weis 4; Riverside 3; IGA; Giant; U-Save.
Other Chain Stores-Browns Boot; Glick Bros.; Wolf Furniture; Silco; Montgomery Ward; S&H Green Stamps.

14 - NEWSPAPERS: CENTRE DAILY TIMES (e) 21,612; (S) 26,950; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ted Suffolk, Adv./Prod. Dir. CENTRE DAILY TIMES, 3400 E. College Ave., PO Box 89, State College, PA 16801; Tel. (814) 238-5000.
National Representative: Knight-Ridder Newspaper Sales.

STROUDSBURG-EAST STROUDSBURG

1 - LOCATION: Monroe County (In Scranton-Wilkes-Barre MSA). E&P Map E-2, County Seat. Resort, Metal Trades Center, 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia. On State Hwys 191, 115, 209, 611; Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (Interstate 80).

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Martz; Delaware Valley.

3 - POPULATION:
Corp. Cities 80 Cen. 13,187; Loc. Est. 13,717
Stroudsburg 80 Cen. 5,148; Loc. Est. 5,265
E. Stroudsburg 80 Cen. 8,039; Loc. Est. 8,452
CZ-ABC: (80) 22,337; (84) 21,000
RTZ-ABC: (80) 48,520; (84) 59,900
County 80 Cen. 69,409; Loc. Est. 72,499
MSA 80 Cen. 728,796; Loc. Est. 738,706
City & RTZ-ABC: (80) 70,857; (84) 80,900

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,760; Loc. Est. 3,640
Stroudsburg 80 Cen. 2,282; Loc. Est. 1,759
E. Stroudsburg 80 Cen. 2,478; Loc. Est. 1,881
CZ-ABC: (80) 8,078; (84) 7,700
RTZ-ABC: (80) 17,638; (84) 21,900
County 80 Cen. 25,170; Loc. Est. 26,856
MSA 80 Cen. 263,271; Loc. Est. 272,871
City & RTZ-ABC: (80) 25,716; (84) 29,600

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$160,000,000
Savings & Loan	2	$25,000,300

6 - PASSENGER AUTOS: County 39,687

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Resort and Services 5,200; Textiles 318; Apparel 900; Furniture and Fixtures 186; Printing and Publishing 500; Chemical Prod. 225; Fabricated Metal Prod. 1,005; Machy. Mfg. 200; Elect. Machy., Equip. and Supplies 401; Misc. Mfg. 633; 101 Industries (Total Annual Payroll $550 million).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 2 on 7th; 2 on 6th.
Neighborhood Shopping Areas-Stroudsburg: Lower Main St., W. Main St.; Crystal, Washington & Courtland Sts. Arlington Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pocono Plz.(14)	NA	Rite Aid, K mart, Weiss Mkt.
Stroud Mall(50)	NA	Hess, JCPenney

Principal Shopping Days-Department Stores-Mon., Thur., Fri.; Food-Sun., Wed. & Thur.
Stores Open Evenings-Dept.-Mon., Thur. & Fri., Food-every night.

13 - RETAIL OUTLETS: Department Stores-Routzahn's; Sears; JCPenney; Ames-Big N 2; Hess.
Discount Stores-Big N; Jamesway; K mart.
Chain Drug Stores-Rea & Derick; Rexall; Rite Aid; Fay's.
Chain Supermarkets-A&P 2; Acme 2; IGA 3; Weiss Mkt.; Shoprite.
Other Chain Stores-Endicott-Johnson; Firestone; Dunlop; Community Jewelers.

14 - NEWSPAPERS: POCONO RECORD (m) 18,121; (S) 19,033; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Henry Nyce, Adv. Mgr., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000.
National Representative: Branham/Newspaper Sales.

SUNBURY

1 - LOCATION: Northumberland County. E&P Map D-2, County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Reading and Erie-Lackawanna (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,292; Loc. Est. 12,298
Total PMA-ABC: (80) 139,907; (83) 143,500
County 80 Cen. 100,381; Loc. Est. 102,716

4 - HOUSEHOLDS:
City 80 Cen. 5,030; Loc. Est. 5,151
County 80 Cen. 37,846; Loc. Est. 39,662
Total PMA-ABC: (80) 46,963; (83) 50,000

5 - BANKS	NUMBER	EST. DEP.
Savings	NA	$75,000,000
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: County 46,169

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 800; Metal Prods. 700; Bldg. Mats. 600; Wire Rope 160.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A.-First killing frost, Oct. 25. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17 stores); Montgomery Ward, McCrory, Rea & Derick.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Susquehanna Valley Mall(65)	5	Boscovs, Acme, Bon Ton, JCPenney
Weis Plaza(5)	1	Weis
Plaza 15(12)	14	Murphy Mart, Super Saver
Lycoming Mall(95)	NA	Sears, Hess, Gee Bee

Principal Shopping Days-Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Boscov's; Bon Ton; Hess.
Discount Stores-Murphy Mart; K mart; Gee Bee.
Variety Stores-Newberry; Dollar General Store.
Chain Drug Stores-Rea & Derick 5; Rite-Aid.
Chain Supermarkets-Weis 7; A&P; Super Saver 4.
Other Chain Stores-Sears; Walker's; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Sherwin-Williams; Wolf Furniture; Wahl-Braun.

14 - NEWSPAPERS: ITEM (e) 26,532; Sept. 30, 1983 ABC.
Local Contact for Advertising and Merchandising Data: Calvin R. Lake, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671.
National Representative: Branham/Newspaper Sales.

TARENTUM

See NEW KENSINGTON

TAMAQUA

See LEHIGHTON

TITUSVILLE

1 - LOCATION: Crawford County, E&P Map B-1, SE part of County; on State Hwys. 8, 27.
Intercity Bus Lines-Grove City.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 6,884; Loc. Est. 6,790
CZ-ABC: (80) 9,679; (84) 9,600
RTZ-ABC: (80) 15,542; (84) 16,200
County 80 Cen. 88,869; Loc. Est. 89,728
City & RTZ-ABC: (80) 25,221; (84) 25,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,566; Loc. Est. 2,145
CZ-ABC: (80) 3,530; (84) 3,600
RTZ-ABC: (80) 4,966; (84) 5,200
County 80 Cen. 30,960; Loc. Est. 32,150
City & RTZ-ABC: (80) 8,496; (84) 8,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$675,000,000
Savings & Loan	1	$150,000,000

6 - PASSENGER AUTOS: County 36,647

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Specialty Steel 1,000; Elect. Parts 320; Plastic Pipe 210; Lumber 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13. Last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 4 sts. in center of town.
Principal Shopping Days-Thur. & Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Discount Stores-Ellis Day; Buyers Fair; Big Wheel.
Chain Drug Store-Eckerd.
Variety Stores-G.C. Murphy; McCrory.
Chain Supermarkets-Quality Mkts.; Foodland; Riverside.

14 - NEWSPAPERS: HERALD (m) 5,009; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Margaret Wescoat, Adv. Mgr., HERALD, 209 W Spring St., Titusville, PA 16354; Tel. (814) 827-3634.
National Representative: Landon Associates.

TOWANDA

1 - LOCATION: Bradford County, E&P Map D-1, County seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 60 mi. from Scranton; 38 mi. from Elmira, N.Y.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 3,526; Loc. Est. 3,442
County 80 Cen. 62,919; Loc. Est. 65,555

4 - HOUSEHOLDS:
City 80 Cen. 1,723; Loc. Est. 1,237
County 80 Cen. 21,449; Loc. Est. 22,849

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$110,581,666

6 - PASSENGER AUTOS: County 26,348

7 - ELECTRIC METERS: Residence 8,618

8 - GAS METERS: Residence 2,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chemicals 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Products 700.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. and Shopping Plazas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monrocton Rd.	2	Ames
Colonial Plaza(9)	1	A&P

Principal Shopping Days-Mon., Thur. & Fri.
Stores Open Evenings-Department-Fri; Food-Mon. through Fri.
Department Stores-Hoffman's; The Hub.
Variety Stores-Ben Franklin.
Discount Store-Ames.
Chain Drug Stores-Widman & Teah; Medicine Shoppe 3.
Chain Supermarkets-A&P 6; American (Acme) 8; Red & White 10; Clover Farms 4.
Other Chain Stores-Thom McAn; True Value; Sears (catalog); Montgomery Ward (catalog); Village Casuals; Harolds Army & Navy.

14 - NEWSPAPERS: REVIEW (m) 8,976; Sept. 30, 1983 CAC.
Local Contact for Advertising and Merchandising Data: James E. Towner, Vice Pres. & Gen. Mgr., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151.
National Representative: Landon Associates.

TYRONE

1 - LOCATION: Blair County, (In Altoona MSA) E&P Map C-2. Residential and industrial center. 128 mi. east of Pittsburgh; 213 mi. west of Phila. On U.S. Hwys. 220 and 453.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Logan Valley; Greyhound; Fullington; Blue & White.
Airlines-USAir (Blair Co. Airport); Altoona Aviation Corp.

3 - POPULATION:
Corp. City 80 Cen. 6,346; Loc. Est. 6,192
County/MSA 80 Cen. 136,621; Loc. Est. 138,896

4 - HOUSEHOLDS:
City 80 Cen. 2,445; Loc. Est. 2,431
County/MSA 80 Cen. 49,088; Loc. Est. 51,065

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$267,135,000
Savings & Loan	1	$10,321,000

6 - PASSENGER AUTOS: County 64,285

7 - ELECTRIC METERS: Residence 7,568

8 - GAS METERS: Residence 1,782

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 400 (... 00); Railroad 660 ($425); Rivet 300 ($355); Garment 349 ($185); Food 89 ($160); Misc. 40 ($175); Construction 125 ($355); Windshields 550 ($425).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1. Last killing frost, May 5.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 2 streets; Shopping Cntr. at 3rd & Washington Ave. (11 units) including Foodland, Ziff's Dept. Store.
Principal Shopping Days-Fri., Thur., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Ziff's; Boutique; Ames.
Variety Stores-McCrory; Dollar General Store.
Chain Drug Stores-Widmann's; Kopp's.
Chain Supermarkets-Riverside; Foodland; Sheetz; Uni-Mart; IGA.
Other Chain Stores: Wolf Furn.; Asco Tru-Value Home & Auto; Montgomery Ward (catalog); Sears (catalog); Claster's Lumber & Building Supplies.

14 - NEWSPAPERS: HERALD (e) 3,808; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: John C. Chamberlain, Co-Pub., HERALD, 1018 Penna Ave., Tyrone, PA 16686; Tel. (814) 684-4000.
National Representative: Landon Associates.

UNIONTOWN

1 - LOCATION: Fayette County, (In Pittsburgh PMSA), E&P Map B-3, County Seat. Coal and coke producing; manufacturing; agriculture and meat packing.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Intercity Bus Lines-Eastern Greyhound.
Motor Freight Carriers-4.
Air Express-1.

3 - POPULATION:
Corp. City 80 Cen. 14,510; Loc. Est. 13,684
CZ-ABC: (80) 40,842; (84) 41,000
RTZ-ABC: (80) 85,256; (84) 86,700
County 80 Cen. 160,395; Loc. Est. 157,879
City & RTZ-ABC. (80) 126,098; (84) 127,700
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,864; Loc. Est. 5,662
CZ-ABC: (80) 15,197; (84) 15,400
RTZ-ABC: (80) 29,659; (84) 30,700
County 80 Cen. 56,925; Loc. Est. 57,362
City & RTZ-ABC. (80) 44,856; (84) 46,100
PMSA 80 Cen. 885,070; Loc. Est. 837,647

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$969,197,890
Savings & Loan	3	$212,579,371

6 - PASSENGER AUTOS: County 75,102

7 - ELECTRIC METERS: County 58,100

8 - GAS METERS: County 24,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal and Steel 7,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lumber 2,000; Malsbury Mfg. 150; Glass & Closures 2,158.
Principal Industrial Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Uniontown Ctr.(27)	NA	Super Dollar, K mart
Fayette Plz.(10)	NA	Hill's
Uniontown Mall(66)	NA	Sears, Bon Ton, Gee Bee, Hess's
Laurel Mall(30)	NA	Mont. Ward, Murphy's

Principal Shopping Days-Mon. and Fri.
Stores Open Evenings-Mon. & Fri.; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Metzler's; JCPenney; Montgomery Ward; Sears; Hills; Gee Bee (general & furniture); Bon Ton.
Variety Stores-Murphy's; McCrory.
Discount Stores-Moss; K mart; Rite-Aid; Hills.
Chain Drug Stores-Health Mart 3; Thrift 2; Sun; Revco; Blumenscheins' 3; Rite-Aid.
Chain Supermarkets-Super Dollar 2; Foodland 3; Shop 'N Save; Gee Bee.
Other Chain Stores-The Workingman's Store; Thom McAn; Kinney; Fashion Bug; Pic Way Shoes; Gatlings; Western Auto; Bauer Lumber; Hickory Farms; Biggs Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; Kay Jewelers; Fashion Hosiery; 84 Lumber; Teek's; Hess's.

14 - NEWSPAPERS: HERALD-STANDARD (m-mon to fri) 28,815; (S) 29,404; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David S. Renne, Adv. & Mktg. Dir., HERALD-STANDARD, PO Box 848, Uniontown, PA 15401. Tel. (412) 439-7520.
National Representative: Landon Associates.

VANDERGRIFT

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-2. Residential Center. 42 mi. NE of Pittsburgh; 15 mi. E of New Kensington; 24 mi. N of Greensburg.

2 - TRANSPORTATION: Railroads-Conrail Main Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,823; Loc. Est. 6,529
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
County 80 Cen. 392,294; Loc. Est. 395,806

4 - HOUSEHOLDS:
City 80 Cen. 2,750; Loc. Est. 2,681
County 80 Cen. 139,233; Loc. Est. 143,698
PMSA 80 Cen. 885,070; Loc. Est. 839,647

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$117,000,000
Savings & Loan	2	$212,000,000

6 - PASSENGER AUTOS: County 183,865

7 - ELECTRIC METERS: Residence 3,422

8 - GAS METERS: Residence 2,792

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 3,720 ($550); Foundries 1,120 ($550); Coal 4,320 ($470); Machine Shop 130 ($312); Needle Trades 140 ($140).
Principal Industrial Pay Days-Wed., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 70-87; Fall 40-60; Winter 10-40. First killing frost, end of Sept. Last killing frost, middle of April.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Leechburg; Saltsburg.
Principal Shopping Centers-4 blocks on Grant; 3 on Washington; 2 on Columbia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Apollo Plaza	3	Ben Franklin, Armitage Super Mkt.
Kiski Valley	1	Pisone Pharmacy, Foodland
Kiski Park Plaza	5	Foodland
Allegheny Plz.(10)	3	Shop 'N Save, Fisher's Big Wheel
K mart Plaza	3	K mart, Giant Eagle

Principal Shopping Days-Thur., Mon.
Stores Open Evenings-Department Stores-Mon., Thur.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Murphy's; Ben Franklin; K mart; Fisher's Big Wheel.
Chain Drug Stores-Rexall 2; Rite Aid; Revco; Leechburg; Vandergrift.
Chain Supermarkets-Miller's; Blairton; Red & White; Shop 'N Save 3; Foodland 2; Giant Eagle; IGA Super Dollar; Wagners.
Other Chain Stores-Bob Miller Shoes.

14 - NEWSPAPERS: NEWS-CITIZEN (e) 2,918; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: Howard W. Grimes, Pub., NEWS-CITIZEN, 203 Walnut St.; PO Box 90, Vandergrift, PA 15690; Tel. (412) 567-5656.
National Representative: None.

WARREN

1 - LOCATION: Warren County, E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 62 and 59.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,146; Loc. Est. 12,257
CZ-ABC: (80) 15,639; (84) 15,300
RTZ-ABC: (80) 31,810; (84) 32,000
County 80 Cen. 47,449; Loc. Est. 49,130
City & RTZ-ABC: (80) 47,449; (84) 47,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,898; Loc. Est. 4,085
CZ-ABC: (80) 6,159; (84) 6,100
RTZ-ABC: (80) 10,560; (84) 10,700

County 80 Cen. 16,719; Loc. Est. 17,715
City & RTZ-ABC: (80) 16,719; (84) 16,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$944,156,000
Commercial	2	$645,529,206

6 - PASSENGER AUTOS: County 19,694

7 - ELECTRIC METERS: Residence 15,377

8 - GAS METERS: Residence 13,170

9 - PRINCIPAL INDUSTRIES: Electronic Parts & Equip.; Wire & Cable; Steel Fabrication; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furniture & Shelving; Plastic Molding; Large Valves.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1. Last killing frost, Apr. 15. Rainfall 42.73 in.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Penna. Ave. West; 2 on Penna. Ave. East; 2 on Liberty St.; 2 on 2nd Ave.
Neighborhood Shopping Centers-Penna. Ave. East; Market Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warren Mall(40)	2	K mart, JCPenney, Bon Ton
Market St.(2)	1	Sears
North Warren	1	Jamesway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon., Tue., Wed., Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Levinson Bros.; Betty Lee; JCPenney; Bon Ton.
Variety Stores-G.C. Murphy; K mart.
Discount Stores-Jamesway.
Chain Drug Stores-Cowdrick's; CVS; Eckerd; Thrift.
Chain Supermarkets-Anderson's; Loblaws; Kroger; Super Duper; Holiday Market; Quality; Comet; County Fair.

14 - NEWSPAPERS: TIMES-OBSERVER (m) 12,507; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kevin Mead, Gen. Mgr., TIMES-OBSERVER, Box 188, Warren, PA 16365; Tel. (814) 723-8200.
National Representative: Landon Associates.

WASHINGTON

1 - LOCATION: Washington County, (In Pittsburgh PMSA). E&P Map A-3, County Seat. SW corner of state. 26 mi. S of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Amtrak (freight only).
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound; Suburban.

3 - POPULATION:
Corp. City 80 Cen. 18,363; Loc. Est. 17,964
CZ-ABC: (80) 28,809; (84) 28,300
RTZ-ABC: (80) 160,350; (84) 165,700
County 80 Cen. 217,074; Loc. Est. 218,660
PMSA 80 Cen. 2,219,848; Loc. Est. 2,238,925
City & RTZ-ABC: (80) 189,159; (84) 194,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,137; Loc. Est. 7,243
CZ-ABC: (80) 11,213; (84) 11,200
RTZ-ABC: (80) 55,005; (84) 57,600
County 80 Cen. 77,033; Loc. Est. 79,394
PMSA 80 Cen. 885,070; Loc. Est. 839,647
City & RTZ-ABC: (80) 66,218; (84) 68,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$358,580,000
Savings & Loan	4	$238,786,000
Credit Union	NA	$16,041,000

6 - PASSENGER AUTOS: County 101,639

7 - ELECTRIC METERS: Residence 9,700

8 - GAS METERS: Residence 6,195

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stone, Clay, Glass 2,076 ($403); Primary Metals 2,527 ($545); Electrical Machy. 1,987 ($423); Fabricated Metals 832 ($468); Non-Electrical Machy. 1,231 ($484); Printing & Allied 441 ($371); Chemical 554 ($421).
Principal Pay Days-Every other Thur.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

11 - TAP WATER: Alkaline, moderately soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; 2 blocks on Chestnut St.; 5 on Main St.; 1 on Beau St.; 1 on Wheeling.
Neighborhood Shopping Centers-Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Plz.	2	K mart
Washington Mall	2	JCPenney
Northgate Plz.(8)	3	Gee Bee
Franklin Mall	3	Sears

Principal Shopping Days-Dept.: Fri., Sat., Thur., Mon.; Food: Fri., Sat., Tues.
Stores Open Evenings-Downtown, Fri.; Shopping centers & supermarkets nightly and Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Troutman's (Allied).
Discount Stores-Seig's; K mart; Gee Bee; Hills.
Variety Store-G.C. Murphy.
Chain Drug Stores-Thrift 2; Revco 2.
Chain Supermarkets-Giant Eagle; Gee Bee; Shop 'N Save 2; Foodland 7; PX Super Mkts. 18.
Other Chain Stores-Richman Bros.; Hanover Shoes; Lerner's Shop; Gordon Jewelry; Radio Shack; Kelly & Cohen; Walden Book; Kinney Shoes; Fashion Bug; PPG Industries; Goodyear; Sherwin-Williams; Goodrich; Associated Hardware; Hofheimer's Shoes.

14 - NEWSPAPERS: OBSERVER-REPORTER (m) 36,146; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ralph W. Stepp, Adv. Dir., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (800) 222-NEWS.
National Representative: Landon Associates.

WAYNESBORO

1 - LOCATION: Franklin County, E&P Map C-3. 75 mi. NW of Washington, DC; 62 mi. NW of Baltimore, MD; 52 mi. SW of Harrisburg. Industrial and farming center. On PA. Hwys. 16, 316, 997. 8 mi. E of I-81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

2 - TRANSPORTATION: Railroads-Western Maryland (freight only).
Motor Freight Carriers-8.
Airlines-USAir (Hagerstown Airport).

3 - POPULATION:
Corp. City 80 Cen. 9,726; Loc. Est. 9,793
CZ-ABC: (80) 19,342; (84) 19,500
RTZ-ABC: (80) 38,365; (84) 40,400
County 80 Cen. 113,629; Loc. Est. 115,687
City & RTZ-ABC: (80) 57,707; (84) 59,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,981; Loc. Est. 3,998
CZ-ABC: (80) 7,324; (84) 7,400
RTZ-ABC: (80) 12,152; (84) 12,900
County 80 Cen. 39,952; Loc. Est. 41,580
City & RTZ-ABC: (80) 19,476; (84) 20,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$150,511,366
Savings & Loan	1	$15,898,000

6 - PASSENGER AUTOS: County 56,372

7 - ELECTRIC METERS: Residence 5,000

8 - GAS METERS: Residence 1,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Precision Tool 1,750; Specialty Ptg. 100; Refrigeration-Air Condit.: Farm Machy. 1,300; Textiles 510.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15. Last killing frost, May 12.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 2 on Potomac.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Potomac(10)	NA	Super Thrift
Wayne Hghts.(13)	NA	Murphy's, Thrift Drug, Martin's Food
Waynesboro Mall(25)	NA	A&P, K mart, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-every day; Food-Thur.

13 - RETAIL OUTLETS: Variety Stores-McCrory.
Discount Stores-K mart; G.C. Murphy.
Chain Drug Stores-Hy-Lo; Thrift Drugs; Drug Fair, Rea & Derick.
Chain Supermarkets-A&P; Super Thrift; Henicle; Martin's.
Other Chain Stores-Glick; Western Auto; Radio Shack; Sidney's; J.S. Raub Shoes; JCPenney; Routzahn's.

14 - NEWSPAPERS: RECORD HERALD (e) 10,296; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Garnes, Adv. Mgr., RECORD HERALD, 30 Walnut St., Waynesboro, PA 17268; Tel. (717) 762-2151.
National Representative: Landon Associates.

WAYNESBURG

1 - LOCATION: Greene County, E&P Map A-3, County Seat. 50 mi. SW of Pittsburgh.

2 - TRANSPORTATION: Railroads-Monongahela.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,482; Loc. Est. 4,258
County 80 Cen. 40,355; Loc. Est. 40,320

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,731; Loc. Est. 1,677
County 80 Cen. 14,109; Loc. Est. 14,379

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$524,015,211
Savings	1	$112,715,000

6 - PASSENGER AUTOS: County 16,913

7 - ELECTRIC METERS: Residence 10,982

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Waynesburg College; Coal Mines; Walnut & Locust Timber; Farming; Dairy; Wool; Sheep; Beef Cattle; Paper Boxes; Textiles; Livestock Auction; Gas & Oil; Printing Business Forms; Veneer Mfg.; Mfg. Mobile Homes.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greene Plaza(15)	NA	Murphy's Mart, Kroger
Waynesburg Plaza(13)	NA	Fisher's Big Wheel
Mountaineer Mall(55)	NA	G.C. Murphy, Mont. Ward
Union Town(23)	NA	K mart, A&P
Washington Mall(70)	NA	JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Drug.

13 - RETAIL OUTLETS: Variety Stores-McCrory; Fisher's Big Wheel; Heck's; Murphy's Mart.
Chain Drug Stores-Sun; Health Mart; Spang's; Rite-Aid; Revco.
Chain Supermarkets-Foodland; Acme; Shop 'N Save; Super-Dollar; Kroger.
Other Chain Stores-Firestone; Goodyear; Gatlings Western Auto; Sears; Montgomery Ward; Agway.

14 - NEWSPAPERS: DEMOCRAT-MESSENGER (m) 5,024 sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Linda Capellini Adv. Dir., DEMOCRAT MESSENGER, 32 Church St., Waynesburg, PA 15370; Tel. (412) 627-6166.
National Representative: None.

WEST CHESTER

1 - LOCATION: Chester County, (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In SE part of county. 25 mi. W of Philadelphia, 16 mi. N of Wilmington, DE. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-4
Intercity Bus Lines-SEPTA; Reeder.

3 - POPULATION:
Corp. City 80 Cen. 17,435; Loc. Est. 17,516
CZ-ABC: (80) 33,599; (84) 34,000
Bal. in PMA-ABC: (80) 137,564; (84) 150,400
County 80 Cen. 316,660; Loc. Est. 330,241
PMSA 80 Cen. 4,716,818; Loc. Est. 4,828,794
Total PMA-ABC: (80) 171,163; (84) 184,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,761; Loc. Est. 5,936
CZ-ABC: (80) 11,254; (84) 11,500
Bal. in PMA-ABC: (80) 44,270; (84) 48,400
County 80 Cen. 104,752; Loc. Est. 109,560
PMSA 80 Cen. 1,639,330; Loc. Est. 1,715,819
Total PMA-ABC: (80) 55,524; (84) 59,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	N.A.
Savings	3	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 168,533

7 - ELECTRIC METERS: Residence 101,057

8 - GAS METERS: Residence County 15,765

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Electronic 3,277; Plastics 2,404; Paper Products 2,146; Food Packing 3,684; Chemical 5,591; Platinum 650; Appliances 300; Fire Protection 157; Printing 843; Newspaper & Magazine 256.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W Goshen, Rt. 202.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Exton Square	7	Strawbridge & Clothier. K mart
West Goshen(18)	1	K mart, Sears, Acme
King of Prussia(150)	12	Gimbels, JCPenney, Wanamakers, A&S, Bloomingdale's, Bamberger's
Granite Run(131)	12	Gimbels, JCPenney, Sears
Thorndale(13)	9	Jamesway, K mart

Principal Shopping Days-N.A.
Stores Open Evenings-N.A.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gimbels; Wanamakers; Bamberger's; Bloomingdale's; Abraham & Straus; Sears; Strawbridge & Clothier.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Rite Aid; Thrift.
Chain Supermarkets-Acme 14; Shop-Rite; Shop 'N Bag 2; Thriftway 2; IGA 4; Super Fresh.
Other Chain Stores-Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel.

14 - NEWSPAPERS: LOCAL NEWS (e) 38,270; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James W. Stewart, Adv. Dir., LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 19382; Tel. (215) 696-1775.
National Representatives: Story & Kelly-Smith; Robert Hitchings & Co.

WHEATLAND

See SHARON

WILKES-BARRE

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. On E bank of Susquehanna River; 132 mi. W of NYC; 130 mi. NW of Philadelphia; I-81, I-80, NE extension of Pennsylvania Turnpike.

2 - TRANSPORTATION: Railroads-Conrail; Pocono Northeast; Delaware & Hudson.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Martz Trailways; John Murray Coach; Williams; Central Florida; Yatesville; Valley.
Airlines-Eastern; USAir; Freedom; (Henson) Peidmont; (Pocono) Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,551; Loc. Est. 49,567
CZ-ABC: (80) 124,509; (84) 119,800
RTZ-ABC: (80) 218,570; (84) 223,200
County 80 Cen. 343,079; Loc. Est. 346,780
City & RTZ-ABC: (80) 343,079; (84) 343,000
MSA 80 Cen. 728,796; Loc. Est. 738,706

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,606; Loc. Est. 19,415
CZ-ABC: (80) 47,542; (84) 46,100
RTZ-ABC: (80) 77,960; (84) 80,600
County 80 Cen. 125,502; Loc. Est. 129,742
City & RTZ-ABC: (80) 125,502; (84) 126,700
MSA 80 Cen. 263,271; Loc. Est. 272,871

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	$4,491,692,211
Savings & Loan	2	$638,821,039

6 - PASSENGER AUTOS: County 163,445

7 - ELECTRIC METERS: Residence 142,570

8 - GAS METERS: Residence 41,504

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage

Earners (Av. Wkly. Wage)Apparel & Other Textile Prod. 10,147 ($180); Health Services 9,060 ($289); Restaurants 6,103 (N.A.); General Construction 5,172 ($628); Food Stores 3,612 ($205); Durable Goods Wholesaling 3,130 ($299); General Merchandise Stores 2,972 ($146); Fabricated Metal Prod. 2,562 ($375); Electric, Gas & Sanitary Services 2,551 ($349); Rubber and Misc. Plastic Prod. 2,524 ($319); Banking 2,439 ($233); Food and Kindred Prod. 2,303 ($268); Non-Durable Goods Wholesaling 2,270 ($288); Communications 2,078 ($410); Stone, Clay & Glass Prod. 2,063 ($392); Business Services 2,062 ($183); Machy. (except electrical) Manufacturing 2,017 ($343).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36; Annual snowfall: 40 inches.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St., 4 blocks on Market St. and 4 blocks on Northampton St.; Wyoming Valley Mall (95 stores).

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Pittston(40)	8	Mark Data
Downtown Nanticoke(40)	9	Rea & Derick, Rite Aid, Woolworth
Narrows Shopping Ctr.(32)	Bergman's, Woolworth	
Gateway Shopping Ctr.		Jewelcor, McCrory
Pittston Plz.(25)	8	K mart, Thrift Drug
Dallas Shopping Ctr.(20)	9	IGA, Humphrey's
Midway Shopping Ctr.(17)	9	Pomeroy's, McCrory
United Penn Plz.(15)	2	B. Levy
Hanover Mall(10)	6	K mart, Thrift Drug
Mark Plz.(9)	5	K mart
Shavertown Shopping Ctr.(7)	8	Acme, McCrory
Blackman Plz.(6)	2	K mart
Crestwood Plz.(6)	9	Weis Market, Thrift Drug

Principal Shopping Days-Retail: Thur. through Sat.; Food: Tue. through Thur.
Stores Open Evenings-Dept. Stores & Mall: Mon. through Sat.; Downtown: Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-Bergman's; Boscov's; Hess; JCPenney; Pomeroy's 3; Sears.
Discount Stores-Argo Factory Outlet; Clothing Warehouse; Everything Wholesale; Wes Freedman; Jay Dee Department Store; Jewelcor; K mart 6; Keefer's Army & Navy 2; Leslie Fay 4; Main Liquidation; Mark Data Outlet; Mountaintop Liquidation; Outlet Army Navy; Stroud's Distributing; Suburban Casuals; Unclaimed Freight.
Variety Stores-Woolworth; McCrory; Kauffer Brothers.
Chain Drug Stores-Cook's 2; Rea & Derick 4; Revco 2; Rite Aid 4; Stapinski's 4; Thrift Drug 4.
Chain Supermarkets-Acme 14; Shur Save 10; IGA 4; Shoprite 1; Sunshine Markets 3; Weis 4.
Other Chain Stores-84 Lumber; A.T. & T. Phone Stores; A.S. Beck; Big Sky; Catherine's Stout Shop; Computerland; Corner House; B. Dalton Books; Endicott-Johnson 3; Entre Computers; Famous Maid; Fashion Bug 6; Foxmoor Casuals; Gallery of Sound 5; The Gap; General Nutrition; Giant Floor and Wall; Gino's Shoes 2; Glidden Paint; Hanover Shoe; Gertrude Halks; Hickory Farms; The Hub; Father & Son Shoes; Firestone 2; Goodyear 2; Hart Electronics; Humphrey's Shoes 4; Jo Ann Fabrics; Junior Colony; Kosh Tires; Lady Oris; Listening Booth; Thom McAn; Jean Nicole; Kay Bee Toy & Hobby; Kinney Shoes; Lerner's; MAB Paint; McCarthy Tire 2; Musselman Jewelers; National Shirt Shop; Naturalizer Shoes 3; Pearle Vision Centers; Pic Way 3; Radio Shack 8; J.S. Raub Shoes 3; Scranton Fabric; Sixteen Plus; Spencer Gifts; Stark's Children Clothing; Susie's Casuals; Mary Taylor; Toy 'R Us; Triangle Building & Hardware; Waldenbooks; Waterbed Gallery; Jack Williams Tire 3; VIP Yarn.

14 - NEWSPAPERS: CITIZENS' VOICE (m) 48,410; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Williams, Mktg. Dir., CITIZENS' VOICE, 75 N. Washington Ave., Wilkes-Barre, PA 18771; Tel. (717) 821-2000.
National Representative: U.S. Suburban Press.
TIMES LEADER (all day) 43,636; June 30, 1984 CAC.
Local Contact for Advertising and Merchandising Data: Edward (Ted) Uzdilla, Nat'l. Adv. Mgr., 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7123.
National Representative: Story & Kelly-Smith.

WILLIAMSPORT

1 - LOCATION: Lycoming County (MSA). E&P Map D-2, County Seat. Shipping Center for N Central PA. Diversified manufacturing. On Susquehanna River; 200 mi. from NY, Philadelphia, Pittsburgh, Buffalo, NY and Washington, DC.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Fullington, King Koal, Trailways, Susquehanna Trailways, Capitol Trailways.
Airlines-USAir; Altair.

3 - POPULATION:
Corp. City 80 Cen. 33,401; Loc. Est. 32,058
CZ-ABC: (80) 57,366; (84) 54,700
RTZ-ABC: (80) 249,519; (84) 258,100
County/MSA 80 Cen. 118,416; Loc. Est. 119,212
City & RTZ-ABC: (80) 306,885; (84) 312,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,554; Loc. Est. 11,911
CZ-ABC: (80) 21,314; (84) 20,500
RTZ-ABC: (80) 84,572; (84) 88,500
County/MSA 80 Cen. 42,097; Loc. Est. 43,371
City & RTZ-ABC: (80) 105,886; (84) 109,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,329,955,000
Savings & Loan	2	$288,362,000

6 - PASSENGER AUTOS: County 54,679

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 13,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. Prod. 351; Clay, Glass & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Prod. 1,619; Metal Prod. 4,228; Paper, Prtg. 1,194; Textiles 2,585; Misc. 354.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 56-83; Fall 40-61; Winter 21-38. First killing frost, Oct. 14. Last killing frost, Apr. 29.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3rd St.; 5 on 4th St.; 3 on Pine St.; 3 on Market St.
Neighborhood Shopping Centers-1 block on W 4th & Campbell Sts.; 4 on W 4th & Arch Sts.; 1 on W 3rd & Arch Sts.; 4 on Washington Blvd. & Penn St.; 1 on W Southern Ave. & Market St.; 4 on Broad St. & E Broad in Montoursville; River Ave. (E Williamsport); W 4th St. (W Williamsport).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plaza	NA	Revco, Giant Mkts.
Garden View Plz.(2)	NA	Rea & Derick, Weis Foods
Loyal Plaza (29)	NA	K mart, Acme, Nichols
Lycoming Mall(72)	NA	Hess, Gee Bee, Woolworth, Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Close-Wed. (Some aft., some all day).
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Sterns; JCPenney; Sears; Hess; Deisroth's.
Discount Stores-Tops-All; Nichols; Hill's; Gee Bee; K mart.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Widman 4; Thrift 3; Revco 2; Rea & Derick 3; Community Drug.
Chain Supermarkets-Acme 3; Weis 6; Handy 5; Zippy 4; Riverside 3; Giant.
Other Chain Stores-Ormond; Endicott-Johnson; Hanover; Kinney; Glick; Triangle; S&H Green Stamps; General Tire; Goodyear.

14 - NEWSPAPERS: SUN-GAZETTE (e) 33,619; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James G. Norris, Dir. Sales & Mktg., SUN-GAZETTE, 252 W 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.
National Representative: Landon Associates.

WILSON

See EASTON

YORK

1 - LOCATION: York County (MSA). E&P Map D-3, County Seat. Industrial center. 50 mi. N of Baltimore, MD; 99 mi. W of Philadelphia; 26 mi. S of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Western Maryland (freight); M&P.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound; York Area Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 44,619; Loc. Est. 43,746
CZ-ABC: (80) 129,735; (84) 127,400
RTZ-ABC: (80) 186,631; (84) 203,300
County 80 Cen. 312,963; Loc. Est. 320,739
MSA 80 Cen. 381,255; Loc. Est. 392,358
City & RTZ-ABC: (80) 316,366; (84) 330,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,108; Loc. Est. 18,552
CZ-ABC: (80) 49,273; (84) 48,800
RTZ-ABC: (80) 63,921; (84) 70,800
County 80 Cen. 112,313; Loc. Est. 117,885
MSA 80 Cen. 135,210; Loc. Est. 142,499
City & RTZ-ABC: (80) 113,194; (84) 119,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$393,560,225
Savings & Loan	3	$56,999,638

6 - PASSENGER AUTOS: County 169,725

7 - ELECTRIC METERS: City 20,041; County 101,820

8 - GAS METERS: City 13,148; County 43,822

9 - PRINCIPAL INDUSTRIES: Chain & Cable; Refrig. Machy., Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17. Last killing frost, May 2.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 2 Sts.; 2 on George; 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Colonial(14)	NA	Super Thrift Mkt.
Delco Plaza(12)	NA	Hill's, Pathmark, K mart
Haines Acres(6)	NA	Jay's Super Thrift
Haines Road(7)	NA	K mart, Weis Mkt.
Loucks Road(6)	NA	Weis Mkt.
Northgate(12)	NA	Weis Mkt., McCrory Rea & Derick
North Mall(12)	NA	Mailman's
Queensgate(43)	NA	Mailman's, People's, Weis Mkt.
Randolph Park(6)	NA	Cloth World, York Outlet, Kiddietown
York County(37)	NA	Sears, Jewelcor, York Food Warehouse
York Hills(1)	NA	Hill's Dept.
The York Mall(60)	NA	Mont. Ward, JCPenney, Bon Ton
Edgar Street(4)	NA	Jewel T, Rea & Derick
Village Green(9)	NA	Epco, Pfaltz Graff
West Manchester	NA	Bon Ton, Hess', Gee Bee

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Department Stores daily; Food daily.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; JCPenney; Hess.
Discount Stores-Mailman's; K mart; Gee Bee.
Variety Stores-G.C. Murphy; McCrory; Woolworth.
Chain Drug Stores-People's; Rea & Derick; Thrift Drug 2; Lincoln Park 2; Randolph Park; Minnich's 2; Revco 2; Rite-Aid 2.
Chain Supermarkets-AG 150; Community 75; A&P; Weis 7; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 2.
Other Chain Stores-Thom McAn; Kay Jewelry; Best; Gordon's Jewelers; Limited; Orman's; S&H Green Stamps; Anders; Anderson Little; Jewelcor; Kinney's; Silo.

14 - NEWSPAPERS: DISPATCH (e) 51,046; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donna J. Hamm, Adv. Mgr., DISPATCH, 15 E. Phila. St., York, PA 17405; Tel. (717) 845-1575.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
RECORD (m) 39,684; Mar. 31, 1984 ABC.

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THE YORK DISPATCH
IS THE #1 BUY
in the York, Pa. market!

The Dispatch—York's Top newspaper—leads the other York daily in circulation and coverage in:

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- YORK CITY & TRADING ZONE
- YORK COUNTY
- YORK METRO AREA
- HARRISBURG-YORK ADI

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#6 METRO MARKET IN THE STATE
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THE YORK DISPATCH
CIRCULATION OVER 51,000
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Local Contact for Advertising and Merchandising Data: Gary Graff, Adv. Mgr., RECORD, 1750 Industrial Hwy., York, PA 17402; Tel. (717) 757-4842.
National Representative: Story S Kelly-Smith.

RHODE ISLAND SURVEYS

METROPOLITAN STATISTICAL AREA

New London-Norwich, Conn.-R.I.-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, Conn.; Canterbury town in Windham County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fall River, Mass.-R.I.-Fall River city; Somerset, Swansea and Westport towns in Bristol County, Mass.; Little Compton and Tiverton towns in Newport County, R.I.
Pawtucket-Woonsocket-Attleboro, R.I.-Mass.-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, Mass.; Plainville town in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Mass.; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, R.I.
Providence-Barrington, Bristol and Warren towns in Bristol County; Warwick city; Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns in Providence County; Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns in Washington County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Providence-Pawtucket-Fall River, R.I.-Mass.-Includes Fall River, Mass.-R.I. PMSA; Pawtucket-Woonsocket-Attleboro, R.I.-Mass. PMSA; and Providence, R.I. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	76	57	59
5-14 Years	175	135	141
15-24 Years	174	180	187
25-44 Years	211	245	255
45-64 Years	210	203	211
65 and Over	104	127	132
TOTAL	950	947	985

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	102	138	243
General Mdse	302	337	558
Food	433	639	1,088
Automobiles	331	472	853
Gasoline Stations	127	216	407
Apparel	119	144	238
Furniture	96	106	186
Eat-Drink Places	171	255	497
Drugs	69	96	171
TOTAL SALES	2,018	2,802	5,030

CENTRAL FALLS
See PAWTUCKET

NEWPORT

1 - LOCATION: Newport County, E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Bonanza; Greyhound.
Motor Freight Carriers-15.
Airlines-Air New England.

3 - POPULATION:
Corp. City 80 Cen. 29,259; Loc. Est. 27,404
CZ-ABC: (80) 46,475; (84) 40,600
RTZ-ABC: (80) 18,297; (84) 19,200
County 80 Cen. 81,383; Loc. Est. 83,028
City & RTZ-ABC: (80) 64,772; (84) 59,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,601; Loc. Est. 9,718
CZ-ABC: (80) 16,174; (84) 14,300
RTZ-ABC: (80) 6,355; (84) 6,700
County 80 Cen. 28,246; Loc. Est. 29,428
City & RTZ-ABC: (80) 22,529; (84) 21,000

5 - BANKS

	NUMBER	DEPOSITS
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 44,798

7 - ELECTRIC METERS: Residence 24,655

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Elect. Parts 400; U.S. Navy Depot 3,262; Electronics 3,400; Wire Fabrication 1,600; Computer Sciences 3,000; Shipyards 800.
Principal Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-Thames St., Newport.
Neighborhood Shopping Centers-Broadway and Bellevue Ave, Newport; Two Mile Corner; Middletown, & West Main Road, Middletown; Connell Hwy., Newport.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue(12)	NA	Almacs, A&P, CVS
Aquidneck(23)	NA	Anderson-Little, Sears, Woolworth
Connell Plaza(14)	NA	JCPenney, Shop Rite
Zayre Plaza	NA	Radio Shack, Sherwin Williams Star Mkt., Zayre
Main Plaza(5)	NA	Almacs, K mart
Long Wharf Mall(15)	NA	

Principal Shopping Days-Dept. Sat., Fri.; Food Fri.
Stores Open Evenings-Department-Fri. Supermarkets-9 pm daily.

13 - RETAIL OUTLETS: Department Stores-Ley's Century; Sears; Cherry & Webb; Zayre; K mart; JCPenney.
Variety Stores-Newberry; Woolworth; Charles.
Discount Stores-Zayre; K mart; NHD.
Chain Drug Stores-Adams; CVS 2; Brooks/Adams 3.
Chain Supermarkets-A&P; Stop & Shop; Almacs 2; Star Mkt.; Big G; IGA; Food Mart.
Other Chain Stores-Goodyear; Endicott-Johnson Shoes; S&H Green Stamps; Firestone; Radio Shack; Sherwin-Williams; Narragansett Clothing; Donnelly's Men's Wear; Talbot's.

14 - NEWSPAPERS: NEWS (e) 15,652; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J. Leo Deveau, Adv. Dir., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.
National Representative: Landon Associates.

PAWTUCKET-CENTRAL FALLS

1 - LOCATION: Providence County (In Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2 - TRANSPORTATION: Railroads-Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.
Intercity Bus Lines-Bonanza; Shortline; R.I. Public Transit.
Motor Freight Carriers-81.
Airlines-USAir; Eastern; TWA; United; Air New England; Pilgrim; Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 88,199; Loc. Est. 88,216
Pawtucket 80 Cen. 71,204; Loc. Est. 71,307
Central Falls 80 Cen. 16,995; Loc. Est. 16,909
CZ-ABC: (80) 88,199; (84) 85,600
RTZ-ABC: (80) 83,763; (84) 85,200
County 80 Cen. 571,349; Loc. Est. 590,106
PMSA 80 Cen. 307,403; Loc. Est. 333,843
City & RTZ-ABC: (80) 171,962; (84) 171,000

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 34,733; Loc. Est. 35,565
Pawtucket 80 Cen. 28,147; Loc. Est. 28,486
Central Falls 80 Cen. 6,586; Loc. Est. 7,079
CZ-ABC: (80) 34,733; (84) 34,100
RTZ-ABC: (80) 28,790; (84) 29,600
County 80 Cen. 209,698; Loc. Est. 221,699
PMSA 80 Cen. 110,014; Loc. Est. 121,605
City & RTZ-ABC: (80) 63,523; (84) 63,700

5 - BANKS

	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	3	N.A.
Savings & Loan	4	N.A.
Credit Unions	10	N.A.

6 - PASSENGER AUTOS: County 289,581; Pawtucket 35,862; Central Falls 7,373

7 - ELECTRIC METERS: Residence 45,838

8 - GAS METERS: Residence 42,739

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 968 ($218); Jewelry 4,051 ($168); Machinery 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24. Last killing frost, Apr. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main; 2 on Broad; 1 on East Ave.
Neighborhood Shopping Centers-Barton St., East Ave., South Woodlawn Station, Broad St.; Dexter St., in Central Falls; Newport and Armistice, in Darlington Section, Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton St.	1	Star Market
Narragansett(17)	4	Star Mkt., Burlington Factory Outlet
Womponoag(24)	3	Almac's Mkt.
Shopperstown(11)	3	Zayre, Star Mkt.
Cumberland Plaza(12)	6	Almac's Mkt.
Lincoln Cntr.	5	Nayco
Seekonk	5	K mart, Valueland
Central Plaza	3	Food Mart
Walnut Hill(26)	15	Sears
Mineral Spring(9)	NA	Almac's Mkt.
Woonsocket Plaza(20)	15	Child World, Radio Shack
Lincoln Mall(65)	8	Caldor, Almac's

Principal Shopping Days-Tues., Thur., Fri., Sat., & Sun.
Stores Open Evenings-Thur., Fri.; Shopping Centers & discount stores every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Peerless; Burlington Factory Outlet; Sears; Apex.
Discount Stores-Zayre; Ann & Hope; K mart; Caldor.
Variety Stores-Nayco; CVS; Ben Franklin.
Chain Drug Stores-Adams 7; Ann & Hope Pharmacy 2; CVS 6; Brooks; Granite Drug; Douglas Drug 4.
Chain Supermarkets-Almac's 7; Stop & Shop; Star Mkts. 4; Cumberland Farms Dairy; IGA 2; Food Mart; Valueland.
Other Chain Stores-Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Dutchland Farms Dairy; Peerless; Dairy Mart; Kinney Shoes; Fashion Gallery; Radio Shack; Anderson Little; Merchant Tires; Diamond National; The Fair; Bennys; Zale's; Grossman's; Hickory Farms.

14 - NEWSPAPERS: TIMES (e) 27,775; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Raymond H. Lacaillade, Adv. Dir., TIMES, 23 Exchange St., Pawtucket, RI 02862; Tel. (401) 722-4000.
National Representative: Landon Associates.

PROVIDENCE

1 - LOCATION: Providence County (PMSA). E&P Map D-3. State Capital and County Seat. Industrial, wholesale and education center. 43 mi. S of Boston. On U.S. Hwys. 1, 6, 44, 95 and 295; Hwys. 2, 3, 5, 14, 101, 102, 112, 117, 146, 295.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-400.
Freight Steamship Lines-2.
Intercity Bus Lines-R.I. Transit Authority; Arrow; Bonanza.
Interstate Bus Lines-Greyhound; Bonanza; Providence-Hartford-Norwich Line.
Airlines-Eastern; Ransome; United; USAir; Piedmont-TEI; National Air.

3 - POPULATION:
Corp. City 80 Cen. 156,804; Loc. Est. 154,032
CZ-ABC: (80) 505,173; (84) 506,100
RTZ-ABC: (80) 591,195; (84) 602,000
County 80 Cen. 571,349; Loc. Est. 590,106
PMSA 80 Cen. 631,204; Loc. Est. 691,870
City & RTZ-ABC: (80) 1,096,368; (84) 1,108,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,157; Loc. Est. 63,395
CZ-ABC: (80) 183,614; (84) 185,400
RTZ-ABC: (80) 207,790; (84) 213,700
County 80 Cen. 209,698; Loc. Est. 221,699
PMSA 80 Cen. 211,406; Loc. Est. 246,304
City & RTZ-ABC: (80) 391,404; (84) 399,100

5 - BANKS

	NUMBER	DEPOSITS
Commercial	8	$2,322,254,000
Savings	6	$2,073,771,000
Savings & Loan	5	$671,441,000

6 - PASSENGER AUTOS: Providence-City 62,009; County 289,581

7 - ELECTRIC METERS: Residence 63,904

8 - GAS METERS: Residence 51,072

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal & Machinery 33,400 ($293); Textiles 10,200 ($249); Jewelry & Silver 18,900 ($206); Rubber & Plastics 6,100 ($272); Food & Beverage 3,300 ($207); Printing & Publishing 5,700 ($346).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft.

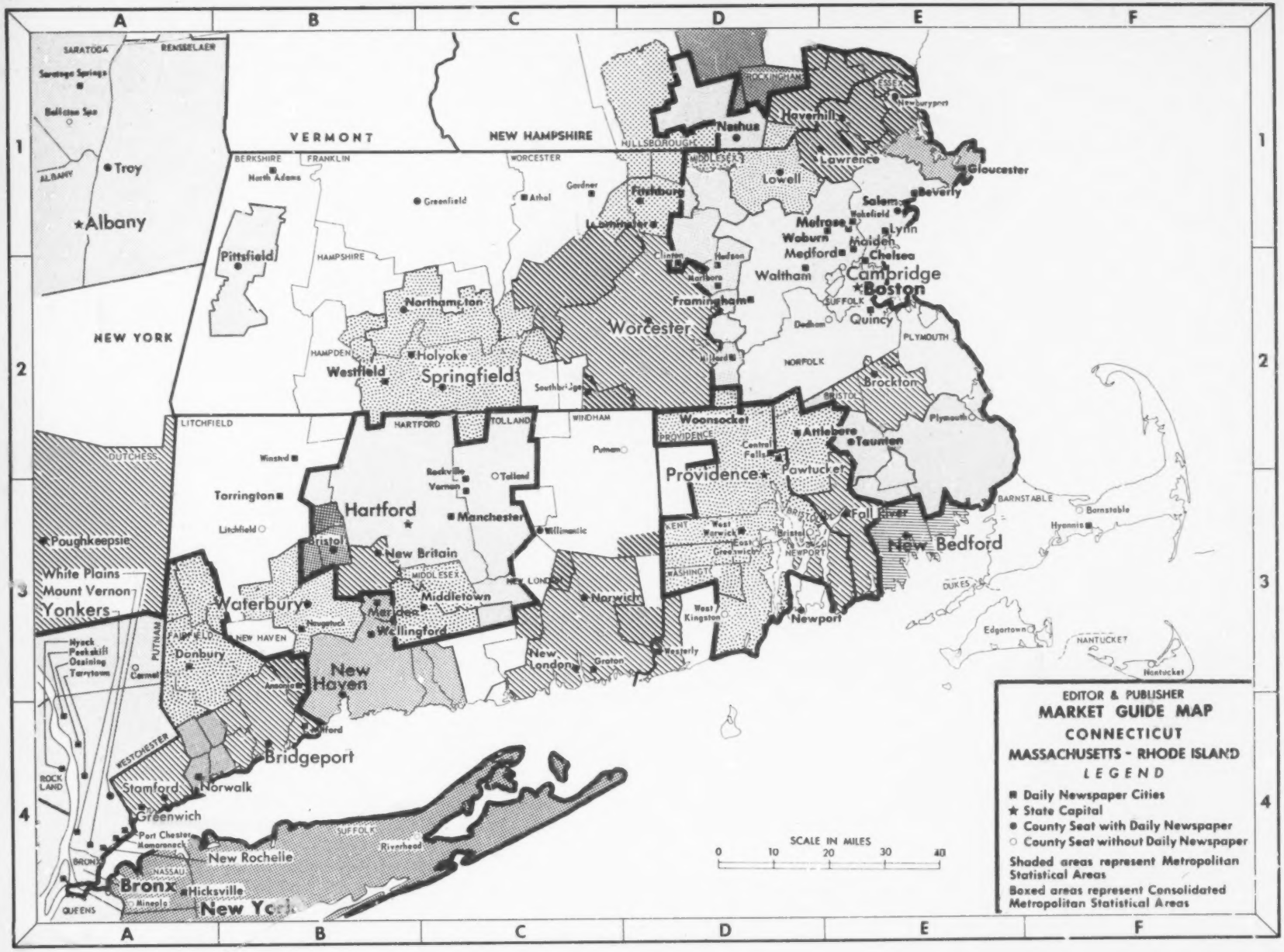
12 - RETAILING: Principal Shopping Center-Washington St., Exchange Place, Exchange St., Weybosset St. and Empire.
Neighborhood Shopping Centers-Olneyville Sq.; Wayland Sq.; Federal Hill; 2 mi. on N Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ann & Hope (Cumberland)(3)	6	Ann & Hope, Stop & Shop
Ann & Hope (Seekonk)(3)	8	Ann & Hope, Stop & Shop
Ann & Hope (Warwick)(3)	8	Ann & Hope
Apple Valley Mall(12)	10	CVS, Almacs
Barrington(22)	8	Cherry & Webb, Almacs
East Greenwich	12	Silverman's, Almacs
Gansett(18)	5	Star, Save Rite
Garden City(60)	5	Donnelly's, Almacs, Woolworth
Governor Frances(18)	6	Save Rite, IGA, Adams
K mart (Johnston)	3	K mart
K mart (Seekonk)	5	K mart
K mart (Swansea)	10	K mart
K mart (Warwick)	8	K mart
Lincoln Mall(70)	7	Cherry & Webb, Almacs, Donnelly's, Peerless, Caldor
Midland Mall(76)	8	Sears, Cherry & Webb, G. Fox
Olneyville	1	Atlantic Thrift, Star
Pawtucket	4	Peerless
Swansea Mall(50)	10	Sears, Edgars, Cherry & Webb, Caldor
Shopperstown(12)	3	Zayre, Stop & Shop
Walnut Hill Plaza(26)	13	Sears, McCarthy's, Stop & Shop
Wampanoag Mall(24)	3	Almacs, Cherry & Webb
Warwick Mall(52)	8	Filene's, JCPenney, Peerless, Caldor, Kennedy's, Jordan Marsh, Woolworth
Wayland Square(19)	2	Gladdings, Weybossel
Westgate(13)	5	Almacs
Providence Plaza(8)	NA	Zayre
Resevoir Plaza(7)	NA	Stop & Shop
University Hts.(19)	NA	Star Mkt.

Principal Shopping Days-Department Stores-Sat., Tues., Thur. Food-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. & Thur. Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears 4; Jordan Marsh; Filene's; JCPenney; G. Fox.
Discount Stores-Ann & Hope 3; Apex 2; Edgars; K mart 4; Murray's 2; Zayre 9; Caldor 4.
Leading Apparel Stores-Cherry & Webb; Peerless; Casual Corner; Briggs Ltd.; Donnelly's.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Adams 42; CVS 31; Douglas 8.



Rhode Island II-311

Chain Supermarkets-A&P 4; Almacs 30; Edwards; Food City; Food Mart 6; IGA Foodliners 14; Moss Food; Ruggeri's 2; Star 12; Stop & Shop 9; Valueland 7; Wonder Food.
Other Chain Stores-Clothing: Anderson Little, Harvey Ltd., Squire Shop, Briggs Ltd., Lane Bryant, Wallachs, Helen Oleuson, Weathervane, Marshall's, Casual Corner, Cherry & Webb, Chess King, Donnelly's, Hillhouse Ltd., Kennedy's, Peerless; Shoes: Baker's, Florsheim, Kay's Newport, Kinney's, Regal, Thom McAn; Hosiery: Albert, Park Lane; Auto Supplies: Benny's, Shaset's, Midas, Western Auto, Sears: Milk: Hood, Cumberland Farms, Newport Creamery, Dairy Mart; Furniture: Castro Convertible, Singer; Dance Studios: Arthur Murray; Candy: Fanny Farmer, Russell Stover.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 84,336; BULLETIN (e-mon to fri) 129,698; (m-sat) 191,439; (S) 252,225; Apr. 1, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William H. Peckham, Mgr. Gen. Adv., BULLETIN and JOURNAL, 75 Fountain St., Providence, RI 02902; Tel. (401) 277-7000.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

WEST WARWICK

1 - LOCATION: Kent County (In Providence PMSA) E&P Map D-3. Industrial center. 10 mi. S of Providence; 4 mi. to State Airport. On U.S. Hwys. 3 & 117.

2 - TRANSPORTATION: Railroads-Conrail.

3 - POPULATION:
Corp. Town 80 Cen. 27,026; Loc. Est. 28,749
PMSA 80 Cen. 631,204; Loc. Est. 691,870
County 80 Cen. 154,163; Loc. Est. 159,797

4 - HOUSEHOLDS:
Town 80 Cen. 9,936; Loc. Est. 10,800
County 80 Cen. 54,137; Loc. Est. 57,444
PMSA 80 Cen. 211,406; Loc. Est. 246,304

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Town 15,236; County 93,571

7 - ELECTRIC METERS: Residence 6,227

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Textiles; Book Cloth, Textile Ptg.; Lace; Underwear.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1. Last killing frost Apr. 14.

11 - TAP WATER: Acid, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(30)	NA	Ben Franklin
Governor Francis(18)	NA	A&P
Midland Mall(76)	NA	Sears, G. Fox, Zale's
Warwick Mall(52)	NA	Jordan Marsh, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Filenes; Jordan Marsh; JCPenney; G. Fox; Sears.
Variety Store-Newberry's.
Discount Stores-Ann & Hope Factory Outlet; Apex; Warwick Shoppers World; Pontiac Mills Outlet.
Chain Drug Stores-Adams; Davis Cut Rate; CVS; Douglas.
Chain Supermarkets-Stop & Shop; Almacs 2; Valueland; Jerry's 3; IGA 2.

14 - NEWSPAPERS: PAWTUXET VALLEY TIMES (e) 9,254; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Ted Holmberg, Pub., PAWTUXET VALLEY TIMES, 1353 Main St., W. Warwick, RI 02893; Tel. (401) 821-7400.
National Representative: Landon Associates.

WESTERLY

1 - LOCATION: Washington County (In New London-Norwich, CT-RI MSA). E&P Map D-3. On R.I.-Conn. line, 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1; Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Rhode Island Coach; New Haven & Shore Line; RIPTA.
Airlines-R.I. Coastal Airways; USAir; Pilgrim; Viking Airways; Westerly State Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,580; Loc. Est. 19,734
CZ-ABC: (80) 26,224; (84) 26,900
RTZ-ABC: (80) 64,505; (84) 70,900
County 80 Cen. 93,317; Loc. Est. 97,327
MSA 80 Cen. 250,839; Loc. Est. 263,870
City & RTZ-ABC: (80) 90,729; (84) 97,800

4 - HOUSEHOLDS:
City 80 Cen. 6,599; Loc. Est. 6,829
CZ-ABC: (80) 9,266; (84) 9,600
RTZ-ABC: (80) 21,737; (84) 24,100
County 80 Cen. 31,081; Loc. Est. 33,209
MSA 80 Cen. 88,758; Loc. Est. 94,657
City & RTZ-ABC: (80) 31,003; (84) 33,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$198,054,000
Savings & Loan	1	$7,386,853
Credit Unions	4	$13,586,323

6 - PASSENGER AUTOS: Town 12,096; County 54,991

7 - ELECTRIC METERS: Residence 11,497

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Braided Synthetic Specialty Cords; Surgical Threads; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens; Fine Laces; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chemical Specialties; Printing Press Mfrs.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Machy.; Plastic Moldings; Electric Batteries; Plastic Extrusion Machinery; Investment Casting.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10. Last killing frost, Apr. 10.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-7 streets in center of town; 5 diversified shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Plaza(14)	NA	Almac Mkt., JCPenney
Granite Plaza	NA	Sunrise Market
Granite Street(18)	NA	Walgreen
Main Street(15)	NA	E-Z Package Store

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon downtown.
Stores Open Evenings-Fri. Food and Shpg. Ctrs. nightly. Many stores open Sunday, including Discount Stores; Some markets until midnight.

13 - RETAIL OUTLETS: Department Stores-McCormick's; Sears (catalog); Montgomery Ward (catalog); Reid & Hughes; JCPenney.
Discount Stores-Fisher's Big Wheel.
Chain Drug Stores-Higgins (Liggett-Rexall); Granite Walgreen; Brooks 2.
Chain Supermarkets-A&P 2; Super Finast; Almac's; Universal 4; Gentile's; Big M; IGA; Sunrise; Cumberland Farms 2; Scott's.

14 - NEWSPAPERS: SUN (e-mon to fri) 11,729; (S) 11,907; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Leon F. Williams, Gen. Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891; Tel. (401) 596-7791 and (203) 443-3307.
National Representative: Landon Associates.

WOONSOCKET

1 - LOCATION: Providence County (In Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, Mass. and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114 and 104.

2 - TRANSPORTATION: Railroads-Conrail; P&W.
Motor Freight Carriers-18.
Intercity Bus Lines-R.I. Public Transit Authority; ABC.
Airlines-Eastern; United; USAir; Pilgrim; Ransome; Air Florida; Altair (T.F. Green Airport, 25 mi. distance).

3 - POPULATION:
Corp. City 80 Cen. 45,914; Loc. Est. 46,969
CZ-ABC: (80) 78,287; (84) 78,600
RTZ-ABC: (80) 91,515; (84) 94,100
County 80 Cen. 571,349; Loc. Est. 590,106
PMSA 80 Cen. 307,403; Loc. Est. 333,843
City & RTZ-ABC: (80) 169,802; (84) 172,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,328; Loc. Est. 17,942
CZ-ABC: (80) 28,315; (84) 28,600
RTZ-ABC: (80) 29,110; (84) 30,300
County 80 Cen. 209,698; Loc. Est. 221,699
PMSA 80 Cen. 110,014; Loc. Est. 121,605
City & RTZ-ABC: (80) 57,425; (84) 58,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	NA	$436,189,673

6 - PASSENGER AUTOS: City 21,509; County 259,581

7 - ELECTRIC METERS: Residence 15,127

8 - GAS METERS: Residence 11,203

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 1,364 ($261); Metal and Machine Tools 1,088 ($334); Plastics 2,348 ($268); Apparel 1,275 ($238); Electronics 1,133 ($267); Electrical 745 ($267); Misc. 2,892 ($282).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 65-85; Fall 48-60; Winter 10-40.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-3 blocks at Social Corner; Walnut Hill Plaza; Woonsocket Plaza; Park Square; Zayre; Slatersville Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Square(6)	2	Almac's, Star Mkt., Mars-Adap
Walnut Hill Plaza(26)	2	Sears, McCarthy's, Woolworth
Woonsocket Plaza(20)	2	Radio Shack, Caldor, Child World
Bellingham	1	Zayre, Almac's
Social Corner	1	Social Dept. Store
Slatersville Plaza(15)	4	Eddie's Mkt., Western Auto, Williams 5 & 10
Lincoln Mall(65)	4	Caldor, Zayre

Principal Shopping Days-Dept. Stores Thur., Fri., Sat. Food Stores Thur., Fri., Sat.
Stores Open Evenings-All on Thur., Sun. 12-5; Dept. Tue., Thur.; Food Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-McCarthy's Dry Goods; Social Dept. Store; Sears; Caldor 2.
Discount Stores-Rathbun Factory Outlet; National Hardgoods Dist. 2; Zayre 2; Save Rite 2; Mars.
Variety Store-Woolworth.
Chain Drug Stores-CVS 5; Adams/ Brooks 6.
Chain Supermarkets-Almac's 6; Star Market 2.
Other Chain Stores-Firestone; Benny's; Goodyear; Adap; Grossman's; Radio Shack 3; Child World; Western Auto; Anderson Little 2.

14 - NEWSPAPERS: CALL (e) 31,271; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Harold R. Belknap, Adv. Mgr., or Richard H. McGee, Nat'l Adv. Mgr., 75 Main St., Woonsocket, RI 02895; Tel. (401) 762-3000.
National Representative: Landon Associates.

SOUTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Anderson County.
Augusta, Ga.-S.C.-Columbia, McDuffie and Richmond Counties, Ga.; Aiken County, S.C.
Charleston-Berkely, Charleston and Dorchester Counties.
Charlotte-Gastonia-Rock Hill, N.C.-S.C.-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, N.C.; York County, S.C.
Columbia-Leungton and Richland Counties.
Florence-Florence County.
Greenville-Spartanburg-Greenville, Pickens and Spartanburg Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	236	230	254
5-14 Years	552	520	566
15-24 Years	519	629	672
25-44 Years	607	867	927
45-64 Years	487	578	618
65 and Over	190	287	307
TOTAL	2,591	3,119	3,334

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	363	536	1,030
General Mdse.	640	989	1,777
Food	1,199	2,022	3,738
Automobiles	1,115	1,766	3,463
Gasoline Stations	427	722	1,474
Apparel	273	414	744
Furniture	265	366	705
Eat-Drink Places	292	587	1,239
Drugs	160	264	510
TOTAL SALES	5,174	8,350	16,145

AIKEN

1 - LOCATION: Aiken County (In Augusta, GA-SC MSA). E&P Map B-3. 17 1/2 mi. NE of Augusta, GA, 120 mi. NW of Charleston. On U.S. 1, 78, State 19, 302, 126.

2 - TRANSPORTATION: Railroads-Southern; Seaboard; Georgia & Florida.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Trailways; Southeastern Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,978; Loc. Est. 16,391
PMA-ABC: (80) 105,708; (84) 110,600
MSA 80 Cen. 345,918; Loc. Est. 370,315
County 80 Cen. 105,625; Loc. Est. 111,327
Demographic Information available from Aiken Chamber of Commerce.

4 - HOUSEHOLDS:
City 80 Cen. 5,757; Loc. Est. 6,326
PMA-ABC: (80) 36,491; (84) 38,500
County 80 Cen. 36,456; Loc. Est. 39,038
MSA 80 Cen. 115,061; Loc. Est. 125,972

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$139,581,790
Savings & Loan	3	$169,081,506

6 - PASSENGER AUTOS: County 57,709

7 - ELECTRIC METERS: Residence 8,011

8 - GAS METERS: Residence 6,838

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles & Fabrics 10,443; Clay Prods. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Prods. 625; Food 100; Metal Fabrication 138; Motor Protectors & Therm 650; Construction 1,860; Printing & Publishing 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14. Last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING: Neighborhood Shopping Centers-Graniteville; Midland; Rich Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(5)	1	K mart, Bi-Lo
Kalmia Plaza(45)	1	Belk's, Winn-Dixie
Mitchell(10)	2	
N Augusta Plz.	16	Belk's, Rose's,
Heritage Sq.(20)	2	Revco, Wal-Mart, Whites, Food Lion

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-6 p.m.; 9 p.m. Fri.

13 - RETAIL OUTLETS: Department Stores-White's; Belk's; B. C. Moore.
Variety Store-McCrory.
Chain Drug Stores-Aiken 2; Revco 3; Eckerd.
Discount Stores-K mart; Wal-Mart; Roses.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly 2; Bi-Lo 2; Kroger; Food Town; Gurleys 3.
Other Chain Stores-Moore; Goodyear; Western Auto; Goodrich; Lowe's.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 13,131; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: A. B. Cubbedge, Adv. Dir., STANDARD, 124 Rutland Dr., Aiken, SC 29801; Tel. (803) 648-2311.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

ANDERSON

1 - LOCATION: Anderson County (MSA). E&P Map A-2, County Seat. Industrial center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76 and 178; I-85; State Hwys. 24, 28, 81 and 243.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern.

Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,965; Loc. Est. 29,597
CZ-ABC: (80) 47,689; (84) 49,000
RTZ-ABC: (80) 312,329; (84) 333,300
County/MSA 80 Cen. 133,235; Loc. Est. 140,258
City & RTZ-ABC: (80) 360,018; (84) 382,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,308; Loc. Est. 10,762
ABC: (80) 17,458; (84) 18,100
RTZ-ABC: (80) 107,535; (84) 116,000
County/MSA 80 Cen. 46,944; Loc. Est. 50,587
City & RTZ-ABC: (80) 124,993; (84) 134,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$270,356,000
Savings & Loan	5	$332,615,000

6 - PASSENGER AUTOS: County 73,252

7 - ELECTRIC METERS: Residence 27,218

8 - GAS METERS: Residence 10,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 12,318 ($256); Fiberglass; Motor Prod.; Metal Working; Plastics; Fertilizer; Rubber Products; Apparel 21,700; 56,370 persons employed in County.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-82; Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9. Last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St. & Square; 3 on N Main; 2 on S Main Ext.

Name (No. of stores)	Miles from Downtown	Principal Stores
Anderson Mall(38)	NA	JCPenney, Meyers-Arnold
Belvedere Plz.(21)	NA	Bi-Lo, Rhodes
Camp(5)	NA	Professional Phcy.
Hanks(6)	NA	Hanks Jewelry, Wal-Mart
Lakeside Sq.(5)	NA	Bi-Lo, Winn-Dixie, Wal-Mart
Lyons Center(5)	NA	Dillard Marine & Sport
Market Place(10)	NA	Winn-Dixie, Cosmo, Spa
Pruitt(17)	NA	Sullivan Hdwe.
Watson Village	NA	White-Jones, Winn-Dixie, Sterchis, Ingles, Pic-N-Pay
Windsor Plaza	NA	Revco, Winn-Dixie
New South	NA	Revco, Sky City, A&P
East Point(3)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.; Downtown & Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Gallant-Belk; Sears; Meyers-Arnold; JCPenney.
Discount Stores-K mart; Sky City; Wal-Mart.
Variety Store-Woolworth.
Chain Drug Stores-Revco 5; Bi-Lo; Eckerd 2.
Chain Supermarkets-A&P 2; Winn-Dixie 4; Fast-Fare Stores 14; Bi-Lo 4; Ingles 3; Kroger 2.
Other Chain Stores-Kimbrell's Furniture; Maxwell Furn; Merit Shoes; Lerner's; Hammond-Brown Jennings Furn.; Jewelry; Kingoff's; Jewel Box; Pic N Pay Shoes; S&H Green Stamps; Radio Shack; Farr Music; John B. Lee.

14 - NEWSPAPERS: INDEPENDENT-MAIL (m) 45,086; (S) 46,745; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Anne Benfield, Adv. Dir. Sales, INPEPENDENT-MAIL, 1000 Williamstown Rd.; PO Box 2507, Anderson, SC 29622; Tel. (803) 224-4321.
National Representatives: Landon Associates; Harte-Hanks Communications.

BEAUFORT

1 - LOCATION: Beaufort County, E&P Map, C-4. Diversified Farming; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,634; Loc. Est. 8,280
CZ-ABC: (80) 39,258; (84) 42,000
RTZ-ABC: (80) 32,179; (84) 35,500
County 80 Cen. 65,364; Loc. Est. 70,070
City & RTZ-ABC: (80) 71,437; (84) 77,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,245; Loc. Est. 2,622
CZ-ABC: (80) 10,680; (84) 11,500
RTZ-ABC: (80) 11,386; (84) 12,800
County 80 Cen. 20,112; Loc. Est. 22,667
City & RTZ-ABC: (80) 22,066; (84) 24,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 31,503

7 - ELECTRIC METERS: County Est. 24,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Lumber Milling; Military; Tourism; Shrimping.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

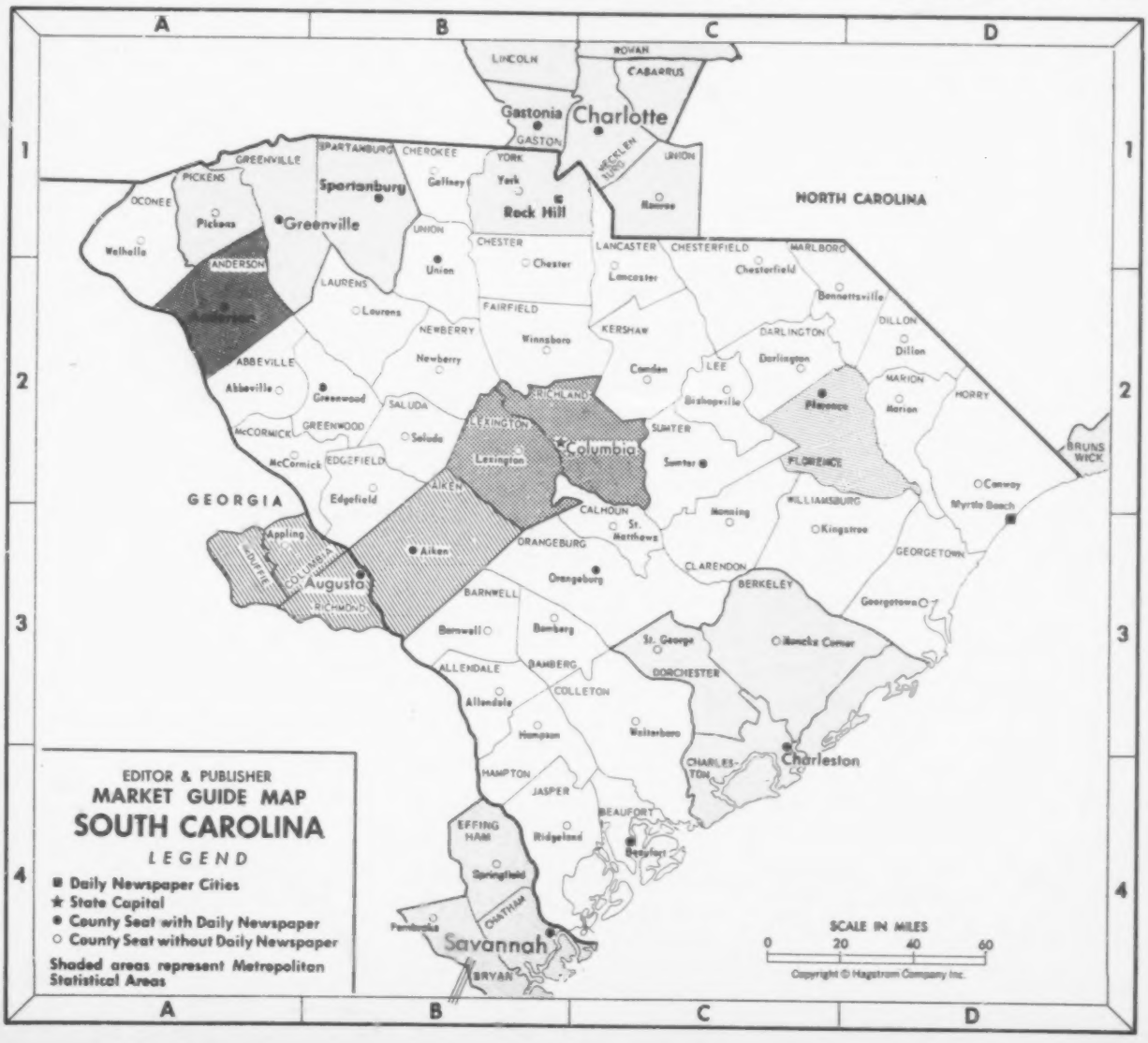
Name (No. of stores)	Miles from Downtown	Principal Stores
Beaufort Plaza(10)	3	Roses, Eckerd, Winn-Dixie
Royal Oaks(6)	NA	A&P, Mack's 5 & 10, Revco
Ribaut Center(18)	2	K mart, Revco, Bi-Lo, Belk's
Island Center(6)	1	Winn-Dixie, Eckerd
Bi-Lo Center(3)	5	Bi-Lo, Sky City, Revco

13 - RETAIL OUTLETS: Discount Stores-K mart; Rose's, Sky City.
Dept. Stores-Belk-Simpson.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-A&P; Winn-Dixie; Big Star; Bi-Lo; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 8,005; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Heath, Publisher, GAZETTE, Po Box 399, Beaufort, SC 29902; Tel. (803) 524-3183.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Charleston County, (In Charleston



MSA). E&P Map C-3. Center of state's sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base. County Seat.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line.
Motor Freight Carriers-75.
Airlines-Delta; Eastern; Piedmont; Dolphin; Bankair.

3 - POPULATION:
Corp. City 80 Cen. 69,510; Loc. Est. 72,144
CZ-ABC: (80) 319,966; (84) 339,100
RTZ-ABC: (80) 486,162; (84) 533,600
County 80 Cen. 277,308; Loc. Est. 287,816
MSA 80 Cen. 430,301; Loc. Est. 455,548
City & RTZ-ABC: (80) 806,128; (84) 872,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,267; Loc. Est. 26,273
CZ-ABC: (80) 104,535; (84) 111,600
RTZ-ABC: (80) 153,029; (84) 169,900
County 80 Cen. 90,717; Loc. Est. 96,273
MSA 80 Cen. 137,875; Loc. Est. 149,190
City & RTZ-ABC: (80) 257,564; (84) 281,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.

6 - PASSENGER AUTOS: County, 132,380

7 - ELECTRIC METERS: Residence 99,125

8 - GAS METERS: Residence 51,861

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 11,750; Durable Goods 11,300; Lumber and Wood prod. 1,700; Stone & Glass 1,950; Machines, exc. elect. 3,500; Nondurable Goods 9,930; Apparel 1,800; Food 1,020; Paper & Allied Products 1,850; Chemicals 2,300; Trans., comm. & P.U. 8,310; Wholesale and retail trade 35,800; Fin., Ins. & Real Estate 7,300; Services 27,200; Government 43,600.
Principal Pay Days-1st, 15th, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Downtown Shopping Area-13 blocks on King St. from Cannon to Market Sts., with Shops and Stores on side streets from Calhoun to Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley(25)	35	TG&Y
Shannon	21	Bi-Lo, Eckerd
North 52(14)	20	Bi-Lo, Revco
Yeaman's Hall(18)	15	Piggly Wiggly
King's Plz.(9)	NA	Revco, Piggly Wiggly
Ashley Plz.(40)	9	Revco, Condon's, Brendles
Citadel(76)	8	Thalhimer's, Sears, Belk's
Cross Creek(15)	3	Harris Teeter, Eckerd
Folly Rd.(25)	5	Red & White
Harborview(13)	5	Winn-Dixie, Harris-Ligget, Rexall Drugs
James Is.(16)	3	Piggly Wiggly
Meyer Pk.(8)	4	Red & White
Northbridge(5)	5	Piggly Wiggly, Harris
Shoppers Port(11)	6	Bi-Lo, Revco
St. Andrews(10)	4	Rite Aid, Winn-Dixie, Kerrison's
S Windermere(44)	3	Belk's, Piggly Wiggly
Village Sq.(11)	4	Western Auto, Leohmann's
Wespanee(13)	7	EZSupermarket
Westwood Plz.(15)	4	Eckerd, Handy City, Marshall's
Center Oak(5)	5	Harris Teeter, Revco
E Cooper Plz.(10)	6	Piggly Wiggly, Eckerd
Moultrie(11)	5	Rite Aid, Gwynn's
Sea Island(15)	6	Piggly Wiggly, Eckerd, Western Auto, Belk's
Patriot's Pt.	4	Kroger
Brentwood Plz.(13)	7	Piggly Wiggly, Bi-Lo, Revco
Charleston Hgts(11)	8	Piggly Wiggly
Evanston Plz.(26)	10	Doscher's, Ace Hardware
Fabian(10)	8	Piggly Wiggly, Rite Aid
Gaslite(26)	10	Kuppenheimer
N Charleston(18)	4	T.J. Maxx, Handy City, Eckerd
Northwood's(73)	16	Belk's, Sears, Kerrisons
Oakridge Plaza(25)	12	Piggly Wiggly, TG&Y
Pinehaven(19)	7	Winn-Dixie, Western Auto
Bi-Lo(10)	35	Bi-Lo, Revco, Sky-City
Heritage(13)	30	Big Star, Revco, K mart
Oakbrook(13)	30	Piggly Wiggly, Eckerd, Revco, Kroger
Palmetto Plz.(18)	25	Simmon's Appliance
Summerville Plz.(15)	30	Wal-Mart

Principal Shopping Days-Department: Mon., Wed., Fri., Sat. Food: Thur., Fri., Sat.
Stores Open Evenings-Food, Dept. & Discount

13 - RETAIL OUTLETS: Department Stores-Condon's; Kerrisons; Belk's; JCPenney; Sears; Montgomery Ward; Thalhimer's.
Discount Stores-Service Mdse.; TG&Y; K mart; Wal-Mart; T.J. Maxx; Marshall's; Rolane's; Loehmann's; Brendel's.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-Eckerd; Scotties; Rite-Aid; Harris Drugs; Medicine Shoppes; Revco; Treasury; K mart Pharmacies.
Chain Supermarkets-Winn-Dixie 7; Red & White 7; Piggly Wiggly 24; Bi-Lo 9; Doschers 14; Harris Teeter 3; Kroger 6; Food Lion 5.
Other Chain Stores-Women's Apparel: Kaybee, Diana, My Shop; Men's: Fines, Waltons; Shoes: Hanover, Thom McAn, Butler, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney; Auto Supplies: Allens, Western Auto, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty, Maxwell, Singer Co.; Misc.: Friedman's Jewelry, Sherwin-Williams, Wickes, S&H Green Stamps, Russell Stover, Top Value Stamps, Lerner's Shops, Jewel Box, Hickory Farms, Radio Shack, 7-Eleven, Majic Market, Pantry.

14 - NEWSPAPERS: NEWS & COURIER (m-mon to fri) 69,670; POST (e-mon to fri) 38,202; NEWS & COURIER POST (sat) 102,785 (S) 110,819; Mar. 31, 1984 ABC.
Local Contact for Advertising Data: D. G. Diasourakis, Gen. Adv. Mgr., POST and NEWS & COURIER, 134 Columbus St., Charleston, SC 29402; Tel. (803) 577-7111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

COLUMBIA

1 - LOCATION: Richland County (MSA). E&P Map B-2. County Seat. State capital and largest city in state. Mfg. textiles, concrete, pipe & beams, fertilizer, lumber, dairying, cotton and misc. smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte; Spartanburg NW, 96 mi.; Greenville NW, 107 mi.; Augusta SW, 72 mi.; Charleston SE, 114 mi. On U.S. 1, 21, 76, 176, 321, 378; I-20; I-26 and I-77. State Hwys. 12, 48, 215, 262, 555, 602.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Southern; Columbia; Newberry & Laurens.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 99,969; Loc. Est. 101,081
CZ-ABC: (80) 257,888; (84) 265,700
RTZ-ABC: (80) 600,176; (84) 642,000
County 80 Cen. 267,823; Loc. Est. 284,165
MSA 80 Cen. 409,925; Loc. Est. 434,900
City & RTZ-ABC (80) 858,064; (84) 907,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,422; Loc. Est. 31,081
CZ-ABC: (80) 84,510; (84) 88,200
RTZ-ABC: (80) 190,934; (84) 206,600
County 80 Cen. 85,461; Loc. Est. 92,236
MSA 80 Cen. 133,078; Loc. Est. 149,800
City & RTZ-ABC: (80) 275,444; (84) 294,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	5,303,311,000
Savings & Loan	5	1,371,760,000

6 - PASSENGER AUTOS: County 131,223

7 - ELECTRIC METERS: County Residence 93,276

8 - GAS METERS: County Residence 50,478

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 25,600; Trade 37,000; Transp. & Util. 9,700; Finance, Ins. & Real Est. 14,900; Const 8,500; Services & Gov't 80,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 53-98; Fall 16-91; Winter 14-80. First killing frost, Nov. 3. Last killing frost Mar. 30.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.; 4 on Assembly St.; 3 on Sumter St.; 3 on Hampton; 3 on Taylor.

Name (No. of stores)	Miles from Downtown	Principal Stores
Five Points	2	Eckerd, Revco
Rosewood(24)	3	Dodd's, Bits 'N Pieces, Giant Food World
Trenholm Plaza(31)	4	Rite-Aid, Piggly Wiggly, Ben Franklin
Richland Mall(28)	3	J.B. White's, Winn-Dixie, Eckerd
Cedar Terrace(24)	5	Piggly Wiggly
Landmark Square(20)	6	Winn-Dixie, Treasury Drugs, Cloth World, Rite-Aid
Decker Plaza(9)	5	Rite-Aid, Food World
Decker Village(5)	5	Food Lion, Eckerd
Midlands(16)	4	Food Lion, Giant Food, Western Auto
Columbia East(10)	6	Bi-Lo Foods, Family Dollar, K mart, Revco
Northway Plaza(12)	5	A&P, Cloth World
Northside Plaza(12)	6	Giant Food, Sentry Drug, Radio Shack, Pic 'N Pay
Beltline Village	6	Otasco, Bi-Lo Foods, Pic 'N Pay, Family Dollar
Sunset & River Dr.	4	Piggly Wiggly, Dodd's
Boozer(37)	7	Winn-Dixie, Western Auto, Key Distributors
Dutch Square(56)	7	A&P, J.B. White's, Eckerd
Seven Oaks(17)	7	Eckerd, Radio Shack
St. Andrews(10)	3	Treasury Drugs, JCPenney
Widewater Square	7	Bi-Lo Foods, Pic 'N Pay, Revco
Whitehall(16)	9	Winn-Dixie, Dodd's
Parkland	2	Dodd's, Pic 'N Pay
Capitol Square	3	Bi-Lo, Revco, Cloth World, Family Dollar
Intersection Ctr(33)	8	Service Merchandise, Robin's Menswear
Columbia Mall(111)	6	JCPenney, Sears, Rich's, Belk
Bush River Mall(17)	7	Richway, Kroger
Decker Mall(24)	6	Richway, Kroger
Woodhill Mall(45)	5	Richway, Food Lion
Woodberry Plaza	7	Winn-Dixie, Revco
Saluda Plaza(7)	4	Piggly Wiggly, Scottie
Sunset Plaza(11)	6	Winn-Dixie, Eckerd
Lexington Square(7)	10	Food Town, Eckerd
Edenwood Square(6)	6	Bi-Lo, Ski City, Revco

Principal Shopping Days-Department Stores-Mon., Tues., Fri., Sat. Food-Wed, Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-James L. Tapp; Belk's; JCPenney; Sears; J.B. White; Rich's; Howard's; Davidson's.
Discount Stores-K mart 4; Lowe's 2; Wickes 2; White's Auto 2; Service Merchandise; Richway 3; Key Distributors.
Variety Stores-Kress; Silver's; Dodd's 8; United 2; Crest; Emery 2; Family Dollar 8; G & H; Warehouse World.
Chain Drug Stores-Eckerd 10; Rite Aid 6; Revco 4; Treasury 2.
Chain Supermarkets-A & P 3; Winn-Dixie 11; Piggly Wiggly 16; Giant Food World/Red & White 7; Bi-Lo 7; Food Lion 11; Kroger SavOn 5; Family Mart 2; 3 Guys.
Other Chain Stores-Women's Apparel: Mangel's; Lerners; Garber's; The Limited; Brook's Fashions; Size 5-7-9; Paul Harris; Stuarts; Body Shop; Ormond's; Foxmoor; Casual Corner; Susie's Casuals; The Ranch; Shoes: Butler's, Marilyn Slipper Shop, Thom McAn, Kinney's; Pic-N-Pay; Miles; Top Dollar Stores; Ford; Endicott Johnson; Father & Son; Hanover; Baker; Varman. Men's Clothing: National Shirt Shop, Silverman's; J. Riggins; Bill's London Transit; Fine's; Richmond Bros.; Robins; Jewelry: Friedman's 5; Litwin; D.P. Paul; Keepsakes; Osterman's Auto Accessories; Otasco 2; Goodyear 5; Goodrich; Firestone 3; Miller Tire 2; Western Auto 6; Kenney 2; General Tires. Furniture: Haverty 2; Bridges 2; Maxwell Bros.; Gilbert's; Rhodes 2; Jefferson; Furniture World; Others: S & H Green Stamps; Greenbax Stamp.

14 - NEWSPAPERS: STATE (m) 107,968; RECORD (e) 31,689; STATE (S) 139,432; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J.W. Holton Jr., Asst. Gen. Mgr., & Adv. Dir., William H. Duncan, Gen'l. Adv. Mgr., STATE and RECORD, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-6161.
National Representative: Story & Kelly-Smith.

FLORENCE

1 - LOCATION: Florence County (MSA). E&P Map C-2. County Seat. 84 mi. NE of Columbia.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Queen City Trailways; Pee Dee Coaches.
Airlines-Atlantis Airlines; Trans Southern Airlines.

3 - POPULATION:
Corp. City 80 Cen. 29,176; Loc. Est. 31,675
CZ-ABC: (80) 40,918; (84) 43,100
RTZ-ABC: (80) 199,638; (84) 210,000
County/MSA 80 Cen. 110,163; Loc. Est. 114,937
City & RTZ-ABC: (80) 240,556; (84) 253,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,370; Loc. Est. 11,110
CZ-ABC: (80) 13,983; (84) 14,800
RTZ-ABC: (80) 62,603; (84) 66,600
County/MSA 80 Cen. 35,705; Loc. Est. 38,126
City & RTZ-ABC: (80) 76,586; (84) 81,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$280,653,000
Savings & Loan	3	$154,822,640

6 - PASSENGER AUTOS: County 51,690

7 - ELECTRIC METERS: Residence Est. 27,195

8 - GAS METERS: Residence Est. 5,656

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 900; Textiles 2,500; Bakeries 1,000; Railroads 800; Bottling 273; Metal Fabrication 1,942; Dairies 170; Film Plant 1,000; Electronics 1,750; Transportation & Public Utilities 2,400; Paper Mill 1,000; Truck Motor Lines 341; Office Services in general 6,200.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12. Last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks on 4 streets; several shopping centers.
Neighborhood Shopping Center-1500 block, W. Palmetto.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Florence Mall(55)	1	JCPenney, Peebles
Florence Plaza(2)	1	Wal-Mart, Winn-Dixie
Hallmark Square(20)	7	Bi-Lo Foods, Family Dollar, Alexander's
Magnolia Mall(68)	3	Belk's, Sears
Palmetto(7)	1	Big Star
South Park(9)	1	Rose's, Winn-Dixie
Sweetbriar(9)	2	Doschers

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Downtown-Fri.; Mall, K mart, Wal-Mart-Mon through Sat.

13 - RETAIL OUTLETS: Department Stores-Belks; Sears; JCPenney; Peebles; Tomlinson.
Variety Stores-S.H. Kress; Rose's; Wood's.
Discount Stores-Family Dollar; Tomlinson's; K mart; Rose's; Sky City; Alexander's; Wal-Mart.
Chain Drug Stores-Walgreens; Eckerd; Valu-rite.
Chain Supermarkets-Kroger Sav-On; Winn-Dixie 2; Big Star (Colonial); Thriftway 4; ING 7; Piggly Wiggly 3; Doschers; Food Town 2; Bi-Lo; IGA.
Other Chain Stores-Jewel Box; Friedman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Florence Marilyn (Shoes); Sterchi's Furntiture; Eleanor Shop; Cash & Carry Outlet; Style Center; Wicks Bldg. Mat.; Cato's; 7-Eleven; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.; Lerner's; Brooks; Casual Corner; Ormands; Foxmoor; Susie's Casuals; Thom McAn; Kinney; Athlete's Foot; Singer Co.; Just Pants; B. Dalton; LoveShop; American Seam; Reeds; Zale's; Kay Jewelers; Mill Fabrics; Maxwell Furniture.

14 - NEWSPAPERS: NEWS (m) 31,320; (S) 33,055; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Betty Squires, Adv. Mgr., NEWS, 141 S. Irby St., Florence, SC 29501; Tel. (803) 669-1771.
National Representative: Thomson Newspapers.

GREENVILLE

1 - LOCATION: Greenville County. (In Greenville-Spartanburg MSA). E&P Map A-1. County Seat. Northwestern corner of state; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center. On U.S. Hwys. 85, 26, 2, 29.

2 - TRANSPORTATION: Railroads-Southern; Seaboard Coast Line; Greenville & Northern.
Motor Freight Carriers-50.
Intercity Bus Lines-Atlantic Greyhound; Continental Trailways.
Airlines-Eastern; Republic.

3 - POPULATION:
Corp. City 80 Cen. 58,242; Loc. Est. 60,835
CZ-ABC: (80) 209,121; (84) 219,400
RTZ-ABC: (80) 518,857; (84) 551,500
County 80 Cen. 287,913; Loc. Est. 306,780
MSA 80 Cen. 568,758; Loc. Est. 603,411
City & RTZ-ABC: (80) 727,978; (84) 770,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,170; Loc. Est. 23,610
CZ-ABC: (80) 74,767; (84) 79,100
RTZ-ABC: (80) 178,524; (84) 191,900
County 80 Cen. 101,579; Loc. Est. 110,892
MSA 80 Cen. 171,417; Loc. Est. 214,462
City & RTZ-ABC: (80) 253,291; (84) 271,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$669,831,000
Savings & Loan	10	$824,425,000

6 - PASSENGER AUTOS: County 166,370

7 - ELECTRIC METERS: County 119,240

8 - GAS METERS: County 25,772

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners, (Av. Wkly Wage)-Mfg. 46,200 ($232); Construction 10,700 (N.A.); Transportation 5,800 (N.A.); Trade 32,700 (N.A.); Finance 7,200 (N.A.); Services 23,500 (N.A.); Government 16,400 (N.A.) - (County Figures).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-97; Summer 57-97; Fall 20-81; Winter 9-70. First killing frost, Oct. 3. Last killing frost, April 7.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E North St., Pendleton St. and Augusta St.; 4 to 6 mi. E of Central Business District includes 3 regional malls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Mall(65)	6	Mont. Ward, J.B. White
McAlister Sq.(50)	3	Belk-Simpson, Ivey's, Meyers Arnold, Winn-Dixie
Haywood Mall(125)	5	Rich's, JCPenney, Sears, Belk-Simpson Meyers Arnold
Greer Plaza(15)	12	Belk-Simpson, Winn-Dixie, Eckerd, Ohasco
Wade Hampton Mall(25)	2	Eckerd
University Sq.	NA	Winn-Dixie, Revco
Pleasantburg(30)	3	Belk Simpson
Nichols	3	Bi-Lo
North Hills(17)	3	Winn-Dixie, Rite Aid, Wal-Mart
Westowne(5)	5	Wal-Mart, Ingles, Whites Auto, Eckerd
K mart	2	K mart (Mills Ave.)
K mart	5	K mart (Sulphur Spr.-Boca)
K mart	4	K mart, Winn-Dixie, Wade Hampton
Mauldin Plaza(4)	8	K mart, Sky City, Bi-Lo
K mart(Greer)	NA	Community Cash, Revco, K mart
Town & Country Pl.	NA	Belk-Simpson, Tory

Principal Shopping Days-Dept. Stores Fri., Sat., Mon., Tues.; Food Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., & Fri.; shopping centers 6 nights a week.

13 - RETAIL OUTLETS: Department Stores-Belk-Simpson 5; Meyers-Arnold; JCPenney; Sears; Ivey's; Montgomery Ward; Rich's; J.B. White.
Variety Stores-Woolworth.
Discount Stores-K mart 4; Sky City 2; Family Dollar 5; Alexander's; TG&Y; Nichols; Wal-Mart 3; Service Wise.
Chain Drug Stores-Eckerd 8; Family Mart 2; Rite-Aid 4; Revco 9; Shaw's 3; Colonial; K mart 4; Ind. Drug Stores 34.
Chain Supermarkets-Winn-Dixie 13; Kash & Karry; Duckworth 2; Bafson; Bi-Lo 13; Ike's 2; Ingles 7; 7-Eleven 10; Community Cash 4; Family Mart 2.
Other Chain Stores-Butler's 3; Lerner's; Maxwell Bros.; Thom McAn; Haverty; Kimbrell Furn.; S&H Green Stamps 2; Friedman Jewelers 3; Western Auto; Rhodes Furn.; Carriage House; The Pantry 20; Mavik Mart 8; Handee Mart 8; Zippy Mart 4; Pantry Shelf 3; [illegible] 2; Speedy Mart 2; Ashby's; Cheltman's; S-Mart; Dalhite; Jiffy Mart; Everybody's Grocery; S-K Outlets; Kuppenheimer; Fast Fare 3.

14 - NEWSPAPERS: NEWS (m-mon to fri) 86,011; PIEDMONT (e-mon to fri) 24,122; (sat) 104,444; (S) 119,635; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steven Brandt, Gen. Mgr. or Dave Space, Retail Adv. Mgr., NEWS and PIEDMONT, 305 S. Main St., PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4100.
National Representative: Sawyer-Ferguson-Walker.

GREENWOOD

1 - LOCATION: Greenwood County. E&P Map B-2. County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25,221,178; State Hwys. 16,22 and 72.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Georgia & Florida; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Carolina Scenic.

3 - POPULATION:
Corp. City 80 Cen. 21,613; Loc. Est. 22,987
CZ-ABC: (80) 21,613; (84) 21,400
RTZ-ABC:(80) 79,537; (84) 82,700
County 80 Cen. 57,847; Loc. Est. 60,969
City & RTZ-ABC: (80) 101,150; (84) 104,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,902; Loc. Est. 8,408
CZ-ABC: (80) 7,902; (84) 7,900
RTZ-ABC: (80) 26,580; (84) 28,000
County 80 Cen. 20,308; Loc. Est. 21,863
City & RTZ-ABC: (80) 34,482; (84) 35,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$8,250,000
Savings & Loan	3	$110,500,000

6 - PASSENGER AUTOS: County 31,000

7 - ELECTRIC METERS: Residence 25,297

8 - GAS METERS: Residence 9,898

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prod.; Meat Processing & Packing; Tooling Mfg.; Brick & Tile Mfg.; Flower Seeds & Bulbs; Electronics; Robots.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13. Last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St., 3 on Maxwell Ave., 2 on Wolfer Ave., 1 on Phoenix Ave.; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crosscreek(50)	NA	Belk's, JCPenney, Meyers-Arnold
Montague St.(16)	NA	Rose's, Winn-Dixie
Hwy. 72 By-Pass(6)	NA	Sky City, Revco
Hampton(5)	NA	Bowling's, Wharton's
K mart(12)	NA	K mart Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Eckerd; Meyers-Arnold.
Variety Stores-Rose's; Family Dollar; TG&Y.
Discount Stores-Sky City; S-mart; Family Dollar; K mart.
Chain Drug Stores-Eckerd; Revco; Cambridge 3; Treasury Drug.
Chain Supermarkets-Winn-Dixie 2; Big Star 2; Bi-Lo; Community Cash; Piggly Wiggly; 3-Guys Ltd; Food Lion 2.
Other Chain Stores-Goodyear; Firestone; Diana (apparel); Marilyn (shoes); Sears (catalog); Eleanor Shop; S&H Green Stamps; Pic 'N Pay Shoes; Quickway; Maxwell Bros.; Rhodes; T.E. Jones; Western Auto; Wickes.

14 - NEWSPAPERS: INDEX-JOURNAL (e-mon to fri) 16,255; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Adv. Dir., INDEX-JOURNAL, Phoenix & Fair, Greenwood, SC 29646; Tel. (803) 223-1414.
National Representative: Landon Associates.

MYRTLE BEACH

1 - LOCATION: Horry County. E&P Map D-3. Center of Grand Strand; a long coastal beach area 50 mi. long with a populated area only a few blocks wide. The coastline is oriented NE-SW on the Atlantic Ocean and Myrtle Beach is about 23 mi. S of the North Carolina boundary. Central part of state. Resort center on US Hwy. 17.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.
Waterways-Intercoastal Waterway.
Airlines-Piedmont; Atlantic; Altair.
Private Air Service-Southern Air Charter.

3 - POPULATION:
Corp. City 80 Cen. 18,758; Loc. Est. 20,211
CZ-ABC: (80) 41,394; (84) 46,100
RTZ-ABC: (80) 48,198; (84) 54,900
County 80 Cen. 101,419; Loc. Est. 109,296
City & RTZ-ABC: (80) 89,592; (84) 101,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,725; Loc. Est. 7,169
CZ-ABC: (80) 15,370; (84) 17,300
RTZ-ABC: (80) 15,560; (84) 17,900
County 80 Cen. 34,798; Loc. Est. 38,392
City & RTZ-ABC: (80) 30,930; (84) 35,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$195,000,000
Commercial	9	$325,000,000

6 - PASSENGER AUTOS: County 57,649

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 2,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Resort 22,000; Electronic Components 2,156; Hydraulic Cranes 725; Brass Finishing 180; Air Base, 3,500.
Principal Pay Days-Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9. Last killing frost, Mar. 23.

11 - TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (PH8.6).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Myrtle Sq.(67)	NA	Belk's, Sears, Peebles
Village Sq.(16)	NA	Revco, Winn-Dixie, Wal- Mart
K mart(5)	NA	K mart
Deerfield Plaza(11)	NA	Revco
Surfwood Ctr.(8)	NA	A&P, Macks
Northstrand Ctr.(15)	NA	Colonial Super Mkt.
Eckerd Plaza(8)	NA	Eckerd
Outlet Park(18)	NA	Outlet Stores

13 - RETAIL OUTLETS: Department Stores-Sears; Belk's 2; Chapin; Jerry Cox 2; Peebles 2; Tad's; Coker; Macks 7.
Discount Stores-Revco 4; K mart 2; Wal-Mart 4; Family Dollar 4; J.P. Stevens; Towel Town; RDR.
Variety Stores-Rose's; Wood's 2.
Chain Drug Stores-Treasury 2; Eckerd 5; Revco Discount Drug Ctr. 4.
Chain Supermarkets-A&P 6; Winn-Dixie 4; Piggly Wiggly 5; Big Star 2; Food Lion 3; Minit Mart; 7-Eleven 7; Harris Teeter 2; Fast-Fare 3; Scottsmans IGA; Bilo 2; Kroger 2.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Dardin's; Friedman Jewelers; Hickory Farms; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Carrie Nations; Western Sizzlin; Shoney's; Sambos; Slugs Rib; Brooks; Stuarts; Casual Corner; Cato's.

14 - NEWSPAPERS: SUN NEWS (m) 21,666; (S) 25,246; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary West, Adv. Dir., SUN NEWS, PO Box 406, Myrtle Beach, SC 29577; Tel. (803) 448-8351.
National Representative: Story & Kelly-Smith.

ORANGEBURG

1 - LOCATION: Orangeburg County. E&P Map C-3. Near center of state. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

2 - TRANSPORTATION: Railroads-Southern Railway; Seaboard Coast Line.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; Loc. Est. 16,520
CZ-ABC: (80) 31,333; (84) 32,400
RTZ-ABC: (80) 65,661; (84) 69,300
County 80 Cen. 82,276; Loc. Est. 87,343
City & RTZ-ABC: (80) 96,944; (84) 101,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,719; Loc. Est. 5,196
CZ-ABC: (80) 9,913; (84) 10,400
RTZ-ABC: (80) 20,480; (84) 21,900
County 80 Cen. 25,643; Loc. Est. 27,838
City & RTZ-ABC: (80) 30,393; (84) 32,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$145,388,792
Savings & Loan	2	$85,500,000

6 - PASSENGER AUTOS: County 38,005

7 - ELECTRIC METERS: Residence 17,641

8 - GAS METERS: Residence 8,235

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 8,506; Nonmanufacturing 6,282; Agriculture, Forestry, Fisheries 64; Construction 994; Transportation, Communications 616; Retail 4,022; Wholesale 997; Finance, Insur., Real Estate 713; Services 2,630.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-78; Summer 75-80; Fall 48-65; Winter 28-57.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main (Russell) St.; 4 on Broughton, 5 on John C. Calhoun Dr.; 2 on Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(3)	NA	Food Shops, Drug
Orangeburg Mall(21)	NA	Rose's, Eckerd, Winn-Dixie, Belk-Hudson
Red & White(5)	NA	Food, Drug, Shoes
Edisto Village(6)	NA	Sky City, Bi-Lo
K mart Center(4)	NA	K mart
Chestnut Square(5)	NA	Bi-Lo, Revco, Family Dollar

Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Chain Stores nightly.

13 - RETAIL OUTLETS: Department Stores-Belks 2; JCPenney.
Variety Stores-Rose's; Ferse; K mart; Sky City; Family Dollar.
Chain Drug Stores-Scotties; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly 2; Red & White; Bi-Lo 2; Food Lion.
Other Chain Stores-Goodyear; Firestone; Sears (catalog); Eleanor Shop; Pic-N-Pay Shoes; Cato's.

14 - NEWSPAPERS: TIMES & DEMOCRAT (m) 15,591; (S) 16,067; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, PO Drawer 1766, Orangeburg, SC 29115; Tel. (803) 534-3352.
National Representative: Landon Associates.

ROCK HILL

1 - LOCATION: York County (In Charlotte-Gastonia Rock Hill, NC-SC MSA). E&P Map B-2. Textile mfg. center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte, NC; 75 mi. N of Columbia. On U.S. Hwy. 21; State Hwys. 5, 322, 72 and 901; I-77.

2 - TRANSPORTATION: Railroads-Southern; Seaboard.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Stages.
Airlines-Eastern; Southern; Delta; Piedmont; United. (Douglas Airport-Outside Charlotte).

3 - POPULATION:
Corp. City 80 Cen.: 35,344; Loc. Est. 38,022
PMA-ABC: (80) 90,520; (84) 96,500
RTZ-ABC: (80) 44,366; (84) 44,500
County 80 Cen. 106,720; Loc. Est. 113,029
MSA 80 Cen. 971,391; Loc Est. 1,025,103
PMA & RTZ-ABC: (80) 132,886; (84) 141,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,722; Loc. Est. 12,978
PMA-ABC: (80) 29,488; (84) 31,700
RTZ-ABC: (80) 13,836; (84) 14,800
County 80 Cen. 34,861; Loc. Est. 38,022
MSA 80 Cen. 343,836; Loc. Est. 369,709
PMA & RTZ-ABC: (80) 43,324; (84) 46,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,057,712,000
Savings & Loan	2	$222,602,049

6 - PASSENGER AUTOS: County 57,483

7 - ELECTRIC METERS: Residence 15,807

8 - GAS METERS: Residence 6,793

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile Finishing & Syn. Yarns 6,874; Truck Bodies 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Cherry Plaza Shpg. Ctr.; Rock Hill Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Plaza	2	Community Cash, Smith Drugs
Beaty(42)	2	Harris Teeter, Revco
Saluda(5)	1	Winn-Dixie, Smith Drugs
Rock Hill Mall(36)	3	Belk, Sears, Eckerd
York Plaza(15)	4	Revco
Bi-Lo Plaza	2	Bi-Lo, Sky City, Family Dollar

K mart Plaza(4)	3	K mart, Bi-Lo
Village Square	NA	Eckerd, Winn-Dixie
Town Center Mall	NA	Belk
Shiland Hills	5	Food Town
Northeast Plaza	3	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; JCPenney; Sears.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Tollison-Neal 3; Eckerd 2; Revco 3; Smith Drugs 3; Rite-Aid.
Discount Stores-Family Dollar Stores 2; Pic 'N Pay; Sky City; K mart; Wal-Mart.
Chain Supermarkets-Winn-Dixie 4; Bi-Lo Foods 2; Community Cash 2; Food Town; Kroger Sav-On.
Other Chain Stores-Sidney's; Eleanors; Friedman's Jewelers; Furniture: Kimbrell's, Maxwell Bros., Helig Meyers; Harper Bros. (office supply); Sherwin-Williams; Singer Co.; Top Value Stamps; Pic 'N Pay Shoes; Eckerd Drugs; Kinney Shoes; Royce Shoes; Ormond's Shop; Radio Shack; Judi Smart Shops; Wrangler Wranch; Brook's; Marion Davis; Uniroyal; Carolina Tire; Firestone; Lowe's; Wickes; Ace Hardware.

14 - NEWSPAPERS: EVENING HERALD (e) 25,249; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Hoover, Adv. Dir., EVENING HERALD, 132-136 W. Main; PO Box 11707, Rock Hill, SC 29730; Tel. (803) 329-4000.
National Representative: Landon Associates.

SPARTANBURG

1 - LOCATION: Spartanburg County (In Greenville-Spartanburg MSA). E&P Map B-1, County Seat. Industrial, agricultural and rail center. 96 mi. NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Routes 85 and 26.

2 - TRANSPORTATION: Railroads-Main line of Southern Ry.; Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; NYAir; Atlantic Southeast; Piedmont; USAir.

3 - POPULATION:
Corp. City 80 Cen. 43,826; Loc. Est. 45,994
CZ-ABC: (80) 107,704; (84) 110,600
RTZ-ABC: (80) 213,969; (84) 222,900
County 80 Cen. 201,553; Loc. Est. 212,800
MSA 80 Cen. 568,758; Loc. Est. 603,411
City & RTZ-ABC: (80) 321,673; (84) 333,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,050; Loc. Est. 17,065
CZ-ABC: (80) 37,831; (84) 39,200
RTZ-ABC: (80) 74,313; (84) 78,300
County 80 Cen. 69,838; Loc. Est. 75,441
MSA 80 Cen. 171,417; Loc. Est. 214,462
City & RTZ-ABC: (80) 112,144; (84) 117,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,575,000,000
Savings & Loan	4	$89,640,000

6 - PASSENGER AUTOS: County 112,521

7 - ELECTRIC METERS: Residence 67,211

8 - GAS METERS: Residence 9,928

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Rubber & Plastic 2,000; Paper Prod. 1,700; Textile 20,300; Garments 2,500; Food Prod. 1,100; Chemical Prod. 3,600; Machinery 3,100; Other Metal Prod. 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.
Neighborhood Shopping Centers-1 block each on Pine St., E Main, Union St., W Main, Reidville Rd.; Pine St. North; Spartan Plaza; New 76-Westgate Mall; Hillcrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Mall(75)	4	Sears, JCPenney, Belk, K mart, Meyers-Arnold
W Main St.	3	Community Cash
E Main St.	2	Community Cash
Hillcrest(30)	2	Ivey's, Eckerd Belk-Hudson
Pinewood(39)	2	Rose's, Com. Cash
Whitney Rd.	2	Sky City, Bi-Lo, Revco, Family Dollar
Asheville Hwy.	3	Community Cash Ace Hardware, Rite-Aid, Alexander's
Asheville Hwy.	6	Northside, Ingles, Super Dollar
Duncan Park	1	Community Cash, Carolina Cash, Rite-Aid
K mart Plaza	2	K mart, Eckerd

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-most on Fri.; Sears, K mart, Rose's every evening.

13 - RETAIL OUTLETS: Department Stores-Aug. W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Center; Sears; JCPenney; John Graham Wholesale; Meyers-Arnold; Ivey's.
Chain Drug Stores-Eckerd 3; Revco 9; Henitsh-Walker 2; Rite-Aid 14; Medicine Shoppe.
Discount Stores-Rose's; Sky City; K mart; Family Dollar; Super Dollar.
Variety Stores-Woolworth; Silvers.
Chain Supermarkets-A&P; Community Cash 39; Winn-Dixie 4; Bi-Lo 5; Pik-Quick Shoppe 2; Fast Fare 26; Speedy Marts 6; Pantry 6; Ingles 4.
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams; DeVoe & Reynolds; Alexander's; Ace Hardware; Lerner's; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden; Royce (shoes); Bridges (furn.); B.F. Goodrich; Zale's; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials; Lowes; Moores; Circle Lumber; Wikes Carter; 84 Lumber.

14 - NEWSPAPERS: HERALD-JOURNAL (m) 46,897; (S) 48,636; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank Smith, National Adv. Mgr., HERALD-JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.
National Representative: Landon Associates.

SUMTER

1 - LOCATION: Sumter County. E&P Map C-2. County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 76, 378, and 521; State Hwys. 54, 120, 763.

2 - TRANSPORTATION: Railroads-Seaboard Coastline.
Motor Freight Carriers-18.
Intercity Bus Lines-Sumter Transit; Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,890; Loc. Est. 25,896
CZ-ABC: (80) 70,263; (84) 71,800
RTZ-ABC: (80) 64,373; (84) 65,200
County 80 Cen. 88,243; Loc. Est. 91,683
City & RTZ-ABC: (80) 134,636; (84) 137,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,634; Loc. Est. 9,071
CZ-ABC: (80) 23,541; (84) 24,400
RTZ-ABC: (80) 17,695; (84) 18,000
County 80 Cen. 27,268; Loc. Est. 28,990
City & RTZ-ABC: (80) 41,236; (84) 42,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	15	$140,000,000
Savings & Loan	5	$120,000,000

6 - PASSENGER AUTOS: County 41,566

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 8,400

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-TV Frozen Dinners, Poultry Prods. 1,500; Storage Batteries 450; Rug Fabrics 90; Fertilizer 40; Electrical 500; Furniture, Plywood, Paint & Lumber 2,325; Children's Dresses 850; Textile Printing & Finishing 450; Steel Fabrication 225; Wool Top Dyeing 158; Machine Shop, Iron Castings 130; Chenille Prdts. 75; Burial Caskets 65; Meat Prdts. 78; Draperies, Quilt Covers & Bedspreads 118; Surgical Needles 450; Hand Tools 850; Ball Bearings 200.
Principal Pay Days-Industrial Thur. and Fri. Military-First & 15th of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-84; Summer 74-82; Winter 47-59. First killing frost, Nov. 1. Last killing frost, Apr. 12.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmetto Plaza(19)	NA	Food Lion, S.H. Kress
Wesmark Plaza(34)	NA	Rose's, Eckerd, Sav-U
Sumter Sq.(10)	NA	K mart, Winn-Dixie, Revco, Bi-Lo, Kroger, Wal-Mart
Jessammie(45)	NA	Belk-Stroman, JCPenney, Wilson

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plaza (Thur.); Some Downtown (Fri.); Shpg. Ctr. nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Stroman; Sumter Dry Goods; Brody's; Jack's; Wilsons, Inc.
Variety Stores-McLellan's; S.H. Kress; Family Dollar; Wood's.
Discount Stores-Wal-Mart; K mart; Rose's.
Chain Drug Stores-Walgreens; Sibert's; Rexall; Eckerd; Revco.
Chain Supermarkets-A&P; Piggly-Wiggly 3; Food Lion; Winn-Dixie 3; Bi-Lo; Sav-U 2; Kroger.
Other Chain Stores-Advance; Firestone; OK Tire; Western Auto; Diana Shop; Sears; Eleanor Shop; Darling Shop; Chess King; Times, Ltd.; Fines; Casual Corner, Lerner's; Brook's; Stuart's; Jeweler's; Loves, Friedman's, Kay's, Osterman, Reed's; Furniture: Maxwell Bros., Kimbrell's, Alsbrooks, Hurst-Sexton, Galloway & Moseley; Shoes: Branford Bootery, Footscene, Thom McAn, Sugarfoot, Kinney's, Butler's, Oliver's, Children's Bootery.

14 - NEWSPAPERS: ITEM (e) 20,506; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Bradham, Adv. Dir., ITEM, 20 N. Magnolia, Sumter, SC 29150; Tel. (803) 775-6331.
National Representative: Landon Associates.

UNION

1 - LOCATION: Union County. E&P Map B-1. County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,523; Loc. Est. 10,761
County 80 Cen. 30,751; Loc. Est. 31,708
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,861; Loc. Est. 3,973
County 80 Cen. 10,562; Loc. Est. 11,151

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$45,100,000
Savings & Loan	2	$34,500,000

6 - PASSENGER AUTOS: County 14,707

7 - ELECTRIC METERS: Residence, City 5,753

8 - GAS METERS: Residence, City 4,027

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Textile 5,300 ($150); Hosiery 130 ($100); Pulp Wood 100; Plastic Holders 65 ($200); Bearings Mfg. 750 ($200); Garment & Sewing 365 ($165).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 blocks on Gadberry St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Merchant Walk(8)	8	Community Cash, Eckerd
East Main (6)	1	A&P
Jonesville(3)	9	Keiths, Western Auto
Union Sq.(5)	1	Revco, Wal-Mart Winn-Dixie
Union Plaza(3)	NA	Revco, Bi-Lo

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's; Wilburn's; Cato's; Graham Cash; Harry Froms; Fincher's Shoppe; Waco's; Gregory's.
Discount Stores-Family Dollar; Drug Mart; Pic 'N Pay Shoes; Wal-Mart.
Variety Stores-McClellan's.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-A&P; Winn-Dixie; Community Cash 2; Bi-Lo.
Other Chain Stores-Western Auto; Sears.

14 - NEWSPAPERS: TIMES (e) 6,806; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ken Beard, Adv. Mgr., TIMES, 414 S. Pinckney St., Drawer 749, Union, SC 29379; Tel. (803) 427-1234.
National Representative: General Advertising Service.

SOUTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREA

Sioux Falls-Minnehaha County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	54	59	60
5-14 Years	143	107	111
15-24 Years	119	136	139
25-44 Years	136	167	172
45-64 Years	134	130	134
65 and Over	80	91	95
TOTAL	666	690	711

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	111	202	341
General Mdse	138	193	304
Food	259	406	657
Automobiles	270	478	821
Gasoline Stations	142	241	431
Apparel	63	106	166
Furniture	58	94	158
Eat-Drink Places	107	190	352
Drugs	55	82	139
TOTAL SALES	1,315	2,184	26,559

Are you Listed?

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ABERDEEN

1 - LOCATION: Brown County, E&P Map C-1, NE part of state. County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. 274 mi. W of Minneapolis and St. Paul. On U.S. 12, 281.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Line-Jack Rabbit; Greyhound.
Airlines-Republic (3 flights daily); Frontier (2 flights daily).

3 - POPULATION:
Corp. City 80 Cen. 25,956; Loc. Est. 26,345
CZ-ABC: (80) 27,324; (84) 27,200
RTZ-ABC: (80) 80,286; (84) 78,100
County 80 Cen. 36,962; Loc. Est. 37,996
City & RTZ-ABC: (80) 107,610; (84) 105,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,655; Loc. Est. 9,799
CZ-ABC: (80) 10,096; (84) 10,200
RTZ-ABC: (80) 27,800; (84) 27,300
County 80 Cen. 13,357; Loc. Est. 14,011
City & RTZ-ABC: (80) 37,896; (84) 37,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$662,449,000
Savings & Loan	3	$124,656,000

6 - PASSENGER AUTOS: County 30,812 (includes trucks)

7 - ELECTRIC METERS: Residence 10,458

8 - GAS METERS: Residence 7,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Supplies 135 ($162); Tools 190 ($167); Wood Prod. 63 ($178); Concrete & Marble Prod. 115 ($153); Farm Prod. 89 ($190); Precision Vehicle Prod. 289 ($220); Welding 39 ($162); Component Computer Parts 488 ($194); Respir. Masks 522 ($202).
Principal Pay Days-Wed. and Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6. Last killing frost, May 9.

11 - TAP WATER: Alkaline; soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Lincoln St.; 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (10 stores) SE Aberdeen on U.S. Hwy. 12; Gibson ShopKo Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin; Coast-to-Coast; Sandvig's; Mac's; Bostwick's.
Discount Stores-Gibson; K mart; Pamida; Shop-Ko.
Chain Drug Stores-White; Osco.
Chain Supermarkets-Super Valu; Gibson; Fairway; Red Owl; Prairie Market.
Other Chain Stores-Goodyear; Firestone; Northwest Fabrics; Sherwin-Williams; Singer Co.; Tradehome; Pittsburgh Plate Glass; Our Own Hardware; Sharons; Maurice's; Pred's; Feinstein's; Kinney; Pay Less; Osborn's; Vanity; Radio Shack.

14 - NEWSPAPERS: AMERICAN NEWS (m-mon to fri) 20,515; (S) 22,293; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. LeDuc, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57401; Tel. (605) 225-4100.
National Representative: Knight-Ridder Newspaper Sales.

BELLE FOURCHE

1 - LOCATION: Butte County, E&P Map A-2, County Seat. 56 mi. NW of Rapid City. At junction of U.S. Hwys. 212, 85 and 34.

2 - TRANSPORTATION: Railroads-C&NW.

3 - POPULATION:
Corp. City 80 Cen. 4,692; Loc. Est. 4,879
County 80 Cen. 8,372; Loc. Est. 8,410
Demographic Information (Partial) available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,780; Loc. Est. 1,865
County 80 Cen. 3,048; Loc. Est. 3,162

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$87,000,000

6 - PASSENGER AUTOS: County 7,645

7 - ELECTRIC METERS: Residence 2,531

8 - GAS METERS: Residence 2,015

9 - PRINCIPAL INDUSTRIES: Mining & Proc. of Bentonite; Clay Prod.; Wholesale Wool; Livestock; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $56,000,000.

10 - CLIMATE: Average Temp.-Spring 60; Fall 70; Winter 10.

11 - TAP WATER: 19 Grains.

12 - RETAILING: Principal Shopping Center-Downtown.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward.
Variety Stores-Ben Franklin; Gamble's.
Chain Supermarkets-Safeway; Piggly Wiggly.
Other Chain Stores-Coast-to-Coast; Western Stores.

14 - NEWSPAPERS: POST (m-tues to sat) 5,375; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: Faye L. Kennedy, Sec'y., POST, 1004 Fifth Ave., Belle Fourche, SD 57717; Tel. (605) 892-2528.
National Representative: American Newspaper Representatives.

BROOKINGS

1 - LOCATION: Brookings County, E&P Map D-2, County Seat. 50 mi. N of Sioux Falls. On Hwys. I-29; U.S. 14 & 77. Home of South Dakota State University.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Jackrabbit.

3 - POPULATION:
Corp. City 80 Cen. 14,951; Loc. Est. 15,943
County 80 Cen. 24,332; Loc. Est. 25,232

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,797; Loc. Est. 4,990
County 80 Cen. 8,033; Loc. Est. 8,501

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$20,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 17,888 (includes trucks)

7 - ELECTRIC METERS: Residence 4,115

8 - GAS METERS: Residence 2,849

9 - PRINCIPAL INDUSTRIES: Government 1,955 Medical Products 515; Farming & seed processing (corn, oats, barley); Other small industries 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks along Main Ave.; 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookings Mall(25)	NA	Hy-Vee, White Mart
University Mall(25)	2	K mart, JCPenney, Bostwick's

Principal Shopping Days-Fri., Sat. & Mon.; Stores open Thur. evenings.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cole's.
Discount Stores-Pamida; Runnings Farm & Home; Holiday Stations; White Mart.
Variety Stores-Ben Franklin.
Chain Supermarkets-Super-Value; Red Owl; Hy-Vee.

Other Chain Stores-Coast-to-Coast; Snyder Drug; General Nutrition Center; Hallmark; Harold's Camera; Stuarts; Waldenbooks; Zale's; T-Shirts Plus; Kinney Shoes; Musicland; The Wardrobe; Duling Optical; Morrey A; Gallenkamp Shoes; Shriver's; JoAnn Fabrics; Maunce's.

14 - NEWSPAPERS: REGISTER (e-mon to fri) 5,357; sworn Sept 30, 1983.
Local Contact for Advertising and Merchandising Data: Thomas Weber, Adv. Mgr., REGISTER, 306 Fourth St., Brookings, SD 57006; Tel. (605) 692-6271.
National Representative: Branham/Newspaper Sales.

DEADWOOD
See LEAD

HURON

1 - LOCATION: Beadle County. E&P map C-2. County Seat. Shipping center for 15 county agricultural area. Wholesale center for central part of state. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 13,000; Loc. Est. 12,498
CZ-ABC. (80) 13,427; (84) 12,900
RTZ-ABC. (80) 55,742; (84) 54,500
County 80 Cen. 19,195; Loc. Est. 19,146
City & RTZ-ABC. (80) 69,169; (84) 67,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,211; Loc. Est. 4,931
CZ-ABC. (80) 5,361; (84) 5,100
RTZ-ABC. (80) 19,977; (84) 19,600
County 80 Cen. 7,337; Loc. Est. 7,444
City & RTZ-ABC. (80) 25,338; (84) 24,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$185,348,657
Savings & Loan	2	$52,285,571

6 - PASSENGER AUTOS: County 16,299 (includes trucks)

7 - ELECTRIC METERS: Residence 5,247

8 - GAS METERS: Residence 4,766

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Food Processing/Meat Packing (food & kindred products) 662 ($430); Metal Fabrication 190 ($350); Cement Prod. 18 ($275); Wood Products 38 ($250); Construction 238 ($342); Manufacturing 1,051 ($379); Trans. & Publ. Utilities 459 ($388); Wholesale, Retail Trade 1,901 ($178); Finance, Insur. Real Estate 332 ($277); Services & Misc. 1,361 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-57; Summer 57-87; Fall 33-61; Winter 5-27; First killing frost, Sept. 29. Last killing frost, May 6.

11 - TAP WATER: Alkaline, soft; fluoridated

12 - RETAILING: Principal Shopping Centers-4 blocks on Dakota Ave. S; 4 on Third St. SE & SW
Neighborhood Shopping Centers-Southgate; Dakota Ave. S; Supercity; Dakota Avenue N; Huron Mall (40 stores) Lincoln and 21st.
Principal Shopping Days-Department Stores; Sun., Mon., Fri. and Sat.; Food: Fri., Sat., Sun. & Thur.
Stores Open Evenings-Dept., Fri.; Food & Shopping Centers; Every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lewis.
Discount Stores-Pamida; K mart.
Variety Store-Ben Franklin.
Chain Drug Stores-Osco; Lewis.
Chain Supermarkets-Randall's; Red Owl; Fairway Grocery.
Other Chain Stores-Firestone; Stevenson's; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

14 - NEWSPAPERS: PLAINSMAN (e-mon to fri) 13,322; (S) 13,746; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN, 49 E. 3rd St. SE, Huron, SD 57350; Tel. (605) 352-6401.
National Representative: Branham/Newspaper Sales.

LEAD-DEADWOOD

1 - LOCATION: Lawrence County. E&P Map A-2. County Seat. 43 mi. NW of Rapid City. On Hwys. 14, 85 and 385.

2 - TRANSPORTATION: Railroads-BN.
Motor Freight Carriers-All American; Barber.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 6,365; Loc. Est. 5,953
Deadwood 80 Cen. 2,035; Loc. Est. 1,928
Lead 80 Cen. 4,330; Loc. Est. 4,025
County 80 Cen. 18,339; Loc. Est. 18,560

4 - HOUSEHOLDS:
Cities 80 Cen. 2,482; Loc. Est. 2,273
Lead 80 Cen. 1,655; Loc. Est. 1,505
Deadwood 80 Cen. 827; Loc. Est. 778
County 80 Cen. 6,738; Loc. Est. 6,943

5 - BANKS	NUMBER	EST. DEP.
Comm./Savings & Loan	3	$31,200,000

6 - PASSENGER AUTOS: County 15,990 (includes trucks)

7 - ELECTRIC METERS: Residence 3,362

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fabrication; Tourist Bus; Milk Processing; Pulpwood.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Days-Thur., Fri. & Tues. after pay day.

13 - RETAIL OUTLETS: Department Stores-Anthony's; JCPenney.
Discount Stores-Pamida; Ben Franklin.
Chain Drug Stores-Rexall 4.
Chain Supermarkets-Safeway; Piggly Wiggly; Circle Foods.
Other Chain Stores-Coast-to-Coast; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: CALL/PIONEER-TIMES (e-mon to fri, m-sat) 2,425; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bill Kemper, Pub., CALL/PIONEER-TIMES, S. Main, Lead, SD 57754; Tel. (605) 584-2303.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Lake County. E&P Map D-3. County Seat. 58 mi. NW of Sioux Falls.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Jack Rabbit.

3 - POPULATION:
Corp. City 80 Cen. 6,210; Loc. Est. 6,375
County 80 Cen. 10,724; Loc. Est. 11,087
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,374; Loc. Est. 2,088
County 80 Cen. 3,938; Loc. Est. 4,198

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	3	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 9,096 (includes trucks)

7 - ELECTRIC METERS: Residence 2,387

8 - GAS METERS: Residence 1,747

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Poultry Packing 125; Elec. Pwr. Coop. 75; Machine Tools 50; Dakota State College 160; Farm Machinery 100; Cabinets 50; Pumps 50; Auto Parts 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28. Last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Tues., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Galloway's; JCPenney.
Variety Store-Ben Franklin.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack & Jill; Super Valu.
Other Chain Stores-Montgomery Ward; Sears; Coast-to-Coast; Our Own Hardware; Holiday; Pamida.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,767; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Merrill D. Hunter, Pub., LEADER, 218 S. Egan Ave., Madison, SD 57042; Tel. (605) 256-4555.
National Representative: American Newspaper Representatives.

MITCHELL

1 - LOCATION: Davison County. E&P Map C-3. Commercial center of highly developed farm area. 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2 - TRANSPORTATION: Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Intercity.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 13,916; Loc. Est. 14,449
CZ-ABC. (80) 13,916; (84) 14,100
RTZ-ABC. (80) 81,573; (84) 78,300
County 80 Cen. 17,820; Loc. Est. 18,288
City & RTZ-ABC. (80) 95,489; (84) 92,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,402; Loc. Est. 5,683
CZ-ABC. (80) 5,402; (84) 5,500
RTZ-ABC. (80) 28,481; (84) 27,700
County 80 Cen. 6,656; Loc. Est. 6,955
City & RTZ-ABC. (80) 33,883; (84) 33,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$188,716,000
Savings & Loan	2	$23,500,000

6 - PASSENGER AUTOS: County 14,701 (includes trucks)

7 - ELECTRIC METERS: Residence 5,470

8 - GAS METERS: Residence 3,501

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gen. Industry 475 ($271); Public Utility 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6. Last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th, Super City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Super City of Mitchell(14)	NA NA	Super Value. ShopKo, Hallmark

Principal Shopping Days-Mon., Thur., Sat., Food: Wed. & Sat.
Stores Open Evenings-Dept. stores: Mon.; Food, Drug & Discount nightly.

13 - RETAIL OUTLETS: Department Stores-Buche; JCPenney; Guyermans, Feinsteins; Montgomery Ward.
Variety Stores-Woolworth.
Chain Drug Stores-State/Snyder; ShopKo Phcy.
Discount Stores-ShopKo; K mart; Bennett's; Ben Franklin.
Chain Supermarkets-Randall Super Valu; Sunshine Mkt.; Prairie Market.
Other Chain Stores-Firestone; Goodyear, Radio Shack, Sherwin-Williams; Singer; Bostwick's; Tractor Supply; Campbell Supply; Peavey Building Supply; Fullerton Lumber; United Building Center.

14 - NEWSPAPERS: REPUBLIC (e) 12,488; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Sandie Strand, Adv. Dir., REPUBLIC, 120 S. Lawler, Mitchell, SD 57301; Tel. (605) 996-5514.
National Representative: Thomson Newspapers.

PIERRE

1 - LOCATION: Hughes County. E&P Map B-2. State Capital. On U.S. Hwys. 14, 16; State Hwy 34.

2 - TRANSPORTATION: Railroads-Chicago & NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Western; Republic; Frontier; Masaba.

3 - POPULATION:
Corp. City 80 Cen. 11,973; Loc. Est. 12,513
County 80 Cen. 14,220; Loc. Est. 14,293

4 - HOUSEHOLDS:
City 80 Cen. 4,447; Loc. Est. 4,661
County 80 Cen. 5,180; Loc. Est. 5,306

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$338,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 12,042 (includes trucks)

7 - ELECTRIC METERS: Residence 4,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail 570; Construction 1,700; Store House 975; Services & Others 2,272.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-80; Summer 60-105; Fall 32-75; Winter 25-32. First killing frost, Sept. 29. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Pierre St., Pierre Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pierre Mall(34)	1	K mart, Bostwicks, JCPenney
Red Owl	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, supermarkets & Red Owl Shopping Center; Stores in Pierre Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lucas & Theim; K mart; Bostwicks; Mitchells.
Variety Stores-Ben Franklin; Coast-to-Coast, Hogans Hardware.
Discount Stores-Red Owl.
Chain Drug Stores-Rexall 2; Corner Drugs.
Chain Supermarkets-Red Owl; Sooper Dooper; Sutleys Town & Ranch.
Other Chain Stores-S&H Green Stamps; Goodyear; Montgomery Ward (catalog); Sears (catalog); Coast-to-Coast.

14 - NEWSPAPERS: CAPITAL JOURNAL (e-mon to fri) 3,633; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: Terry Hipple, Adv. Mgr., CAPITAL JOURNAL, 404 E. Sioux, Pierre, SD 57501; Tel. (605) 224-7301.
National Representative: American Newspaper Representatives.

RAPID CITY

1 - LOCATION: Pennington County. E&P Map A-2. County Seat. Tourist area-Mt. Rushmore, 30 mi. from western border of S. Dakota; Minneapolis, MN 600 mi.; Denver, CO 400 mi., Sioux City, 464 mi.; Billings, 410 mi. Elevation 3,140 feet. Vacation and resort center. On I-90.

2 - TRANSPORTATION: Railroads-Chicago & NW.
Motor Freight Carriers-Barber Trans.; Salt Creek Freight; All American.
Intercity Bus Lines-Black Hills Stage Lines; Continental Trailways; Gray Line of the Black Hills; Jack Rabbit.
Airlines-Western, Frontier; Republic; Big Sky; United.

3 - POPULATION:
Corp. City 80 Cen. 46,492; Loc. Est. 44,649
CZ-ABC. (80) 46,492; (84) 47,200
RTZ-ABC. (80) 104,381; (84) 111,900
County 80 Cen. 70,133; Loc. Est. 67,420
City & RTZ-ABC. (80) 150,873; (84) 159,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,233; Loc. Est. 16,328
CZ-ABC. (80) 17,223; (84) 17,700
RTZ-ABC. (80) 35,542; (84) 38,500
County 80 Cen. 25,186; Loc. Est. 24,619
City & RTZ-ABC. (80) 52,765; (84) 56,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$878,700,000
Savings & Loan	3	$240,506,330

6 - PASSENGER AUTOS: County 64,455 (includes trucks)

7 - ELECTRIC METERS: Residence 20,409

8 - GAS METERS: Residence 15,351

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fishing 105; Mining and Quarrying 205; Construction 1,275; Manufacturing 2,340; Railroads 90; Other utilities 1,590; Wholesale Trade 909; Retail Trade 4,208; Finance, Ins. & R.E. 841; Services 2,175; Private Household 500; Govt. 5,050. Military personnel 6,190. Tourism.
Principal Pay Days-Sat. and Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-74; Summer 31-103; Fall 13-103; Winter 22-74. First killing frost, Sept. 13. Last killing frost, June 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 blocks on St. Joe St., con-

necting streets from Fourth to Ninth; Rushmore Mall Shopping Center. Anchor stores-Sears, JCPenney, Herberger's, Target.
Neighborhood Shopping Centers-East Boulevard; Baken Park area; Canvon Lake area; Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Square; Sturgis Road Strip.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baken Park(28)	2	Piggly-Wiggly
Northgate(7)	3	K mart
North Rapid	2	North Rapid Drugs
Robbinsdale	2	Piggly Wiggly
Rushmore Mall(66)	5	JCPenney, Sears, Herberger, Target
Villa Ranchero(17)	NA	Jack & Jill
South Town(26)	2	Safeway, Mill's Drug

Principal Shopping Days-Department and Apparel: Sat., Fri., Mon.; Food: Sat., Fri.
Stores Open Evenings-Thur.; Malls: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward.
Variety Stores-Woolworth, Kresge.
Chain Drug Stores-Mill's Drug 3; Osco.
Discount Stores-Family Thrift Center; La Belles; K mart; Target.
Chain Supermarkets-Safeway 3; Piggly Wiggly 2; Sooper Dooper 2; Thrift Center 2; Prairie; Albertson's.
Other Chain Stores-Coast-to-Coast; Singer; Cook's Paint; Three Sisters; Firestone; Sherwin-Williams; Ace Hardware; National Shoes; G.G. Fashions; Sweetbriar Shop; Kinney Shoes; Pay 'N Pack; Haggerty's.

14 - NEWSPAPERS: JOURNAL (e) 31,973; (S) 34,929 Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dave Sharp, V.P./Adv. Dir. JOURNAL, 507 Main St., Rapid City, SD 57709; Tel. (605) 342-0280.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SIOUX FALLS

1 - LOCATION: Minnehaha County (MSA). E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City; 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Burlington Northern; Illinois Central Gulf (I.C.G).
Motor Freight Carriers-38.
Intercity Bus Lines-Jack Rabbit; Greyhound; Springfield; Midwest Coach.
Airlines-Western; Republic; Ozark; Frontier; United.

3 - POPULATION:
Corp. City 80 Cen. 81,343; Loc. Est. 84,393
CZ-ABC: (80) 81,343; (84) 84,900
RTZ-ABC: (80) 161,910; (84) 162,300
County/MSA 80 Cen. 109,435; Loc. Est. 113,538
City & RTZ-ABC: (80) 243,253; (84) 247,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,883; Loc. Est. 32,927
CZ-ABC: (80) 30,883; (84) 32,600
RTZ-ABC: (80) 56,707; (84) 57,700
County/MSA 80 Cen. 40,054; Loc. Est. 42,605
City & RTZ-ABC: (80) 87,590; (84) 90,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,833,876,000
Savings & Loan	5	$312,682,987

6 - PASSENGER AUTOS: County 94,076 (includes trucks)

7 - ELECTRIC METERS: Residence 29,595

8 - GAS METERS: Residence 29,095

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Food 4,010 ($281); Small Mfrs. 7,070 ($232).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. Last killing frost, May 5. Growing season is 152 days.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St. New Town Mall, Louise Ave.
Neighborhood Shopping Areas-26th St. & Minnesota Ave.; 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave.; 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Ridge(11)	NA	Hank's
Southgate	NA	Lewis Drug
Southway(15)	NA	PayLess Shoes
Western Mall(69)	NA	1/2 Price Store, Shriver's, Walgreens
The Empire(89)	NA	Younkers, JCPenney, Osco
New Town Mall(20)	NA	Target

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat., Sun.; Food: Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri. Super Mkts., Major Shopping Centers: Every night. Mon. to Sat. & Sun. 11 to 6.

13 - RETAIL OUTLETS: Department Stores-Shriver's (Idaho Dept. Stores); JCPenney; Sears; Younkers; Dayton's.
Discount Stores-K mart 3; Target; 1/2 Price Store.
Chain Drug Stores-Walgreens; Osco; Lewis.
Chain Supermarkets-Sunshine 6; Gettens 2; Super Valu 2; Nash Finch; Hinky Dinky 3; Hy Vee 2; Albertson's.
Other Chain Stores-Women's Apparel: Vanity, Maurice's, Mode O'Day, Geyerman's, Susies Casuals, Three Sisters; Shoes: Baker's, Kinney, Caldwells, National Pay Less Shoes, Gallenkamp, Woderfour; Auto Supply: Champion Auto, Firestone; Paint: Cook, Pittsburgh, Sherwin-Williams; Misc.: Fanny Farmer, Singer Co., Team Electronics 3, Radio Shack 3, Zale's Jewelry, Osborn's Mens Wear, N.W. Fabrics, Russell Stover Candy, Hallmark 3, Scheels Hardware, Pay 'N Pak, LaBelles.

14 - NEWSPAPERS: ARGUS LEADER (m) 42,488; (S) 55,719; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Scott McKibben, Adv. Dir., ARGUS LEADER, PO Box 5034, Sioux Falls, SD 57117; Tel. (605) 331-2200.
National Representative: Gannett Newspaper

WATERTOWN

1 - LOCATION: Codington County. E&P Map D-2. County Seat. Retail shopping, wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

2 - TRANSPORTATION: Railroads-Burlington Northern; C&NW.
Motor Freight Carriers-7.
Intercity Bus Lines-Zephyr; Jack Rabbit.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 15,649; Loc. Est. 16,059
CZ-ABC. (80) 16,200; (84) 16,800
RTZ-ABC. (80) 55,683; (84) 54,600
County 80 Cen. 20,885; Loc. Est. 21,432
City & RTZ-ABC: (80) 71,883; (84) 71,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,051; Loc. Est. 6,326
CZ-ABC: (80) 6,209; (84) 6,500
RTZ-ABC: (80) 19,751; (84) 19,400
County 80 Cen. 7,675; Loc. Est. 8,078
City & RTZ-ABC: (80) 25,960; (84) 25,900

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$196,776,000
Savings & Loan	1	$127,494,602

6 - PASSENGER AUTOS: County 18,052 (includes trucks)

7 - ELECTRIC METERS: Residence 6,785

8 - GAS METERS: Residence 5,256

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Molding 315($277); Welding Equipment 180 ($214); Poultry Processing 230 ($160); Mobile Homes 102 ($274); Hydraulic Digger Derricks 180 ($284). Flax Straw Processing 98 ($322); Bakery Goods 60 ($353); Granite Memorials 45 ($310); Down Filled Outerwear 54 ($192).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16. Fall killing frost, Sept. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Kemp Ave.; N & S Broadway; N & S Maple St.; 4 blocks on 1st Ave. N; 1 block on 2nd St. NE.
Shopping Centers-Watertown Mall (E on U.S. Highway 212)-44 stores, K mart, JCPenney, Herberger's, Osco Drug, Hy-Vee, Spurgeons. Miracle Mall (5 firms located on Highway 212). Fleet Wholesalers. Four block area at Junction of U.S. Hwys. 212 and 81. Five block area Hwy. 20 to Lake Kampeska.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Townwide Thur.; Food and Shopping Center, nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Herberger's; Spurgeons.
Chain Drug Store-Osco.
Discount Stores-Fleet Wholesale (hardware); Pamida; K mart; Tractor Supply (TSC); Mac's.
Variety Store-Woolworth.
Chain Supermarkets-Red Owl Country Store; O.P. Skaggs; Spies; Hy-Vee; Prairie Market.
Other Chain Stores-Sears (catalog); Goodyear; Firestone; House of Fabrics; Coast-to-Coast; Radio Shack; Olympic Village; Spurgeons; Express Photo; Extra Touch; House of Wood; Musicland; Pay Less Shoes.

14 - NEWSPAPERS: PUBLIC OPINION (e) 16,875; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: A.W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave., NW, Watertown, SD 57201; Tel. (605) 886-6901.
National Representative: Branham/Newspaper Sales.

YANKTON

1 - LOCATION: Yankton County, E&P Map D-3, County Seat. Located on the Missouri River near the confluence of the James River. Agriculture and manufacturing area. Retail trade center 165 mi. NW of Omaha, NE. Juncture of U.S. 81; South Dakota 50.

2 - TRANSPORTATION: Railroads-Burlington Northern (freight only).
Motor Freight Carriers-3.
Bus Lines-Jack Rabbit.
Airlines-AAA.

3 - POPULATION:
Corp. City 80 Cen. 12,011; Loc. Est. 12,482
County 80 Cen. 18,952; Loc. Est. 19,622

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,463; Loc. Est. 7,062
County 80 Cen. 6,624; Loc. Est. 4,699

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$143,348,000
Savings & Loan	2	$47,150,000

6 - PASSENGER AUTOS: County 15,467 (includes trucks)

7 - ELECTRIC METERS: Residence 4,482

8 - GAS METERS: Residence 4,314

9 - PRINCIPAL INDUSTRIES: 49 manufacturing establishments; employing 3,700. Seeds; Trees; Machine Tools; Electricity; Poultry Products and Feeds; Steel Scaffolding; Conveyors; Meat Processing; Aluminum Extrusion; Airplane Parts; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader. Health industry-employing 1,451 (clinics, hospitals, nursing homes, etc.).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11. Last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 3rd St.; 3 on Broadway; 2 on Walnut; 2 on Douglas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yankton Mall(56)	2	Spurgeons, Singer JCPenney, TG&Y
Yankton Plaza(9)	2	Alco, Hinky Dinky

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Fri. Food-Mon. through Sun. Shopping Mall-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Fantle Bros.; JCPenney; Shriver's; Spurgeons.
Variety Stores-TG&Y; Ben Franklin.
Discount Stores-K mart; Alco.
Chain Supermarkets-Sunshine; Don's Super Saver; Haskers; Hinky-Dinky; Save-U-More.
Chain Drug Stores-Rexall; White Drug.
Other Chain Stores-Coast to Coast; Firestone; Clem's Goodyear; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Shack; Kinneys; One Hour Martinizing; Maurice's; The Closet; Sears (catalog) Montgomery Ward (catalog).

14 - NEWSPAPERS: PRESS & DAKOTAN (e) 10,168; sworn Sept. 31, 1983.
Local Contact for Advertising and Merchandising Data: Mike Johnson, Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St., Yankton, SD 57078; Tel. (605) 665-7811.
National Representative: Branham/Newspaper Sales.

TENNESSEE SURVEYS

METROPOLITAN STATISTICAL AREAS

Chattanooga, Tenn.-Ga.-Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Clarksville-Hopkinsville, Tenn.-Ky.-Montgomery County, Tenn.; Christian County, Ky.
Johnson City-Kingsport-Bristol, Tenn.-Va.-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol City, Scott and Washington Counties, Va.
Knoxville-Anderson, Blount, Grainger, Jefferson, Knox, Sevier and Union Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Nashville-Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	325	326	341
5-14 Years	773	720	753
15-24 Years	701	854	892
25-44 Years	939	1,278	1,336
45-64 Years	807	895	936
65 and Over	382	518	542
TOTAL	3,926	4,591	4,800

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	525	816	1,569
General Mdse	1,212	1,764	3,156
Food	1,825	3,007	5,566
Automobiles	1,946	3,323	6,526
Gasoline Stations	663	1,151	2,354
Apparel	418	611	1,098
Furniture	394	599	1,151
Eat-Drink Places	510	990	2,094
Drugs	271	412	796
TOTAL SALES	8,466	13,692	26,559

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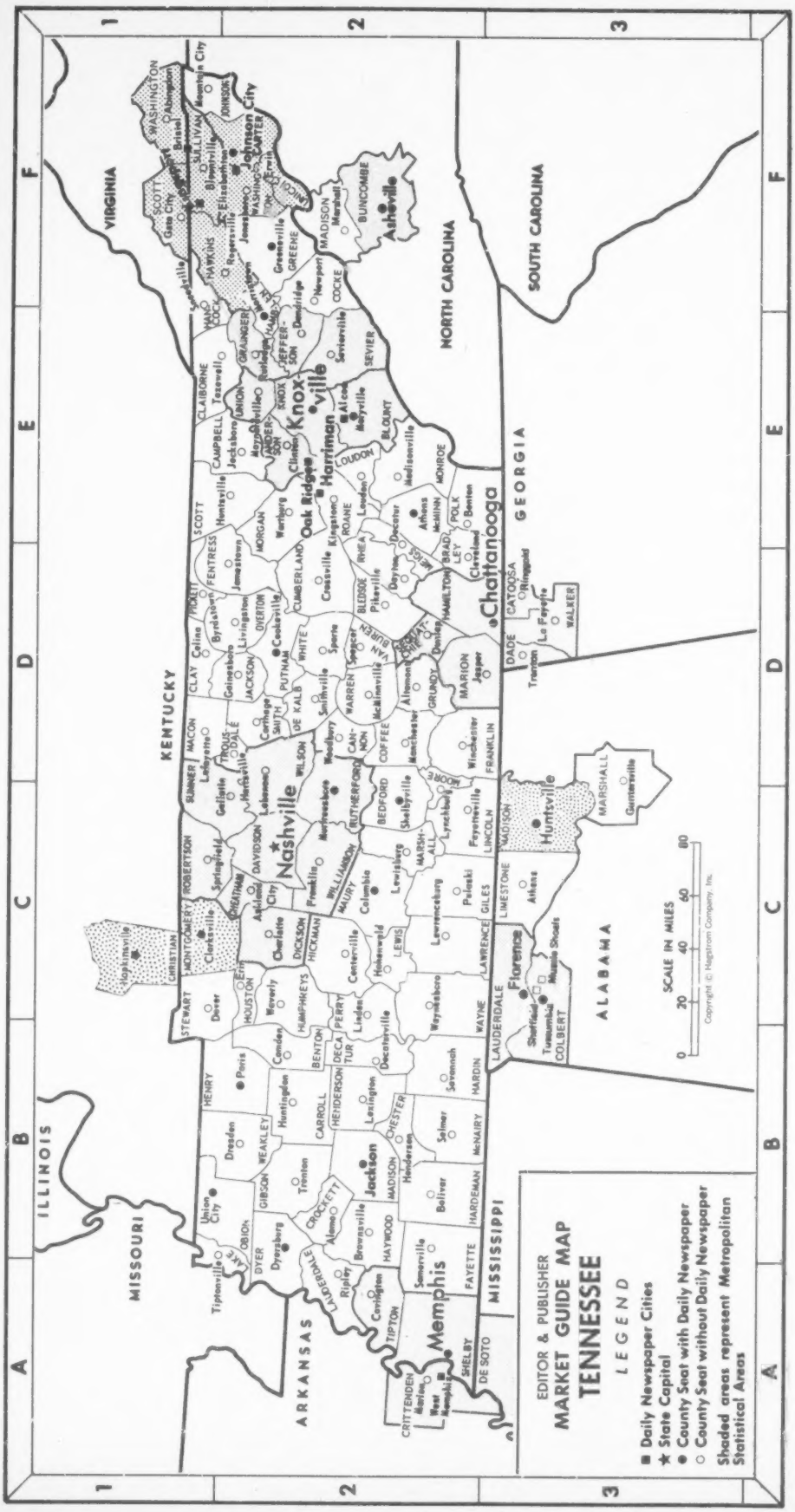
EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 20 40 60 80
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KENTUCKY
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Chattanooga
Nashville
Memphis
Huntsville
Florence
Jackson
Oak Ridge
Harriman
Johnson City
Kingsport
Bristol
Ashland City
Clarksville
Columbia
Lawrenceburg
Shelbyville
Murfreesboro
Gallatin
Lebanon
Cookeville
Crossville
Sparta
McMinnville
Manchester
Tullahoma
Winchester
Fayetteville
Pulaski
Lewisburg
Centerville
Waynesboro
Hohenwald
Linden
Decaturville
Parsons
Huntingdon
Dresden
Trenton
Union City
Tiptonville
Dyersburg
Brownsville
Ripley
Covington
Somerville
Bolivar
Selmer
Lexington
Henderson
Martin
Paris
Camden
Waverly
Dover
Clarksville
Springfield
Portland
Gallatin
Hartsville
Lebanon
Carthage
Smithville
McMinnville
Woodbury
Murfreesboro
Shelbyville
Manchester
Tullahoma
Winchester
Fayetteville
Pulaski
Lewisburg
Columbia

4 - HOUSEHOLDS:
City 80 Cen. 62,139; Loc. Est. 65,313
County 80 Cen. 103,319; Loc. Est. 108,150
MSA 80 Cen. 150,760; Loc. Est. 158,798
CZ-ABC: (80) 94,963; (84) 94,000
Bal. in PMA-ABC: (80) 28,949; (84) 33,800
Total PMA-ABC: (80) 123,912; (84) 127,800
RTZ-ABC: (80) 153,461; (84) 164,300
Total PMA & RTZ-ABC: (80) 277,373; (84) 292,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,150,329,894
Savings & Loan	3	$712,975,478

6 - PASSENGER AUTOS: County 192,448

7 - ELECTRIC METERS: Residence 124,657

8 - GAS METERS: Residence 25,409

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 23,400 ($291); Nondurable Goods 29,200 ($255); Nonmanufacturing 121,600.

10 - CLIMATE: Av. Temp.-Spring 59; Summer 78; Fall 64; Winter 38. Avg. Precipitation 51.33 in.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvoir Ctr.(5)	6	Radio Shack, Bates Carpets
Belvoir Plz.(8)	NA	Beverage Mart, Roy's Shoe Service
Brainerd Vlg.(24)	8	Western Auto, Fabric World, Ace Hdwe.
Dallas Hollow(5)	15	Red Food
Dallas Plz.(31)	15	Drug Store
Dayton Blvd. & Browntown Rd.	NA	Red Food Store
Dayton Plz.(11)	NA	Retail Stores
E. Brainerd Rd.	NA	Red Food, Eckerd
Eastgate Ctr(39)		Eckerd, Toy City, Revco, JCPenney, Woolworth
East Ridge (6)	8	Red Food, Zayre
Four Squares Mall (28)	NA	Gateway, Harvey's Touch, Brass Register
Ft. Oglethorpe Ctr.(6)	NA	Palmer Drug, Singer Red Food
Golden Gateway Ctr.(12)	NA	Zayre, Red Food
Hickory Valley Ctr.	15	Red Food,Shaliowford Prescriptions
Highland Plz. Ctr.(20)	26	Loveman's, A&M Toys, Otasco, Revco
Highway 58 Ctr.(4)	9	Pruett Food Town, Eckerd, Pic-N-Pay
Hill's Plz. East(4)	NA	Allstate Ins.
Jones Plz.(4)	9	Bea's Ceramics, Canvas & Yarn
K mart-Hixson Pike	6	K mart
K mart-McBrien Rd.	NA	K mart
K mart 101 Hwy.2 (14)	NA	K mart, Revco,
K mart-Hwy.58(2)	NA	Kroger, PayLess
Kroger Plaza(10)	4	Pic-N-Pay, Plateau Mfg.
Lake Hills(4)	8	Red Food
Lee Plz. East(7)	NA	Kroger, Revco
Mountain View(8)	5	Red Food
Northgate Mall(90) (90)	10	Anderson Little, Kroger, Sears, Miller's JCPenney
Northwoods Plz.(8)	NA	Boot Den, Abe Shavin Hdwe.
Oakwood Plz.(15)	NA	
Oglethorpe Plz.(12)	11	K mart, Revco, Moore-Handley
Osborn Ctr (69)	6	Red Food, Lovemans, Redford's
Park Plz Ctr.(15)	NA	Consumer Warehouse
Parkway Ctr.(20)	NA	Kroger, Eckerd, Hills, Radio Shack, Pic-N-Pay
Plaza 58 Ctr.(20)	8	Factory Pants, Radio Shack
Red Food Ctr.(5)	NA	Red Food, Revco
Regency Square	NA	Reflections
Ridgewood Vlg.(18)	NA	Brass Bed Shop, Shoe Villa
Signal Plz.(13)	10	Pruett Food Town, Tucker's Pharm.
Town & Country Center (15)	1	J.B. & Friends Deli Bonds Drugs

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Miller's 4; Loveman's 4; Sears 2; JCPenney 3.
Discount Stores-Hamilton Distributors 2; K mart 4; Zayre 2; PayLess 4; Dollar General Stores 5; Service Mdse.
Variety Stores-Woolworth 2; Kress; Redford 11; Kresge; G.C. Murphy 2.
Chain Drug Stores-Eckerd 7; Drew; Revco 5; Moore & King 4; The Drug Shop; O'Neals; Mill Discount 2.
Chain Supermarkets-Kroger 5; Red Food 21; Golden Gallon 33; Gooldlet 3; Pruett Food Town 15; Piggly Wiggly; Consumer Warehouse Foods 2.
Other Chain Stores-Clothing: National Shirt, 5-7-9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Paraphernalia, Lerners, Anderson-Little, J. Miller Fashion; Shoes: Thom McAn, Jarman, Baker's, Hardy's; Confectionery: Russell Stover, Others: G.C. Murphy, Western Auto, Economy Auto, Otasco, Pier 1, Record Bar, Swiss Colony, Wicks'n Sticks, Zale's, Kays, Oshman's.

14 - NEWSPAPERS: TIMES (m-mon to fri) 44,950; (m-sat) 43,532; NEWS-FREE PRESS (e-mon to fri) 56,520; (e-sat) 52,973; (S) 104,912; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Roy McDonald, Pub.; Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37401; Tel. (615) 756-6900.
National Representative: Landon Associates.

CLARKSVILLE

1 - LOCATION: Montgomery County (In Clarksville-Hopkinsville, TN-KY MSA). E&P Map C-1. County Seat. Agricultural and military; manufacturing; university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet; on U.S. Hwy. 41A, 79; and Interstate 24.

2 - TRANSPORTATION: Railroads-L&N main line.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Allegheny Commuter, a division of USAir.

3 - POPULATION:
Corp. City 80 Cen. 54,777; Loc. Est. 57,457
CZ-ABC: (80) 67,891; (84) 72,000
RTZ-ABC: (80) 28,166; (84) 30,600
County 80 Cen. 83,342; Loc. Est. 87,419
MSA 80 Cen. 150,220; Loc. Est. 154,834
City & RTZ-ABC: (80) 96,057; (84) 102,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,817; Loc. Est. 19,090
CZ-ABC: (80) 22,142; (84) 23,700
RTZ-ABC: (80) 9,599; (84) 10,500
County 80 Cen. 27,198; Loc. Est. 29,232
MSA 80 Cen. 46,844; Loc. Est. 49,438
City &RTZ-ABC: (80) 31,741; (84) 34,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$458,030,431
Savings & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 71,406

7 - ELECTRIC METERS: Residence 21,486

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Rubber Goods; Air Conditioning; Heating Units; Snuff; Cigars; Foods; Work Clothing; Western Boots; Electrical Instruments; Fertilizer; Shoes; Paper Containers; Appliance Components; Yearbooks; Commercial printing; Metalized Paper Labels; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Processing; Carbon Electrodes; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell). 46,000 (total).

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Franklin St.; 19 blocks on Riverside Dr.; 1 block Madison St.; 10 blocks Ft. Campbell Blvd.
Neighborhood Centers-7 blocks on New Providence Blvd., includes 14 stores and mart Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clarksville Plz.(12)	1	Mont. Ward, Ray Batt's Furn., Harvey's
Two Rivers Mall(29)	1	Sears, Walgreens, Stuarts, Brooks
Tradewinds So.(15)	4	TG&Y, Winn-Dixie, Revco, Radio Shack
Tradewinds	NA	TG&Y, Winn-Dixie
Madison Circle	NA	Furn. World, Hills, Revco, P.N. Hirsch
Kroger Center	2	Kroger, SupeRx
Mart Shop	2	CDS Drug, Dollar General
St. Bethlehem	3	Dollar General, Curtis Mathis
Clarksville Sq.(6)	4	Pic N'Pay, Wal-Mart, Foodtown
K mart Plz.(7)	2	K mart, Kroger, Walgreens
Northgate(4)	10	
Markland Plz.(16)	20	Dollar General

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers until 9, Kroger's & SupeRx Drugs all night.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Parks Belk; Frech-Jones; Harveys; Sears; Sullivan's.
Discount Stores-TG&Y 2; Grandpa's; Dollar General Stores 3; K mart; Wal-Mart.
Chain Drug Stores-Walgreens 2; Revco 2; SupeRx; CDS; TWD.
Chain Supermarkets- Kroger 2; H.G. Hill; Winn-Dixie 2; CB Stores 3; Foodtown 3; IGA 2; 7-Eleven 7; SDI 4; Minit Mart 4; Bi-Rite; Kwick-Stop 3; ShopRite 2; Majik Markets 3; Sack 'N' Pack 2; Big Star; Save-A-Lot.
Other Chain Stores-Firestone; Goodyear; Lowe's; Moore's; Radio Shack; Shoe World; PicWay Shoes; Pic 'N Pay.

14 - NEWSPAPERS: LEAF-CHRONICLE (m) 17,751; (S) 20,751; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gene Washer, Adv. Dir.; LEAF-CHRONICLE, 200 Commerce St., PO Box 829, Clarksville, TN 37041; Tel. (615) 552-1808.
National Representative: Branham/Newspaper Sales.

CLEVELAND

1 - LOCATION: Bradley County. E&P Map D-2. County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. Hwys. 11, 64, I-75, State Hwys. 74, 60, 40, 2.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Republic; Piedmont; Tenn. Airways. (airport-22 miles).

3 - POPULATION:
Corp. City 80 Cen. 26,415; Loc. Est. 29,338
CZ-ABC: (80) 32,430; (84) 32,400
RTZ-ABC: (80) 44,161; (84) 49,400
County 80 Cen. 67,547; Loc. Est. 69,634
City & RTZ-ABC: (80) 76,591; (84) 81,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,946; Loc. Est. 11,162
CZ-ABC: (80) 11,790; (84) 11,900
RTZ-ABC: (80) 14,272; (84) 16,200
County 80 Cen. 23,026; Loc. Est. 24,253
City & RTZ-ABC: (80) 26,062; (84) 28,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$316,375,000
Savings & Loan	2	$225,011,379

6 - PASSENGER AUTOS: County 57,082

7 - ELECTRIC METERS: Residence 18,645

8 - GAS METERS: Residence 3,058

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Stoves, Ranges 3,200; Textiles 2,500; Furniture 1,800; Chemicals 1,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Holiday Shopping Plaza (7 stores); Keith Street (7 stores); Cloverleaf 1 and 2, N Keith St. (13 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keith St. Plz.(40)	NA	Radio Shack
Cleveland Mall(36)	2	JCPenney, Sears, Rose's
Village Mall(36)	NA	Kresges, Millers, Parksbelk
Stuart Park	NA	Hallmark

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Millers; Parks-Belk.
Variety Stores-Lay's; Kresge; Wal-Mart; Rose's; K mart.
Chain Drug Stores-Moore's; Eckerd; Revco; Central Drug; McCall's; Ken Harris Pharmacy.
Chain Supermarkets-Red Food 3; Watson's 4; Pruitt's Food Town; Cooke's 3.
Other Chain Stores-Firestone; Sterchi's; Goodyear; Eleanor Shops; Hub Furniture; Bottom Half; Butler Shoes.

14 - NEWSPAPERS: BANNER (e-mon to fri) 15,454; (S) 16,910 Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary Davis, Adv. Dir., BANNER, PO Box 3600, Cleveland, TN 37311; Tel. (615) 472-5041.
National Representatives: Landon Associates.

COLUMBIA

1 - LOCATION: Maury County. E&P Map C-2. County Seat. Rail shipping center. Agricultural, mining and manufacturing area, wholesale grocery center. 43 mi. S of Nashville. Medical Center for South Central TN. Regional Retail Shopping area.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,571; Loc. Est. 29,358
CZ-ABC: (80) 26,372; (84) 27,600
RTZ-ABC: (80) 107,719; (84) 110,200
County 80 Cen. 51,095; Loc. Est. 53,001
City & RTZ-ABC: (80) 134,091; (84) 137,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,200; Loc. Est. 10,541
CZ-ABC: (80) 9,666; (84) 10,200
RTZ-ABC: (80) 37,736; (84) 38,900
County 80 Cen. 18,180; Loc. Est. 19,252
City & RTZ-ABC: (80) 47,402; (84) 49,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$380,000,000
Savings & Loan	1	$110,000,000

6 - PASSENGER AUTOS: County 36,351

7 - ELECTRIC METERS: Residential County 19,630

8 - GAS METERS: County 5,364

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemicals 1,800 ($425); Textiles & Apparel 1,300 ($200); Mach. & Metals 1,300 ($250); Food 185 ($180); Other Mfg. 1,200 ($260); Mining 204 ($270); Constr. 475 ($240); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Agricultural Chemicals; Truck Springs; Air Conditioners; Moulton Plastics.
Principal Industrial Pay Days-Thur., Fri. 1st, 3rd, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 60-104; Fall 25-84; Winter 17-80.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Downtown Shopping Areas-3 blocks on 7th St.; 7 on Garden; 3 on 8th St.; 4 on Main; 4 on Public Square; 2 on 6th St.; 1 on Woodland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End(7)	1	Central Lime
Cambell Pl.(18)	1	Piggly Wiggly, Western Sizzlin
Northway(13)	1	Gibson, Sears
Maury County(13)	4	Rose's, Parks-Belk
Columbia Plz.(4)	NA	Hill's, Fred's
Carmack Plaza(4)	1	Market Basket
Shady Brook Mall(44)	3	JCPenney, Harvey's, Wal-Mart
K mart Plaza(5)	3	K mart, Krogers
Red Food Plaza(6)	NA	Red Food Store

Principal Shopping Days-Sat., Fri., & Sun.
Stores Open Evenings-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sullivan's; Harvey; JCPenney; Rehrs-Gordon; Parks-Belk; Wilma's.
Discount Stores-Gibson's; Dollar General; Fred's; Wal-Mart; K mart; Rose's; Family Dollar.
Chain Drug Stores-Reynolds 2; Woldridge; Revco 2; Derryberry's 2; SupeRx; Medicine Shoppe; Eckerd.
Chain Supermarkets-H.G. Hill; Kroger; Giant Foods; SuperRama; Piggly Wiggly 2; Lovetts; BiRite; Sav-A-Lot.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone; Royce Shoe; Homecrafter; Payless Shoes; Baretts; Zale's Jewelry; Gordons Jewelry; Sterchi's; Jones Home Furnishings.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,896; (S) 13,732; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James W. Dickey, Adv. Dir., HERALD., 1115 S. Main St., PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.
National Representative: The Papert Companies.

COOKEVILLE

1 - LOCATION: Putnam County. E&P Map D-2. County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 42, 70, I-40 & Corridor J (Hwy. 111). 80 mi. E of Nashville, 100 mi. W of Knoxville, 80 mi. N of Chattanooga.

2 - TRANSPORTATION: Railroads-L & N.
Intercity Bus Lines-Continental Trailways.
Airlines-Tenn. Airways; Skyways.
Motor Freight Carriers-Mason & Dixon; Potter Freight; Ryder; Thurston; UPS; Averitt Express; Merchant's Freight Lines; Tenn.-Carolina Transport; Warrior Transport; Purolator.

3 - POPULATION:
Corp. City 80 Cen. 20,350; Loc. Est. 21,341
CZ-ABC. (80) 20,535; (84) 21,800
RTZ-ABC. (80) 27,155; (84) 29,600
County 80 Cen. 47,601; Loc. Est. 49,920
City & RTZ-ABC. (80) 47,690; (84) 51,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,087; Loc. Est. 7,531
CZ-ABC. (80) 7,087; (84) 7,600
RTZ-ABC. (80) 9,619; (84) 10,600
County 80 Cen. 16,706; Loc. Est. 17,845
City & RTZ-ABC. (80) 16,706; (84) 18,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$332,405,000
Savings & Loan	3	$55,261,000

6 - PASSENGER AUTOS: County 32,928

7 - ELECTRIC METERS: City Residence 7,631

8 - GAS METERS: City Residence 1,659

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Furniture 1,272; Auto Access 549; Elect. Machy. 798; Sporting Goods 680; Candy 295; Apparel 1,375; Boots 307.
Principal Industrial Pay Days-Fri.: 15th & 30th.

10 - CLIMATE: Mild Temp., mean 57; precipitation 51 1/2; 200-day growing season.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: Principal Shopping Area-Broad St. between Willow and Washington. Spring St. between Willow and Maple. S Jefferson between I-40 and 1st. St., Willow Ave. between Stevens St. and 1st St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Tree(22)	NA	Rose's, Eckerd, Bestway
Towne Plaza(4)	NA	K mart, Radio Shack
Cookeville Mall(35)	NA	JCPenney, Harvey's
North Side Ctr.(12)	NA	Big Star, Super D
Village Ctr.(6)	NA	Foodtown
West Side Ctr.(20)	NA	Jayson's, McAddo's, Dollar General
Jackson Square(5)	NA	Kroger, SupeRx
Green Acres(4)	NA	Leo's Food Ctr.
Red Food(4)	NA	Red Food, Lickety Split

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-McAddo's; McMurray-Roberson, Rose's; Washington Mfg. Co.; Outlet Stores; Grady's; Sears (catalog); JCPenney; Harvey's.
Discount Stores-Wal-Mart; Howard Bros.; K mart; Dollar General; Ashley's.
Variety Stores-Variety Fair.
Chain Drug Stores-Super D; Eckerd; SupeRx; Rexall.
Chain Supermarkets-Kroger; Red Food; Big Star; Cee Bee; Foodtown; Drive-In Markets; 7-Eleven; Kwik-Stop 2; IGA; Lickity Split; Bread Box.
Other Chain Stores-Shoes: Pay Less, Pic 'N Pay, Kinney; Paints: Dutch Boy, Sherwin-Williams, Porter, Pittsburgh Olympic, Martin-Senour; Auto Supply: Goodyear, Goodrich, One Price Tire Store, Auto Shack; Jewelry & Optical: Horner-Rauch, Cumberland Vision Care, C & H Rauch; Clothing: Artley's, Handmacher, Cato's; Other: Hancock Fabric, Singer Co., Orkin, Radio Shack, Roto-Rooter.

14 - NEWSPAPERS: HERALD-CITIZEN (e-mon to fri) 10,129; (S) 10,187; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joseph P. Albrecht, Pub., Allan Profant, Adv. Mgr., HERALD-CITIZEN, 124 S. Dixie; PO Box 2729, Cookeville, TN 38501; Tel. (615) 526-9715.
National Representative: Landon Associates.
DISPATCH (m) 12,181; (S) 13,678; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Osia Williams, Pub., DISPATCH, PO Box 2848, Cookeville, TN 38502; Tel. (615) 528-5405.
National Representative: General Advertising Service.

DYERSBURG

1 - LOCATION: Dyer County. E&P Map A-2. County Seat. 13 mi. E of Mississippi River, 78 mi. NE of Memphis, 165 mi. W of Nashville and 230 mi. S of St. Louis. On Hwy 51, 412; State Hwys. 20, 78, 104, 3; I-155.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf. (Piggy back), Amtrak (passenger).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport. Flight Service Station.

3 - POPULATION:
Corp. City 80 Cen. 15,856; Loc. Est. 16,873
CZ-ABC. (80) 15,856; (84) 15,500
RTZ-ABC. (80) 35,178; (84) 35,700
County 80 Cen. 34,663; Loc. Est. 35,780
City & RTZ-ABC. (80) 51,034, (84) 51,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,089; Loc. Est. 6,649
CZ-ABC. (80) 6,089; (84) 6,000
RTZ-ABC. (80) 12,436; (84) 12,900
County 80 Cen. 12,696; Loc. Est. 13,405
City & RTZ-ABC. (80) 18,525; (84) 18,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$233,612,128
Savings & Loan	1	$61,336,769

6 - PASSENGER AUTOS: County 22,063

7 - ELECTRIC METERS: Residence 9,521

8 - GAS METERS: Residence 6,738

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Knitted Textiles 1,004; Molded Sponge Rubber; Custom Mixing; Thermo Plastic Processing; Rubber Roll Roofing 1,075; Exhaust System Clamps; Ammunition Metal Parts; Auto Steering Stabilizers 310; Beverage Containers 250; Lighting Fixtures 135; Materials & Ready Mixed Concrete 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dyersburg Sq.(6)	2	Wal-Mart, Revco
Green Vlg.(20)	2	Walgreens, Otasco
Forcum Oaks(8)	2	Mar-Lek
Northgate(12)	2	Fantastic Sam's

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog)
Variety Stores-Ben Franklin.
Chain Drug Stores-Gibson; Kroger; Walgreens; Revco.
Discount Stores-Wal-Mart; Gibson's; K mart.
Chain Supermarkets-Kroger; Big Johns; Pay Less; Save-A-Lot.
Other Chain Stores-Goodyear; Firestone; Singer Co.; B.F. Goodrich; Western Auto; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: STATE GAZETTE (e-mon to fri) 6,800; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Miller, Pub., STATE GAZETTE, Hwy 51 Bypass, Dyersburg, TN 38024; Tel. (901) 285-4091.
National Representative: Landon Associates.

ELIZABETHTON

1 - LOCATION: Carter County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 67, 91; 20 mi. from Bristol, TN-VA; 5 mi. from Johnson City; 104 mi. from Knoxville.

2 - TRANSPORTATION: Railroads-ET&WNC.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Piedmont; Southern; United; Charter service at local municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 12,431; Loc. Est. 13,106
County 80 Cen. 50,205; Loc. Est. 52,674
MSA 80 Cen. 433,638; Loc. Est. 449,007
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,763; Loc. Est. 5,069
County 80 Cen. 17,868; Loc. Est. 19,179
MSA 80 Cen. 154,169; Loc. Est. 163,094

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$141,000,000
Savings & Loan	3	$127,000,000

6 - PASSENGER AUTOS: County 33,019

7 - ELECTRIC METERS: Residence 16,145

8 - GAS METERS: Residence 954

9 - PRINCIPAL INDUSTRIES: Corrugated Boxes; Furn.; Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth; Vycron (Polyester); Rayon Staple & Tow; Chem. Res.; Bldg. Blocks; Industrial Tool Mfg.; Air Filters; Aluminum Extrusions; Sportswear. Employment Mfg. 5,500; Retail 1,500; Transp. 88; Wholesale 100; Services 1,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Elk Ave.; 4 on E St.; 1 on F St.
Neighborhood Shopping Centers- 1 block on W G St.; Paramount and Westtown Square; Shopping Centers on W Elk Ave.
Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Tues., Wed., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Every night until 7 except Fri.; Shopping Centers until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Ira A. Watson; JCPenney; Parks-Belk.
Variety-Eagle; Dollar Stores; Family Dollar; Heck's.
Discount Stores-Scottie's; Wal-Mart; TG&Y.
Chain Drug Stores-Eckerd; Burgies (McKesson) Rexall; SupeRx.
Chain Supermarkets-Winn-Dixie; Giant; Publix; Kroger.
Other Chain Stores-Sterchi Furn.; Firestone; Western Auto; Free Service Tire (Goodyear); Advance; Goodrich; Broke Shoe; Women's Apparel: Nettie Lee; Edna's; George-Carols Ltd.; Cato's.

14 - NEWSPAPERS: STAR (e-mon to fri) 6,883; (S) 8,808; Dec. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Jack Campbell, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643; Tel. (615) 928-4151.
National Representatives: Landon Associates.

GREENEVILLE

1 - LOCATION: Greene County. E&P Map F-2. County Seat. 59 mi. SW of Bristol; 65 mi. NE of Knoxville. On I-81, U.S. Hwys. 11E, 70 and 411; State Hwys. 34, 35, 70 and 93.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Tennessee; Queen City; Tenn. Coach; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,097; Loc. Est. 14,868
CZ-ABC. (80) 14,097; (84) 13,700
RTZ-ABC. (80) 41,146; (84) 42,400
County 80 Cen. 54,406; Loc. Est. 56,817
City & RTZ-ABC. (80) 55,243; (84) 56,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,447; Loc. Est. 5,665
CZ-ABC. (80) 5,447; (84) 5,300
RTZ-ABC. (80) 14,019; (84) 14,700
County 80 Cen. 19,151; Loc. Est. 20,500
City & RTZ-ABC. (80) 19,466; (84) 20,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$191,481,000
Savings & Loan	3	$93,980,053

6 - PASSENGER AUTOS: County 37,497

7 - ELECTRIC METERS: Residence 23,382

8 - GAS METERS: Residence 643

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 4,500; Tobacco; 1,000; Dairy 500; Textile 400; Furniture 450; Metal Working 2,000; Chemicals 350; Tool & Die 700; Paper Products 800; Other 1,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate (12)	NA	Winn-Dixie, Revco
Food City(10)	NA	Eckerd, Food City
Towne Sq.(20)	NA	Parks-Belk Dept., White Store
West Greene	NA	Food City, Emery's
Spencer Sq.	NA	Giant, J&R Drug
Greeneville Plz.	NA	Giant Food, Wal-Mart, Revco, K mart, Ingles
Greeneville Square	NA	Revco, Winn-Dixie, Goody's

Principal Shopping Days-Fri., Sat., Tues.

13 - RETAIL OUTLETS: Department Stores-Geo. R. Lane's; JCPenney; Park-Belk; Watson's; Nettie Lee.
Discount Stores-Watson's; Scotties; Howard Bros.; Wal-Mart, K mart.
Variety Stores-Woolworth; Emery's.
Chain Drug Stores-Revco; Scottie's; Eckerd.
Chain Supermarkets-White; Winn-Dixie; Ingles; Food City 2; Giant 2.

14 - NEWSPAPERS: SUN (e) 14,486; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Henley, Adv. Dir., SUN, PO Box 1630, Greeneville, TN 37744; Tel. (615) 638-4181.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Madison County. E&P Map B-2. Manufacturing, medical, college, farming and trade center for Western Tenn. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40; State Hwys. 1, 5, 18, 20.

2 - TRANSPORTATION: Railroads-Illinois Central/Gulf, L&N.
Airlines-Republic.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; Continental Trailways; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 49,131; Loc. Est. 51,036
CZ-ABC. (80) 50,534; (84) 51,100
RTZ-ABC. (80) 228,395; (84) 229,100
County 80 Cen. 74,546; Loc. Est. 77,437
City & RTZ-ABC. (80) 278,929; (84) 280,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,132; Loc. Est. 19,074
CZ-ABC. (80) 18,585; (84) 19,000
RTZ-ABC. (80) 80,323; (84) 81,300
County 80 Cen. 26,713; Loc. Est. 28,375
City & RTZ-ABC. (80) 98,908; (84) 100,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$315,786,000
Savings & Loan	2	$64,964,198

6 - PASSENGER AUTOS: County 51,895

7 - ELECTRIC METERS: Residence 21,811

8 - GAS METERS: Residence 16,237

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.) -Manufacturing 8,200; Fiberglass Materials 943; Lumber & Hardware 796; Ceramic Tile 200; Bldg. Materials 124; Aluminum Prod. 631; Store Fixtures 170; Ptg. & Pub. 290; Carbonated Bev. 300; Power Tools 899; Misc. Mfg. 481; Sheeting for Bags 928; Dairy, Food Farm Prod. 600; Dresses 480; Frozen Foods 241; Food Products 830; Plastic Pipe 200; Furniture Mfg. 132; Packaging 621; Automotive Parts 400; Ind. Air Conditioners 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-79; Summer 64-105; Fall 22-85; Winter 02-54. Frost-free period-April 6-Oct. 23.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 10 blocks, 48 stores.
Neighborhood Shopping Centers-Highland Park 9 units; Highland & Campbell Sts.; E Chester 6 units; E Chester St. at city Limits; Hollywood on Hollywood Dr. 10 units; South Gate 10 units; Highway 45N, Knight Square 7 units; Highway 45 N, Casey Jones Village 8 units, Hwy. 45 By Pass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Hickory Mall(66)	4	Sears, JCPenney, Kisber's, Goldsmiths
Jackson Plaza(13)	4	Parks-Belk, Service Mdse.
Oak Hill(4)	4	Sunflower, Fleming Fine Furn.
Hamilton Hills(16)	4	Gibson, Liberty, Sterchis
South Gate(6)	3	Super D, Big Star
Hollywood(10)	2	E.W. James, Fred's
Madison South(27)	4	Gibson, Liberty
Highland Park	2	Highland Park Food
McKnight Sq.(21)	4	Goodyear
Casey Jones Vlg.	5	Old Country Store
North Plaza(10)	5	Wal-Mart, Revco, Sunflower

K mart Ctr.(7) NA K mart, Kroger
Bemis Sq.(12) NA Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Kisber's; Parks-Belk; Marks Rothenberg; Goldsmiths.
Discount Stores-Gibson 2; K mart; Dollar General; Super D; Wal-Mart 2.
Variety Stores-Woolworth; McCrory; Fred's.
Chain Drug Stores-Walgreens; Super D 2; Gibson; Rexall 3; Revco.
Chain Supermarkets-Piggly Wiggly 2; Liberty 4; Camp's; Kroger 2; Sunflower 2; O-Mart 10; Pic-Pac; E.W. James 2.
Other Chain Stores-Firestone; Goodyear; Western Auto; Birodnax Jewelry; Sterchi Furniture; Mamselle; Singer Co.; Pittsburgh Plate Glass; Hancock Fabrics; Wickes Lumber; Lowes Lumber.

14 - NEWSPAPERS: SUN (e-mon to fri) 36,662; (S) 37,356; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David W. Barton, Adv. Dir., SUN, 245 W. Lafayette, Jackson, TN 38301; Tel. (901) 427-3333.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

JOHNSON CITY

1 - LOCATION: Washington County, (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, NC. Shopping center; mfg., wholesale grocery, drug and hardware center; Medical Center; College center; Medical School; VA Hospital Mountain Home. On Hwys. 11E, 19W, 23, 321, 411 and 137.

2 - TRANSPORTATION: Railroads-Southern; Clinchfield; ET&WNC.
Motor Freight Carriers-17.
Intercity Bus Line-Trailways; Greene County.
Airlines-Piedmont; USAir; Appalachian Flying Service (Charter); Tri City Aviation; Tennessee Airways; ASA.

3 - POPULATION:
Corp. City 80 Cen. 39,753; Loc. Est. 40,970
CZ-ABC. (80) 60,764; (84) 60,500
RTZ-ABC. (80) 107,164; (84) 112,000
County 80 Cen. 88,755; Loc. Est. 91,471
City & RTZ-ABC. (80) 167,928; (84) 172,500
MSA 80 Cen. 433,638; Loc. Est. 449,007
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,031; Loc. Est. 14,662
CZ-ABC. (80) 21,528; (84) 21,600
RTZ-ABC. (80) 37,932; (84) 39,900
County 80 Cen. 31,191; Loc. Est. 32,843
City & RTZ-ABC. (80) 59,460; (84) 61,500
MSA 80 Cen. 154,169; Loc. Est. 163,094

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$432,101,854
Savings & Loan	4	$669,372,164

6 - PASSENGER AUTOS: County 66,042.

7 - ELECTRIC METERS: Residence 46,000.

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Hardwood Flooring; Metal Prod.; Brick; Concrete Blocks; Baking Prod.; Telephone Components; TV-Radio Cabinets; Tool Mfg.; Food Prod.; Women's Lingerie; Men's Trousers; Mens-Women's Clothing; Textiles; Foundry; Machine Prod.; Paint Rollers & Trays; Fine Furn.; Auto Brakes & Parts; Plastics; Elec. Heaters; Water Tanks; Mattresses; Dairy Prod.; Bottler's Sheet Metal Prod.; Electronic & Appliance Components; Aluminum Windows, Doors; Cement Prod.; Hospital Supplies; Flour, Meal; Concrete Pipe; Pipes & Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fab.; Tub & Showers; Cheese. Payroll $49,820,000 annually. 13,000 employees.
Principal Pay Days-Wkly. 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(40)	NA	JCPenney, Millers
K mart Plaza(3)	NA	Giant Food, Revco
King's Discount Plaza(5)	NA	Magic-Mart, Winn-Dixie
Hills(3)	NA	Hills, Kroger
The Mall(80)	NA	Parks-Belk, Sears, Millers, JCPenney
Shopper City(6)	NA	Food City Mkt.
Southside Plz.(12)	NA	Giant Foods, Revco

Principal Shopping Days-Dept., Stores-Mon., Thur., Fri. & Sat. Food-Thur., Fri. & Sat.
Stores Open Evenings-Fri. & Mon.; Shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-King's; Parks-Belk; Sears; Nettie Lee; JCPenney; Millers.
Variety Stores-Woolworth; McCrory.
Discount Stores-Howard Bros.; Magic-Mart; K mart; Hills.
Chain Drug Stores-Hospital Phcy.; SupeRx; Revco; Eckerd; Hills.
Chain Supermarkets-Giant 4; Food Lion 2; Kroger 2; Publix; Jiffy 6; Winn-Dixie; Food City 2.
Other Chain Stores-Sears; Singer Co.; Advance Auto Access; Firestone; Ball Bros. (Furn.); Sterchi Bros (Furn); Free Service Tires; Zale's; Ormonds; Anderson-Little; Chcss-King; Foxmoors; Brooks; Spencer's Gifts; Sherwin-Williams; Mary Carter Shoes; Lerners; Rhodes Furniture; Fifth Avenue Card Shop; Butler Shoes; Royce Shoe Store; Ford Shoes; Nettie Lee Boy & Girl Shop; Gateway Books, Motherhood Maternity.

14 - NEWSPAPERS: PRESS-CHRONICLE (m-tues to fri) 3,237; (e-mon to fri) 25,238; (m-sat) 27,435; (S) 31,263; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill J. Breeden, Adv. Dir., PRESS-CHRONICLE, 204 W. Main St., Johnson City, TN 37601; Tel. (615) 929-3111.
National Representative: Branham/Newspaper Sales.

KINGSPORT

1 - LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. E of Knoxville. On U.S. Hwys. 23 and 11 W, State Hwy. 81; I-81.

2 - TRANSPORTATION: Railroads-Clinchfield; Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Washington County Bus; Trailways; Suburban; Greyhound; S.W. Coach; Green Coach; Baileyton Bus.
Airlines-Piedmont; Republic; USAir; Atlantis; Appalachian.

3 - POPULATION:
Corp. City 80 Cen. 32,027; Loc. Est. 33,049
CZ-ABC. (80) 83,520; (84) 85,000
RTZ-ABC. (80) 139,619; (84) 146,600
County 80 Cen. 143,968; Loc. Est. 148,396
MSA 80 Cen. 433,638; Loc. Est. 449,007
City & RTZ-ABC. (80) 223,139; (84) 231,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,665; Loc. Est. 13,247
CZ-ABC. (80) 30,468; (84) 31,400
RTZ-ABC. (80) 47,881; (84) 50,500
County 80 Cen. 52,027; Loc. Est. 54,744
MSA 80 Cen. 154,169; Loc. Est. 163,094
City & RTZ-ABC. (80) 78,349; (84) 81,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$642,723,532
Savings & Loan	5	$957,641,547

6 - PASSENGER AUTOS: County 114,165.

7 - ELECTRIC METERS: Residence 31,002.

8 - GAS METERS: Residence 3,154.

9 - PRINCIPAL INDUSTRIES: Chemicals; Printing; Paper; Cotton Cloth; Glass; Leather Belting; Munitions; Oxygen; Bookbinding; Corrugated Cartons; Trucking; Brick. Est. Local Payroll $363,220,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts.; Kingsport's Golden Mile, 2 mi. on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fort Henry Mall (77)	NA	Parks-Belk, Sears, JCPenney, Millers
Greenacres(12)	NA	Rose's, Oakwood Mkt.
King Giant Plaza(16)	NA	Magic Mart, Giant Food, Revco
Kingsport Mall(36)	NA	Hills, Mont. Ward, K mart
Midtown(22)	NA	Oakwood, Publix
Parkway Plaza(6)	NA	Kroger, Leys, Eckerd Drug
Southland(4)	NA	Giant Food, Revco, Wal-Mart
Colonial Hts.	NA	Giant, Ingles, Oakwood
Mt. Carmel	NA	Winn-Dixie, Ben Franklin

Principal Shopping Days-Mon. through Sat.; Groceries-Mon., Sat.
Stores Open Sunday-K mart; Wal-Mart; Hills; Montogomery Ward; Revco Drugs; Magic Mart; Food City; Kroger; Eckerd; Hickory Farms; Sears; JCPenney; Giant Food Mkt.; Rose's; Parks-Belk; Millers; Winn-Dixie.
Stores Open Evenings-Most stores.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Dobyns-Taylor; Parks-Belk; Montgomery Ward; Sears; Rose's.
Discount Stores-Wal-Mart; Hill's; Magic Mart; K mart; Service Merchandise.
Variety Stores-Woolworth; Family Dollar; Lay's.
Chain Drug Stores-Revco 3; Eckerd 4.
Chain Supermarkets-Giant 5; Oakwood 6; Minute Mkts. 9; Quik Trips; Kroger 2; Food City 2; Publix; 7-Eleven 9; Winn-Dixie.
Other Chain Stores-Jewel Box; Goodrich; Firestone; Free Service Tire; Ball Bros.; Advance Store 2; Dollar General; Sterchi; Zale's; Pic-N-Pay; Singer Co.; Glidden Paint; Sherwin-Williams; Mary Carter; Lowe's; Pittsburgh Paints; Paty Lumber; Oakwood Mkts.; Giant Food; New York Carpet; Lerner; Ford Shoes; Hickory Farms; B. Dalton Booksellers; General Nutrition; Lays; World of Clothing; Radio Shack; Carlyle and Co.

14 - NEWSPAPERS: TIMES-NEWS (all day-mon to fri) 46,055; (m-sat) 44,455; (S) 46,873; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Charles Sigmon, Adv. Dir., TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121.
National Representative: Landon Associates.
DAILY NEWS, SUNDAY POST (m-mon to fri) 7,012; (S) 7,012; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Steve Dykes, Pub., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.
National Representative: None.

KNOXVILLE

1 - LOCATION: Knox County (MSA). E&P Map E-2. County Seat. Industrial, wholesale, and energy center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River); 112 mi. from Chattanooga; 285 mi. S of Cincinnati OH; 198 mi. E of Nashville; 191 mi. N of Atlanta GA; U.S. Hwys. 11, 70, 129, 141, 25-W, I-40, I-75, I-81; State Hwys. 33, 71, 127, 139.

2 - TRANSPORTATION: Railroads-Southern; Louisville & Nashville (L&N).
Motor Freight Carriers-39.
Intercity Bus Lines-Knoxville Transit Corp. (City); Suburban; Greyhound; Trailways.
Airlines-United; Delta; Republic; Tenn. Airways; Nelson Aviation; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 175,045; Loc. Est. 181,701
CZ-ABC. (80) 252,520; (84) 252,700
RTZ-ABC. (80) 739,539; (84) 776,200
County 80 Cen. 319,694; Loc. Est. 331,524
MSA 80 Cen. 565,970; Loc. Est. 589,542
City & RTZ-ABC. (80) 992,059; (84) 1,028,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 71,640; Loc. Est. 76,384
CZ-ABC. (80) 95,466; (84) 96,400
RTZ-ABC. (80) 258,192; (84) 274,100
County 80 Cen. 117,951; Loc. Est. 125,400
MSA 80 Cen. 205,749; Loc. Est. 219,375
City & RTZ-ABC. (80) 353,658; (84) 370,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,594,000,000
Savings & Loan	7	$788,719,000

6 - PASSENGER AUTOS: County 207,476.

7 - ELECTRIC METERS: Residence 130,806.

8 - GAS METERS: Residence 19,740.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 2,400 ($183); Food 3,900 ($289); Stone & Clay Products 900 ($479); Apparel 6,400 ($214); Machinery 1,900 ($316).
Principal Industrial Pay Days-Fridays, 26th, 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Gay St.; 2 on Market St.; 1 on Clinch; 1 on Henley St.; 1 on State St.
Neighborhood Shopping Centers-2 blocks on Chapman Hwy. at Vestal; 1 on Chapman Hwy. at Colonial Village; 1 on Chapman Hwy. at Green and Nixon Rds.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Road; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Drive at Cedar Bluff Rd.; 1 on Kingston Pike at Lovell Rd; 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St.; also at Hillcrest; one on Broadway at at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Dr.; 1 on I-40 at Cedar Bluff.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bearden(24)	6	Whiteway
Broadway(28)	3	Woolworth, Kroger, White Store
Broadway Square	6	Hills, Giant, Revco
Black Oak	10	K mart, Kroger
Chapman Hwy.(15)	12	K mart, Kroger
Clinton Hwy.(15)	6	K mart, Revco, Winn-Dixie, A&P
McClain Center	6	Kroger, SupeRx, Jefferson-Ward
Cumberland(16)	6	White Store
Fountain City(14)	6	IGA
Plaza(18)	9	Kroger, Winn-Dixie
Holston(18)	4	Hall-Brown, White Store
Kingston(10)	4	Long's, White Store
Northgate(7)	5	Winn-Dixie, Revco, White Store
Southgate(12)	7	White Store
Suburban(27)	8	IGA, Long-Henderson
West Haven(15)	7	Munford, White's Bradley Drug
Western Plaza(33)	5	Hall-Brown, Woolworth
West Town(90)	8	Miller's, JCPenney, Proffit's, Sears
Walker Springs(8)	12	Kroger, SupeRx
Rocky Hill(12)	9	IGA
Cedar Springs	10	Winn Dixie, Revco
Cedar Bluff	10	White Stores, Todd & Armstead
Knox Plaza	4	Kroger, SupeRx
Halls(10)	10	White's, Whiteway
Hall's Plaza (11)	10	Winn-Dixie, Revco

Principal Shopping Days-Department Stores-Sun., Mon., Fri., and Sat.; Foods-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thur.; Sears, Discount Stores and West Town-Mon through Sat.; Food-Every night until 9 p.m.
Stores Open Sundays-Some food & supermarkets; K mart; Jefferson-Ward; Millers (West Town).

13 - RETAIL OUTLETS: Department Stores-Millers 5; Sears 4; JCPenney 6; Ira A. Watson 2; Proffitt's 5; Hills 3.
Discount Stores-Jefferson-Ward; K mart 11; Service Merchandise; United General Prods; Target 2; Ardan's.
Variety Stores-Woolworth; Whiteway; Emery.
Chain Drug Stores-Revco; SupeRx 7; Comers 3; Walgreens 2; Rite Aid 2; Eckerd 2.
Chain Supermarkets-White 28; Cas Walker 13; Kroger 14; Winn-Dixie 8; A&P 2; IGA 27; Mini Mart 11; Hop-In 11; Giant 6.
Other Chain Stores-Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner's, Hill Bros. Shoes; Spencer Gifts; Hardy Shoes; Jarman Shoes; Bell Bros. Shoes; Kinney Shoes; Baker's Shoes; Zale's Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions, Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Frankenberger's; Radio Shack.

14 - NEWSPAPERS: JOURNAL (m) 61,738; NEWS-SENTINEL (e) 98,020; (S) 160,994; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising

Data: Leslie C. Schneider, Adv. Prom. Mgr., NEWS-SENTINEL and JOURNAL. PO Box 80, Knoxville, TN 37901; Tel. (615) 521-8111.
National Representative: Story & Kelly-Smith.

LEBANON

1 - LOCATION: Wilson County. (In Nashville MSA). E&P Map D-2. County Seat. Home of Cumberland University & Castle Heights Military Academy. 30 mi. NE of Nashville.

2 - TRANSPORTATION: Railroads-L&N.
Bus Lines-Trailways.
Airlines-Most at Metro Airport (17 miles).

3 - POPULATION:
Corp. City 80 Cen. 11,877; Loc. Est. 12,239
MSA 80 Cen. 850,505; Loc. Est. 885,835
County 80 Cen. 56,064; Loc. Est. 58,893

4 - HOUSEHOLDS:
City 80 Cen. 4,334; Loc. Est. 4,554
County 80 Cen. 18,863; Loc. Est. 20,309
MSA 80 Cen. 319,907; Loc. Est. 321,396

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$245,000,000
Savings & Loan	2	$79,000,000

6 - PASSENGER AUTOS: County 37,530

7 - ELECTRIC METERS: Residence 5,726

8 - GAS METERS: Residence 1,704

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Blankets & Fabics 300; Gears 525; Clocks 435; Televisions & Microwave 480; Candy 150; Western Boots 425; Luggage 459; Rubber Seals 385; Jeans 213; Pipe 119.

10 - CLIMATE: Mild; Av. Min. 48; Av. Max. 72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedars of Lebanon (15)	NA	IGA, Mary Lee's, Rone Jewelry
Center of Lebanon (5)	NA	Wal-Mart, Cowan's, Foodtown
Nokes(5)	NA	Lynn Flowers
Village(8)	NA	Buckeye Drugs, Save-A-Lot
West Hill(6)	NA	Dick's Market, Cox's
West Main(10)	NA	Kroger, SupeRx, K mart, Radio Shack

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-McAdoo's; Cowan's; Draper & Darwin; Montgomery Ward.
Discount Stores-Fred's; K mart; Wal-Mart; Cato's.
Variety Stores-Dollar General; Fred's.
Chain Drug Stores-Bradhaw's 3; SupeRx.
Chain Supermarkets-Kroger; Cee Bee's; Bi-Rite; IGA 2; Moser's 2; Foodtown.
Other Chain Stores-Goodyear; Western Auto; Sears; Mary Lee's; Sherwin-Williams; Ace Hardware; Lowe's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 7,555; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: David Beasley, Adv. Mgr., DEMOCRAT, 402 N. Cumberland St., PO Box 430, Lebanon, TN 37087; Tel. (615) 444-3952.
National Representative: Landon Associates.

MARYVILLE-ALCOA

1 - LOCATION: Blount County. (In Knoxville MSA). E&P Map E-2. 15 mi. from Knoxville. On U.S. Hwys. 129, 321 and 411; State Hwys. 33, 35, 73, & 95.

2 - TRANSPORTATION: Railroads-L&N.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Republic; Eastern; Tennessee Airways; United; USAir; Atlantis.

3 - POPULATION:
Corp. Cities 80 Cen. 24,350; Loc. Est. 25,309
Alcoa 80 Cen. 6,870; Loc. Est. 6,923
Maryville 80 Cen. 17,480; Loc. Est. 18,386
CZ-ABC: (80) 51,692; (84) 52,700
RTZ-ABC: (80) 29,237; (84) 31,700
County 80 Cen. 77,700; Loc. Est. 81,840
MSA 80 Cen. 565,970; Loc. Est. 589,542
City & RTZ-ABC: (80) 80,929; (84) 84,400

4 - HOUSEHOLDS:
Cities 80 Cen. 9,300; Loc. Est. 9,639
Alcoa 80 Cen. 2,615; Loc. Est. 2,594
Maryville 80 Cen. 6,685; Loc. Est. 7,045
CZ-ABC: (80) 19,187; (84) 19,700
RTZ-ABC: (80) 10,104; (84) 11,200
County 80 Cen. 28,177; Loc. Est. 30,370
MSA 80 Cen. 205,749; Loc. Est. 219,375
City & RTZ-ABC: (80) 29,291; (84) 30,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$555,404,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 77,379

7 - ELECTRIC METERS: County 34,783

8 - GAS METERS: Residence 8,638

9 - PRINCIPAL INDUSTRIES: Industry No. of Employees-Aluminum Smelting 3,200; Engineering 100; Boats 98; Clothing 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-70; Summer 67-89; Fall 37-59; Winter 31-49.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midland Center	NA	Winn-Dixie, Revco, JCPenney, Mont. Ward
Fair Park	NA	Giant Food, Revco, Family Dollar
Brown's Creek	NA	BiLo
Foothills Mall(63)	NA	
Foothills Plaza	NA	Hills, Eckerd, Pic 'N Pay, BiLo

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Profitt's; JCPenney; Mosers; Minton's; Sears; Miller's.
Discount Stores-Sky City; Wynn's; K mart; Wal-Mart; Family Dollar.
Variety Stores-Lays.
Chain Drug Stores-Revco 2; SupeRx; Lowe's; Walgreens; Eckerd.
Chain Supermarkets-White 3; A&P; Winn-Dixie 2; Kroger; Giant 2; BiLo; Red Foods; South Galaxy.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,957; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jerome F. Moon, Pub., TIMES, 307 E. Harper Ave., PO Box 568, Maryville, TN 37803; Tel. (615) 981-1100.
National Representative: Landon Associates.

MEMPHIS

1 - LOCATION: Shelby County. (In Memphis, TN-AR-MS MSA). E&P Map A-2. County Seat. On Mississippi River between St. Louis, MO (305 mi) and New Orleans, LA (394 mi.). Commercial, agribusiness and shipping center for the Mid-South area. Food processing & distribution center; College medical center; cotton and hardwood lumber markets.

2 - TRANSPORTATION: Railroads-Burlington Northern; Illinois Central Gulf Railroad; Louisville & Nashville; Missouri Pacific; Southern Pacific; Southern Railway System.
Motor Freight Carriers-141 motor freight companies; 95 freight terminals.
Intercity Bus Lines-Greyhound; Continental Trailways; Gulf Transport; Bridge Transit; Great Southern.
Airlines-American; United; Delta; USAir; Frontier; Piedmont; Republic; Federal Express; Flying Tiger. 7 major/national; 8 regional/commuter; 42 air freight.

3 - POPULATION:
Corp. City 80 Cen. 646,174; Loc. Est. 671,051
CZ-ABC: (80) 718,970; (84) 699,200
RTZ-ABC: (80) 1,038,558; (84) 1,043,800
County 80 Cen. 777,113; Loc. Est. 807,048
MSA 80 Cen. 912,887; Loc. Est. 947,160
City & RTZ-ABC: (80) 1,757,528; (84) 1,743,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 230,474; Loc. Est. 244,166
County 80 Cen. 269,186; Loc. Est. 286,078
MSA 80 Cen. 311,796; Loc. Est. 331,114
CZ-ABC: (80) 253,089; (84) 247,900
RTZ-ABC: (80) 341,226; (84) 347,400
City & RTZ-ABC: (80) 594,315; (84) 595,300

5 - BANKS	NUMBER	DEPOSITS
Annual Avg.	13	$3,544,900,000

6 - PASSENGER AUTOS: County 478,614

7 - ELECTRIC METERS: Residence 312,149

8 - GAS METERS: Residence 232,723

9 - PRINCIPAL INDUSTRIES: Industry No. of Employees-Govt. 53,512; Construction 1,591; Mfg. 45,350; Transp./Comm. 20,030; Wholesale Trade 10,821; Retail Trade 24,003; Finance/Insurance/Real Estate 8,973; Services 56,483.
Principal Pay Days-15th, 30th; Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Downtown Area is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth, Poplar Ave. to Vance Ave.)
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chickasaw Oaks(16)	5	Pier 1, Super D
City Center(19)	3	Zayre, Skaggs
Cloverleaf(21)	9	Goodyear, Big Star
Eastgate(45)	10	Skaggs, Giant Food, Super D
Factory Outlet(51)	15	Kids Port USA
Frayser Plaza(22)	5	Sears, Walgreens
Gateway(25)	8	Kroger, Walgreens
Georgian Hills(10)	7	Ben Franklin
Germantown Vlg.(55)	15	M.M. Cohn, Radio Shack
Hickory Commons (20)	18	Kroger, K mart, Walgreens
Hickory Ridge(105)	18	Sears, Goldsmiths, M.M. Cohn
Kirby Woods	15	Woolf Bros., Casual Corner
Lamar-Airways(17)	3	Skaggs, Goodyear
Laurelwood(19)	9	M.M. Cohn, Sears, Walgreens
Macon Plaza	10	Radio Shack, Big Star
Mall of Memphis(127)	14	JCPenney, Dillard, Thalhimer's, H.J. Wilson
Mendenhall Square(38)	8	Kroger, Skaggs, Fleming Furn.
Metro Plaza(18)	2	Kent's, Marketland
Mid-America(99)	0	Goldsmith's, Woolworth, Haverty's
Northgate(50)	5	Skaggs, Kroger, Walgreens, Zayre
Oak Court(10)	9	Goldsmith, Oak Hall
Overton Sq.(20)	5	40 Carrots, Yesteryear
Park Center(16)	8	Peaches Records, Pic-Pac
Park Place Mall(36)	NA	Loehamn's, Oshman, James Davis
Parkway Vlg.(33)	10	Big Star, T.J. Maxx, Walgreens, TG&Y
Perimeter Mall(15)	9	Skaggs, Sears, Fleming Furn.
Poplar Plaza(43)	6	Dillard, JCPenney, Kroger, Gus Mayer
Raleigh Springs(82)	12	Sears, JCPenney, Walgreens, Dillard's
South Plaza(26)	8	Skaggs, Megamarket Service Mdse.
Southbrook Mall(29)	8	
Southgate(65)	4	Skaggs, JCPenney, Giant Foods, Kroger, Zayre
Southland(60)	8	Goldsmith's, Sears, M.M. Cohn
Summer Ctr.(18)	8	Kroger, Walgreens, Steinmart, Zayre
Whitehaven(45)	8	Kroger, Walgreens, Dillard

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur., (some Shopping Centers until 9 p.m. 6 nights a week).

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn 4; Goldsmith 5; Sears 4; JCPenney 3; Dillard 4; Thalhimers.
Discount Stores-Zayre 4; Fred P. Gattas 3; Service Merchandise 3; Fred's 9; Bargain Center USA 8; Dollar General Stores 19; K mart 7; Target 4; H.J. Wilson; Family Dollar Store 6.
Variety Stores-McCrory 2; S. H. Kress; Woolworth 4; TG&Y Family Centers 2; TG&Y 7.
Chain Drug Stores-Walgreens 15; Skaggs 8; Super D 18.
Chain Supermarkets-Giant Food 4; Hogue & Knott 4; Kroger 16; Pic-Pac 10; Seessel's 7; Big Star 18; Food Rite 12; Liberty 3; Megamarket 3; Food Depot.
Other Chain Stores-Baker Shoes 6; Burk Hall Paint 5; Florsheim Shoe 4; Haverty Furn. 6; Thom McAn 4; National Shirt; Sherwin-Williams 4; Singer 6; Glidden; Lerner's 5; Firestone 2; Goodrich; General Tire; Goodyear 7; Western Auto 2; Uniroyal Tire Store; National Tire Wholesale; Levitz 2; Ethan Allen; Kinney Shoes 8; Radio Shack 22; Scott Appliances 7; Scott Sound Center 6; Central Hardware 4; Lowe's Hardware 2; 84 Lumber 2; Butler's Shoes 2; Waldenbooks 3; Gordon's Jewelers 6; CMC Stereo Centers 4; Hallmark 8; Circus World; Toys by Roy 2; Marshalls 2; Homecrafters Hardware 3; B. Dalton 2; Children's Palace 2.

14 - NEWSPAPERS: COMMERCIAL APPEAL (m) 240,519; COMMERCIAL APPEAL (S) 294,175; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Louis Bargiacchi, Nat'l Adv. Mgr., THE COMMERCIAL APPEAL, 495 Union Ave., Memphis, TN 38103; Tel. (901) 529-2237.
National Representative: Story & Kelly-Smith, Inc.; Metropolitan Publishers Representatives.

MORRISTOWN

1 - LOCATION: Hamblen County. E&P Map E-2. County Seat. In the E Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E & 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2 - TRANSPORTATION: Railroads-Southern (Main line, western terminus of the Carolina division).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,683; Loc. Est. 20,004
CZ-ABC: (80) 38,308; (84) 39,600
RTZ-ABC: (80) 81,005; (84) 86,100
County 80 Cen. 49,300; Loc. Est. 50,705
City & RTZ-ABC: (80) 119,313; (84) 125,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,376; Loc. Est. 7,599
CZ-ABC: (80) 13,639; (84) 14,300
RTZ-ABC: (80) 27,683; (84) 29,800
County 80 Cen. 17,257; Loc. Est. 18,106
City & RTZ-ABC: (80) 41,328; (84) 44,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$230,071,158
Savings & Loan	4	$142,871,464

6 - PASSENGER AUTOS: County 43,535

7 - ELECTRIC METERS: Residence City 10,239

8 - GAS METERS: Residence County 2,950

9 - PRINCIPAL INDUSTRIES: Poultry, Egg & Dairy Prods.; Furn.; Knitting Mills; Flour & Feed; Textiles; Leather Gds.; Chem.; Metal Prods.; Comm. Laundry Equip.; Rubber Molded Prod.; Tool & Die; Flakeboard; Paper Products. 19,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buffalo Trail(10)	NA	Superior
Eastgate(12)	NA	Winn-Dixie
Morristown Plaza(21)	NA	JCPenney, Sears, Rose's, Zale's
Plaza Terrace(10)	NA	Radio Shack
Radio Center(30)	NA	Tengue Drugs
Sky City	NA	Sky City, Giant Mkt.
Food City(15)	NA	Bradley's Hdwe.

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk 2; JCPenney; Sears (catalog); Montgomery Ward (catalog).
Variety Stores-Eagle; Dollar Shop; Rose's.
Chain Supermarkets-George's; Giant Mkt. 2; Winn-Dixie 2; Food City 2; Superior; BiLo; Ingles.
Discount Stores-Howard Bros.; Sky City; K mart; Wal-Mart.
Chain Drug Stores-Revco 3; Freel's; Minnis 4; Eckerd 2; Rite Aid.

14 - NEWSPAPERS: CITIZEN TRIBUNE (e-mon to fri) 20,275; (S) 23,244; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St., Box 625, Morristown, TN 37814; Tel. (615) 581-5630.
National Representative: Landon Associates.

MURFREESBORO

1 - LOCATION: Rutherford County. (In Nashville MSA). E&P Map C-2. County Seat. Residential, education center (Middle Tennessee State University); 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

2 - TRANSPORTATION: Railroads-L&N.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Major airlines at Nashville Municipal Airport (26 mi.).
Motor Freight Carriers-Murf. Frt. Line; S&W Frt. Line.

3 - POPULATION:
Corp. City 80 Cen. 32,845; Loc. Est. 35,393
CZ-ABC: (80) 32,845; (84) 34,100

IN MEMPHIS THE COMMERCIAL APPEAL IS ONE OF A KIND

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So the next time you're doing business in Memphis, come to the one medium that delivers the most prospects!

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*Belden Associates 1984

THE COMMERCIAL APPEAL

A SCRIPPS-HOWARD NEWSPAPER

495 Union Avenue, Memphis, TN 38103

For demographics and target marketing information, contact our marketing department at (901) 529-2270.

RTZ-ABC: (80) 51,213; (84) 58,100
County 80 Cen. 84,058; Loc. Est. 90,577
MSA 80 Cen. 850,505; Loc. Est. 885,835
City & RTZ-ABC: (80) 84,058; (84) 92,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,517; Loc. Est. 12,571
CZ-ABC. (80) 11,517; (84) 12,100
RTZ-ABC. (80) 16,485; (84) 18,900
County 80 Cen. 28,002; Loc. Est. 30,875
MSA 80 Cen. 201,945; Loc. Est. 321,396
City & RTZ-ABC. (80) 28,002; (84) 31,000

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$187,000,000
Commercial	6	$288,000,000

6 - PASSENGER AUTOS: County 56,342

7 - ELECTRIC METERS: County Residence 32,669

8 - GAS METERS: Residence 7,8/6

9 - PRINCIPAL INDUSTRIES: Hospital Equip.; Hosiery; Motors; Elect. Heating Equip.; Dairy Proc.; Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg; Truck Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jackson Heights(18)	NA	Sullivan's, Dollar General
Mercury Plaza(18)	NA	Rose's, Cooper-Martin Mkt., Harvey's
Memorial Village(10)	NA	Wal-Mart, Giant Foods
Northside Plaza	NA	Frank's IGA, Saveway Pharmacy
Stones River Plz.	NA	K mart, Kroger, Walgreens
Outlets Limited Mall	NA	Brand Name Fashions, Handmacher's
Plaza South	NA	Kroger, Goody's

Principal Shopping Days-Thur., Fri., Sat., & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harvey's, Sullivan's.
Discount Stores-Wal-Mart; K mart; Rose's; Fred's; Goody's.
Chain Drug Stores-Revco 2; Super D; SupeRx; Walgreens; Eckerd.
Chain Supermarkets-Big Star; Bi-Rite; IGA 2; Kroger 2; Giant Food; Winn-Dixie; Red Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri, m-sat) 13,198; (S) 15,292; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Carol Powell, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130; Tel. (615) 893-5860.
National Representative: Landon Associates.

NASHVILLE

1 - LOCATION: Davidson County (In Nashville MSA). E&P Map C-2, State Capital. Industrial, financial, education, recreational and distribution center; river terminal; 6-spoke hub on Interstate highways.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; Southern.
Motor Freight Carriers-Over 100.
Intercity Bus Lines-Continental Trailways; Greyhound; Tennessee Trailblazers.
Airlines-Eastern; American; Ozark; TWA; Republic; ComAir; USAir; Piedmont; Delta; Capitol; United.

3 - POPULATION:
Corp. City 80 Cen. 455,651; Loc. Est. 470,976
PMA-ABC: (80) 850,505; (84) 885,700
County 80 Cen. 477,811; Loc. Est. 491,521
MSA 80 Cen. 850,505; Loc. Est. 885,835
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 169,674; Loc. Est. 179,530
PMA-ABC: (80) 301,945; (84) 316,500
County 80 Cen. 177,737; Loc. Est. 179,530
MSA 80 Cen. 201,945; Loc. Est. 321,396

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$4,102,000,000
Savings & Loan	7	$1,702,000,000

6 - PASSENGER AUTOS: County 352,045

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Printing; Shoes; Paper Prod.; Hosiery; Stoves; Food Prod.; Glass; Appliances; Dacron; Cellophane; Barges; Boats; Tires; Music; Corfam; Tourism; Truck Manufacturing.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Avg. Temp. Winter 38; Summer 80. First killing frost, Oct. 22. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Area-3 blocks on Union St.; 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. N.; 1 on Sixth Ave. N.
Nearby Shopping Centers-Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. S at Beicourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Bavarian Village, at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory, Merry Oaks, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Hillwood Plaza, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike; Lion's Head Village, White Bridge Rd. & Post Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Meade	6	Leader, Kroger
Melrose(13)	3	Kroger
Old Hickory(10)	13	Sullivan's, Kroger
Westgate(12)	7	Bi-Rite
Green Hills(50)	6	Castner-Knott, Cain-Sloan
Madison Sq.(27)	9	Winn-Dixie, Harvey's,
Elysian Fields(6)	7	Kroger, Hill Groc.
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Donelson Plz.(22)	8	Castner-Knott
Harding Mall(38)	5	Castner-Knott
100 Oaks(90)	3	JCPenney, Harvey's
Rivergate(98)	10	Castner's, JCPenney, Cain-Sloan
Bavarian Vlg.(14)	NA	Village Store
Belle Meade(4)	NA	Moon Drug, Theatre
Charlotte Sq.(26)	NA	Wal-Mart
Due West	8	Zayre, Big Star
Northgate	5	
Hickory Hollow(11)	15	Cain-Sloan, Sears, Castner-Knott, JCPenney
Hickory Plaza(12)	8	Kroger, SupeRx, Handy City
Lion's Head Vlg.	6	Handy City, Target

Principal Shopping Days-Sun., Wed., Fri., Sat.
Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Harveys; Castner-Knott; Cain-Sloan; Sears; JCPenney; Sullivan's.
Discount Stores-K mart; Zayre; Hills; Target; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Wilson Quick 10; J.P. Brown 4; Garrett 4; Walgreens 11; Rexall; SupeRx 5; Medicine Shoppe 2; Revco 9; Payless of Tenn. 1; Blankenship 3; Medicine Shoppe 7; Eckerd 10.
Chain Supermarkets-Total Number of Supermarkets 117. H.G. Hill 12; Kroger 17; Winn-Dixie 10; Waremart.
Drive-In Markets-EZ Food Shops 10; Jim Dandy 19; 7-Eleven 18; Stop-N-Go 9; Hot Stop 18; Quik Sak; Hot Stop/SDE 11.
Other Chain Stores-Shoes: Hill Bros. 2, Baynhams, Edison, Bakers, Burts, Foot-So-Port Bell Bros., Flagg Bros., Hardy, Holiday 2, Jarman, Manss, International, Bells, Florsheim, Family Booteries 5, American; Paints: Mary Carter, Lowe Bros., Pee-Gee, Sherwin-Williams, Glidden; Auto Supplies: Midas Mufflers, Pierson Auto Paint, Karco 3, SureFit Seat Cover, Western Auto 6; Clothing: National Shirt, Three Sisters 3, Wormser Hats, Childs Toggery 3; Jewelry & Optical: Gordons, Kay, Zale's; Others: Singer Co., Dalleys, Genesco Sales, Gus Mayer, One Hour Valet, Orkin Exterminating, Radio Shack Corp., Sterchi, Russell Stover Candy, Tooley-Myron Studios, Handy City 3, Homecrafters 5, Spiegel (catalog).

14 - NEWSPAPERS: BANNER (e) 72,366; Mar. 25, 1984 ABC. TENNESSEAN (m) 124,966; (S) 241,717; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steve Harper, Adv. Dir. or Bill Davis for market info, TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37202; Tel. (615) 259-8300.
National Representative: Gannett Newspaper Advertising Sales.

OAK RIDGE

1 - LOCATION: Anderson and Roane Counties. (In Knoxville MSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mtn. Natl. Park; 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 58, 61, 62, 95.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-American; Delta; Piedmont; Southern; United; Eastern; Tenn. Airways; Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 27,662; Loc. Est. 28,260
CZ-ABC. (80) 37,084; (84) 36,200
RTZ-ABC. (80) 80,634; (84) 84,300
Counties 80 Cen. 115,771; Loc. Est. 119,351
Anderson 80 Cen. 67,346; Loc. Est. 69,431
Roane 80 Cen. 48,425; Loc. Est. 49,920
MSA 80 Cen. 565,970; Loc. Est. 589,542
City & RTZ-ABC. (80) 117,718; (84) 120,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,021; Loc. Est. 11,452
CZ-ABC. (80) 14,298; (84) 14,000
RTZ-ABC. (80) 27,599; (84) 29,300
Counties 80 Cen. 41,696; Loc. Est. 43,769
Anderson 80 Cen. 24,616; Loc. Est. 25,993
Roane 80 Cen. 17,078; Loc. Est. 17,776
MSA 80 Cen. 205,749; Loc. Est. 219,375
City & RTZ-ABC. (80) 41,897; (84) 43,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$271,132,407
Savings & Loan	3	$123,605,712

6 - PASSENGER AUTOS: Anderson Co. 70,324; Roane Co. 31,227.

7 - ELECTRIC METERS: Residence 11,382

8 - GAS METERS: Residence 4,636

9 - PRINCIPAL INDUSTRIES: Three major Federal (Department of Energy) installations involved in energy/conservation research and development and production of enriched uranium fuel for nuclear reactors. 16,500 employees, $460 av. weekly wage.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost, Oct. 30. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-on Oak Ridge Tpk. bet. Rutger's Ave. and Tulane Ave. Modern shopping (100 retail outlets, parks 7,000 cars).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Illinois Ave.(25)	1	Howard's, K mart
French Plaza/ Ridgeway(30)	2	Superior Market
Grove Ctr. (30)	1	White Store
Jackson Sq. (45)	2	Watson's
Four Oaks/ Bruner(20)	4	Bruner Food Center
TriCounty (15)	6	Heck's

Neighborhood Shopping Areas-Elm Grove, 5 miles on E Tennessee Ave.; Fairbanks, 4 miles on Fairbanks Rd; Hilltop, 3 miles on Illinois Ave. at Outer Dr.; Pine Valley, 2 miles on New York Ave. at Utah Ave.; W Village, 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 on Northwestern Ave.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri. & Mon.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Proffitt's; Watson's.
Variety Stores-McCrory; Whiteway; Woolworth.
Discount Stores-Watson's; Howard Bros.; K mart; Heck's.
Chain Drug Stores-Eckerd Drug Ctr.; Revco.
Chain Supermarkets-A&P; Kroger; White; Superton; Ingle's; IGA; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check.
Other Chain Stores-Marilyn; Brown's Bootery; Nettie Lee; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Pittsburgh Plate Glass; Royal Jewelers; The Cloth Shop; Jo Ann Fabrics; Federal Bake Shop; Singer Co.; Sterchi Bros. (furniture); Fowler Bros. (furniture); Western Auto; Goodyear; Firestone; Sears; Otasco.

14 - NEWSPAPERS: OAK RIDGER (e-mon to fri) 12,153; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David L. McCoy, Adv. Mgr., OAK RIDGER, 785 Oak Ridge Turnpike; PO Box 3446, Oak Ridge, TN 37831; Tel. (615) 482-1021.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Henry County. E&P Map B-2. County Seat. 130 mi. NE of Memphis; 105 mi. NW of Nashville.

2 - TRANSPORTATION: Railroads-Seaboard Systems.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,728; Loc. Est. 11,398
County 80 Cen. 28,656; Loc. Est. 29,578

4 - HOUSEHOLDS:
City 80 Cen. 4,397; Loc. Est. 4,150
County 80 Cen. 10,914; Loc. Est. 11,563

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$153,338,000
Savings & Loan	1	$105,438,000

6 - PASSENGER AUTOS: County 20,695

7 - ELECTRIC METERS: County 13,574

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Carburetors 1,500; Rubber Prod. 468; Clay Mining & Processing 300; Auto Brake Parts 368; Power Tools 600; Brick Making Eqpt. 25; Lamps 180; Mobile Homes 190; School Furniture 72; Meat Products 98; Hardboard 200; Electric Motors 350.

10 - CLIMATE: Annual av. temp. 62; monthly av. Jan 42-July 81; Av. annual precipitation 49.73 in. Av. annual snowfall-6 in.

11 - TAP WATER: Hardness 46.0 PPM; Iron 2.1 PPM; calcium 22.0 PPM; turbidity 10.0 PPM; ph 5.9.

12 - RETAILING: Principal Shopping Center-Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Paris (5)	1	Kroger, SupeRx
Lakeway Vlg (9)	2	Uncle Lee's, Odom's
Lee Greer (5)	1	Radio Shack, Nan Robbins
Paris Sq. (6)	1	IGA Foodliner, Ace Hardware
Paris Plaza (6)	1	Wal-Mart, Warehouse Foods

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri. till 8; Groceries-Fri. & Sat. til 8; some supermarkets open 24 hours weekdays.
Stores Open Sundays-Some supermarkets, department, drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; National; Howard & Jobe; Dollar General.
Discount Stores-Wal-Mart; Uncle Lee's.
Variety Stores-Pay-Less.
Chain Drug Stores-Pay-Less; Rexall; SupeRx; Super D.
Chain Supermarkets-Kroger; Jim Adams; IGA; Odom's; Warehouse Foods.
Other Chain Stores: Goodyear; Western Auto; Sherwin-Williams; Pic-N-Pay; Radio Shack; Catos; Campbells; Ashleys Outlet; Pay-Less Shoes; Auto Shack; Ace Hardware.

14 - NEWSPAPERS: POST-INTELLIGENCER (e-mon to fri) 8,527; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St.; PO Box 310, Paris, TN 38242; Tel. (901) 642-1162.
National Representative: Papert Comapnies.

SHELBYVILLE

1 - LOCATION: Sedford County. E&P Map C-2. County Seat. Retail center. Misc. light mfg. and dairy center. 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

2 - TRANSPORTATION: Railroads-Seaboard System.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,530; Loc. Est. 14,468
County 80 Cen. 27,916; Loc. Est. 28,883
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,031; Loc. Est. 5,445
County 80 Cen. 9,943; Loc. Est. 10,545

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$175,000,000
Savings & Loan	2	$261,000,000

6 - PASSENGER AUTOS: County 20,633

7 - **ELECTRIC METERS:** Residence, City 2,797

8 - **GAS METERS:** Residence 2,013

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Building construction 170; Road construction 300; Plumbing-electrical 200; Food processing 500; Textile & garment 550; Printing & publishing 85; Plastics 300; Leather & leather goods 120; Machine shops 75; Transportation equipment 680, Pencil Mfg. 1,220; Metals processing 200; Retail & wholesale trade 268; Miscel. retail workers 305; Food service 400; Automobile service 135; Finance & banking 125; Insurance 40; Repair shops 40; Service 230; Auto Accessories Mfg. (Japan) 125.
Principal Pay Days-Fri., 1st & 15th.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - **TAP WATER:** Neutral, medium hard; fluoridated.

12 - **RETAILING: Principal Shopping Centers**-4 blocks on main square; 1 on Depot St.; 5 on Main St.; Madison St.
Neighborhood Shopping Centers-Edgemont; Big Springs; Madison St.; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Springs(15)		SupeRx, Burkhart's, Wal-Mart, Kenwin
Madison(7)		K mart, Kroger, Revco

Principal Shopping Days-Sat., Mon., Fri.
Stores Close-Some-Wed. aft., Jan. thru Nov.
Stores Open Evenings-Dept.-Food Daily.

13 - **RETAIL OUTLETS: Department Stores**-Sears; McKees; Carolyn's; Tip Thompson's; Sullivan's; Burkhart's.
Chain Drug Stores-SupeRx; Revco; Renegar's.
Variety Stores-Scottie's; Fred's.
Discount Stores-Wal-mart; K mart; Family Dollar; Dollar General; Fred's.
Chain Supermarkets-Day Bros.; Kroger; Guy's Mkt.; Shelbyville Super; Riverview; Dial's Superett; Kwik Stop 2; Sav-A-Lot; D&D Foods.
Other Chain Stores-Crocker's-Rone Jewelers; Simmons Jewelers; Lambert's Jewelers; Bootery; Artley's; Montgomery Ward (local franchise); Clifford Furniture; John F's Furniture; Kenwin's.

14 - **NEWSPAPERS:** TIMES-GAZETTE (e-mon to fri) 8,173; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, P.O. Box 380, Shelbyville, TN 37160; Tel. (615) 684-1200.
National Representative: Landon Associates.

SOUTH FULTON, TN
See FULTON, KY

UNION CITY

1 - **LOCATION:** Obion County, E&P Map B-6, 120 mi. N of Memphis.

2 - **TRANSPORTATION: Railroads**-Illinois Central Gulf.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Gulf Transport.
Airlines-Taylor Charter.

3 - **POPULATION:**
Corp. City 80 Cen. 10,436; Loc. Est. 10,070
County 80 Cen. 32,781; Loc. Est. 33,267

4 - **HOUSEHOLDS:**
City 80 Cen. 4,027; Loc. Est. 3,914
County 80 Cen. 12,079; Loc. Est. 12,558

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$173,000,000
Savings & Loan	1	$100,000,000
Obion County	8	$260,000,000

6 - **PASSENGER AUTOS:** County 21,321

7 - **ELECTRIC METERS:** Residence 4,538

8 - **GAS METERS:** Residence 4,200

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,100 ($194); Leather & Shoes 825 ($240); Metal Fabrication 1,200 ($240); Food Packing 850 ($280); Tire 3,100 ($420); Lumber 207 ($200). Over 7,200 industrial jobs in Obion County.
Principal Industrial Pay Days-Thur.

10 - **CLIMATE:** First killing frost, Nov. 12. Last killing frost, Mar. 20.

11 - **TAP WATER:** Neutral, soft.

12 - **RETAILING: Principal Shopping Center**-4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
Neighborhood Shopping Centers-Edwards Additions; Garden Road Additions; 5th & Jackson Sts.; E Main Terminus; Reelfoot Shopping CenterReelfoot & 1st St.; Obion Square, Reelfoot Ave.
Principal Shopping Days-Thur., Fri., Sat.

13 - **RETAIL OUTLETS: Department Stores**-Shatz; Falkoff's; Brights; Dollar General; Roth's; Behrs.
Variety Stores-Fred's $1 Store; Dollar General.
Chain Drug Stores-Revco Drugs; Super D; K&D; Gibson.
Chain Supermarkets-Kroger; E 'N' James; Sav-A-Lot.
Discount Stores-Gibson's; Wal-Mart; K mart.
Other Chain Stores-Libby's; Goodyear; Sears; Singer Co.; Otasco; Gibson Discount; Minnen's; Sherwin-Williams; Homestead; Pick 'N Pay Shoe; Ashleys Outlet; Scott Hallmark; Brooks Sewing & Vacuum.

14 - **NEWSPAPERS:** MESSENGER (e) 8,500; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, Box 430, 613 Jackson St., Union City, TN 38261; Tel. (901) 885-0744.
National Representatives: Landon Associates.

Need to reach someone in the industry?

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11 West 19th Street, New York, N.Y. 10011 212-675-4380

Editor & Publisher

TEXAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Abilene-Taylor County.
Amarillo-Potter and Randall Counties.
Austin-Hays, Travis and Williamson Counties.
Beaumont-Port Arthur-Hardin, Jefferson and Orange Counties.
Brownsville-Harlingen-Cameron County.
Bryan-College Station-Brazos County.
Corpus Christi-Nueces and San Patricio Counties.
El Paso-El Paso County.
Killeen-Temple-Bell and Coryell Counties.
Laredo-Webb County.
Longview-Marshall-Gregg and Harrison Counties.
Lubbock-Lubbock County.
Midland-Midland County.
McAllen-Edinburg-Mission-Hidalgo County.
Odessa-Ector County.
San Angelo-Tom Green County.
San Antonio-Bexar, Comal and Guadalupe Counties.
Sherman-Denison-Grayson County.
Texarkana, Tex.-Ark.-Bowie County, Tex.; Miller County, Ark.
Tyler-Smith County.
Victoria-Victoria County.
Waco-McLennan County.
Wichita Falls-Wichita County.

PRIMARY METROPOLITAN STATISTICAL AREA

Brazoria-Brazoria County.
Dallas-Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties.
Fort Worth-Arlington-Johnson, Parker and Tarrant Counties.
Galveston-Texas City-Galveston County.
Houston-Fort Bend, Harris, Liberty, Montgomery and Waller Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Dallas-Fort Worth-Includes Dallas PMSA and Fort Worth-Arlington PMSA.
Houston-Galveston-Brazoria-Includes Brazoria PMSA; Galveston-Texas City PMSA; and Houston PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1995
Under 5 Years	1,001	1,169	1,336
5-14 Years	2,330	2,350	2,685
15-24 Years	2,053	2,773	3,169
25-44 Years	2,686	4,029	4,604
45-64 Years	2,142	2,536	2,898
65 and Over	987	1,371	1,566
TOTAL	11,199	14,228	16,258

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	1,315	2,295	5,527
General Mdse.	3,620	5,884	13,257
Food	5,533	9,737	22,568
Automobiles	5,874	11,259	27,674
Gasoline Stations	1,999	3,444	8,817
Apparel	1,482	2,445	5,498
Furniture	1,219	2,044	4,911
Eat./Drink Places	1,781	3,678	9,736
Drugs	772	1,311	3,170
TOTAL SALES	25,833	45,816	111,147

ABILENE

1 - **LOCATION:** Taylor County (MSA), E&P Map D-3, 80 mi. NW of Geographical Ctr. of Texas. County Seat. Cattle, oil, ind., education & transp. ctr.

2 - **TRANSPORTATION: Railroads**-Abilene Southern; Burlington; Missouri-Pacific; Ft. Worth & Denver.
Motor Freight Carriers-14.
Intercity Bus Lines-Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset Stages.
Airlines-Chaparral.

3 - **POPULATION:**
Corp. City 80 Cen. 98,315; Loc. Est. 109,511
CZ-ABC. (80) 99,761; (84) 107,000
Bal. in PMA-ABC. (80) 39,431; (84) 44,300
Total PMA-ABC. (80) 139,192; (84) 151,300
County/MSA 80 Cen. 110,932, Loc. Est. 121,043
Bal. in RTZ-ABC. (80) 121,622; (84) 126,500
PMA & RTZ-ABC. (80) 260,814; (84) 277,800

4 - **HOUSEHOLDS:**
Corp. City 80 Cen. 33,939; Loc. Est. 38,649
CZ-ABC. (80) 34,442; (84) 37,200
Bal. in PMA-ABC. (80) 14,590; (84) 16,700
Total PMA-ABC. (80) 49,032; (84) 53,900
County/MSA 80 Cen. 38,515; Loc. Est. 43,092
Bal. in RTZ-ABC. (80) 46,184; (84) 48,800
PMA & RTZ-ABC. (80) 95,216; (84) 102,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$483,787,096
Savings & Loan	5	$427,143,348

6 - **PASSENGER AUTOS:** County 123,511

7 - **ELECTRIC METERS:** Residence 44,599

8 - **GAS METERS:** Residence 32,252

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Feed, Cottonseed Oil Products 250; Aero Space Structures 320; Meat Products 448; Newspaper 300; Oil & Gas Processing 150; Bakery Products 200; Soft Drinks 300; Steel Fabrication 250; Plumbing Fixtures, Fitting & Trim 200; Band Instruments 385; Tire Retreading 100; Calculators 260.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 52-72. Summer 72-105; Fall 54-78. Winter 21-55. Last frost, Mar. 25.

11 - **TAP WATER:** Alkaline, hard; not fluoridated.

12 - **RETAILING: Principal Shopping Centers**-2 blocks on Oak St.; 6 on Pine St.; 6 on Cypress St.; 6 on Cedar St.; 6 on Walnut St.; 3 on N 3rd St.; 4 on N 4th St.; 2 on N 5th St.; 10 on S 14th; 12 on N Mockingbird; 5 on N 6th; S 23 & Barrow; 1 on Judge Ely Blvd.; Hi-way 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
8th & Hickory(5)	NA	
Brook Hollow(12)	NA	Safeway
Burro Alley(16)	NA	
Crossroads(25)	NA	
Edgewood(4)	NA	M System
Elmwood West(28)	NA	Piggly Wiggly
Frenchman's Creek(17)	NA	Albertson's
Hillcrest(5)	NA	
Mall of Abilene(96)	NA	JCPenney, Sears, Dillard
Meads Suburban(9)	NA	Luskey's
Merchant Park(9)	NA	Furr's Mkt., TG&Y
Oakwood Vlg.(95)	NA	Super Duper Food
Park Terrace(8)	NA	
River Oaks(20)	NA	Super Duper, TG&Y
Rose Park(9)	NA	
Radford Hills(23)	NA	Gibson
Southwest Park(12)	NA	
Westgate(42)	NA	Mont. Ward, Beall's, Minters, Thornton

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Major malls to 9 pm.

13 - **RETAIL OUTLETS: Department Stores**-Grissoms; Minters; Thornton's 2; Sears; Montgomery Ward; Dillard; Beall's 2; Anthony's 2.
Discount Stores-Wal-Mart 2; K mart 2; Pay-Less Cashways; McCoy's; Highway 84 Lumber; TG&Y 5; Wilsons.
Variety Stores-TG&Y 5.
Chain Drug Stores-Eckerd 6.
Chain Supermarkets-M-System 3; Safeway 3; Furr's Food 2; Piggly Wiggly 2; Super Duper 6; Skinnys 23; Colonial 14; Albertson's.
Other Chain Stores-JCPenney; Sears; Kinney Shoe's; Firestone; Goodyear; Sherwin-Williams; Zale's 3; Jewel Box; S&Q Clothiers; Baker's; Lerner's; S&H Green Stamps.

14 - **NEWSPAPERS:** REPORTER-NEWS (m-mon to fri) 38,342; (e-mon to fri) 15,507; (m-sat) 48,083; (S) 58,705; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: L. Kay Schultz, Adv. Dir., REPORTER-NEWS, 100 Block Cypress St., Abilene, TX 79604; Tel. (915) 673-4271.
National Representatives: Harte-Hanks Communications; Landon Associates.

ALVIN

1 - LOCATION: Brazoria County (In Brazoria PMSA). E&P Map E-5. Located in the SE portion of state. 25 mi S of Houston. On State Hwy. 35.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Intercity Bus Lines-Continental Trailways; Texas.
Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,515; Loc. Est. 20,652
County/PMSA 80 Cen. 169,587; Loc. Est. 189,849

4 - HOUSEHOLDS:
City 80 Cen. 5,660; Loc. Est. 7,100
County/PMSA 80 Cen. 53,907; Loc. Est. 61,843

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$199,976,412
Savings & Loan	4	$66,271,043

(Three Savings & Loan are branch offices.)

6 - PASSENGER AUTOS: County 152,902 (All Vehicles)

7 - ELECTRIC METERS: Residence 6,060

8 - GAS METERS: Residence 4,836

9 - PRINCIPAL INDUSTRIES: Rice; Oil; Cattle; Chemicals; Nurseries.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 75-90; Fall 62-78; Winter 62-75.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-2500 Hwy. 35 Bypass; Gordon & Coombs, N Taylor & Willis Gordon & E House St.; Rosharon Rd.; Loop & Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alvin Bottom Dollar(1)	NA	Bottom Dollar
Alvin Ctr.(6)	NA	Sears; Brockman's
Highland Sq.(6)	NA	Lewis & Coker
Stanton Ctr.(6)	NA	
Meadowpark(12)	NA	Krogers, Eckerd, Weiners
Wrights Corner(4)	NA	Eckerd
Town Oaks(3)	NA	K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Brockman's; Montgomery Ward; Wellborn's; Sears; Cato's; Weingers.
Discount Stores-Bottom Dollar; K mart; Wal-Mart; U.S. Factory Outlet Store; The Apparel Mart.
Variety Stores-Perry's; TG&Y.
Chain Drug Stores-Revco; K mart; Medicine Man; Eckerd.
Chain Supermarkets-Minimax; Super Warehouse Grocery; Kroger.
Other Chain Stores-Alvin Tire & Automotive(Firestone); Foto Mat; Stop & Go Grocery; 7-Eleven; Tick-Tock Grocery; Hi-Low Auto Supply; Brand's Western Wear; Radio Shack.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 2,872; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Sue Whitely, Adv. Mgr., SUN, 201 E. House; PO Box 431, Alvin, TX 77511. Tel. (713) 331-4421.
National Representative: None.

AMARILLO

1 - LOCATION: Potter & Randall Counties (MSA). E&P Map C-1. Geographic ctr. of the Texas Panhandle. 264 mi. W of Okla. City; 335 mi. NW of Ft. Worth; 284 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 66, 87, 60, 287; I-40; State Hwys. 117, 136, 51.

2 - TRANSPORTATION: Railroads-Burlington; Santa Fe.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-TWA; Frontier; Texas International; Air Midwest; Southwest; American; Delta.

3 - POPULATION:
Corp. City 80 Cen. 149,230; Loc. Est. 188,844
CZ-ABC: (80) 149,230; (84) 164,600
RTZ-ABC: (80) 380,853; (84) 398,400
Counties/MSA 80 Cen. 173,699; Loc. Est. 188,844
Potter 80 Cen. 98,637; Loc. Est. 105,753
Randall 80 Cen. 75,062; Loc. Est. 83,091
City & RTZ-ABC: (80) 530,083; (84) 563,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,216; Loc. Est. 71,707
CZ-ABC: (80) Cen. 56,216; (84) 62,500
RTZ-ABC: (80) Cen. 133,049; (84) 140,600
Counties/MSA 80 Cen. 64,478; Loc. Est. 71,707
Potter 80 Cen. 37,769; Loc. Est. 41,451
Randall 80 Cen. 26,709; Loc. Est. 30,256
City & RTZ-ABC: (80) 189,265; (84) 203,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$1,860,951,000
Savings & Loan	6	$594,486,909

6 - PASSENGER AUTOS: Counties: Potter 110,133;Randall 82,470(All Vehicles)

7 - ELECTRIC METERS: Residence 69,621

8 - GAS METERS: Residence 55,585

9 - PRINCIPAL INDUSTRIES: Industry, No of Wage Earners-Mfg. 9,950; Mining Oil 2,900; Const. 5,800; Utilities 7,100; Services 13,950; Trade 23,550; Finance 4,150.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-69; Summer 62-89; Fall 43-71; Winter 23-51. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: Downtown Area-5 blocks on Polk.

A
B
C
1
2
3
4
5
6
OKLAHOMA
NEW MEXICO
MEXICO
Amarillo
Lubbock
Midland
Odessa
Big Spring
El Paso
San Angelo
Sierra Blanca
Van Horn
Fort Davis
Fort Stockton
Alpine
Sanderson
Del Rio
Eagle Pass
Pecos
Crane
Ranken
Big Lake
Sherwood
Andrews
Seminole
Lamesa
Snyder
Colorado
Sweetwater
Plainview
Levelland
Brownfield
Tahoka
Post
Crosbyton
Dickens
Guthrie
Childress
Quanah
Vernon
Wichita Falls
Clarendon
Wellington
Pampa
Dalhart
Stratford
Spearman
Perryton
Channing
Dumas
Hereford
Canyon
Claude
Vega
Borger
Stinnett
Memphis
Silverton
Floydada
Matador
Paducah
Turkey
Quitaque
Childress
Electra
Archer City
Seymour
Graham
Throckmorton
Albany
Jacksboro
Olney
Breckenridge
Eastland
Cisco
Abilene
Sweetwater
Roby
Hamlin
Anson
Stamford
Haskell
Rule
Knox City
Benjamin
Crowell
Vernon
Quanah
Paducah
Matador
Roaring Springs
Spur
Dickens
Crosbyton
Tahoka
Post
Garza
Kent
Stonewall
Fisher
Jones
Shackelford
Throckmorton
Young
Palo Pinto
Stephens
Eastland
Callahan
Taylor
Nolan
Mitchell
Coke
Runnels
Coleman
Brown
Comanche
Erath
Hood
Somervell
Bosque
Hill
Ellis
Navarro
Henderson
Van Zandt
Kaufman
Rockwall
Dallas
Tarrant
Parker
Wise
Denton
Cooke
Grayson
Fannin
Lamar
Red River
Bowie
Cass
Marion
Harrison
Panola
Rusk
Gregg
Upshur
Camp
Titus
Morris
Delta
Hopkins
Franklin
Wood
Smith
Cherokee
Anderson
Houston
Trinity
Angelina
Nacogdoches
Shelby
San Augustine
Sabine
Jasper
Newton
Orange
Jefferson
Chambers
Liberty
Hardin
Tyler
Polk
San Jacinto
Montgomery
Harris
Galveston
Brazoria
Fort Bend
Waller
Austin
Colorado
Wharton
Matagorda
Jackson
Lavaca
Victoria
Calhoun
Refugio
Aransas
San Patricio
Nueces
Kleberg
Kenedy
Willacy
Cameron
Hidalgo
Starr
Zapata
Webb
Jim Hogg
Brooks
Duval
Jim Wells
Live Oak
Bee
Goliad
DeWitt
Gonzales
Karnes
Wilson
Atascosa
McMullen
La Salle
Dimmit
Maverick
Kinney
Uvalde
Medina
Frio
Real
Edwards
Val Verde
Terrell
Crockett
Schleicher
Sutton
Kimble
Menard
Mason
Llano
Gillespie
Kerr
Bandera
Kendall
Comal
Guadalupe
Caldwell
Hays
Blanco
Burnet
Lampasas
Bell
Coryell
Williamson
Milam
Falls
Limestone
Leon
Freestone
Navasota
Grimes
Madison
Walker
Brazos
Burleson
Lee
Washington
Robertson
Brenham
Eldorado
Sonora
Rocksprings
Brackettville
Carrizo Springs
Crystal City
Pearsall
Hondo
Floresville
Seguin
New Braunfels
San Marcos
Kyle
Buda
Georgetown
Round Rock
Taylor
Hutto
Granger
Temple
Belton
Killeen
Waco
Mexia
Groesbeck
Centerville
Huntsville
Conroe
The Woodlands
Cleveland
Dayton
Baytown
Pasadena
Deer Park
La Porte
Texas City
Alvin
Angleton
Freeport
Lake Jackson
Bay City
Port Lavaca
Victoria
Cuero
Yoakum
Hallettsville
Shiner
Gonzales
Luling
Lockhart
Kingsville
Alice
Falfurrias
Robstown
Corpus Christi
Portland
Aransas Pass
Port Aransas
Rockport
Port Lavaca
Beeville
Pleasanton
Jourdanton
Poteet
Devine
Hondo
Castroville
Boerne
Fredericksburg
Kerrville
Ingram
Hunt
Leakey
Uvalde
Sabinal
Utopia
Bandera
Comfort
Boerne
Blanco
Johnson City
Marble Falls
Llano
Burnet
Lampasas
Cameron
Rockdale
Milano
Hearne
Bryan
College Station
Navasota
Madisonville
Huntsville
Livingston
Cleveland
Liberty
Dayton
Anahuac
Winnie
Port Arthur
Beaumont
Orange
Vidor
Silsbee
Kirbyville
Jasper
Newton
Center
Carthage
Henderson
Longview
Marshall
Kilgore
Gilmer
Pittsburg
Mount Pleasant
Sulphur Springs
Paris
Clarksville
Texarkana
Atlanta
Linden
Jefferson
Daingerfield
Mount Vernon
Commerce
Greenville
Bonham
Denison
Sherman
Gainesville
Decatur
Bridgeport
Weatherford
Mineral Wells
Granbury
Cleburne
Glen Rose
Stephenville
Hamilton
Gatesville
Waco
Mexia
Groesbeck
Corsicana
Ennis
Waxahachie
Cedar Hill
Duncanville
Grand Prairie
Arlington
Fort Worth
Mansfield
Burleson
Alvarado
Joshua
Keene
Crowley
Azle
Aledo
Springtown
Decatur
Bridgeport
Boyd
Rhome
Wichita Falls
Iowa Park
Electra
Henrietta
Nocona
Bowie
Montague
Gainesville
Whitesboro
Sherman
Denison
Pottsboro
Sherman
Howe
Tioga
Gainesville
Muenster
Valley View
Saint Jo
Bowie
Nocona
Montague
Bonham
Honey Grove
Ladonia
Commerce
Cooper
Sulphur Springs
Winnsboro
Mount Pleasant
Pittsburg
Gilmer
Longview
Kilgore
Marshall
Jefferson
Daingerfield
Mount Vernon
Atlanta
Linden
Texarkana
Clarksville
Paris
Sulphur Springs
Commerce
Greenville
Quinlan
Wolfe City
Celeste
Ladonia
Honey Grove

Taylor & Tyler

Neighborhood Shopping Centers-34th & Georgia, Wolflin & Georgia (G9); 3600 W 15th, NE 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell; 34th & Western.

Stores Open Evenings-Sat., Mon. & Thur.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wolflin-Village	NA	Colberts, TG&Y
Wolflin-Georgia(69)	4	K mart, Albertson's, Blackburn Bros.
Martindale(14)	3	K's, Thriftstore, United Foods
Sunset(15)	3	Hub, JCPenney
Trades Fair	5	K mart, TG&Y, Furr's Food
So. Lawn Plz	6	United Foods, TG&Y
Western Plaza(32)	5	C.R. Anthony, Mont. Ward, Sakowitz, Wilson's
Western Square	6	United Foods, Albertson's
Puckett Plaza(30)	7	Safeway, United, Handy Dan
Spanish Crossroads	NA	Revco, Sprouse-Reitz, Furr's Family Ctr.
Georgia Terrace	6	Furr's Food
Lawndale	6	Furr's Food, TG&Y, C.R. Anthony
Bell Plaza	8	Wal-Mart
Wellington Sq.(26)	4	Garaski's Loft, Swiss Colony Cheese
Westgate Mall(120)	8	Sears, Dillard, Monnig's, Mervyn's, Beall's
Interstate Village	6	Albertson's

Stores Open Evenings-Dept.-Thur.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony 4; Sakowitz; Sears; Blackburn Bros.; Montgomery Ward; JCPenney; Colbert's 2; Harry Holland; Monnig's.
Discount Stores-K mart; Best; Wilson's; Wal-Mart.
Variety Stores-Woolworth; TG&Y 6; Thrift Stores 2.
Chain Drug Stores-Albertson's 3; D&S 4; Maxor 2; S&M 2; Sav-On 5; Revco.
Chain Supermarkets-Furr's Food 10; Safeway 4; Food Bonanza; United 7; Toot-N-Totum 40; Circle K Stores 7; 7-Eleven 16.
Other Chain Stores-Lerner's; Whites Auto; Western Auto; Zale's; S&H Green Stamps; Firestone; B. F. Goodrich.

14 - NEWSPAPERS: NEWS (m) 46,280; (e-mon to fri) 29,440; (S) 77,850; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George K. Guy, Adv. Dir., GLOBE-NEWS, 900 Harrison St., PO Box 2091, Amarillo, TX 79166; Tel. (806) 376-4488.
National Representative: Papert Companies.

ANGLETON

1 - LOCATION: Brazoria County. (In Brazoria PMSA). E&P Map E-5. County Seat. Chemical, oil & gas industries. Agriculture, cotton, rice, soybeans, cattle. Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-Alamo; Merchants; UPS.
Intercity Bus Lines-Trailways.
Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 11,091; Loc. Est. 13,877
County/PMSA 80 Cen. 169,587; Loc. Est. 189,849

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,678; Loc. Est. 4,605
County/PMSA 80 Cen. 53,907; Loc. Est. 61,843

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	$95,000,000

6 - PASSENGER AUTOS: County 152,902 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chemical; Farming.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-N Downing Rd. & Hwy. 35 (9 stores); County Rd. (Cedar St.) & State Hwy. 35 (13 stores); SWC Hwys. 36 & 288 (9 stores); K mart Hwy 288.
Neighborhood Shopping Centers-Four Corners; Angleton Plaza; Angleton Palm Center; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall	9	Sears, Wilsons, JCPenney, Joske's
Lacks Plantation	12	Lacks Center

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Brockmans; Weiners.
Discount Stores-Wal-Mart; K mart.
Variety Stores-TG&Y; Perry Bros.
Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Safeway; Kroger.
Other Chain Stores-Firestone; World of Fabrics; Merle Norman.

14 - NEWSPAPERS: ANGLETON TIMES (m-tues to fri) 3,705; (S) 3,995 June 30, 1983 VAC.
Local Contact for Advertising and Merchandising

Data: Dwight L. Moody, Jr., Pub., or Bruce Page, Ret. Adv. Mgr., ANGLETON TIMES, 700 Western Ave.; PO Box 936, Angleton, TX 77515; Tel. (409) 849-8581.
National Representative: U.S. Suburban Press.

ARLINGTON

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

2 - TRANSPORTATION: Railroads-Texas and Pacific; Great Southwest.
Motor Freight Carriers-45.
Intercity Bus Lines-Texas Motor Coaches; Continental Trailways.
Airlines-Dallas-Ft. Worth Regional Airport; Arlington Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 160,123; Loc. Est. 179,610
City of Pub.-ABC.(80)163,644; (84)205,400
County 80 Cen. 860,880; Loc. Est. 964,903
PMSA 80 Cen. 973,138; Loc. Est. 1,092,309
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 58,650; Loc. Est. 68,935
City of Pub.-ABC.(80)59,813; (84)75,800
County 80 Cen. 310,272; Loc. Est. 356,135
PMSA 80 Cen. 349,034; Loc. Est. 401,201

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$474,654,010
Savings & Loan	9	$6,625,486,014

6 - PASSENGER AUTOS: County 938,481 (All Vehicles)

7 - ELECTRIC METERS: Residence 61,197

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Widely diversified-Auto assembly; Medical Products; Aerospace; Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field equipment. (Av. hourly wage $6.69.)

10 - CLIMATE: Av. Temp.-Summer 88; Winter 34.

11 - TAP WATER: Well water-very soft, alkaline; lake water-medium.

12 - RETAILING: Downtown Shopping Area plus 15 major centers in outlying area; 785 retail outlets (C of C)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlington Plaza(8)	NA	Buddies
Ashbury(12)	NA	Cloth World, Skaggs-Alpha Beta
Fielder North(25)	NA	Buddies
Forum 303 Mall(60)	NA	Mont. Ward, Dillard, Kinney
Four Corners(7)	NA	Kroger
French Market(5)	NA	Buddies, Motts, J Brannam
Galleria Plaza(5)	NA	
Overland Stage	NA	
Park Plaza(4)	NA	Buddies
Parkway Central(15)	NA	Tom Thumb
Randol Mill West(2)	NA	
Royal Park(5)	NA	Skaggs-Alpha Beta
Six Flags Mall(72)	NA	Sears, JCPenney, Sanger-Harris
Sylvan Heights(16)	NA	Piggly Wiggly
Town North(40)	NA	Buddies, Ben Franklin
Westbury Sq.(5)	NA	Monnigs
Woodland West(28)	NA	Safeway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony's, Sears; Mitchell's; Watsons; Dillard; Sanger-Harris; Montgomery Ward; Joske's.
Variety Stores-Ben Franklin 3; Motts; M.E. Moses; McCrory.
Discount Stores-Gibson; K mart; Treasure City; Target; Edison's; Best.
Chain Drug Stores-Arlington; Baker 2; Skillkens 2; SupeRx 2; Gibson 2; Skaggs-Alpha Beta; Eckerd; Revco.
Chain Supermarkets-Buddies 7; Safeway 4; Allied Foods; Minyards; Lee's 2; Piggly Wiggly; Kroger 2; Skaggs-Alpha Beta; Jewel T; Tom Thumb.
Other Chain Stores-Western Auto; Singer Co.; White Auto; Cook Paint; Sherwin-Williams; Firestone; Goodyear.

14 - NEWSPAPERS: (e-mon to fri) 6,868; (S) 7,190; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Edward Dupner, Editor/Pub., NEWS, 4880 Alpha Rd., Farmer's Branch, TX 75234; Tel. (817) 277-5511.
National Representative: U.S. Suburban Press.

ATHENS

1 - LOCATION: Henderson County. E&P Map E-3. County Seat. Industrial and agricultural center in eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2 - TRANSPORTATION: Railroads-St. L., SW.
Motor Freight Carriers-3.
Intercity Bus Lines-Central Texas Trailways; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,197; Loc. Est. 11,578
County 80 Cen. 42,606; Loc. Est. 47,313

4 - HOUSEHOLDS:
City 80 Cen. 3,777; Loc. Est. 3,410
County 80 Cen. 16,087; Loc. Est. 18,287

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$342,935,637
Savings & Loan	3	$139,809,002

6 - PASSENGER AUTOS: County 50,859 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,186

8 - GAS METERS: Residence 3,499

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Textile 280 ($200); Oil & Gas 372 ($255); Television Cabinetry & Assembly 900 ($300); Mobile Homes 253 ($220).

10 - CLIMATE: Jan. av. temp. 47; July av. temp. 83. First killing frost, Nov. 18. Last killing frost, Mar. 15. Growing season 245 days; rainfall 37 in. annually.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-On Courthouse Square & two blocks in all directions.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Highland(4)	NA	JCPenney, Perry Bros., Brookshire
South Park(4)	NA	Holiday Cleaners
Heritage Sq.(6)	NA	Sears, Daniels' Super Drug, True Value Hdwe.
Athens Ctr.(5)	NA	Wal-Mart, Beall's, Pay-Less Shoes

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K. Wolens; Beall Bros. 3.
Variety Stores-Perry Bros.
Discount Stores-K mart; Wal-Mart.
Chain Supermarkets-Safeway; Winn-Dixie; Brookshire's.
Other Chain Stores-Western Auto; White; Singer.

14 - NEWSPAPERS: REVIEW (e-mon to fri; S) 6,350; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Marion Archer, Nat'l. Adv. Mgr., REVIEW, 201 S. Prairieville; Box 32, Athens, TX 75751; Tel. (214) 675-5626.
National Representative: Papert Companies.

AUSTIN

1 - LOCATION: Travis County (MSA). E&P Map D-4. State capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio; 160 mi. from Houston.

2 - TRANSPORTATION: Railroads-Mo. Pacific; Southern Pacific; Mo. Kansas & Texas; Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Transportation Enterprises; Greyhound; Kerrville; Arrow Lines; Trailways.
Airlines-Emerald; United; Continental; Southwest; Delta; Eastern; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 345,496; Loc. Est. 381,899
CZ-ABC. (80) 394,669; (84) 438,100
RTZ-ABC. (80) 270,408; (84) 336,900
County 80 Cen. 419,335; Loc. Est. 463,518
MSA 80 Cen. 536,450; Loc. Est. 599,532
City & RTZ-ABC. (80) 665,077; (84) 775,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,934; Loc. Est. 150,206
CZ-ABC. (80) 149,645; (84) 175,200
RTZ-ABC. (80) 92,374; (84) 118,000
County 80 Cen. 158,341; Loc. Est. 179,455
MSA 80 Cen. 195,856; Loc. Est. 224,232
City & RTZ-ABC. (80) 242,019; (84) 293,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	33	$3,984,000,000
Savings & Loan	6	$1,600,000,000

6 - PASSENGER AUTOS: County 417,761 (All Vehicles)

7 - ELECTRIC METERS: Residence 185,000

8 - GAS METERS: Residence 118,000

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Gov't. 82,500; Trade 61,400; Service/Misc. 53,500; Mfg. 33,000; Construction 14,800; Fin., Ins., and Real Estate 17,200; Trans. and Comm. and Util. 7,700; Mining 800.
Principal Pay Days-Fri. and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28. Last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton Creek Mall(185)	6	Dillard, Foley's, Mont. Ward, Sears
Capital Plaza(31)	4	Scarbrough's Mont. Ward, Beall's, HEB
Hancock Center(38)	3	Dillard, Sears, HEB
Highland Mall(84)	3	Joske's, JCPenney, Scarbrough's, Foley's
Northcross Mall(55)	6	Frost Bros., Beall's
Westgate Mall(31)	4	HEB, Lacks, Beall's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Beall's 6; Dillard 2; Foley's 2; Frost Bros; JCPenney 2; Joske's; Leon's 4; Montgomery Ward 2, Sears 2; Weiner's 5; Yaring's 9.
Discount Stores-K mart 4; Target 2.
Variety Stores-TG&Y; Winn's 15.
Chain Drug Stores-Ace 7; Eckerd 14; Revco 14; Sommers 10; Walgreens 6.
Chain Supermarkets-Foodland 3; HEB 15; Kash-Karry 6; MiniMax 4; Safeway 17; Tom Thumb 9; Skaggs 3; Market Basket 7.
Other Chain Stores-Baker's 3; Franklin's 3; Lerner's; Mission Jewelry 2; S&H Green Stamps 2; Thom McAn 2; Western Auto 5; White's; Zale's 4; McCoy's; Handy Dan.

14 - NEWSPAPERS: AMERICAN-STATESMAN (all day-mon to fri) 154,039; (m-sat) 152,066; (S) 182,960; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Spaulding, Adv. Dir., AMERICAN-STATESMAN, 166 E. Riverside Dr.; PO Box 670, Austin, TX 78704; Tel. (512) 445-3748.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BAY CITY

1 - LOCATION: Matagorda County. E&P Map E-5. County Seat. On the Colorado River. 150 mi. NE of Corpus Christi; 80 mi. SW of Houston and Galveston and 20 mi. N of Matagorda Riv. to the Gulf of Mexico.

2 - TRANSPORTATION: Railroads-AT&SF; Mo. Pac. (GCL); SP.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,837; Loc. Est. 21,150
County 80 Cen. 37,828; Loc. Est. 40,567
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,313; Loc. Est. 6,774
County 80 Cen. 13,110; Loc. Est. 14,401

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$204,123,763
Savings & Loan	2	$142,923,359

6 - PASSENGER AUTOS: County 31,479 (All Vehicles)

7 - ELECTRIC METERS: Residence 6,143

8 - GAS METERS: Residence 4,963

9 - PRINCIPAL INDUSTRIES: Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry; Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-Matagorda Plaza; Lacks Center; Gulf Bay Plaza.

13 - RETAIL OUTLETS: Department Stores-Beall's; JCPenney; Oshman's; Weiners; Clothes Inc.
Chain Drug Stores-Matagorda Phcy.; Discount Pharmacy; Houston Drug; Eckerd.
Discount Stores-Gibson; K mart; Bottom Dollar.
Variety Stores-Ben Franklin; Perry's.
Chain Supermarkets-Bay City Food; Stanley 3; Duffy's; HEB; Safeway.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; Montgomery Ward; Sears.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 6,774; sworn June 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Ronnie Wallace, Nat. Adv. Mgr., TRIBUNE, 3013 7th St.; PO Box 1551, Bay City, TX 77414; Tel. (409) 245-5555.
National Representative: None.

BAYTOWN

1 - LOCATION: Harris County (In Houston PMSA). E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146; I-10.

2 - TRANSPORTATION: Railroads-SP branch and MP Railroads.

3 - POPULATION:
Corp. City 80 Cen. 58,959; Loc. Est. 69,053
County 80 Cen. 2,548,700; Loc. Est. 2,693,235
PMSA 80 Cen. 2,735,763; Loc. Est. 3,078,286

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,731; Loc. Est. 23,966
County 80 Cen. 869,880; Loc. Est. 995,194
PMSA 80 Cen. 973,162; Loc. Est. 1,120,091

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$360,166,848
Savings & Loan	6	$292,226,626

6 - PASSENGER AUTOS: County 2,292,199 (All Vehicles)

7 - ELECTRIC METERS: Residence 21,865

8 - GAS METERS: Residence 21,819

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Refining 6,300 ($330); Rubber 482 ($429); Chemical Research 1,000 ($495); Chemical Production 1,400 ($440); Carbon Black 180 ($275); Space Lab 3,000 ($440); Steel 1,700 ($220); Steel Administration 150 ($412).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11 - TAP WATER: Neutral (Artesian), semi-soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Plaza(35)	NA	TG&Y, Bayfair, Food King
K mart(4)	NA	K mart
West Town(28)	NA	Beall's, Safeway
Wood Creek(9)	NA	Texas Super Foods, Weiners
Garth Plaza(5)	NA	Style Shop, Eurotan
San Jacinto Mall(160)	NA	JCPenney, Sears, Mont. Ward, Foleys, Wilsons
Bay Village	NA	Diamond C
West Town II	NA	Arm
Goose Creek Plz	NA	United, Scooter
Willowcreek	NA	Kroger, Walgreens

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Beall Bros 2; Montgomery Ward; JCPenney; Weiners; Foleys; Wilsons; Palais Royale; The Fair 2; Oshman's; Craig's.
Discount Stores-K mart; TG&Y; United Jewelers 2.
Variety Stores-TG&Y 2.
Chain Drug Stores-Big Chief; Black's; Gray; Gulf Coast; Lakewood; Lawhon 2; Medic; Medicine Jar; Eckerd 2; Walgreens.
Chain Supermarkets-Weingarten; Big Chief; 7-Eleven 8; Jones; Hathaways 2; Kroger 2; Lyons; Stop 'N Go 5; Texas Super Foods; Safeway 2; Super Warehouse; Food King 3; Super-O.
Other Chain Stores-Jewelry: Gordon's, Sweeney, Zale's, Whitehall, Marquis, Cross, Kay, Mission; Auto: Western Auto, Goodyear, Firestone; Clothing: Foxmoor, The Gap, Gingiss Formalwear, 5-7-9, Lane Bryant, Lerner's Shops, Limited, Casual Corner; Shoes: Pay-Less, Naturalizer, Stride Rite, Thom McAn, Hanover, Kinney, Regal, Baker; Furniture: Culpepper, Cargo; Misc.: Singer, Team Electronics, Waldenbooks, 84 Lumber, Royal Optical.

14 - NEWSPAPERS: SUN (e-mon to fri; S) 17,493

paid; June 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Bill Cornwell, Adv. Dir., SUN, 1301 Memorial Dr.; PO Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
National Representative: U.S. Suburban Press.

BEAUMONT

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA). E&P Map F-4, County Seat. Shipping Ctr.; large oil refining ctr.; wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston; 277 mi. W of New Orleans. 40 foot channel to the sea.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Kansas City & Southern; AT&SF.
Motor Freight Carriers-12.
Freight Steamship Lines-9.
Intercity Bus Lines-Continental; Continental Southern; Continental Dixie; Greyhound; Texas.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 118,102; Loc. Est. 127,904
CZ-ABC: (80) 141,215; (84) 147,100
RTZ-ABC: (80) 485,967; (84) 524,800
County 80 Cen. 250,938; Loc. Est. 270,194
MSA 80 Cen. 375,497; Loc. Est. 406,088
City & RTZ-ABC: (80) 627,182; (84)671,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,082; Loc. Est. 48,062
CZ-ABC: (80) 50,648; (84) 53,100
RTZ-ABC: (80) 166,374; (84) 181,200
County 80 Cen. 90,245; Loc. Est. 99,316
MSA 80 Cen. 131,890; Loc. Est. 145,811
City & RTZ-ABC: (80) 217,022; (84) 234,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$874,100,000
Savings & Loan	6	$497,305,110

6 - PASSENGER AUTOS: County 226,062 (All Vehicles)

7 - ELECTRIC METERS: Residence 51,564

8 - GAS METERS: Residence 36,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum 14,500; Chemicals 11,250; Construction 15,800; Food 1,050; Machinery 1,550; Transportation Equipment 4,750; Mining 1,300; Paper Lumber, Wood Products 1,550; Transportation 7,400; Fabricated Metal Products 3,200.
Principal Shopping Days-Thur., Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pearl; 5 on Orleans; 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe; 3 on Park St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(52)	4	White House, Ardan, Beall's, Market Basket
Gaylynn(12)	3	Beall's, Fair
Parkdale Mall(84)	6	JCPenney, Beall's, Joske's, Mont. Ward
Stadium(9)	3	Market Basket, Beall's
23rd St.(8)	4	Market Basket
Village(30)	4	Gibson, Market Basket
Parkway Plaza(12)	5	Handy Dan, Kroger
Tower Plaza(6)	NA	
Fullbright(8)	4	Discount Foods
Forest Park(5)	7	Gerland's
11th St. Plaza(25)	3	
Ridgewood Center(10)	3 NA	Norman's
Westmont Center(21)	6	Eckerd, Weingarten's
Phelan Center(17)	4	Albertson's
The Oaks(21)	6	Walgreens, King Saver

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri., Sat.; Food Stores open 24 hours daily.
Stores Open Evenings-Food Daily; Gateway, Parkdale Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-White House; Fair Store; Beall's; Palais Royal; Sears; JCPenney; Joske's; Montgomery Ward.
Discount Stores-Gibson; Giant Food Center; K mart; Gemco; Ardan; Wilsons; Target.
Variety Stores-Murphy's; McCrory.
Chain Drug Stores-Walgreens 3; Bill Thames'; Smith's 2; De Koven; Richard's RX; Eckerd 4; Lovoi & Son's 2; Medical Ctr.; Raimey's 2; Sommer's 5; Sav-Mor; Savon.
Chain Supermarkets-Weingarten's 2; Ace Drive In 2; Jim's Drive In 3; 7-Eleven 18; O'Bannion's 13; Market Basket 17; Gerland's 3; Discount Foods; Albertson's; Safeway; Country Pantry 7; Fertitta's 5; Kwik Pantry 3; Sak-N-Pak 4.
Other Chain Stores-Firestone; Goodyear; Western Auto; National Shirt; Thom McAn; Baker's; Lane's, Gordon's Jewelry; Kinney Shoes; Zale's Jewelry; Oshman's (sporting goods); Candle Shop; Casual Corner; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; House of Jeans; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-Fro Fabric; Spencer Gifts; Stover Candy; Stride-Rite Shoes; Waldenbooks; Cloth World; Hancock Fabrics; Catherine's Stout Shoppe.

14 - NEWSPAPERS: ENTERPRISE (m) 73,492; (S) 80,913; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Nat. Adv. Mgr., ENTERPRISE, 380 Walnut; P.O. Box 3071, Beaumont, TX 77701; Tel. (409) 833-3311.
National Representative: Branham/Newspaper Sales.

BIG SPRING

1 - LOCATION: Howard County. E&P Map C-3. County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital. State Hospital & four private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black. 290 mi. W of Dallas & 333 mi. E of El Paso.

2 - TRANSPORTATION: Railroads-Texas & Pacific (division point)
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 24,804; Loc. Est. 25,585
CZ-ABC: (80) 24,804; (84) 23,000
Bal. in PMA-ABC: (80) 8,338; (84) 8,000
County 80 Cen. 33,142; Loc. Est. 36,270
Total PMA-ABC: (80) 33,142; (84) 31,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,089; Loc. Est. 9,668
CZ-ABC: (80) 9,089; (84) 8,500
Bal. in PMA-ABC: (80) 2,876; (84) 2,800
County 80 Cen. 11,965; Loc. Est. 13,408
Total PMA-ABC: (80) 11,965; (84) 11,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$274,668,967
Savings & Loan	2	$173,786,053

6 - PASSENGER AUTOS: County 35,233 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,604

8 - GAS METERS: Residence 9,491

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Processing 57 ($250); Carbon Black 151 ($230); Garment Sewing 150 ($185); Pipe Mfg. 69 (N.A.); VA Hospital 312 ($185); State Hospital 454 ($200); Private-Hospitals 464 (N.A.); Nursing Home 95 (N.A.); Data Processing 11 ($260); Plastic Moulding 70 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17. Last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers-Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; FM 700 & Birdwell Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Park(21)	1	TG&Y, Safeway, Anthony's
Highland South(24)	2	Mont. Ward, Dunlaps
Coronado Plz.(5)	2	Winn-Dixie, Wal-Mart
Big Spring Mall(14)	3	JCPenney, Beall's

Principal Shopping Days-Department Stores-Sat., Mon., Fri.; Food Stores-Fri., Sat., Wed.
Stores Open Evenings-Food stores, K mart, JCPenney, Beall's, TG&Y; all stores in Big Spring Mall.

13 - RETAIL OUTLETS: Department Stores-Dunlap's; Montgomery Ward; C.R. Anthony; JCPenney; Beall's.
Discount Stores-Gibson; K mart; Wal-Mart; TG&Y.
Variety Stores-Woolworth.
Chain Drug Stores-Leonard's 6; Professional Phcy.
Chain Supermarkets-Safeway 2; Winn-Dixie; Furr's; Giant Discount; Newsom's.
Other Chain Stores-Beall's; Zale's 2; Barnes-Pelletier; Firestone; White's (home & auto); Goodyear; S&H Green Stamps; Connies; Emphasis (clothing); Gordon's Jewelry; Peanut Shack; Alladin's Castle; Cowtown Boots.

14 - NEWSPAPERS: HERALD (e-mon to fri) 10,110; (m-sat) 9,917; (S) 11,455; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thad Byars, Adv. Dir., HERALD, 710 Scurry, Big Spring, TX 79720; Tel. (915) 263-7331.
National Representatives: Landon Associates; Harte-Hanks Communications.

BONHAM

1 - LOCATION: Fannin County. E&P Map E-2, County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: Railroads-Texas & Pacific (freight).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,338; Loc. Est. 7,664
County 80 Cen. 24,285; Loc. Est. 25,819

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,877; Loc. Est. 2,967
County 80 Cen. 9,267; Loc. Est. 10,068

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$61,799,000

6 - PASSENGER AUTOS: County 23,015 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,410

8 - GAS METERS: Residence 4,268

9 - PRINCIPAL INDUSTRIES: Pumps; Trailers; Fertilizer; Agriculture; Meat Packing; Cable.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-70; Summer 85-104; Fall 51-81; Winter 5-55. First killing frost, Nov. 23. Last killing frost, Mar. 15.

11 - TAP WATER: Lake water, medium hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks surrounding City Square; Sav-Park Plaza (4 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Sat.

13 - RETAIL OUTLETS: Department Stores-J.B. White; Hunt.
Variety Stores-Ben Franklin; Bewley's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Brookshires.
Other Chain Stores-Babcock Bros.; Otasco; Western Auto; Goodyear.

14 - NEWSPAPERS: FAVORITE (e-tues to fri; S) 3,492; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jimmie R. Stephenson, Pub., FAVORITE, 314 N. Center; Box 550, Bonham, TX 75418; Tel. (214) 583-2124.
National Representative: Papert Companies.

BORGER

1 - LOCATION: Hutchinson County. E&P Map C-1. 50 mi. N of Amarillo; 27 mi. W of Pampa.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental-Panhandle.

3 - POPULATION:
Corp. City 80 Cen. 15,837; Loc. Est. 18,313
CZ-ABC: (80) 17,566; (84) 18,800
RTZ-ABC: (80) 21,619; (84) 22,200
County 80 Cen. 26,304; Loc. Est. 29,373
City & RTZ-ABC: (80) 39,185; (84) 41,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,093; Loc. Est. 7,045
CZ-ABC: (80) 6,768; (84) 7,300
RTZ-ABC: (80) 7,733; (84) 8,000
County 80 Cen. 9,837; Loc. Est. 11,269
City & RTZ-ABC: (80) 14,501; (84) 15,300

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$48,773,144
Commercial	2	$136,420,228

6 - PASSENGER AUTOS: County 35,670

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 6,646

9 - PRINCIPAL INDUSTRIES: Petroleum; Carbon Black; Synthetic Rubber; Printing Ink Devel. & Res.; Anhydrous Ammonia Fertilizer; Tool & Machy. Shops.

10 - CLIMATE: Av. Temp.-Summer 74; Winter 40; annual 58. First killing frost, Nov. 10. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-15 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(6)	0	Food Bonanza, TG&Y
Downtown	NA	Whites
Bunavista	NA	Fairlanes Mkt.
Borger Plaza	1	K mart, United Foods
North Park Center	1	TG&Y

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-JCPenney, Thur.; Food-daily.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; JCPenney; Beall's.
Variety Stores-M.E. Moses; TG&Y.
Chain Drug Stores-Heard & Jones; Harris 3; H&M; Lee; Revco.
Chain Supermarkets-Furr Food; Safeway; 7-Eleven; Holt; Allsups 5; Quick Stop 6; Jim's 2; Venture Foods; Taylor and Sons.
Discount Stores-K mart; TG&Y.
Other Chain Stores-Hasting Books & Records; White's; Zale's Oklahoma Tire; Hub Clothiers; Singer Co.; Montgomery Ward (catalog); Sears (catalog); Pay-Less Shoes.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 7,923; (S) 8,819; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ken Dulaney, Adv. Mgr., NEWS-HERALD, PO Box 5130; 207-209 N. Main, Borger, TX 79008; Tel. (806) 273-5611.
National Representative: Papert Companies.

BRENHAM

1 - LOCATION: Washington County. E&P Map E-4. County Seat. Agricultural center. 84 mi. E of Austin and 74 mi. W of Houston.

2 - TRANSPORTATION: Railroads-Gulf, Colorado & Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Kerrville, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,966; Loc. Est. 13,144
County 80 Cen. 21,998; Loc. Est. 24,777

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,798; Loc. Est. 4,133
County 80 Cen. 7,817; Loc. Est. 9,004

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$140,000,000
Savings & Loan	3	$80,000,000

6 - PASSENGER AUTOS: County 23,407

7 - ELECTRIC METERS: Residence 4,200

8 - GAS METERS: Residence 3,400

9 - PRINCIPAL INDUSTRIES: Ice Cream Mfg.; Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline.

12 - RETAILING: Downtown-5 Block Square.
Shopping Centers-H.E.B.; Brookshire's; Four Corners; Market Square.

13 - RETAIL OUTLETS: Department Stores-JCPenney; New York; Lou's; Cato's, Wenier's; Marsh-Bode & Tonn.
Discount Stores-Wal-Mart, Eckerd Drug.
Variety Stores-Perry Bros.
Chain Supermarkets-Food City; Brookshire Bros.; H.E.B.; Safeway; Stanley's.
Other Chain Stores-Goodyear; White Auto; Western Auto; Sears; Montgomery Ward.

14 - NEWSPAPERS: BANNER-PRESS (e-mon to fri) 5,990; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Charles Moser, Pub., or Don R. Chandler, Asst. Pub., BANNER PRESS, 2000 Stringer; PO Box 585, Brenham, TX 77833; Tel. (409) 836-7956.
National Representative: U.S. Suburban Press.

BROWNSVILLE

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA). E&P Map E-6. Extreme SE part of Texas. 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific; National Railways of Mexico.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental Trailways; Valley Transit; Circulo Rojo-Matamoros; Transportes del Norte, S.A.
Airlines: Ozark; Royale.

3 - POPULATION:
Corp. City 80 Cen. 84,997; Loc. Est. 97,419
CZ-ABC: (80) 84,997; (84) 104,100
RTZ-ABC: (80) 207,376; (84) 249,900
County/MSA 80 Cen. 209,680; Loc. Est. 240,376
City & RTZ-ABC: (80) 292,373; (84) 354,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,882; Loc. Est. 25,395
CZ-ABC: (80) 22,882; (84) 28,300
RTZ-ABC: (80) 52,333; (84) 63,400
County/MSA 80 Cen. 58,409; Loc. Est. 68,561
City & RTZ-ABC: (80) 75,215; (84) 91,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$650,883,660
Savings & Loan	3	$174,905,894

6 - PASSENGER AUTOS: County 137,364 (All Vehicles)

7 - ELECTRIC METERS: Residence 25,804

8 - GAS METERS: Residence 12,541

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Fishing-Shrimping 4,000; Cotton Proc. 2,200; Natural Gas Proc. 600; Port of Brownsville 2,200; Aviation 200; Clothing Mfg. 2,900; Import-Export 1,000; Electronics 400; Clothing 100; Mfg. Oil Drilling Rigs 3,200; Ship Dismantling 450; Misc. Dockside 500.
Principal Pay Days-Sat.; 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23. Last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: Principal Shopping Centers-7 blocks on E. Elizabeth: Levee, Washington & Adams Sts.; 46 acres on Mexico St. bet. Palm Blvd. & Sixth St.
Neighborhood Shopping Centers-W 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amigoland Mall(52)	1	Dillard, JCPenney
Hospital(10)	2	Ransome's
N Park Plz.(40)	3	Kroger
Palm Vlg.(18)	2	King Mart
Sunrise Mall(85)	4	Sears, Beall's, K mart

Principal Shopping Days-Mon. & Sat.
Stores Open Evenings-Dept.-Sat.; Some Discount Stores, Supermarkets, Amigoland Mall, and Sunrise Mall-Daily.

13 - RETAIL OUTLETS: Department Stores-Anthony; Beall's; JCPenney; Terry-Farris; Sears; Montgomery Ward; Dillard.
Discount Stores-K mart; Gibson; Wal-Mart; Ardans.
Variety Stores-Kress; Woolworth; McCrory.
Chain Drug Stores-Walgreens; Rexall; Medico.
Chain Supermarkets-H. E. Butt 3; El Centro; Kroger; King Mart 2; Lopez 7; Valley Mart 3; Warehouse Grocery.
Other Chain Stores-Tires, Auto Accessories, Goodyear, Goodrich, Western Auto 2, Firestone; Shoes: Thom McAn, Baker's, Kinnney's, Pat's Show Box, Wally's; Women's Clothing: Lerner Shops, Vogue, Santi's, Advance Shop, Village Casuals, Popular, Mangel's; Jewelry: Sweeney's, Weldon's, Zale's; Gordon's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch, Strouds Furniture.

14 - NEWSPAPERS: HERALD (e-mon to fri) 16,054; (S) 18,531; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Nat'l. Adv. Dir., HERALD, 1135 E. Van Buren; PO Box 351, Brownsville, TX 78520; Tel. (512) 542-4301.
National Representative: Papert Companies.

BROWNWOOD

1 - LOCATION: Brown County. E&P Map D-3. County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 183; State Hwys. 10 & 279.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Arrow Coach Lines; Continental Trailways.
Airlines-Eagle Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,203; Loc. Est. 22,202
CZ-ABC: (80) 21,709; (84) 24,000
RTZ-ABC: (80) 70,712; (84) 76,600
County 80 Cen. 33,057; Loc. Est. 36,974
City & RTZ-ABC: (80) 92,241; (84) 100,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,203; Loc. Est. 7,995
CZ-ABC: (80) 8,098; (84) 9,000
RTZ-ABC: (80) 27,915; (84) 30,600
County 80 Cen. 12,308; Loc. Est. 14,164
City & RTZ-ABC: (80) 36,014; (84) 39,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$210,062,285
Savings & Loan	1	$192,257,050

6 - PASSENGER AUTOS: County 33,271 (All Vehicles)

7 - ELECTRIC METERS: Residence 8,205

8 - GAS METERS: Residence 6,433

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-RR 356; Needlecraft 165; 3M 600; Cabie 273; Woolen Mill, Wellhead Division, 80.
Principal Pay Days-Fri.; 1, 5 & 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Center; 12 on Fisk; 4 on Main.
Neighborhood Shopping Centers-Austin Ave.; Coggin Ave.; Melwood Ave.; W Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center; Heartland Mall (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heartland Mall(40)	1	K mart, Beall's, JCPenney
Sav-On-Food	0	Palace Drug
Austin Ave.	NA	Winn-Dixie, Motts, Eckerd
Melwood Ave.	NA	Village Market
Commerce Sq.(22)	NA	Safeway, Thornton's, TG&Y, Singer Sewing Ctr.
Village	NA	Pat Walker's, Fans & Things, Music Box

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Gregory's 5th Season; JCPenney; Montgomery Ward; Sears; Beall's; Thornton's; Stevenson's; Worth's; Connies.
Discount Stores-Gibson; Thompson Surplus; K mart.
Variety Stores-TG&Y; Motts.
Chain Drug Stores-Gibson; Walgreens; Eckerd; Revco; Sav-X.
Chain Supermarkets-Safeway; Winn-Dixie; Sav-On Food 2; Kroger.
Other Chain Stores-Western Auto; Sherwin Williams; Goodyear; Firestone; Shook Tire; Higginbotham Bros.; Nathan's; Weakly-Watson; S&H Green Stamps; Radio Shack; Camelot Music; Jo Ann Fabric; Zale's; Kay Jewelers; Kinney Shoes; Gallenkamp Shoes; Athlete's Foot; T-Shirts Plus; Gateway Cards; B. Dalton Bookseller; Love Shop; Peanut Shack; Circus World Toys; Pay-Less Shoe Source; Bush.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 10,355; (S) 12,145; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gene Bigham, Adv. Mgr., BULLETIN, 700 Carnegie; PO Box 1188, Brownwood, TX 76804; Tel. (915) 646-2541.
National Representative: Papert Companies.

BRYAN-COLLEGE STATION

1 - LOCATION: Brazos County (In Bryan-College Station MSA). E&P Map E-4. County Seat (Bryan). Midway bet. Houston & Dallas, 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

2 - TRANSPORTATION: Railroads-Texas & New Orleans; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Rio Airways, Royale.

3 - POPULATION:
Corp. Cities 80 Cen. 81,609; Loc. Est. 94,239
Bryan 80 Cen. 44,337; Loc. Est. 51,199
College Station 80 Cen. 37,272; Loc. Est. 43,040
PMA-ABC: (80) 93,588; (84) 115,700
RTZ-ABC: (80) 51,434; (84) 56,100
County/MSA 80 Cen. 93,588; Loc. Est. 108,073
PMA & RTZ-ABC: (80) 145,022; (84) 171,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 35,592; Loc. Est. 32,948
Bryan 80 Cen. 16,081; Loc. Est. 18,863
College Station 80 Cen. 11,967; Loc. Est. 14,085
PMA-ABC: (80) 32,488; (84) 40,600
RTZ-ABC: (80) 19,062; (84) 20,900
County/MSA 80 Cen. 32,488; Loc. Est. 38,723
PMA & RTZ-ABC: (80) 51,550; (84) 61,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$650,200,000
Savings & Loan	6	$599,200,000

6 - PASSENGER AUTOS: County 81,098 (All Vehicles)

7 - ELECTRIC METERS: Bryan 19,461; College Station 14,448

8 - GAS METERS: Residence 21,156

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-Furniture 475; Rubber Slabs & Sales 275; Alum. Windows 593; Poultry Proc. 115; Agri. Chemicals 146; University Education(College Station) 9,200; Military Academy (Bryan); Oil Well Products 150; Computer Terminals 300; Electric Appliances 500; Electronic 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Areas-Downtown Bryan Area: 10 blocks long; 5 blocks wide. Manor East Mall; Post Oak Mall (1,000,000 sq. ft.); Townshire Center; 18 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Texas Ave.(40)	NA	Kroger, Safeway
Culpepper Plaza(26)	NA	Safeway, Weiner's, Eckerd
Manor East(20)	NA	JCPenney, Fair, Mont Ward
University Sq.(16)	NA	Alpha-Beta
Sunnyland(7)	NA	
Townshire(14)	NA	Safeway
Villa Maria(12)	NA	Merle Norman
Redmond Terr.(10)	NA	Academy
Briar Crest Drive(16)	NA	Ardans, Star Furn., Woodstone
Post Oak Mall(88)	NA	Sears, Dillard

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Beall's(2); K Wolen's; Edge's; Weiner's(2); J.B. White; Margo La Mode; Skagg's; Dillard; Foley's.
Variety Stores-Woolworth; Perry Bros.
Chain Drug Stores-Eckerd; Skaggs.
Discount Stores-TG&Y; K mart; Wal-Mart.
Chain Supermarkets-Safeway 4; Weingarten's; Piggly Wiggly 3; Kroger 2; Skaggs; Mariel's.
Other Chain Stores-Western Auto; Sherwin-Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; S&H Green Stamps; Star Furn.; Pay-Less; Fair; Cloth World; Hancocks; Ardans; Academy; Wilsons; Goodyear.

14 - NEWSPAPERS: EAGLE (m) 25,813; (S) 28,701; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Greg Shrader, Adv. Dir., EAGLE, PO Box 3000, Bryan, TX 77802; Tel. (409) 779-4444.
National Representatives: Harte-Hanks Communications; Landon Associates.

CLEAR LAKE CITY

1 - LOCATION: Harris County (In Houston PMSA). E&P Map F-4. Clear Lake consists of 8 cities around the Bay Area, including northern portion of Galveston County; subdivision of Houston. N.A.S.A. Johnson Space Center (4 mi.). Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

2 - TRANSPORTATION: Railroads-Galveston-Houston Henderson.
Motor Freight Carriers-All Houston based freight lines.
Airlines-10 mi. from Houston's Hobby Airport, 1 mi. from Metro Airlines.

3 - POPULATION:
Retail Trading Zone Loc. Est. 80,000
County 80 Cen. 2,409,544; Loc. Est. 2,693,235
PMSA 80 Cen. 2,735,763; Loc. Est. 3,078,286
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Retail Trading Zone Loc. Est. 31,000
County 80 Cen. 869,880; Loc. Est. 995,194
PMSA 80 Cen. 973,162; Loc. Est. 1,120,091

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$96,907,000
Commercial	6	$121,900,000

6 - PASSENGER AUTOS: County 2,292,199 (All Vehicles)

7 - ELECTRIC METERS: Residence 43,512

8 - GAS METERS: Residence 12,913

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-I-45 at Bay Area Blvd. Baybrook Mall (110 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camino South(27)	3	Eagle, Walgreens
Town Plaza(20)	5	Kroger, SuperRx
Nassau Bay(21)	5	Weingarten's, TG&Y
Village Real(24)	3	Kroger, Palais Royal
Miramar(27)	7	Kroger, Gibson
Clear Lake(17)	3	Safeway, Weiner
Dickinson Plaza(18)	6	Weingarten's
League City	2	Eckerd
Armand Center	4	Gerlands
Baybrook Terrace	2	R B Furniture

13 - RETAIL OUTLETS: Department Stores-Beall's; Palais Royal; Weiner's; Sears; Montgomery Ward; Joske's.
Discount Stores-Gibson; K mart; Target.
Variety Stores-TG&Y; Perry Bros.
Chain Drug Stores-Walgreens; Eckerd; SupeRx.
Chain Supermarkets-Eagle; Kroger; Safeway; Weingarten's; Gerland's.
Other Chain Stores-Radio Shack; Firestone; Goodrich; Sherwin-Williams; Western Auto; White Auto.

14 - NEWSPAPERS: CITIZEN (m-tues to sat; S) 6,891; sworn Sept. 29, 1983.
Local Contact for Advertising and Merchandising Data: Lonnie Clement, Adv. Dir., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108.
National Representative: U.S. Suburban Press.

CLEBURNE

1 - LOCATION: Johnson County (In Fort Worth-Arlington PMSA). E&P Map D-3. County Seat. 28 mi. S of Fort Worth; 57 mi. W of Dallas; 68 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

2 - TRANSPORTATION: Railroads-Amtrak (on Santa Fe); Passenger; Atchison, Topeka & Santa Fe, Freight.
Intercity Bus Lines-Central Texas Trailways.
Motor Freight-Central; Western Tex-Pac Express; Santa Fe Transpt.
Airlines-60 mi. to DFW Int'l. Airport-Air Canada; American; Continental; Delta; Eastern; Frontier; Mexicana; Ozark; Peidmont; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 19,218; Loc. Est. 21,877
County 80 Cen. 67,649; Loc. Est. 77,009
PMSA 80 Cen. 973,138; Loc. Est. 1,092,309

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,290; Loc. Est. 8,441
County 80 Cen. 23,122; Loc. Est. 26,947
PMSA 80 Cen. 349,034; Loc. Est. 401,201

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$279,370,000
Savings & Loan	3	$88,716,069

6 - PASSENGER AUTOS: County 75,819 (All Vehicles)

7 - ELECTRIC METERS: Residence 8,581

8 - GAS METERS: Residence 6,842

9 - PRINCIPAL INDUSTRIES: R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners;

Optical Goods; Feed Mills & Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Proc.; Building Trusses; Commercial Displays; Rubber Prod.; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph, Offset Printing; Refuse Containers; Silica Sand & Flour; Explosives; Fiberglass Prod. & Insulation; Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone, Lime Prod.; Soft Drink Bottling; Diesel Additives.

10 - CLIMATE: Min. & Max.-Temp.-N.A.

11 - TAP WATER: Neutral, soft (Artesian wells) & surface reservoir.

12 - RETAILING: Principal Shopping Centers-N.A.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Crest(6)	NA	Gibson
Cleburne(6)	NA	JCPenney
Meadowbrook(6)	NA	Beall's, Wacker's
Ridgeway(4)	NA	True Value Hdwe.
Nolan River(33)	NA	K mart, Beall's, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Lintz; Howells; JCPenney; Montgomery Ward; Sears; Mr Gus; Beall's; K. Wolens.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Winn's; Wal-Mart; K mart.
Chain Drug Stores-Rexall 4; Gibson; Eckerd; Revco; Safeway.
Chain Supermarkets-Piggly Wiggly; Safeway Super Store; Winn-Dixie; Thrift Mart; 7-Eleven 2.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Western Auto; Sherwin-Williams; Texas State Optical; Mode O' Day; True Value Hdwe.; Zale's; Austin Shoes; White's Auto; Jo Ann; Stewarts Womens Wear; T-shirts Plus; Musicland; Kays Jewelers; Regis Hairstyling; Kinney; Pearl Vision; Stevensons; Giovanni's; Aladins Castle; Walden II; Jewel-T; Marr's Short Stop 4; Chief Auto Parts; Scotty's Auto; Higginbothams Lumber; Direct Factory Outlet; Singer Co.; The Tire Store; Merle Norman; Handy Man Hardware; Hallmark Cards; Fayva.

14 - NEWSPAPERS: TIMES-REVIEW (e-mon to fri) 9,203; (S) 10,632; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bill Rice, Adv. Dir., TIMES REVIEW, PO Box 1620, Cleburne, TX 76031; Tel. (817) 645-2441.
National Representative: Papert Companies.

CLUTE

See LAKE JACKSON

CONROE

1 - LOCATION: Montgomery County. (In Houston PMSA) E&P Map E-4. County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105, U.S. Hwy 75, I-45.

2 - TRANSPORTATION: Railroads-Atcheson, Topeka & Santa Fe; Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.
Airline-All major airlines 25 mi. from the Houston Inter-Continental Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,034; Loc. Est. 23,738
CZ-ABC: (80) 18,034; (84) 15,800
RTZ-ABC: (80) 110,453; (84) 160,500
County 80 Cen. 128,487; Loc. Est. 151,801
PMSA 80 Cen. 2,735,763; Loc. Est. 3,078,286
City & RTZ-ABC: (80) 128,487; (84) 176,300
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,660; Loc. Est. 8,698
CZ-ABC: (80) 6,660; (84) 5,900
RTZ-ABC: (80) 34,827; (84) 51,600
County 80 Cen. 41,487; Loc. Est. 50,177
PMSA 80 Cen. 973,162; Loc. Est. 1,120,091
City & RTZ-ABC: (80) 41,487; (84) 57,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$667,251,208
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 130,076 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Hardwood Lumber; Timber; Carbon Black; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical; Mining Trucks.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conroe(14)	NA	Sears, Wacker's Variety
Greenspoint	NA	Beall's
East Davis(8)	NA	Piggly Wiggly
Edgewood	NA	Weingarten
North Hills(34)	NA	Wests, M&L Variety
Crossroads	NA	Eckerd, Wackers, Safeway

Principal Shopping Days-Wed., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Wests; Gibson; Whites.
Variety Stores-M&L.
Chain Supermarkets-Kroger; Weingarten; Safeway; Piggly Wiggly 2; Brookshire Bros. 2; Tamail's.
Other Chain Stores- Radio Shack; Weiners; JCPenney; Montgomery Ward; Western Auto; Tomato's; Randall's; Rice; Wal-Mart; Beall Bros.

4 - NEWSPAPERS: COURIER (e) 10,840; (S) 11,970; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Alan Smith, Adv. Dir., COURIER, 100 Ave. A; PO Drawer 609; Conroe, TX 77305; Tel. (713) 756-6671.
National Representative: U.S. Suburban Press.

CORPUS CHRISTI

1 - LOCATION: Nueces County. (In Corpus Christi MSA). E&P Map E-5. On Gulf of Mexico in S Texas. 210 mi. SW of Houston. 145 mi. SE of San Antonio. 160 mi. N of Brownsville, which is on border of Mexico. On U.S. Hwys. 77 & 181; State Hwys. 9, 44, 286. Average Altitude is 35 ft. above sea level.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight Carriers-Alamo Express; Brown Express; ETMF Freight Systems; Central Freight; Lee Way Motor Freight; Missouri Pacific Truck Lines; Rodeway Express; Ryder Truck Lines; Red Arrow; Southern Pacific; Southwestern Motor; Tex-Pack Express; Yellow Freight System.
Airlines-American; Eagle; Eastern; Texas International; Southwest; Continental.

3 - POPULATION:
Corp. City 80 Cen. 231,999; Loc. Est. 251,515
CZ-ABC: (80) 236,477; (84) 256,300
Bal. in PMA-ABC: (80) 89,751; (84) 99,200
Bal. in RTZ-ABC: (80) 146,091; (84) 156,400
County 80 Cen. 268,215; Loc. Est. 290,789
MSA 80 Cen. 326,228; Loc. Est. 354,777
Total PMA-ABC: (80) 326,228; (84) 355,500
CZ-PMA & RTZ-ABC: (80) 472,319; (84) 511,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 76,661; Loc. Est. 83,455
CZ-ABC: (80) 77,844; (84) 85,200
Bal. in PMA-ABC: (80) 26,696; (84) 29,800
Bal. in RTZ-ABC: (80) 46,047; (84) 49,900
County 80 Cen. 86,989; Loc. Est. 96,510
MSA 80 Cen. 104,540; Loc. Est. 116,331
Total PMA-ABC: (80) 104,540; (84) 115,000
CZ-PMA & RTZ-ABC: (80) 150,587; (84) 164,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	$1,500,000,000
Savings & Loan	9	$580,000,000

6 - PASSENGER AUTOS: County 243,314 (All Vehicles)

7 - ELECTRIC METERS: Residence 86,000

8 - GAS METERS: Residence 56,000

9 - PRINCIPAL INDUSTRIES: Chem.; Metals; Dextrose; Oil; Iron Prod.; Milk Prod.; Petroleum Prod.; Steel Bars; Fabricating; Cement; Liquid Gas; Aluminum; Cadmium Zinc Sulphate; Utilities; Stone, Clay & Glass; Allied Products, Garment Mfg.
Principal Pay Days-1st, 15th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Average, 63.7-78.6; mean average 71.2.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Sunrise Mall; S Padre Island Dr. & Airline Rd.
Neighborhood Shopping Centers-Airline Park, 5900 Williams; Bel-Aire, 2700 Staples at Annapolis; Carmel, 4100 S Staples; Commerce I, 4455 S Padre Island Dr.; Country Club Plaza, 5800 Everhart; Country Village, 5810 S Staples; The Crossings, Staples & Holly; Crossroads Shopping Village, 5830 McArdle at Airline Rd.; Cullen Mall, 4800 S Alameda At Airline; Downtown, 10 blocks on Chaparral & 10 on Mesquite; Gaslight Square, 1016 Santa Fe at Hancock & Third; Kingsberry Square, 6400 Weber at Saratoga; Meadowbrook, 4700 S Alameda at Airline; Oakbrook, 5100 Everhart; Plaza De' Sol, 5300 Everhart; Portairs, 4100-4200 Ayers; Pueblo Park Mall, 4600 S Padre Island Dr.; Saxet, 3900 Leopard; Six Points, 1700 S Alameda at Staples 7 Ayers; South Park, 3800 S Padre Island Dr.; Stonegate, 5400 Everhart; Village Park Square, 5500 Everhart; Windsor Park, 4300 S Alameda; Ridgewood, 5800 S Staples; Boardwalk, 5433 S Staples.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda(17)	NA	H.E.B., Winn's
Arcadia Village(12)	NA	Handy Andy
Ayres St.(14)	NA	H.E.B.
Gulfway(42)	NA	Sun Harvest
Hamin Place	NA	Hamlin Phcy.
Copperfield Mall(11)	NA	Entre Computer Center
Five Points(45)	NA	Beall's, K mart, Eckerd
Wal-Mart(3)	NA	Wal-Mart
K mart(8)	NA	K mart
Lamar Park(4)	NA	Womans Shop
Mission(8)	NA	K mart, Walgreens
Padre Staples(87)	NA	Beall's, Dillard, JCPenney, Zale's
Parkdale Plaza(38)	NA	Appliance Mart
Portairs(35)	NA	Beall's, Eckerd
Saratoga Oaks	NA	Memo's
Shell Ctr.(9)	NA	Super-Mex
Shoppers World	NA	Foodland
Stonewall Mall(4)	NA	Model Market
Suburban City	NA	Huff's Foodtown
Sunrise Mall(95)	NA	Frost, Joske's, Sears, Eckerd
The Village(11)	NA	Jack English, Apropos
Town & Country(30)	NA	H.E.B., Bill's Shoes
Village Park(15)	NA	Waterbed Gallery, Jr. Foodmart
Weber Square(16)	NA	H.E.B., White's
Westwood City(5)	NA	H.E.B.
Woodlawn(21)	NA	Beall's, Eckerd

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Every night until 9.

13 - RETAIL OUTLETS: Department Stores-Beall's; Dillard; Frost Bros.; Joske's; JCPenney; Oshman's; Sears; Weiner's.
Variety Stores-Woolworth 2; Kress; Winn's 7; Ben Franklin.
Chain Drug Stores-Walgreens; Eckerd 9; Parr's; Nichols 3; Rexall 5; City Pharmacy; Economical Clinic; Lamar Park; Port Avenue.
Chain Supermarkets-H. E. Butt 13; Model Mkt.; Kroger 3; Foodtown 7; Maverick Markets 58; Super-D; Super-Mex 5; Circle K 27; 7-Eleven 20; Warehouse Groceries 2; Albertson's.

14 - NEWSPAPERS: CALLER (m-mon to fri) 60,668; TIMES (e-mon to fri) 23,239; (sat) 69,321; (S) 89,008; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jane Merritt, Nat'l. Adv. Coordinator, CALLER and TIMES, 820 Lower Broadway; PO Box 9136, Corpus Christi, TX 78469; Tel. (512) 884-2011.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

CORSICANA

1 - LOCATION: Navarro County. E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; I-45.

2 - TRANSPORTATION: Railroads-Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental.
Airlines-Charter Air Service.

3 - POPULATION:
Corp. City 80 Cen. 21,712; Loc. Est. 24,841
County 80 Cen. 35,323; Loc. Est. 39,323

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,323; Loc. Est. 9,385
County 80 Cen. 13,331; Loc. Est. 15,193

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$287,650,000
Savings & Loan	4	$310,690,000

6 - PASSENGER AUTOS: County 36,317 (All Vehicles)

7 - ELECTRIC METERS: Residence 9,332

8 - GAS METERS: Residence 7,794

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Soft Drink Bottles 270; Pastries & Cakes 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; Insulation Materials 330; Potato Chips 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance 165; Mobile Homes 400; Plastic Prod. 300; Oil Field Equip. 1,000; Drilling Equip. 480; Glass 400.

10 - CLIMATE: Min. & max. Temp.-Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15. Last killing frost, Mar.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
College Park Mall	NA	Wal-Mart, Beall's, JCPenney
Golden Circle(7)	NA	Gibson, Winn's
Novarro Mall(18)	NA	Beall's, Woolworth
Seventh Ave.	NA	Eckerd, Minyard
Westgate(6)	NA	Sears, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears, J.M. Dyer; JCPenney; Miles; Tekell's; Beall's; Montgomery Ward.
Variety Stores-Duke & Ayres.
Discount Stores-Gibson; K mart; K Wolens; Woolworth; Wal-Mart.
Chain Supermarkets-Brookshire; Safeway; Buddie's; Minyard.
Other Chain Stores-Singer Co.; Goodyear; Sherwin-Williams; Western Auto; White Auto; Radio Shack; Zale's; Cato; United Jewelry.

14 - NEWSPAPERS: SUN (e-mon to sat, m-S) 10,416; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: A.J. Keeney, Pub., SUN, 405 E. Collin; PO Box 622; Corsicana, TX 75110; Tel. (214) 872-3931.
National Representatives: Landon Associates; Harte-Hanks Communications.

DALHART

1 - LOCATION: Dallam and Hartley Counties. E&P Map C-1. At Intersection of Hwys. 51, 54, and 87. 98 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Ft. Worth & Denver.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,854; Loc. Est. 7,093
Counties 80 Cen. 10,518; Loc. Est. 11,001
Dallam 80 Cen. 6,531; Loc. Est. 6,944
Hartley 80 Cen. 3,987; Loc. Est. 4,057
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,545; Loc. Est. 2,579
Counties 80 Cen. 3,747; Loc. Est. 3,999
Dallam 80 Cen. 2,386; Loc. Est. 2,570
Hartley 80 Cen. 1,361; Loc. Est. 1,429

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$156,607,000

6 - PASSENGER AUTOS: Counties, Dallam 7,052; Hartley 4,348 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,759

8 - GAS METERS: Residence 2,937

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 150 ($650); Meat Proc. 75 ($150); Electric Power 48 ($200); Feed Proc. 75 ($150); Cold Drinks 65 ($175); Commercial Feed Lots (cap. 150,000 head of cattle) ($175).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Center on 7th St.; Apache Shopping Center on 16th and Tennessee (Furr's, United Food Store, Furniture Fashions).
Principal Shopping Days-Thur., Wed.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Sears; Montgomery Ward.
Variety Stores-H&B, Franklin's.
Discount Stores-Alco.
Chain Supermarkets-Jack & Jill; United Food; Furr's Family; Porters; Allsup's 2; Southland 2; 7-Eleven.

14 - NEWSPAPERS: TEXAN (e-tues to fri; S) 2,750; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: J. Kenneth Hogue, Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511.
National Representative: Papert Companies.

DALLAS

1 - LOCATION: Dallas County (PMSA). E&P Map E-3. NE portion of Texas on Trinity River 32 mi. from Fort Worth, 240 mi. NW of Houston and 300 mi. NE of San Antonio. On Interstate Hwys. 20, 30, 35E, and 45. Also U.S. Hwys. 67, 75, 77, 80, and 175; State Hwys. 78, 114, 121, 183, 289, 342, 352, 356. County Seat. A financial, distribution, educational, marketing and insurance center. Manufacturing, wholesale and retail trade, real estate, transportation and convention trade add to Dallas' economy.

2 - TRANSPORTATION: Railroads-Amtrak; Atchison Topeka & Santa Fe; Burlington Northern; Kansas City Southern Lines; Fort Worth and Denver; Missouri-Kansas-Texas; Missouri Pacific; St. Louis Southwestern; Southern Pacific.
Motor Freight Carriers-61 lines.
Intercity Bus Lines-Central Texas Trailways; Arrow Trailways; Greyhound; Transportation Enterprises. Metropolitan Service: Dallas Transit.
Airlines-Air Canada; Air 1; Air Jamaica; American; British Caledonian; Cen-Texas; Chaparral; Continental; Delta; Eagle; Eastern; Flying Tiger; Frontier; Jet America; Lufthansa; Metro Airlines; Mexicana; Midway; Muse Air; Northeast Orient; Ozark; Piedmont; Pan Am; Rio; Skyways; Southwest; Sunbelt; Thai International; Trans American; Trans-Central; TWA; United; USAir; Western; and over 12 air cargo shippers and 4 rental firms.

3 - POPULATION:
Corp. City 80 Cen. 904,078; Loc. Est. 984,940
County 80 Cen. 1,556,549; Loc. Est. 1,700,324
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093
DALLAS MORNING NEWS:
CZ-ABC: (80) 1,556,390; (84) 1,713,700
Bal. in PMA-ABC: (80) 2,417,136; (84) 2,774,000
Total PMA-ABC: (80) 3,973,526; (84) 4,487,700
DALLAS TIMES HERALD:
CZ-ABC: (80) 1,556,390; (84) 1,713,700
RTZ-ABC: (80) 1,237,458; (84) 1,435,300
City & RTZ-ABC: (80) 2,793,848; (84) 3,149,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 355,073; Loc. Est. 402,778
County 80 Cen. 577,753; Loc. Est. 646,030
PMSA 80 Cen. 711,093; Loc. Est. 803,682
DALLAS MORNING NEWS:
CZ-ABC: (80) 577,701; (84) 642,300
Bal. in PMA-ABC: (80) 863,627; (84) 999,100
Total PMA-ABC: (80) 1,441,328; (84) 1,641,400
DALLAS TIMES HERALD:
CZ-ABC: (80) 577,701; (84) 642,300
RTZ-ABC: (80) 439,257; (84) 513,100
City & RTZ-ABC: (80) 1,016,958; (84) 1,155,400

5 - BANKS (Dallas County)	NUMBER	DEPOSITS
Commercial	130	$22.9 billion
Savings & Loan	35	$6.8 billion

6 - PASSENGER AUTOS: County 1,556,928 (All Vehicles)

7 - ELECTRIC METERS: Res. Ind. & Comm. 492,839 (Av. monthly chg. 500 KWH $38).

8 - GAS METERS: Res. Ind. & Comm. 236,047 (Av. monthly chg. 1000 cubic ft. $4.25).

9 - PRINCIPAL INDUSTRIES: Dallas Fort Worth MSA (State of Texas Av. Wkly. Wage)Wholesale and Retail Trade 430,000 ($226); Manufacturing 309,000 ($356); Services and Misc. 305,000 (N.A.); Government 182,700 (N.A.); Financial, Insurance, Real Estate 119,800 (N.A.); Transportation and Utilities 96,200 ($385); Construction 80,400 (N.A.); Mining 33,000 ($440); Total Labor Force 1,676,000.

10 - CLIMATE: Min. & Max. Temp.-Daily mean temp: Annual Av. 66 F; Hottest month (Av. 24 hr. temp.) 85 F. Coldest month (Av. 24 hr. temp.) 45 F. Record temps. (highest) 113 F; (lowest) 4 F; Precipitation: Av. Annual 32 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Major Shopping Centers-Northpark; Valley View; Prestonwood; Galleria; Red Bird Mall; Collin Creek Mall; Town East; Richardson Square; Downtown Dallas; Preston Center; Big Town; Preston Forest; Wynnewood; Irving Mall; Northtown Mall; Abrams-Forest; Bruton Road Village; Bruton Terrace; Buckingham Plaza; Broadway Village; Canyon Creek; Carrollton Center; Caruth Plaza; Casa Linda Plaza; Casa View; Custer Square; Cedar Crest; Duncanville Village; Hampton Square; Hampton Village; Highland Park Village; Hillcrest Village; Independence Square; Inwood Village; Keystone Park; Kiest-Polk Village; Knox Street Village; Lancaster-Kiest; Lochwood Mall; MacArthur Center; Marsh Lane Plaza; Meadow Central Mall; Medallion Center; Mirale Mile; Northlake; Northwood Hills; Oak Lawn; Old Town in the Village; Olla Podrida; Parker Plaza; Park Forest; Pepper Square; Pleasant Grove; Plymouth Park; Preston Royal; Richardson Heights; Sakowitz Village; Snider Plaza; South Park; Spanish Village; Spring Creek Village; Spring Valley; Stevens Park; The Corner; The Quadrangle; Valwood Village; Turtle Creek Village; Walnut Hill Village; Walnut Plaza; plus over 125 smaller centers throughout Dallas and suburban area.
Major Retail Shopping Areas: Preston Road; Lovers Lane; Mockingbird Lane; Dallas North Parkway; Beltline Road; Northwest Highway; Buckner Boulevard; Garland Road; W Jefferson; Interstate 30; Interstate 20; Interstate 35E; North Central Expressway; Inwood Road; Lemmon Avenue; Oak Lawn; Plano Road; Greenville Avenue; McKinney Avenue; Hampton Road; Kiest Boulevard; Lake June Road; Forest Lane; Josey and Marsh Lanes; Gus Thomasson; Royal Lane; Walnut Hill Lane; Ferguson Road; Coit Road; Arapaho Road; Zangs Boulevard; Illinois and the Downtown area.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Many stores open until 9 PM every evening except Sat. Most stores open until 9 PM Thur. Food stores open late every night.

13 - RETAIL OUTLETS: Department Stores-Sanger-Harris 11; Joske's 12; Dillard 9; Neiman Marcus 4; Lord & Taylor 3; JCPenney 14; Sears 13; Montgomery Ward 11; Myers 11; Sakowitz; Marshall Field; Saks Fifth Avenue, Bloomingdale's, Mervyn's.
Discount Stores-K mart 22; Target 10; Gibson 14; Sterling Wholesale Jewelry 3; Best Products 3; O.G. Wilson's 2; Wilson's Jewelry Showrooms 2.
Variety Stores-M. E. Moses 27; Mott 18; Ben Franklin 5; TG&Y 6; Duke & Ayers 4; H.L. Green 2; McCrory 3; Hall's 3.
Chain Drug Stores-Revco 70; Eckerd 40; Myatt's 7; Drug Mart 6; Page Drug/Tom Thumb 29; Skaggs-Alpha Beta 14; Treasury Drug 20; Myers & Rosser 6; Safeway 10; Dougherty's 4; Gibson 6; K mart 8; Raven's 4; Target Stores 3; Kroger 2.
Chain Supermarkets- Safeway 53; Tom Thumb 37; Minyard's 41; Kroger 28; Skaggs-Alpha Beta 13; Winn-Dixie 11; Piggly Wiggly 4; 7-Eleven 157; Stop 'N Go 36; Schepps 19; Mr. M 18; Affiliated.
Other Chains-Women's Apparel: J. Brannum Co., Colbert's, County Seat, The Gap, Jeans West, John's Jeans, Lerner Shops, Margo's, Margies, Mervyn's, Lane Bryant; Men's Apparel: Brooks Brothers, Chess King, Clyde Campbell, Dads and Lads, Designers Den, Irby Mayes, John Mabry, Reynolds-Penland, J. Riggins, Western Junction; Family Clothing Stores: Jas. N. Wilson, Woolf Bros., Scheplers, Coopers, Culwell and Son, Longhorn; Shoe Stores: Baker's, Butler's, Fayva, Florsheim, Foot Locker, Hardy's, Jarman, Kinney, Larry's, Knapp, Naturalizer, PayLess, Red Cross, Thom McAn, Vandy's, Boot Town, Nicks, Morgan Boots; Auto Repair and Parts: Goodyear, Firestone, Goodrich, General Tire, Eaton, Exxon Car Care Centers, Shell Car Care, Gulf Car Care, Midas, Tune-up Masters, All-Pro Parts, Checker, Chief Auto Parts, Ken's, Green Light, Jack's Auto Supply, Western Auto, White's Auto; Jewelry Stores: Adelstein's, Bachendorf's, Corrigans, Everts, Fullers, Gordon's, Linz Jewelers, Ounce 'O Gold, Rings and Things, Semor Jewelers, J.C. Sloan, Tabers, Sterlings, Wilsons, Zales; Cleaners: Fishburns, Holiday, One-Hour Martinizing, Oriental, Glo, Comet, Barton-Howell, Town & Country, White Star; Home Centers: Handy Dan, Homers, Pay-Less Cashways, Sutherland Lumber, Ivy Lumber, Simms-Moore, Ace Hdwe., Blue Grass, C&S, Sharp Hdwe., Olympic Paint Stores, Glidden, Jones Blair Stores, Dalworth Paints, Sherwin-Williams Decorating Centers, Colony Paints, Dutch Boy, Pittsburgh Paints, Tru-Test; Furniture Stores: Haverty's, Home, Baggarts, Freed, Drexel, Eathan Allen, Kennyon's, Hart, La-Z-Boy Stores, Rick, Levitz, Sleep Country, Duffey's, Weirs, TV-Stereo: J.G. Boyd's, Curtis Mathes TV Centers, Videoland, Video of Texas, CMC Stereo, Custom Hi Fi, Sound Climax, Thompson Sound, Radio Shack.

14 - NEWSPAPERS: DALLAS MORNING NEWS (m) 340,502; (S) 437,067; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Freudenfeld, Display Adv. Dir., DALLAS MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 745-8222.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee; Leonard Company.
DALLAS TIMES-HERALD (all day) 282,933; (S) 381,318; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard Merrill, Adv. Dir., DALLAS TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 744-6111.
National Representative: None.
DALLAS WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 241,261; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dave Manchee, Southwest Adv. Mgr., DALLAS WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.
Representative: Direct through branch offices.

DEL RIO

1 - LOCATION: Val Verde County. E&P Map C-5. County Seat. 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande-bridge to Cuidad Acuna, Mexico.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines- Painter (Greyhound Affiliate); Continental Trailways; Oil Field.
Airlines-Border.

3 - POPULATION:
Corp. City 80 Cen. 30,034; Loc. Est. 32,906
County 80 Cen. 35,910; Loc. Est. 39,344
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City. 80 Cen. 8,724; Loc. Est. 9,227
County 80 Cen. 10,355; Loc. Est. 11,655

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$170,171,126
Savings & Loan	2	$36,606,232

6 - PASSENGER AUTOS: County 27,902 (All Vehicles)

7 - ELECTRIC METERS: Residence 13,266

8 - GAS METERS: Residence 7,168

9 - PRINCIPAL INDUSTRIES: Sheep & Goat Raising; Air Force Base; Tourist; Railroad. Clothing; Winery; Electronics; Bottling; Construction.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-43-73; Summer 56-88; Fall 41-71; Winter 21-51. First killing frost, Nov. 29. Last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St.; 2 on Garfield St.; 2 on Broadway; 5 mi. on Avenue F; 1 mi. on Gibbs St.
Neighborhood Shopping Centers-Las Vacas St. & Chihuahua Ave.; F extending approx. 5 mi. toward Amistad Dam & N Main; E Gibbs St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Paloma(8)	NA	Dreamland Waterbeds, Omaha Ins.
La Villita(30)	NA	Anthony's, Food City
Plaza del Sol(48)	NA	Beall's, K mart, JCPenney

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gurantee Store; Beall's; Terry-Farris; Anthony.
Variety Stores-Kress; Perry Bros. 2.
Discount Stores-"M" Systems; K mart; Wal-Mart.
Chain Drug Stores-PayLess 2; Skillerns.
Chain Supermarkets-M Systems; H. E. Butt 2; Short Stop Drive In 3; Urby's; Fina One Stop 2; Foodway; Minit Mart 4; Food City; Warehouse Grocery.
Other Chain Stores-Lane's; Three Sisters; Charm; Firestone; Goodyear; Western Auto; Goodrich; True Value Hardware; Ace Hardware; Radio Shack; Montgomery Ward (catalog); Sears (catalog); Lacks; Zale's; Gordon; Brockwell.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,092; (m-sat) 5,791; (S) 6,305; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Oscar San Miguel, Adv. Mgr., NEWS-HERALD, 321 S. Main St., Del Rio, TX 78840; Tel. (512) 775-1551.
National Representative: Branham/Newspaper Sales.

DENISON

1 - LOCATION: Grayson County (In Sherman-Denison MSA). E&P Map E-2. Industrial & recreational center. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69 & 75; State Hwys. 6, 84, & 169.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,884; Loc. Est. 24,900
CZ-ABC: (80) 23,884; (84) 25,900
Bal. in PMA-ABC: (80) 65,912; (84) 71,000
County/MSA 80 Cen. 89,796; Loc. Est. 98,939
Total PMA-ABC: (80) 89,796; (84) 95,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,304; Loc. Est. 9,738
CZ-ABC: (80) 9,304; (84) 9,400
Bal. in PMA: (80) 24,688; (84) 26,900
County/MSA 80 Cen. 33,972; Loc. Est. 38,292
Total PMA-ABC: (80) 33,972; (84) 36,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$193,077,014

6 - PASSENGER AUTOS: County 92,174 (All Vehicles)

7 - ELECTRIC METERS: Residence 9,309

8 - GAS METERS: Residence 7,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Medicare Claims Processing 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 420; Men's Slacks 400; Box Cars 800; Refrigerated Dough Products 287; Earth Augers 313; Edible Oil Products 400; Creosote, Timbers and Poles 103; Margarine 147; Architectural Alum. Prod. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-92; Fall 45-65; Winter 28-58. First killing frost, Nov. 14. Last killing frost, Mar. 21

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.
Neighborhood Shopping Centers-100 to 600 Blocks S Armstrong; Main & Tone; Morton & Fairbanks 1000 to 1300 S Austin Ave.
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway	5	Sears
Sher-Den Mall(68)	6	JCPenney, Beall's, Mont. Ward
West Park	11	Piggly Wiggly, Wackers

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping centers every evening. Downtown-Thur. until 8 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Beall's.
Chain Supermarkets-Piggly Wiggly; Safeway; Bestyet; Kroger.
Discount Stores-Wackers; Wal-Mart; K mart.

14 - NEWSPAPERS: HERALD (e-mon to fri) 13,391; (S) 15,057; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Blake, Adv. Dir., HERALD, 331 W. Woodard, Denison, TX 75020; Tel. (214) 465-7171.
National Representatives: Landon Associates.

DENTON

1 - LOCATION: Denton County. (In Dallas PMSA). E&P Map E-2. County Seat. Educational manufacturing, retail & shipping ctr. N central part of State. 38 mi. from Dallas; 35 mi. from Ft. Worth. Junction of Interstate 35W and I-35E 35E; State Hwys. 377 & 380.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Santa Fe; Texas & Pacific; Atchison Topeka; Missouri-Kansas-Texas.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 48,063; Loc. Est. 56,106
CZ-ABC: (80) 58,261; (84) 60,200
RTZ-ABC: (80) 117,309; (84) 166,100
County 80 Cen. 143,126; Loc. Est. 167,077
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093
City & RTZ-ABC: (80) 175,570; (84) 226,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,522; Loc. Est. 20,736
CZ-ABC: (80) 21,058; (84) 21,900
RTZ-ABC: (80) 39,302; (84) 56,700
County 80 Cen. 49,134; Loc. Est. 58,938
PMSA 80 Cen. 711,093; Loc. Est. 803,682
City & RTZ-ABC: (80) 60,360; (84) 78,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$383,519,291
Savings & Loan	4	$214,607,935

6 - PASSENGER AUTOS: County 141,000 (All Vehicles)

7 - ELECTRIC METERS: Residence 20,518

8 - GAS METERS: Residence 13,952

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Annual Payroll)University Education, 5,147 ($74,782,000); Denton State School, 1,600 ($19,000,000); Welding Equip. & Suppl., 710 ($12,000,000); Business Forms, 580 (over $10,000,000); Flour, Corn Meal, Convenience Foods, 165 ($2,700,000); Diesel Trucks, 365 (N.A.); Clothing, 321 (over $7,000,000); Bricks, 250 ($2,600,000) Microwave Antennae, 300 ($4,400,000); Rings, 315 ($6,000,000).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62. First killing frost, Nov. 10. Last killing frost, Mar. 26.

11 - TAP WATER: Hardness 140; Alkalinity 105; ph 7.8.

12 - RETAILING: Principal Shopping Centers-5 blocks on Hickory, 4 on Oak, 8 on Elm; 6 on Locust.
Neighborhood Shopping Centers-Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks E on University Drive; Picadilly, 2 blocks at Malone & University; 2 on W Hickory, 1 on Ave. A at Hickory, 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; 6 blocks on W. University at Bonnie Brae; Golden Triangle Mall 93 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carriage Square(18)	NA	Revco
Denton Center(19)	NA	Zale's, Revco, Eckerd
Sunset(10)	NA	Sherwin-Williams
University Center(8)	NA	S&H Green Stamps, Lee Optical

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Russells; JCPenney; Sears; Beall's; Craven; Dillard; Montgomery Ward; Wilsons.
Discount Stores-Wal-Mart; K mart.
Variety Stores-M.E. Moses; McCrory.
Chain Drug Stores-Revco 2; Eckerd 2.
Chain Supermarkets-Safeway 2; Kroger; Piggly Wiggly 4; Buddies 2; Skaggs; Alpha Beta; Minyards.
Other Chain Stores-B. Dalton; Baker's Shoes; Brooks Fashion Store; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Docktor Pet Center; El Chico; Jarman's Shoes; Florsheim Shoes; Foxmoor; General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Handy Dan; Hastings Records; Coach House Gifts; Jean Nicole; Jeans West; Jo Ann Fabrics; Joyce Bertram Bath; K-G Men's Wear; Kinney Shoes; Lerner Shops; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity; Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Toys by Roy; Sweetbriar; Singer Co.; Goodyear; Margie's; Pay-Less Shoes; Wyatt's Cafeteria; White's Auto; Uniroyal; Handy Dan.

14 - NEWSPAPERS: RECORD-CHRONICLE (e-mon to fri) 15,615; (S) 18,503; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Patterson, Mktg. Dir., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3811.
National Representative: Papert Companies.

EDINBURG

1 - LOCATION: Hidalgo County (In McAllen-Edinburg-Mission MSA); E&P Map D-6. County Seat. Agricultural, industrial & governmental center. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Valley Transit; Greyhound; Continental Trailways.
Airlines-Continental; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 24,075; Loc. Est. 30,725
County/MSA 80 Cen. 283,229; Loc. Est. 328,177

4 - HOUSEHOLDS:
City 80 Cen. 6,755; Loc. Est. 8,103
County/MSA 80 Cen. 75,816; Loc. Est. 90,044

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$111,882,282
Savings & Loan	2	$151,583,085

6 - PASSENGER AUTOS: County 182,669 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 2,300; Mineral Extraction; Oil N.A.; Mfg. and Const. N.A.; Govt. Service 1,090; Non-Ag. 2,900; University Education 920.
Principal Pay Days-Sat. 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 66-87; Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1. Last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.
Neighborhood Shopping Centers-3 blocks on S Closner St.; 1 on E University Dr.; Palm Plaza (6 stores); University Plaza (11 stores); Ebony Hills Shopping Center.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Beall's; J&V Mart.
Variety Stores-Winn's; TG&Y; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Medico; Eckerd.
Chain Supermarkets-H.E. Butt; Scurlock's; Valley Mart Rivas 2; Treveno's Drive In 3.
Other Chain Stores-Lack's Home & Auto; Goodyear; Billups Oil; Firestone; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Bull Parts; Pay-Less Shoe Source; Shamrock Oil; Edelstein's; Brand X; Risica & Sons; Radio Shack; Edinburg True Value; M&S Trustworthy; Sonic; Sherwin-Williams; Zale's.

14 - NEWSPAPERS: REVIEW (e-tues to fri; S) 5,050; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University Dr.; PO Box 148, Edinburg, TX 78539; Tel. (512) 383-2705.
National Representative: None.

EL PASO

1 - LOCATION: El Paso County (MSA). E&P Map A-3. County Seat. SW tip of Texas. Wholesale & mfr. ctr. Home of Fort Bliss Air Defense Center, Fort Bliss (U.S. Army); W Beaumont Army Medical Center.

2 - TRANSPORTATION: Railroads-Mexico, Northwestern & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; New Mexico Transp.; Continental Trailways; Autobuses Intercionales; El Paso-Los Angeles; Limousine Express Inc.; Omnibus De Mexico; Tex. N.M./Okla. Coaches Inc.; Geronimo; Chihuahua; Sun City Area Transit.
Airlines-American; Delta; Aeronaves de Mexico; Frontier; Southwest; Airways of New Mexico; Eastern; Texas Int'l Permian Airways; Western.

3 - POPULATION:
Corp. City 80 Cen. 425,259; Loc. Est. 467,494
CZ-ABC: (80) 437,946; (84) 474,100
RTZ-ABC: (80) 355,248; (84) 402,700
County/MSA 80 Cen. 479,899; Loc. Est. 527,561
City & RTZ-ABC: (80) 793,194; (84) 876,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 128,167; Loc. Est. 143,925
CZ-ABC: (80) 130,019; (84) 144,200
RTZ-ABC: (80) 116,370; (84) 130,400
County/MSA 80 Cen. 140,806; Loc. Est. 158,488
City & RTZ-ABC: (80) 246,389; (84) 274,600

5 - BANKS: Dep. $2,238,616,000

6 - PASSENGER AUTOS: County 346,807 (All Vehicles)

7 - ELECTRIC METERS: Residence 152,304

8 - GAS METERS: Residence 118,657

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Textiles 17,300; Metals 4,000; Oil Refining 1,200; Government 34,500; Durable Goods 35,600; Non-Durable Goods 25,500.
Principal Pay Days-Fort Bliss, 1st; Others 1st and 15th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 67-98; Fall 51-64; Winter 42-55.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 5 blocks on Mills St.; 6 on Texas & San Antonio Sts.; 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett(72)	NA	Safeway, Popular, Walgreens, Kresge, Mervyn's
Chelmont(33)	NA	Woolworth, C.R. Anthony
Cielo Vista Mall(136)	NA	Mont Ward, JCPenney, Joske's, Beall's, Sears, Dillard
Country Club	NA	Shur-Sav, Winn's
Coronado Hills(27)	NA	Safeway
Fox Plaza (37)	NA	JCPenney, Winn's
Eastgate(7)	NA	Safeway, Walgreens
El Mercade Mesa	NA	Safeway, Revco
Kern Plaza(15)	NA	Walgreens
Lakeside(15)	NA	Food Market, Woolworth
Northgate(48)	NA	Safeway, Popular, JCPenney
Northland(19)	NA	Furr's
Pebble Hills(16)	NA	Safeway, Revco
Ranchland(17)	NA	Winn's Variety, Food City
Rushfair(24)	NA	Revco
Scottsdale(14)	NA	Winn's Variety
Sunrise(43)	NA	Anthony's, Zale's
Valley	NA	Big 8, Ben Franklin
Viscount(15)	NA	
Morningside(25)	NA	Furr's Cafeteria
Montwood Sq.(27)	NA	Ben Franklin, Skaggs
Pepper Tree Sq.(25)	NA	Charlotte's
Trawood(14)	NA	7-Eleven
Vista Hills(26)	NA	Mervyn's
Yarbrough Trading Ctr.(11)	NA	Mervyn's

Principal Shopping Days-Dept.-Mon., Fri., Sat.; Food-Wed., Fri., Sat.; Furn.-Mon., Sat.
Stores Open Evenings-Shpg. Ctrs.-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Popular Dry Goods 3; White House; Sears 2; JCPenney 4; Newberry; C.R. Anthony 5; Levine's; Del Norte; Montgomery Ward; Dillard; Joske's; Beall's 3; Mervyns 2.
Discount Stores-K mart 7.
Variety Stores-Kress; Woolworth 2; Winn's 13; Springers Center; Sprouse-Reitz 4; Kresge; TG&Y Stores 3.
Chain Drug Stores-Walgreens 9; Coleman's 4; McCrory 1; Bank Phcy. 2; Thrifty 3; Tigua; Revco 20.
Chain Supermarkets-Shur-Sav 12; Furr's 5; Safeway 11; Skaggs Alpha-Beta 3.
Other Chain Stores-Singer Co. 3; Ladies Apparel; Franklin's; Lerner's 4; White's Auto 4; Western Auto 3; Goodyear 7; Goodrich; Firestone 3; Zale's 4; Thom McAn; Pay Less Shoes 3; Kinney 4; Gordon's 5.

14 - NEWSPAPERS: TIMES (m) 57,062; HERALD-POST (e) 32,471; TIMES (S) 88,865; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Paul Ashworth, Mgr. Gen. Adv., TIMES and HERALD-POST, 401 Mills Ave., El Paso, TX 79901; Tel. (915) 747-6700.
National Representatives: Gannett Newspaper Advertising Sales; Story & Kelly-Smith.

ENNIS

1 - LOCATION: Ellis County (In Dallas PMSA); E&P Map E-3. In Eastern half of Ellis County, 33 mi. SE of Dallas, 54 mi. SE of Ft. Worth.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,110; Loc. Est. 13,964
County 80 Cen. 59,743; Loc. Est. 66,768
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,112; Loc. Est. 4,771
County 80 Cen. 19,866; Loc. Est. 22,750
PMSA 80 Cen. 711,093; Loc. Est. 803,682

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$17,327,355
Savings & Loan	1	$4,500,000

6 - PASSENGER AUTOS: 60,365 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,419

9 - PRINCIPAL INDUSTRIES: Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil; Concrete Pipe; Paper Bags; Carbon Paper; Ladies & Children's Clothing; Oil Well & Chemical Equipment; Roofing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Shopping Center-Willow Creek S/C, 15 stores; South Main Plaza, 12 stores.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-K. Wolens.
Discount Stores-Holmes Discount Salvage; Wal-Mart.
Variety Stores-Perry Bros.
Chain Supermarkets-Safeway; Piggly Wiggly; HEB.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 4,124; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Roger N. Gentry, Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75119; Tel. (214) 875-3801.
National Representative: Papert Companies.

FORT WORTH

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA); E&P Map D-3. County Seat. In N Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Missouri-Kansas-Texas; Missouri Pacific; Sante Fe; Texas & Pacific; The Rock.
Motor Freight Carriers-36.
Intercity Bus Lines-Southwestern Greyhound; Texas Motor Coaches.
Airlines-American; Frontier; Ozark; Delta; Continental; Texas International; Southwest; Eastern; Pan American; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 385,141; Loc. Est. 428,587
PMA-ABC: (80) 860,880; (84) 958,800
RTZ-ABC: (80) 422,577; (84) 502,400
County 80 Cen. 860,880; Loc. Est. 964,903
PMSA 80 Cen. 973,138; Loc. Est. 1,092,309
Total PMA & RTZ-ABC: (80) 1,283,457; (84) 1,461,200
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 144,025; Loc. Est. 163,264
County 80 Cen. 310,372; Loc. Est. 356,135
PMSA 80 Cen. 349,034; Loc. Est. 401,201
PMA-ABC: (80) 310,272; (84) 348,900
RTZ-ABC: (80) 150,951; (84) 180,800
Total PMA & RTZ-ABC (80) 461,223; (84) 529,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	51	$4,819,775,581
Savings & Loan	13	$1,247,589,000

6 - PASSENGER AUTOS: County 938,481 (All Vehicles)

7 - ELECTRIC METERS: Total 284,019

8 - GAS METERS: Residence 206,513

9 - PRINCIPAL INDUSTRIES: Automobile; Aircraft Machinery; Food Processing Containers.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northeast(98)	NA	Dillard, Mont Ward, Sears, JCPenney
Ridgmar(137)	NA	Dillard, JCPenney, Neiman-Marcus, Sears
Seminary South(68)	NA	Dillard, JCPenney, Sears, Striplings
Forum 303(65)	NA	Dillard, Mont Ward.
Hulen Mall(92)	NA	Sangers, Mont. Ward.
North Hills(56)	NA	Sangers, Cox's
Tandy Center	NA	Dillard
Century City(28)	NA	Safeway, Revco
Cox's Center(9)	NA	Cox's
Greater Richland (28)	NA	Buddies

Hulen Square(25)	NA	Buddies, Motts
Monnig's Oaks(20)	NA	Monnig's, Motts
Park Plaza(60)	NA	Joske's, Minyard
Tandy Town(20)	NA	Mitchell's
Town & Country(27)	NA	Eckerd
Fielder Plaza(41)	NA	Buddies, Eckerd

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept- Fri.- Food daily.

13 - RETAIL OUTLETS: Department Stores-Cox's; Dillard; Neiman-Marcus; Sanger-Harris; Sears; Montgomery Ward; Mitchell's; JCPenney; W.C. Stripling; G.C. Murphy; Margo's; S&H Green Stamps.
Discount Stores-K mart 2; Treasure City; Mannings; Target.
Variety Stores-Woolworth; Mott's; Ben Franklin; McCrory.
Chain Drug Stores-Eckerd; Skaggs 2; Skillern's 8; Revco 12; Town & Country 3; Daniel 3; Modern 2; Mr. Cut Rate 2; Perrone & Park 3; Weaver 2; Wren 2.
Chain Supermarkets-7-Eleven 63; Save U 26; Buddies 34; Wyatts 10; Safeway 18; Supersave 6; A&P 6; Chicotsky's Village Food Mkts. 2; F&M 5; Biunen's 4; Candle 4; Crow 9; Diamond 2; Fugua's 2; Ed Harris 3; Hitchin-Post & Drive In 2; Kimbell's 3; McCloud's; Quietway 9; Randy's 3; Bill Sodd 5; Thrifty Marts 13; Windy's Drive-In; Zip-In 5.

14 - NEWSPAPERS: STAR-TELEGRAM (m-mon to fri) 117,791; (e-mon to fri) 130,836; (m-sat) 247,912; (S) 280,449; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Petrak, Nat'l. Adv. Mgr., STAR-TELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 336-9271.
National Representative: Sawyer-Ferguson-Walker Co.

FREEPORT
See LAKE JACKSON

GAINESVILLE

1 - LOCATION: Cooke County. E&P Map E-2. County Seat. Small manufacturing center. N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. I-35 & U.S. Hwy. 82.
2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways, American.
3 - POPULATION:
Corp. City 80 Cen. 14,077; Loc. Est. 16,091
County 80 Cen. 27,656; Loc. Est. 31,379
4 - HOUSEHOLDS:
City 80 Cen. 5,568; Loc. Est. 6,194
County 80 Cen. 10,078; Loc. Est. 11,703

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$103,889,000
Commercial	5	$216,933,222

6 - PASSENGER AUTOS: County 31,427 (All Vehicles)
7 - ELECTRIC METERS: Residence County 13,662
8 - GAS METERS: Residence-City 5,397; County 6,295.
9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275).
10 - CLIMATE: Min. & Max. Temp.-Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct 20. Last killing frost, Mar. 30.
11 - TAP WATER: Alkaline, very soft.
12 - RETAILING: Principal Shopping Centers-20 blocks on 4 streets. Shopping center, Highway 82 at Grand Avenue; 25 units.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & Groc.-Sat.
13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Chick's; JCPenney; Beall's.
Discount Stores-Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Page Super Drug; Eckerd.
Chain Supermarkets-Tom Thumb; Safeway; AG 4; Piggly Wiggly.
Other Chain Stores-Sherwin-Williams; Babcock Bros.; Sears (catalog); Osborne; Zale's; Radio Shack.
14 - NEWSPAPERS: REGISTER (e) 8,375; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E California, Gainesville, TX 76240; Tel. (817) 665-5511.
National Representative: Papert Companies.

GALVESTON

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA). E&P Map F-4. County Seat. Seaside resort; heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Only tin smelter in U.S. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston; 300 mi. S of Dallas.
2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Burlington Northern; Galveston, Houston & Henderson; Galveston Wharves Terminal Railway; Missouri-Kansas Texas Railroad; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Texas Bus Lines.
Airlines-American; Frontier; Muse Air; Ozark; Republic; Southwest; Delta.
3 - POPULATION:
Corp. City 80 Cen. 61,902; Loc. Est. 67,919
CZ-ABC: (80) 61,902; (84) 63,600
RTZ-ABC: (80) 87,777; (84) 95,100
County/PMSA 80 Cen. 195,940; Loc. Est. 214,880
City & RTZ-ABC: (80) 149,679; (84) 158,700
4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,013; Loc. Est. 26,220
CZ-ABC: (80) 24,013; (84) 24,900
RTZ-ABC: (80) 30,345; (84) 33,300
County/PMSA 80 Cen. 69,284; Loc. Est. 77,879
City & RTZ-ABC: (80) 54,358; (84) 58,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$526,474,000
Savings & Loan	3	$392,045,400

6 - PASSENGER AUTOS: County 161,135 (All Vehicles)
7 - ELECTRIC METERS: Residence 23,665
8 - GAS METERS: Residence 16,520
9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Fishing & Agriculture 2,555; Construction 9,288; Manufacturing 15,848; Transportation 5,588; Public Utilities 3,099; Wholesale Trade 2,817; Retail Trade 13,711; Finance, insurance & real estate 5,528; Business & repair services 4,162; Personal, entertainment & recreation 3,568; Health services 10,186; Education 7,602; Professional & related 3,699; Public administration 4,058.
Principal Industrial Pay Days-Thur., Fri.
10 - CLIMATE: Min. & Max. Temp.-Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.
11 - TAP WATER: Alkaline, soft.
12 - RETAILING: Principal Shopping Center-16 blocks on D, E and F Streets.
Neighborhood Shopping Centers-61st & Broadway; 61st & Stewart Rd.; 400 Strand.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galvez Mall(45)	NA	Sears, Beall's
Port Holiday(28)	NA	TG&Y, The Fair
Westgate(12)	NA	Safeway, Eckerd
K mart(10)	NA	K mart
Central Cities Plaza	NA	Wal-Mart, Randall's, Walgreens

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Shopping centers every evening until 9 p.m.
Stores Open Sundays-Krogers, Gerlands, Eckerd, Safeway, Randall's.
13 - RETAIL OUTLETS: Department Stores-The Fair; Eibands; Sears; Schwartz's; Weiners; Beall's; Craigs.
Variety Stores-S.H. Kress; McCrory; Perry's; TG&Y.
Discount Stores-K mart, Mr. Thrifty; Wal-Mart.
Chain Drug Stores-Walgreens 3; Wright's 3; Texas 4; Eckerd.
Chain Supermarkets-Gerland's 3; Kroger; Randall's; Safeway 2; 7-Eleven 11; Stop-N-Go 5; UtoteM-7; Micheletti's 2.
Other Chain Stores-Athletic Attic; Butler; Fayva; Kinney; Morse; Coop Paint; Firestone; Goodyear; Mangel's; Pittsburgh Plate Glass; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; True Value Hardware; Zale's; Goodrich; Grahams; Western Auto; Margos La Mode; B. Dalton; Evenson's; General Nutrition Center; Graves Fashions; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Bldg. Supplies; Color Tile; Radio Shack; Pay Less; Kid's Mart.
14 - NEWSPAPERS: NEWS (m) 28,438; (S) 29,565; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Lyons, Adv. Dir., NEWS, 8527 Teichman Rd.; PO Box 628, Galveston, TX 77551; Tel. (713) 744-3611.
National Representative: Landon Associates.

GARLAND

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. 12 mi. NE of Dallas.
2 - TRANSPORTATION: Railroads-MKT of Texas; Santa Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Trailways; Greyhound.
3 - POPULATION:
Corp. City 80 Cen. 138,857; Loc. Est. 151,277
CZ-ABC: (80) 138,857; (84) 172,000
RTZ-ABC: (80) 10,812; (84) 14,700
County 80 Cen. 1,556,549; Loc. Est. 1,700,324
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093
City & RTZ-ABC: (80) 149,669; (84) 186,700
4 - HOUSEHOLDS:
Corp. City 80 Cen. 45,978; Loc. Est. 49,858
CZ-ABC: (80) 45,978; (84) 57,500
RTZ-ABC: (80) 3,369; (84) 4,700
County 80 Cen. 577,753; Loc. Est. 646,030
PMSA 80 Cen. 711,093; Loc. Est. 803,682
City & RTZ-ABC: (80) 49,347; (84) 62,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$436,267,856
Savings & Loan	7	$169,867,181

6 - PASSENGER AUTOS: County 1,556,928 (All Vehicles)
7 - ELECTRIC METERS: Residence 46,109
8 - GAS METERS: Residence 29,700
9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Oil Equip. 1,240; Food Prods. 4,032; Clothing 800; Electronics 5,365; Paint, Varnish 600.
Principal Industrial Pay Days-Fri.
10 - CLIMATE: Min. & Max. Temp.-Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58.
11 - TAP WATER: Alkaline, soft; fluoridated.
12 - RETAILING: Principal Shopping centers-6 blocks on W Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center; 2 in Ridgewood Shpg. Cntr; Meadowcreek; Lakeview Village.
Neighborhood Shopping Centers-4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N Star Rd.; 3 in Duck Creek Ctr.; 3 on S Garland Ave.; 2 on Fifth St. & Ave. G; 4 corners Kingsley & First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buckingham Plz(20)	NA	Tom Thumb, Cloth World
North Star Plz (22)	NA	Rexall
K mart Plaza(8)	NA	K mart
Walnut Village(21)	NA	Minyards
Walnut Plaza(25)	NA	Revco, Kroger
Walnut Creek(10)	NA	Safeway
Jupiter Plaza(24)	NA	Radio Shack
Walnut Park(12)	NA	Pizza Inn
Plano/Walnut(17)	NA	Yardbirds
Duckcreek(9)	NA	Safeway
Meadowcreek(37)	NA	Safeway, Tom Thumb
Ridgewood(70)	NA	Minyards, Sears
Orchard Hills(14)	NA	Rexall
Oakridge	NA	
Club Hills(30)	NA	Safeway
Broadway Vlg.(35)	NA	Tom Thumb
Garland(27)	NA	JCPenney
Eastgate(20)	NA	Radio Shack
Centerville Crossroads(22)	NA	Target, Kroger, Homers
Lakeview Vlg.(21)	NA	Winn-Dixie
Richardson Sq.(110)	NA	Dillard, Ward's, Drug, Joske's
Town East(145)	NA	Sears, Joske's
Faulkner(30)	NA	

Principal Shopping Days-Thur. evening; Fri. day & evening, Sat.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's.
Discount Stores-K-mart, Manufacturer's Outlet.
Chain Drug Stores-Drug Mart 2; Skaggs; Revco 5; Eckerd 4; Garland Phcy. 3; Garview.
Chain Supermarkets-Safeway 4; Kroger 3; Tom Thumb 3; Minyards 3; Skaggs; Albertson's; Gerland's Food Fair; Winn-Dixie.
Other Chain Stores-Babcock Bros.; Sherwin-Williams; Goodyear; Revco; TG&Y; Myers; Sears; Satellite Store; Zale's; Sears (catalog); M. E. Moses; Target; Mervyn's.
14 - NEWSPAPERS: NEWS (e-mon to fri) 13,829; (S) 14,405; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Huckabee, Adv. Mgr., NEWS, 4800 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100.
National Representative: U.S. Suburban Press.

GONZALES

1 - LOCATION: Gonzales County. E&P Map D-5. County Seat. On the Guadalupe River. 90 mi. from coast in S central part of state. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston.
2 - TRANSPORTATION: Railroads-Galveston, Harrisburg & San Antonio (Southern Pacific).
Motor Freight Carriers-6.
Interstate Bus Lines-Kerrville; Greyhound; Continental Trailways.
3 - POPULATION:
Corp. City 80 Cen. 7,152; Loc. Est. 8,631
County 80 Cen. 16,883; Loc. Est. 19,135
4 - HOUSEHOLDS:
City 80 Cen. 2,480; Loc. Est. 2,783
County 80 Cen. 5,949; Loc. Est. 6,939

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,503,000
Savings & Loan	3	$14,521,491

6 - PASSENGER AUTOS: County 16,002 (All Vehicles)
7 - ELECTRIC METERS: 3,232
8 - GAS METERS: 2,210
9 - PRINCIPAL INDUSTRIES: Southern Clay Prod.; Egg Packing; Feed Mill; Hatcheries; Purina Products Plant; Meat Pkg.; Cattle Buyers; Holly Farms.
Principal Pay Days-1st and 15th.
10 - CLIMATE: Min. & Max. Temp.-Spring 33-74; Summer 56-98; Fall 48-85; Winter 20-65. First killing frost, Nov. 11-26. Last killing frost, Feb. 27.
11 - TAP WATER: Alkaline, medium hard, fluoridated.
12 - RETAILING: Principal Shopping Center-13 blocks on 5 sts.; Country Village Shopping Center-5 stores.
Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
13 - RETAIL OUTLETS: Department Stores-Gindler's; Howard's; Lieberman's; Men's Wear; The Toggery; Ladies Weather; J.B. White; Mom 'N Me; Ladies First; Toggery; Ladies Wear; J.B. White; Bill's Dollar Store; Shoe Bar; The Corral Western Wear; Donnie's Western Wear; Gibson; Wal-Mart; The Clothes Tree; C.J. Shoes.
Variety Stores-Perrys; Ben Franklin.
Chain Drug Stores-Wal-Mart; Rexall.
Chain Supermarkets-United Supers; Boysen's; Circle K; Wuest's; H.E.B.; Food City.
Other Chain Stores-Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Johnson's; True Value.
14 - NEWSPAPERS: INQUIRER (e-mon to fri) 2,729; sworn Sept. 20, 1983.
Local Contact for Advertising and Merchandising Data: Pearl Robertson, Adv. Dir., INQUIRER, 620 N. St. Paul; Box 616, Gonzales, TX 78629; Tel. (512) 672-2861.
National Representative: None.

GRAND PRAIRIE

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Manufacturing; North Central Texas; 15 min. from Dallas & 17 min. from Ft. Worth.
2 - TRANSPORTATION: Railroads-T&P.
Intercity Bus Lines-Texas Motor Coaches.
Motor Freight Lines-15.
Airports-Love Field Dallas/Ft. Worth Airport.
3 - POPULATION:
Corp. City 80 Cen. 71,462; Loc. Est. 85,945
City of Pub.-ABC: (80) 71,462; (84) 83,900
County 80 Cen. 1,556,549; Loc. Est. 1,700,324
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093
4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,714; Loc. Est. 28,575
City of Pub.-ABC: (80) 23,714; (84) 28,100
County 80 Cen. 577,753; Loc. Est. 646,030
PMSA 80 Cen. 711,093; Loc. Est. 803,682

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$44,904,162
Savings & Loan	2	$38,874,954

6 - PASSENGER AUTOS: County 1,556,928 (All Vehicles)

7 - **ELECTRIC METERS:** Residence 16,000

8 - **GAS METERS:** Residence 15,000

9 - **PRINCIPAL INDUSTRIES:** Mfg.; Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing.

10 - **CLIMATE:** Av. Temp.-Jan. 46; June 85.

11 - **TAP WATER:** Artesian wells plus water main connection with Dallas.

12 - **RETAILING:**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carrier Pkwy (9)	NA	Mitchell's, Thrifty Drug
Dalworth Ctr (2)	NA	Buddies; Winn-Dixie
Grand Central(4)	NA	JCPenney
Indian Hills(10)	NA	B&W Foods
Inglewood(3)	NA	Dairy Mart
Marshall Plz.(25)	NA	Piggly Wiggly, TG&Y
Midway Mall	NA	Goodyear

Principal Shopping Days-Fri., Sat. All Stores open on Thur., Fri. nights.

13 - **RETAIL OUTLETS: Department Stores**-Watson Bros.; Meyer's; Dillard; Montgomery Ward.
Variety Stores-Woolworth; Mott's; TG&Y.
Discount Stores-Gibson; K mart.
Chain Drug Stores-Skillern's 2; Millar; Walgreens; Rexall; Baker's; Thrifty; SupeRx.
Chain Supermarkets-Kroger 2; Safeway; 7-Eleven 3; Cabell's 2; Buddies; Piggly Wiggly; Eddelman's 3; Jefferson St. Drive In 2; Mack 2; Skaggs-Albertson's; Minyards.
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams Paint.

14 - **NEWSPAPERS:** NEWS (e-mon to fri) 7,661; (S) 7,647; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Davidson, Pub./Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100.
National Representative: U.S. Suburban Press.

GREENVILLE

1 - **LOCATION:** Hunt County. E&P Map E-3. County Seat. 42 mi. NE of Dallas.

2 - **TRANSPORTATION: Railroads**-MKT; KCS-L&A; SLSF.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-7.

3 - **POPULATION:**
Corp. City 80 Cen.: 22,161; Loc. Est. 24,993
CZ-ABC: (80) 22,161; (84) 22,800
Bal. in PMA-ABC: (80) 33,087; (84) 37,600
County 80 Cen.: 55,248; Loc. Est. 62,204
Total PMA-ABC: (80) 55,248; (84) 60,400
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen.: 8,271; Loc. Est. 9,210
County 80 Cen.: 20,331; Loc. Est. 23,494
CZ-ABC: (80) 8,271; (84) 8,600
Bal. in PMA-ABC: (80) 12,060; (84) 13,800
Total PMA-ABC: (80) 20,331; (84) 22,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$185,000,600
Savings & Loan	2	$143,250,000

6 - **PASSENGER AUTOS:** County 52,004 (All Vehicles)

7 - **ELECTRIC METERS:** Residence 13,000

8 - **GAS METERS:** Residence 11,250

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners (Av. Wkly. Wage)-Needlecraft 2,500 ($135); Aircraft 2,800 ($350); Electrical 165 ($225); Rail 275 ($175); Wood and Furniture Mfg. 400 ($190-$265); Auto Mufflers 350 (N.A.).

10 - **CLIMATE:** Min. & Max. Temp.-Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59.

11 - **TAP WATER:** Alkaline, hard, fluoridated.

12 - **RETAILING:**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads (26)	NA	Wal-Mart, Beall's, JCPenney
Rolling Hills (15)	NA	Martin Theatres, Woody's Mkt.
South Gate (8)	NA	Jewel-T, Harvey's TV
Town South (15)	NA	TG&Y, Eckerd, White's

Principal Shopping Days-Mon., Fri., Sat.

13 - **RETAIL OUTLETS: Department Stores**-Montgomery Ward; JCPenney; Beall's; Sears; Swartz.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart; General Distributors, TG&Y; Howards; K mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Brookshire; Kroger; Woody's 12; E-Z Mart 2.
Other Chain Stores-White's Auto; S&H Green Stamps; Eckerd; Hallmark.

14 - **NEWSPAPERS:** HERALD-BANNER (m) 12,182; (S) 12,683; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hunsucker, Adv. Dir., HERALD BANNER, 2305 King St.; PO Box 1047, Greenville, TX 75401; Tel. (214) 455-4220.
National Representatives: Landon Associates; Harte-Hanks Communications.

HARLINGEN

1 - **LOCATION:** Cameron County (In Brownsville-Harlingen MSA). E&P Map D-6. Junction of Federal Hwys. 77 & 83. 245 mi. SE of San Antonio.

2 - **TRANSPORTATION: Railroads**-Missouri Pacific; Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways; Valley Transit.
Airlines-Southwest; American; Ozark; Continental; Emerald.

3 - **POPULATION:**
Corp. City 80 Cen.: 43,543; Loc. Est. 49,906
CZ-ABC: (80) 64,399; (84) 72,600
RTZ-ABC: (80) 241,638; (84) 295,900
County/MSA 80 Cen.: 209,680; Loc. Est. 240,376
City & RTZ-ABC: (80) 306,037; (84) 368,500
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen.: 13,091; Loc. Est. 15,098
CZ-ABC: (80) 18,873; (84) 21,500
RTZ-ABC: (80) 64,383; (84) 79,700
County/MSA 80 Cen.: 58,409; Loc. Est. 68,561
City & RTZ-ABC: (80) 83,256; (84) 101,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$293,622,000
Savings & Loan	4	$511,212,000

6 - **PASSENGER AUTOS:** County 137,364 (All Vehicles)

7 - **ELECTRIC METERS:** Residence 18,782

8 - **GAS METERS:** Residence 8,356

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Dairy Proc. 175; Bakery 600; Fruit & Veg. Machy. 200; Food Proc. 1,700; Cotton Proc. 600; Chem. Plants 350; Bottlers 250; Publishing 300; Clothing Mfg. 800; Aircraft 300.
Principal Pay Days-Fri.; 1st & 15th.

10 - **CLIMATE:** Av. Annual Temp.-Spring 75; Summer 84; Fall 75; Winter 62.

11 - **TAP WATER:** Alkaline, medium hard; not fluoridated.

12 - **RETAILING: Principal Shopping Centers**-(Downtown): 5 blocks on E. Jackson St.; 3 on Van Buren; 3 on Monroe.
Neighborhood Shopping Centers(No. of Sq. Ft.)-7th St. & 77 Sunshine Strip; Ed Carey Dr. & Highway 83/77 North 77 Sunshine Strip; Jackson St. & Third St. W. to Commerce; Morgan Blvd. & 77 Sunshine Strip; South 77 Sunshine Strip; North 77 Sunshine Strip & 13th St.; 77 Sunshine Strip at Arroyo Colorado.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Square	NA	Brooks & Brooks, Suburban Casuals
Commerce Plaza South	NA	Hair Affair
Coronado Village	NA	Winn's
El Mercado	NA	Thom McAn, Kwik Copy
Laurel Park	NA	C.R. Anthony's, Pay Less Shoes
Sun Valley Mall	NA	JCPenney, Beall's, Radio Shack
Treasure Hills Plz	NA	Curtis Mathes, Winn's, Hallmark

Principal Shopping Days-Sat.; 1st Mon. of month.
Stores Open Evenings-All on Sat.

13 - **RETAIL OUTLETS: Department Stores**-Sears; Terry Farris; JCPenney; TG&Y; Gibson Discount; Beall's; K mart.
Variety Stores-McClellan's.
Chain Drug Stores-Rexall 2; Walgreens; Medico.
Chain Supermarkets-H.E. Butt 3; Scurlocks; Kroger; Valley Mart.
Other Chain Stores-State Farm Insurance; Suburban Casuals; Brooks & Brooks; Allstate Insurance; Hair Affair; Winn's; Sherwin-Williams; Thom McAn Shoes; Kwik Copy; C.R. Anthony's; Pay Less Shoes; Zale's Jewelers; Radio Shack; Kinney Shoes; Curtis Mathes; Winn's; Hallmark.

14 - **NEWSPAPERS:** VALLEY STAR (m) 29,192; (S) 29,806; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Mktg. Dir., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

HENDERSON

1 - **LOCATION:** Rusk County. E&P Map E-3. County Seat. Residential center. 138 mi. E of Dallas; 78 mi. W of Shreveport, LA; 185 mi. N of Houston. On U.S. Hwys. 259, 79; State Hwys. 64, 43, 323, 322.

2 - **TRANSPORTATION: Railroads**-M.P.
Intercity Bus Lines-Continental Trailways.
Motor Freight Lines-5; Central Freight.

3 - **POPULATION:**
Corp. City 80 Cen.: 11,473; Loc. Est. 12,804
County 80 Cen.: 41,382; Loc. Est. 44,336

4 - **HOUSEHOLDS:**
City 80 Cen.: 4,335; Loc. Est. 4,664
County 80 Cen.: 15,011; Loc. Est. 16,454

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$94,657,206
Commercial	3	$226,631,121

6 - **PASSENGER AUTOS:** County 40,450 (All Vehicles)

7 - **ELECTRIC METERS:** Residence 5,442

8 - **GAS METERS:** Residence 4,670

9 - **PRINCIPAL INDUSTRIES:** Industry (No. of Wage Earners) (Av. Wkly. Wage-N.A.)-Oil (3,000); Bricks (400); Mobile Homes (150); Lignite Generating Plant (1950); Office Furn. (225); Lumber (225); Garment (300).

10 - **CLIMATE:** Min. & Max. Temp.-Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11 - **TAP WATER:** Neutral, very soft.

12 - **RETAILING:**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson Plz.(11)	NA	Wal-Mart, Beall's
South Main Plz.(8)	NA	K mart, Eckerd
Circle Plz.	NA	Winn-Dixie

Principal Shopping Days-Mon., Thur., Sat.

13 - **RETAIL OUTLETS: Department Stores**-Beall's; J.B. White.
Variety Stores-M.E. Moses; Duke & Ayers.
Discount Stores-United Dollar, Wal-Mart, K mart.
Chain Drug Stores-Drug-Sav; Gibson; Eckerd; Revco; Safeway.
Chain Supermarkets-Safeway; Brookshire; Piggly Wiggly; Griffith; Gibson; Winn-Dixie.
Other Chain Stores-Goodyear; White's Auto; Singer Co.; Western Auto; Regan's; Sears; Montgomery Ward; Otasco; Margo's.

14 - **NEWSPAPERS:** NEWS (e-mon to fri; S) 6,382; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Jim S. Robertson, Pub., NEWS, 1711 Hwy. 79 South; PO Box 30, Henderson, TX 75653; Tel. (214) 657-2501.
National Representative: None.

HEREFORD

1 - **LOCATION:** Deaf Smith County. E&P Map C-1. County Seat. Agricultural & manufacturing, panhandle section of state. 46 mi. SW of Amarillo on US-60; 95 mi. N of Lubbock.

2 - **TRANSPORTATION: Railroads**-Sante Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - **POPULATION:**
Corp. City 80 Cen.: 15,853; Loc. Est. 16,994
County 80 Cen.: 21,165; Loc. Est. 21,736

4 - **HOUSEHOLDS:**
City 80 Cen.: 4,969; Loc. Est. 5,369
County 80 Cen.: 6,487; Loc. Est. 6,850

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$89,010,000
Savings & Loan	2	$52,800,000

6 - **PASSENGER AUTOS:** County 19,887 (All Vehicles)

7 - **ELECTRIC METERS:** Residence 5,900

8 - **GAS METERS:** Residence 4,500

9 - **PRINCIPAL INDUSTRIES:** Industry, No. of Wage Earners-Meat Packing 446; Sugar Plant 360; Clothing 162.
Principal Industrial Pay Days-Fri.

10 - **CLIMATE:** Min. & Max. Temp.-Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22. Last killing frost, April 15.

11 - **TAP WATER:** Hard, natural fluoridation.

12 - **RETAILING: Principal Shopping Center**-8 blocks downtown, 20 other on principal highways.
Neighborhood Shopping Centers-West Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz.(12)	1	Jack & Jill, TG&Y
Sugarland Mall(25)	1	Furr's, JCPenney, C.R. Anthony

Principal Shopping Days-Wed., Thur., Fri.

13 - **RETAIL OUTLETS: Department Stores**-JCPenney; C.R. Anthony 2; Gaston's; Harman's 2; Rutherford's.
Discount Stores-Gebo's, Fern Discount & Lumber.
Variety Stores-M.E. Moses; TG&Y; Winn's.
Chain Supermarkets-Furr's; Thriftway; PriceLess; Jack & Jill.
Other Chain Stores-Sherwin-Williams; Montgomery Ward; Sears (catalog); Western Auto; White's Auto; Mode O'Day; Sweetbriar.

14 - **NEWSPAPERS:** BRAND (e-tues to fri); (S)3,397; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Mauri Montgomery, Adv. Mgr., BRAND, 313 N. Lee, PO Box 673, Hereford, TX 79045; Tel. (806) 364-2030.
National Representative: Papert Companies.

HOUSTON

1 - **LOCATION:** Harris County (PMSA). E&P Map E-4. On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 75, 90, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2 - **TRANSPORTATION: Railroads**-Santa Fe; Southern Pacific; Missouri Pacific; Katy; Amtrak; Burlington Northern.
Motor Freight Carriers-50 Common Carriers. Over 72 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.
Intercity Bus Lines-Trailways; Greyhound; Kerrville; Texas.
Freight Steamship Lines-Over 200.
Airlines-American; Air France; Aviateca; Eastern; KLM; Pan American; Texas International; Continental; Delta; Southwest; Aeromexico; Air Canada; British Caledonian; Cayman Airways; Viasa (Venezuelan Airlines); USAir; Western; Republic; Ozark; Air Jamaica; Alia Royal Jordanian; TWA; United; Frontier Airlines; Piedmont; Emerald Valley; Muse Air; Royale; UTA; People Tan Sahsa; Chaparral; Sahsa Honduras; TACA.

3 - **POPULATION:**
Corp. City 80 Cen.: 1,594,086; Loc. Est. 1,781,851
County 80 Cen.: 2,409,544; Loc. Est. 2,693,235
PMSA 80 Cen.: 2,735,763; Loc. Est. 3,078,286
HOUSTON CHRONICLE:
CZ-ABC: (80) 2,425,836; (84) 2,862,300
RTZ-ABC: (80) 959,039; (84) 1,174,700
City & RTZ-ABC: (80) 3,384,875; (84) 4,037,000
HOUSTON POST:
CZ-ABC: (80) 2,409,547; (84) 2,834,700
RTZ-ABC: (80) 975,328; (84) 1,202,300
City & RTZ-ABC: (80) 3,384,875; (84) 4,037,000
Demographic Information available from Newspaper. See paragraph 14.

4 - **HOUSEHOLDS:**
Corp. City 80 Cen.: 602,242; Loc. Est. 685,169
County 80 Cen.: 896,880; Loc. Est. 995,194
PMSA 80 Cen.: 973,162; Loc. Est. 1,120,091
HOUSTON CHRONICLE:
CZ-ABC: (80) 874,652; (84) 1,041,600
RTZ-ABC: (80) 316,526; (84) 390,900
City & RTZ-ABC: (80) 1,191,178; (84) 1,432,500
HOUSTON POST:
CZ-ABC: (80) 869,882; (84) 1,033,400
RTZ-ABC: (80) 321,296; (84) 399,100
City & RTZ-ABC: (80) 1,191,178; (84) 1,432,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	222	$35,693,619,067
Savings & Loan	42	$9,738,188,011

6 - **PASSENGER AUTOS:** County 2,292,199 (All Vehicles 1983)

7 - **ELECTRIC METERS:** Residence County 1,098,557

8 - **GAS METERS:** Residence County 577,140

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Total Number 1,570,300): Manufacturing 238,800; Durable Goods 143,500; Lumber & Wood Prods. 3,500; Furniture & Fixtures 1,300; Stone, Clay & Glass 8,500; Primary Metals 10,400; Fabricated Metal Prods. 31,700; Machinery excl. Electrical 59,000; Electrical Machinery & Equip. 14,400; Transportation Equip. 5,300; Professional & Scientific Goods 7,300; Other Durable Goods 2,100; Nondurable Goods 95,300; Food & Kindred Prods. 13,300; Textile & Apparel 1,300; Paper & Allied Prods. 4,400; Printing & Publishing 16,900; Chemicals and Allied Prods. 34,800; Petroleum & Coal Prods. 18,100; Other Nondurable Goods 6,500; Total Nonmanufacturing 1,331,500; Mining 102,600; Contract Construction 141,800; Transp. Comm. & Utils. 108,400 (Transp. & Allied Services 61,500; Communications 21,300; Utilities 25,600); Trade 481,600 (Wholesale 127,200; Retail 254,300); Fin., Ins. & Real Estate 100,100; Service, Excl. Priv. Hsld. 313,700 (Bus. & Personal Serv. 151,700; Med & Prof Serv. 162,800); Government 177,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St. **Neighborhood Shopping Centers**-There are about 200 shopping centers in the area.

SHOPPING CENTERS

50 or More Stores-Almeda Mall; Baybrook Mall; Baytown; Brazos Mall; Carillon West; Champion III; Fondren Southwest Village; Galleria; Greenspoint Mall; Gulfgate Mall; Highland Village; Long Point; Memorial City; Meyerland Plaza; North Oaks Mall; Northline Mall; Northwest Mall; Pasadena Plaza; Pasadena Town Square; River Oaks; San Jacinto Mall; Sharpstown Center; Town & Country; West Oaks Mall; Westbury Square; Woodlake Square; The Village; The Park.

31 to 50 Stores-Bender Square; Echo Lane; Gessner-Harwin Plaza; Greenbriar Shopping Center; Greenway Plaza; Humblewood Plaza; Kingwood Center; Lakeside Village; Mason Village; Merchants Park; Northland; Northtown Plaza; Northwest Village; Oak Forest; Park Plaza; Pasadena Oaks; Popolo Village; Southway; The Underground; Wesleyan Plaza; Westchase Mall; Woodland Acres.

21 to 30 Stores-Almeda Square; Ashford Square; Atascocita Shopping Center; Bay Plaza Center; Bear Creek; Braeswood Shopping Center; Briargrove; Bunker Hill; Champion Village I; Cypress Village; Dashwood; Deauville Plaza; Fondren Square; Fondrunwood Court; Forest West; Four Corners West; Greenspoint Gallery; Hammerly Plaza; Jones Road Plaza; Keegan's Plaza; Kempwood Plaza; Lantern Lane; Maplewood; Mariner Village; Miramar; Montclaire; Nassau Northshore; Oaks of Inwood; Palm Center; Parkshire; Ponderosa Center; Post Oak Plaza; Saks Center; Stafford Plaza; Stella Link; Timberwood; Town Plaza; Village Green; West Hill; West Junction; West Town; Westhill Village; Willow Park; Wind Chimes; Windsor Plaza; Woodway Square; 45 York Plaza.

15 to 20 Stores-Allen Center; Almeda Genoa; Armand Center; Baybrook Terrace; Bellwood Plaza; Beltway; Broadway Mall; Country Club; Countryside Village; Cypress Square; Cypresswood Plaza; Deauville Square; Garden Oaks; Gessner Square; Gulf Point; Gulfway; Huntwick Village; Jacinto City; Jester Village; Klein Square; Kuykendahl Village; Laura Koppe; Levitz Plaza; Long Point; Loop Center; MacGregor; Mainhill; Mission Bend; Northshore Village; Oak Village; Piney Point; Post Oak Center; Prestonwood Forest; South Main; Southpoint; Township Center; Westheimer Village; Woodforest.

10 or less Stores-Beekman; Berry Road; Fontaine; Greens Bayou; Jester Village; Katy Road; Melcher; Mosher; North Shepherd; Oak Village; Pinewood Village; Plum Creek; Prestonwood Village; Richmond Village; Robindell; South Hill; Southway.

Principal Shopping Days-Department Stores: Fri. Sat. Food: Thur., Mon.

Stores Open Evenings-Department Stores: Many open until 9 every weekday. Food: Most open until 9 weekdays; many 24 hours.

13 - RETAIL OUTLETS: Department Stores-Foley's 11; Lord & Taylor 4; Montgomery Ward 8; Neiman-Marcus 3; Joske's 9; Sakowitz 9; Saks Fifth Avenue 2; Sears 10; Marshall Field 2; JCPenney 10.

Discount Stores-K mart 23; Target 10; Winn's 7; Gibsons; United Jewelers 8; Wilson Catalog Stores 4; Best Products 5; W. Bell & Co. 4; Houston Jewelry 2.

Variety Stores-Ben Franklin 2; Kresge; Woolworth 7; TG&Y 15; Variety Value 4.

Chain Drug Stores-Cunningham's 6; Doyles; Eckerd 74; Medic Pharmacy; Jones Apothecary 8; Ralstons 4; Walgreens 74; Sav-On-Drugs 10.

Chain Supermarkets-Baby Giant 10; Chen's Superette 3; Clayton's 4; Continental 2; Corner Food Stores 3; Doyle Drive In 2; Eagle-Gemco 20; Fiesta 14; Food City 5; Food Giant 5; Foodland 3; Gerland's 11; Jumbo 2; Korner Pantry 3; Kroger 54; Lucky Seven 28; Minimax 18; Mr. M 4; Obrien's 2; Randalls 23; Rice 33; Safeway 48; Save Mart 3; Sellers Bros. 7; 7-Eleven 200; Stop N Go 170; Sunny's 44; UtoteM 199.

Other Chain Stores-Men's Clothing: Al's Formal Wear 16; Bond's 2; Buck's 3; Chess King 3; Graham's 2; Kuppenheimer's 6; Leopold Price & Rolle 14; Men's Warehouse 12; Norton Ditto 2; J. Riggin's 8; Rodneys 2; Ventura's 9; Zindler's 2; Women's Clothing: Casual Corner 13; Charles Ford 2; Esther Wolf; Everett Buelow 3; Fashion Conspiracy 6; Finder's Keepers 4; Foxmoor 9; Frederick's 3; Isabell Gerhart 3; Judy's 6; Kinda Krazy 3; Lane Bryant 10; Lerner's 13; The Limited 15; Margies 4; Margos 11; Pic-A-Dilly 15; Shelly's Tall Girls 4; 5-7-9 Shops 3; The Woman's Shop 9; Family Clothing: Beall's 10; Craig's 13; County Seat 6; The Fair 3; Frost Brothers 3; The Gap 18; J. Brannam 4; Jean Connection; Jean Machine; Jeans West 10; Leonard's 10; Marshall's 3; Palais Royal 17; Walter Pye 5; Way Out West 9; Weiner's 42; Shoes: Athlete's Foot 4; Baker's 12; Bally 2; Brucals 3; Burt's 3; Butlers 8; Chandler's 5; Church's; Cowtown 3; El Bee 8; Elvis; Fayva 20; 5 & 10 Shoe Store 3; Flagg Brothers 4; Florsheim 14; Florsheim Thayer McNeil 4; Footgear 3; French Bootery 3; Hanover 7; Hardy's 7; Hopper's; Jarman 6; Johnston Murphy 4; Joyce Selby 2; Just Boots 6; Kinney 28; Knapp 3; National Brand 4; Naturalizer 11; Pay Less 20; Pix 2; Red Cross 9; Red Wing 8; Saks 2; Shoe Box 10; The Shoe Fair 4; Shoe Gallery 5; Shoe Hut 3; The Shoe Rack 6; Shoes N' Such 4; Shoe Warehouse; Sofwear Shoes 4; Shoe World; Standard Shoes 12; Thom McAn 13; Wild Pair 8; Furniture: Blum's 3; Brittain's 5; Carolina Denhom; Dinettes N' Barstools 4; Fingers 12; Furniture Clearance Center; Furniture Idea 2; Georgetown Manor 2; Haverty's; Hilsl-er's 2; Lazy Boy Showcase Shoppers 3; Leather & Oak 2; Leon's; Levitz 3; Metropolitan 4; Modern Furniture Rentals 6; R & B Furniture 4; Sleep-N-Aire 9; Star 9; Storehouse 4; Sunland 2; W & I Sloane 3; Waddell's 3; Miscellaneous: Academy 16; Fivestone 20; Goodyear 27; Whites 17; Front Row 5; T.H. Mandy 2; Mervyn's 7.

14 - NEWSPAPERS: CHRONICLE (all day-mon to fri) 427,560; (m-sat) 422,977; (S) 530,474; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: R.F. Thomas, Gen. Adv. Mgr., CHRONICLE, 801 Texas Ave., Houston, TX 77002; Tel. (713) 220-7171.

National Representative: Sawyer-Ferguson-Walker Co.

POST (m-mon to fri) 331,733; (m-sat) 348,564; (S) 383,615; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Jerry D. Burton, Adv. Dir., POST, 4747 Southwest Freeway, Houston, TX 77001; Tel. (713) 621-7000.

National Representative: Branham Newspaper Sales.

HUNTSVILLE

1 - LOCATION: Walker County. E&P Map E-4. County Seat. Sam Houston State University, 70 mi. N of Houston; on U.S. Hwy. 190; State Hwy. 30, 94, I-45.

2 - TRANSPORTATION: Railroads-Missouri-Pacific.

Motor Freight Carriers-4.

Intercity Bus Lines-Continental Trailways.

Airlines-Most national; some international lines at Houston.

3 - POPULATION:
Corp. City 80 Cen. 23,936; Loc. Est. 30,595
County 80 Cen. 41,789; Loc. Est. 49,317

4 - HOUSEHOLDS:
City 80 Cen. 6,558; Loc. Est. 8,122
County 80 Cen. 11,813; Loc. Est. 14,675

5 - BANKS	NUMBER	DEPOSITS
Commercial (County)	5	$272,161,162

6 - PASSENGER AUTOS: County 26,961 (All Vehicles)

7 - ELECTRIC METERS: 14,378

8 - GAS METERS: 5,152

9 - PRINCIPAL INDUSTRIES: Tank Trailer Repair; Coors Beer Dist.; Chemicals; Rock Quarries; Lumber & Timber; Cottonseed Oil Mills; Farming; Oil Field Equipment; Lignite Coal; Oil; Gas; Ranching; Texas Dept. of Corrections.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-73; Summer 70-100; Fall 42-72; Winter 24-65. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Northwest Shopping Ctr-11th St. (9 stores); Timber Hills.

Neighborhood Shopping Centers-Downtown (Ave. L & 13th St.); University Hts. (5 stores); South Plaza (4 stores); Brookhaven (12 stores).

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-Some in Northwest Shopping Center.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Montgomery Ward (catalog).

Discount Stores-Howard's; Wal-Mart; K mart.

Variety Stores-Wiener's; Perrys.

Chain Drug Stores-Eckerd; Walgreens.

Chain Supermarkets-Mini-Mar; Safeway; Rice; Kroger.

Other Chain Stores-Zale's; Firestone; Goodyear; Western Auto; TSO; Radio Shack.

14 - NEWSPAPERS: ITEM (m) 5,483; (S) 6,327; sworn Mar. 31, 1984.

Local Contact for Advertising and Merchandising Data: Pat Hartsfield, Adv. Dir., ITEM, 1409 Tenth St.; PO Box 539; Huntsville, TX 77340; Tel. (713) 295-5407.

National Representatives: Landon Associates.

HURST

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. 12 mi. NE of Fort Worth; 17 mi. NW of Dallas; North Central Texas. Near Hwys. 121, 183, 337.

2 - TRANSPORTATION: Railroads-Rock Island; T&P; MK&T; St. Louis & Southwestern.

Intercity Bus Lines-Continental Trailways; Greyhound; Texan Motor Coach.

Airlines-American; Frontier; Continental; Delta; Eastern; Trans-Texas (Adjoins new Dallas-Fort Worth International Airport).

3 - POPULATION:
Corp. City 80 Cen. 31,420; Loc. Est. 37,013
CZ-ABC (80) 114,812; Cities of Hurst, Bedford, Euless and towns of North Richland Hills and Richland Hills (84) 135,100
County 80 Cen. 860,880; Loc. Est. 964,903
PMSA 80 Cen. 973,138; Loc. Est. 1,092,309

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,111; Loc. Est. 13,615
CZ-ABC (80) 40,241; (84) 47,800
County 80 Cen. 310,272; Loc. Est. 356,135
PMSA 80 Cen. 349,034; Loc. Est. 401,201

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$278,199,990

6 - PASSENGER AUTOS: County 938,481 (All Vehicles)

7 - ELECTRIC METERS: Residence 31,514

8 - GAS METERS: Residence 23,444

9 - PRINCIPAL INDUSTRIES: Metals; Helicopters; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Forges; Builders Supplies; Mattresses; Refrigerators; Plastics; Paper Prod.; Auto Air Conditioners; Paint Mfg.; Furniture; Bag & Box Mfg.; Tile; Tower Const.; Fiberglass Engrg.; Neon Signs; Felt; Pet Foods; Hermetics; Aircraft Component.

10 - CLIMATE: Mild. Av. Annual Temp. 66; Av. Annual Rainfall 33 in.

11 - TAP WATER: Artesian wells, fluoridated.

12 - RETAILING: Nearby Shopping Centers-Belaire, Richland Plaza, Richland Center, Wilshire, Norrich, North Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellvue(11)	NA	
Euless Town Ctr.	NA	Handy Dan
Hill's(8)	NA	Buddies
Hurst Belaire(34)	NA	Moses Variety
Hurstgate(15)	NA	
Hurst Plaza(8)	NA	Town & Country Drugs
Hurstview(9)	NA	
Mayfair Village	NA	Tom Thumb, Monnig's
Myers(7)	NA	Myers
North East(100)	NA	JCPenney, Sears, Montgomery Wards
Pipeline Road(6)	NA	
Plaza Grande(11)	NA	Tom Thumb
Shady Oaks(29)	NA	Safeway
Stonegate(8)	NA	Thrifty Drug
Uptown Medical Plz.	NA	
Village Square(22)	NA	Safeway, Skillerns
White's Plaza(7)	NA	Whites
Val Oaks(21)	NA	Cloth World, Eckerd
Willows(12)	NA	Safeway
North Hills(60)	NA	Sanger-Harris, Cox

Principal Shopping Days-Thur., Fri., Sat.; Most stores open evenings.

13 - RETAIL OUTLETS: Department Stores-Myers; Montgomery Ward; JCPenney; Lerner; Anthony's; Mitchell's; Watson Bros.; Dillard; Striplings; Sears; Cox's; Sanger-Harris.

Variety Stores-M.E. Moses; Mott's.

Discount Stores-Gibson; K mart; Treasure City; Best; H.S. Wilson; Target.

Chain Drug Stores-Revco; Treasury Drug; Eckerd; Skillern's; Town & Country; Skagg's.

Chain Supermarkets-Winn-Dixie; Safeway; Kroger; Tom Thumb; Skagg's; Alpha Beta; Jewel T; Affiliated; Minyards.

Other Chain Stores-White's; Goodyear; Firestone.

14 - NEWSPAPERS: MID-CITIES NEWS (e-mon to fri) 7,868; (S) 8,078; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: Wanda Lund, Adv. Bus. Mgr., MID-CITIES NEWS, 728 Brown Trail, Hurst, Texas 76053; Tel. (817) 268-1411.

National Representative: U.S. Suburban Press.

IRVING

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Light manufacturing. North Central Texas. 10 min. from Dallas and 20 min. from Fort Worth.

2 - TRANSPORTATION: Railroads-Burlington Northern.

Motor Freight Carriers-40.

Intercity Bus Lines-Continental.

Airlines-American; Continental; Delta; Ozark; Eastern; Frontier; Mexicana; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 109,943; Loc. Est. 119,776
City of Pub.-ABC (80) 109,943; (84) 118,400
County 80 Cen. 1,556,549; Loc. Est. 1,700,324
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,184; Loc. Est. 44,464
City of Pub.-ABC (80) 40,184; (84) 43,700
County 80 Cen. 577,753; Loc. Est. 646,030
PMSA 80 Cen. 711,093; Loc. Est. 803,682

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$190,000,000
Savings & Loan	5	$110,000,000

6 - PASSENGER AUTOS: County 1,556,128 (All Vehicles)

7 - ELECTRIC METERS: Residence 23,275

8 - GAS METERS: Residence 22,844

9 - PRINCIPAL INDUSTRIES: Petroleum Distribution; Chemicals; Aluminum Prods.; Heavy Equipment; Precision Tools; Food Distribution; Chemicals; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

11 - TAP WATER: From wells and lakes.

12 - RETAILING: Neighborhood Shopping Centers-Downtown; Ridgecrest; Irving Plaza; K mart; Northgate Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carvel Square(10)	NA	Safeway
Central Pk. Plz.(33)	NA	Ward Drug
Citizens Center(20)	NA	Pulido's, Tom Thumb
Cortez Plaza(20)	NA	Page Drug, Tom Thumb
Freeway(9)	NA	Sears
Irvingate(10)	NA	Nichols
Irving Mall(78)	NA	Sears, JCPenney, Joske's
Irving North	NA	Food Basket
Irving Shopping Village(17)	NA	TG&Y, Skillern's
MacArthur	NA	Minyards
Martinique	NA	Jewel T
Plymouth Pk. No.(15)	NA	Ward Drug, Minyards
Plymouth Park(100)	NA	Kroger, Dillard
2nd & Jefferson	NA	Buddies

Principal Shopping Days-Fri. & Sat.

Stores Open Evenings-Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; White Stores; Neal's Dry Goods; Sanger-Harris; Western Auto; Dillard; Joske's.

Variety Stores-Duke & Ayres 2; M. E. Moses 2; TG&Y; Motts; Ben Franklin.
Chain Drug Stores-Big State 3; Ward Cut Rate; Dekoven; Page Drug; SupeRx; Skaggs; Skillern's 2.
Discount Stores-Gibson; K mart.
Chain Supermarkets-Safeway 2; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Kroger 2; L & M 5; Tom Thumb; Skaggs; Albertson's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 10,808; (S) 11,967; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joe Mazza, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100.
National Representative: U.S. Suburban Press.

JACKSONVILLE

1 - LOCATION: Cherokee County. E&P Map E-3. Shipping and distribution center for E Texas agriculture, manufacturing and lumber area. College center in E central Texas; 110 mi. SE of Dallas; 110 mi. SW of Shreveport, LA; 180 mi. N of Houston; 145 mi. SE of Texarkana.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific (freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Continental; Central Texas; Texas Lines.

3 - POPULATION:
Corp. City 80 Cen. 12,264; Loc. Est. 13,260
County 80 Cen. 38,127; Loc. Est. 41,223

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,501; Loc. Est. 4,679
County 80 Cen. 13,627; Loc. Est. 15,035

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$[illegible]6,982,247
Savings & Loan	3	$[illegible]264,968

6 - PASSENGER AUTOS: County 34,2[illegible] (All Vehicles)

7 - ELFCTRIC METERS: Residence 6,988

8 - GAS METERS: Residence 4,527

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Charcoal 75 ($140); Plastic 722 ($170); Monuments 15 ($160); Needlecraft & Clothing 627 (N.A.); Fiberglass 40 ($165); Wood 900 (N.A.); Metal 300 ($145); Printing 72 ($145); Mobile Homes 140 ($180); Signs 50 ($185); Plants 350 ($145).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-18 blocks on 6 streets: Jackson Square (15 Units).
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Beall's; J.B. White; Sears; JCPenney; Montgomery Ward.
Variety Stores-Perry; Duke & Ayres.
Chain Supermarkets-Safeway; Brookshires; Piggly Wiggly 2; Winn-Dixie.
Discount Stores-Discount City; Wal-Mart.
Chain Drug Stores-Drug-Sav; Revco.
Other Stores-Bearden Furn.; Goodyear; Sport Shop; Lynell's; Groom Furn.; Murphy Bros. Furn.; Linda Kay; Ron Moore's Man Shop; Lang Jewelry; Diamond Shop; Otasco.
Jacksonville is hdqtrs. for following chains: Beall's; White & Mayes; Cherokee Hardware.

14 - NEWSPAPERS: PROGRESS (e-mon to fri) 6,519; (S) 7,401; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Joe Ben Oller, Mgr., PROGRESS, 201 Austin St., Jacksonville, TX 75766; Tel. (214) 586-2236.
National Representative: Papert Companies.

KERRVILLE

1 - LOCATION: Kerr County. E&P Map D-4. County Seat. Agriculture center 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

2 - TRANSPORTATION: Intercity Bus Lines-Kerrville.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 15,276; Loc. Est. 17,933
CZ-ABC: (80) 21,782; (84) 25,300
RTZ-ABC: (80) 28,501; (84) 34,600
County 80 Cen. 28,780; Loc. Est. 33,786
City & RTZ-ABC: (80) 50,283; (84) 59,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,955; Loc. Est. 6,559
CZ-ABC: (80) 8,471; (84) 10,000
RTZ-ABC: (80) 11,056; (84) 13,500
County 80 Cen. 11,171; Loc. Est. 13,417
City & RTZ-ABC: (80) 19,527; (84) 23,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$411,877,274
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 31,399 (All Vehicles)

7 - ELECTRIC METERS: Corp. City 7,798

8 - GAS METERS: Residence 4,794

9 - PRINCIPAL INDUSTRIES: Airplane Mfr.; Tourism; Agr. & Livestock; Health Ctr.; Youth Camps; Entomology.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11 - TAP WATER: Alkaline.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Hills(40)	1	Beall's, K mart, JCPenney
River Oaks(30)	1	Anthony's, Winn's Super S
Town Plaza(9)	1	Crafts Etc.

Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-Schreiner's; JCPenney; C.R. Anthony; Beall's.
Variety Stores-Winn's 2.
Discount Stores-Gibson's; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Gibson; Revco.
Chain Supermarkets-Food City; HEB; Colonial; United Super; Stop & Shop 3; Circle K 3; Super-S.
Other Chain Stores-Goodyear; Western Auto; Radio Shack; Baskin-Robbins.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,988; (S) 9,534; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wm. H. Klusmeier, Adv. & Mktg. Dir., TIMES, 429 Jefferson St., PO Box 1428, Kerrville, TX 78028; Tel. (512) 896-7000.
National Representative: Landon Associates.

KILGORE

1 - LOCATION: Gregg & Rusk Counties. E&P Map E-3. 125 mi. E of Dallas; 70 mi. W of Shreveport, LA. State Hwys. 31, 42, 135, 349; U.S. 259; I-20.

2 - TRANSPORTATION: Railroads-Mo. Pac.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-3.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 11,332; Loc. Est. 12,596
Counties 80 Cen. 140,860; Loc. Est. 152,644
Gregg 80 Cen. 99,487; Loc. Est. 108,308
Rusk 80 Cen. 41,382; Loc. Est. 44,336

4 - HOUSEHOLDS:
City 80 Cen. 4,265; Loc. Est. 4,897
Counties 80 Cen. 50,895; Loc. Est. 56,540
Gregg 80 Cen. 35,884; Loc. Est. 40,086
Rusk 80 Cen. 15,011; Loc. Est. 16,454

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$192,017,417
Savings & Loan	2	$92,963,418

6 - PASSENGER AUTOS: Counties Gregg 132,917; Rusk 40,450 (All Vehicles)

7 - ELECTRIC METERS: Residence 6,006

8 - GAS METERS: Residence 6,054

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 4,500 ($247); Plumbing Fixtures 395 ($311); Boat Mfg. 130 ($230).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Kilgore Plaza Shopping Center. Between Hwy. 42 & 259. Margaret Downs Jewelry; Otasco; Beall's; The New Yorker; Lynn's Toy Store; Hurwitz; Revco; Brookshire's; J.B. White Co.
Mid-Town Shopping Center. Safeway; Eckerd; Danni's Music Store; TG&Y; Margie's; Kilgore First Nat'l. Mini-Bank; Joyce's Hair Fashions.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Sat.

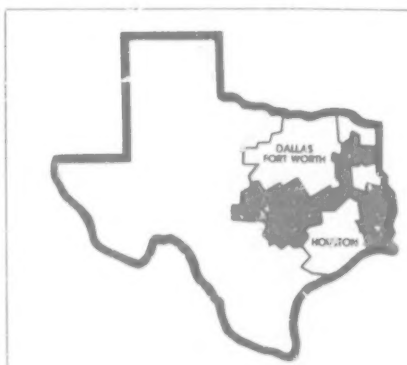
13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's; J.B. White Co.
Variety Stores-TG&Y.
Discount Stores-Dollar General; Howard's Discount.

there's more to texas
than dallas/fort worth and houston,
MUCH MORE...

2.42 million Texans
(4.10% over last year)

$2.97 billion food sales
(up 3.77% from last year)

870,600 homes
(3.20% more than last year)



The Austin Group

Austin American-Statesman, Austin, Texas
Waco Tribune-Herald, Waco, Texas
Port Arthur News, Port Arthur, Texas
Longview News Journal, Longview, Texas
Lufkin News, Lufkin, Texas
Cox Newspapers

512-445-3745

$22.21 billion buying income
(increased 5.50% over last year)

$12.6 billion retail sales
(jumped 8.10% over last year)

• 1984 S & MM Survey of Buying Power

Represented nationally by CWO&O

Chain Drug Stores-Longhorn; Revco; Safeway; Eckerd.
Chain Supermarkets-Safeway; AG; Brookshire's; Beard's.
Other Chain Stores-The Automotive; Western Auto; White Auto Supp.; Montgomery Ward; Collegiate Shoppe; Mode O'Day; Hurwitz; Otasco; Murphy Furn.; E-Z Mart; 7-Eleven 2; Thriftyman Foods 2; The New Yorker; Lynn's Toy Store; Kenwin; Cavender's Boot City; Revco; Radio Shack; Singer Sewing Machine; Merle Norman.

14 - NEWSPAPERS: NEWS HERALD (e-mon to fri) 5,984; (S) 5,984; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Ann Anderson, Nat. Adv. Mgr., NEWS HERALD, 610 E. Main St.; PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.
National Representative: None.

KILLEEN

1 - LOCATION: Bell County (In Killeen-Temple MSA). E&P Map D-4. Home of Fort Hood (largest U.S. Army Post). American Educational Complex: Central Texas College, American Technological University, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Kerrville.
Airlines-Rio Airlines; daily to Dallas.

3 - POPULATION:
Corp. City 80 Cen. 46,296; Loc. Est. 53,765
CZ-ABC: (80) 84,891; (84) 98,300
RTZ-ABC: (80) 43,615; (84) 52,700
County 80 Cen. 157,889; Loc. Est. 169,534
MSA 80 Cen. 214,656; Loc. Est. 229,723
City & RTZ-ABC: (80) 128,506; (84) 151,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,672; Loc. Est. 20,564
CZ-ABC: (80) 21,823 (84) 25,300
RTZ-ABC: (80) 13,355; (84) 16,200
County 80 Cen. 52,661; Loc. Est. 57,919
MSA 80 Cen. 66,751; Loc. Est. 73,020
City & RTZ-ABC: (80) 35,178; (84) 41,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$329,069,880
Savings & Loan	7	$698,948,403

6 - PASSENGER AUTOS: County 139,179 (All Vehicles)

7 - ELECTRIC METERS: City & RTZ 37,488

8 - GAS METERS: City & RTZ 16,321

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Beverages 45; Publishing 100; Personal Services 650; Home Bldg. 325; Packing & Moving 100; Data Processing 300; Govt. Emp. 8,387; Vending 50; Education 2,500; Military: 39,249 troops, 44,702 dependents.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25. Last killing frost, Mar. 10.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers: KILLEEN: Killeen Mall (100 stores, Dillard, Sears, O.G. Wilson, Beall's, JCPenney), 40 Blocks Business 190, Downtown, 440 Plaza, Wendland Plaza, Mid-town Mall, 40 Blocks Rancier St. COPPERAS COVE: 25 Blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. HARKER HEIGHTS: 20 Blocks Business 190, Downtown, Heights Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Terrace(42)	20	Brooks
West Park(18)	10	Winn-Dixie, TG&Y
E. Rancier(5)	1	Minimax
HEB Center(2)	1	Winn's, HEB
Eastlake(12)	1	Piggly Wiggly, Winn's
Gibson Center(1)	1	King Saver
Highland Park(8)	1	Winn's, Minimax
Midtown Mall(7)	NA	HEB, Woolworth, Weiner's
440 Plaza(36)	3	Winn-Dixie
Wendland(10)	3	K mart, HEB
Heights(5)	NA	Piggly Wiggly
Heights Plaza(9)	NA	TG7Y, Winn-Dixie

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's; Sears; Barry's; Montgomery Ward; Dillard; JCPenney; Weiner's; Miller's Outpost.
Discount Stores-Gibson's; Ft. Hood Commisary & Post Exchange 3; Revco 3; K mart; Wal-Mart 2; O.G. Wilson; K's Thrift.
Variety Stores-Winn's 3; TG&Y 2; Woolworth.
Chain Supermarkets-Affiliated 2; Minimax 2; Safeway; HEB 4; Winn-Dixie 3; Piggly Wiggly 3.
Other Chain Stores-White Auto; Firestone 2; Western Auto 2; Goodyear; Mary Carter Paints; Sherwin-Williams; S&H Green Stamps; Zale's 3; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Carlyle & Co.; Walgreens; Baker Shoes; Gallenkamp Shoes; Linz Jewelry; Waldenbooks; Team Electronics; Kinney; Thom McAn; Pic-N-Save.

14 - NEWSPAPERS: HERALD (m) 16,466; (S) 15,575; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, PO Box 1300, TX 76540; Tel. (817) 634-2125.
National Representative: Papert Companies.

LAKE JACKSON-FREEPORT-CLUTE

1 - LOCATION: Southern three-fourths of Brazoria County. (In Brazoria PMSA). E&P Map E-5. Five mi. from Gulf coast, 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Major cities: Lake Jackson, Freeport, Angleton, Clute, West Columbia. Other cities: Oyster Creek, Surfside, Richwood, Sweeny, Brazoria, Jones Creek, Danbury, Old Ocean.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.
Waterway-Intercoastal Canal; Brazos River; Port of Freeport.
Airlines-Connecting with all major airlines in Houston.

3 - POPULATION:
Corp. Cities 80 Cen. 42,123; Loc. Est. 49,074
Lake Jackson 80 Cen. 19,102; Loc. Est. 21,397
Freeport 80 Cen. 13,444; Loc. Est. 15,667
Clute 80 Cen. 9,577; Loc. Est. 12,010
CZ-ABC. (80) 44,714; (84) 47,500
RTZ-ABC. (80) 67,297; (84) 73,100
County 80 Cen. 169,587; Loc. Est. 189,849
PMSA 80 Cen. 169,587; Loc. Est. 189,849
City & RTZ-ABC. (80) 112,011; (84) 120,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 19,090; Loc. Est. 16,424
Lake Jackson 80 Cen. 6,549; Loc. Est. 7,136
Freeport 80 Cen. 4,536; Loc. Est. 5,294
Clute 80 Cen. 3,327; Loc. Est. 3,994
CZ-ABC. (80) 15,333; (84) 16,500
RTZ-ABC. (80) 20,104; (84) 22,100
County 80 Cen. 53,907; Loc. Est. 61,843
PMSA 80 Cen. 53,907; Loc. Est. 61,843
City & RTZ-ABC. (80) 35,437; (84) 38,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$575,652,000
Savings & Loan	5	$533,259,000
Credit Union	2	$64,000,000

6 - PASSENGER AUTOS: County 152,902 (All Vehicles)

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 18,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Chem 8,800 ($540); Constr. 3,700 ($490); Mfg. 850 ($375); Comm. Fishing 1,000 ($300); Shipping & Trans. 400 ($350).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Lake Jackson: 3 blocks on Circle Way; 3 on Parking Way, 3 on That Way, 3 on This Way. Freeport: 2 blocks on W Park, 6 on 2nd St., 2 on W Broad. Angleton: 8 blocks on Hwy 288, 10 on Hwy 35. Clute: 10 blocks on S Hwy 288, 5 on S Main, 8 on Dixie Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall (100)	NA	Sears, JCPenney, Beall's, Joske's, Eckerd
Freeport 4 Corners(10)	NA	Kroger, Eckerd Weiner's
Lake Jackson 4 Corners(12)	NA	Stanley's, Wacker Eckerd
Angleton 4 Corners(4)	NA	Kroger, Weiner's, TG&Y
Angleton Safeway Plaza(14)	NA	Safeway, Eckerd
Palm Center(7)	NA	Perry's, Firestone, Brockman's
Brazosport Village (20)	NA	Mont. Ward, Newman's Weiner's,
Lack's Plantation Center(27)	NA	Lack's, Baron's, American Savings
Kroger Center(10)	NA	Kroger, Walgreens, True Value
K mart Center(1)	NA	K mart
Oyster Creek Ctr. (15)	NA	Safeway, Mr. Gatti

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery: Brazos Mall; most discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Joske's; Beall's; Fair; Brockman's.
Variety Stores-Perry's 2; Winn's; Ben Franklin; TG&Y.
Discount Stores-K mart; Howard's; Bottom Dollar; Wilson's; Wal-Mart.
Chain Drug Stores-Eckerd 3; Walgreens 2; Osco.
Chain Supermarkets-Kroger 3; Safeway 3; Gerland's; 2; Stanley's; Lucky 7 (2); Albertson's.
Other Chain Stores-Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Gordon's; Kinney Shoes; Lerner's; National Shirt; Zale's; Thom McAn; Waldenbooks; Spencer Gifts; Naturalizer Shoes; Radio Shack; Baker's; Singer; Goodrich; Sherwin-Williams; County Seat; Flagg Shoes; Hanover Shoes; B. Dalton; Montgomery Ward.

14 - NEWSPAPERS: BRAZOSPORT FACTS (e) 20,129; (S) 21,527; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gilbert C. Vetters, Adv. Mgr., BRAZOSPORT FACTS, 720 S. Main; PO Box 547, Clute, TX 77531; Tel. (409) 265-7411.
National Representative: U.S. Suburban Press.

LAREDO

1 - LOCATION: Webb County (MSA). E&P Map D-6. County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new Hwy; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 59, 81, 83; State Hwy. 359; I-35.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; Greyhound; Transports del Norte.
Airlines-Metro; Continental.

3 - POPULATION:
Corp. City 80 Cen. 91,449; Loc. Est. 105,439
CZ-ABC. (80) 91,499; (84) 105,800
RTZ-ABC. (80) 180,026; (84) 315,600
County/MSA 80 Cen. 99,258; Loc. Est. 111,390
City & RTZ-ABC. (80) 271,475; (84) 421,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,903; Loc. Est. 29,689
CZ-ABC. (80) 23,903; (84) 27,900
RTZ-ABC. (80) 36,412; (84) 62,100
County/MSA 80 Cen. 25,896; Loc. Est. 27,863
City & RTZ-ABC. (80) 60,315; (84) 90,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$1,303,611,000
Savings & Loan	3	$90,565,100

6 - PASSENGER AUTOS: County 62,361 (All Vehicles)

7 - ELECTRIC METERS: Residence 27,676

8 - GAS METERS: Residence 18,177

9 - PRINCIPAL INDUSTRIES: Machy.; Smelting; Mattresses; Frocks; Cement Prod.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire-Testing; Tourism; Meat Packing; Transportation (freight forwarding/warehousing); Coal Mining; Automotive Radiator; Mfg. Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Mar	NA	HEB
Laredo Mall(25)	NA	
Las Lomas(8)	NA	Perry Variety
Mall Del Norte(120)	NA	Sears, Dillard, Mont. Ward
Riverdrive Mall(60)	NA	JCPenney, Frost Bros., McCrory

Principal Shopping Days-Dept. Stores: Mon. Tues., Fri. & Sat.; Food: Wed., Fri. & Sat.
Stores Open Evenings-Dept.: Sat.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Richter's; Hachar's; Sears; JCPenney; Beall's; Montgomery Ward.
Men's Wear-Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's; Bon Ton.
Specialty-La Feria; Dillard; Las Novedades; Polly Adams; Town House; Frontier Dept. Stores; California Dress Talk; Carrousel; Jacqueline; Cindy Fashions (Ladies); Frontier Western Wear; Lico Western Wear; Mike's Western Wear.
Shoes-Guarantee; Kinney Shoes 2; Scoot; Sam Sullivan; Bell Bros.; Dalton; Thom McAn 2.
Discount Stores-Santos; Munden; Kroger's; Dr. Ike's Economy Center.
Variety Stores-S.H. Kress; Woolworth; McClellan's; Perry's.
Chain Drug Stores-Walgreens; Continental Rexall; City Drug.
Chain Supermarkets-El Rio Family Center; Kroger; Tony's 2; HEB 5; Jitney Jungle.
Other Chain Stores-O. Tamez; Red & White; Maverick Markets 8; Winnie Lee; Charm; Vogue; La Mode; Farragut's; Lane's; Sherwin-Williams Outlet; Three Sisters; Firestone; Western Auto; White's Auto; Singer Co.; Zale's Jewelers; Green's Jewelers; Gordon's Jewelers; PFAU Tire; Radio Shack; Modern; City Service; Goodyear; Laredo Furn. Distributors; Wig Fashions; Star Beauty Supply; 7-Eleven; Ardans; K mart, Wal-Mart; Pier 1 Imports; McCoy's.

14 - NEWSPAPERS: TIMES (m) 18,022; (S) 18,979; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mario A. Pena, Nat. Adv. Dir., TIMES, PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901.
National Representative: Branham/Newspaper Sales.
NEWS (bilingual) (m) 18,158; (S) 18,458; June 30, 1983 CAC.
Local Contact for Advertising and Merchandising Data: Gil Lopez, Adv. Dir., NEWS, 2920 Saunders Ave.; PO Box 1928, Laredo, TX 78041; Tel. (512) 724-8386.
National Representative: Landon Associates.

LEWISVILLE

1 - LOCATION: Denton County (In Dallas PMSA). E&P Map E-3. Light industry and agriculture. In north central part of state. 25 mi. NW of Dallas on 135 E; 7 mi. E of Dallas-Fort Worth Int'l. Airport. On State Hwy. 121.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe; Mo.-Kansas-Texas.
Motor Freight Carriers-50.
Intercity Bus Lines-Continental Trailways.
Airlines-American; Delta; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport).

3 - POPULATION:
Corp. City 80 Cen. 24,273; Loc. Est. 28,335
County 80 Cen. 143,126; Loc. Est. 167,077
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093

4 - HOUSEHOLDS:
City 80 Cen. 7,986; Loc. Est. 9,347
County 80 Cen. 49,134; Loc. Est. 58,938
PMSA 80 Cen. 711,093; Loc. Est. 803,682

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 141,000 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence/City 9,200

9 - PRINCIPAL INDUSTRIES: Industry, No.of Wage Earners (Av. Wkly. Wage)-Metal Fabrication 205 ($200); Clothing 57 (N.A.); Boats 51 (N.A.); Electronics-Computer N.A. ($300).
Principal Industrial Pay Days-1st, 15th, Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22. Last killing frost, Mar. 18.

11 - TAP WATER: Slightly alkaline; hard.

12 - RETAILING: Principal Shopping Center-Main Valley 33 stores; Lakeland Plaza 28 stores; Old Orchard Village 22 stores; Valley Square 20 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Golden Triangle Mall(100)	10	Denton, Sears, Mont Ward, Dillard, Beall's

Irving Mall(77)	12	Sears, JCPenney
Northtown Mall	13	Mont. Ward
Valley View Mall	16	Sears, Sanger-Harris

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers, every evening.

13 - RETAIL OUTLETS: Department Stores-C. R. Anthony; Sears; Miller's Outpost.
Variety Stores-M.E. Moses 2.
Discount Stores-Wal-Mart; Gibson; K mart.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Piggly Wiggly; Minyard's; Tom Thumb; Safeway; Kroger; Winn-Dixie; The Colony.
Other Chain Stores-Goodyear; Firestone; Zale's; Chief Auto Parts.

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 3,517; Dec. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Lynn Dickerson, Pub., LEADER, 591 Main St.; PO Box 308, Lewisville, TX 75067; Tel. (214) 436-3566.
National Representative: U.S. Suburban Press.

LONGVIEW

1 - LOCATION: Gregg County (in Longview-Marshall MSA). E&P Map E-3. County Seat. Oil field & industrial ctr. On U.S. 80, 259 & I-20, 55 mi. W of Shreveport, La., 126 mi. E of Dallas, 210 mi. N of Houston.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri Pacific; Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways; Mooney Motor Coach; Carthage.
Airlines-Metro Flight Airlines.

3 - POPULATION:
Corp. City 80 Cen. 62,762; Loc. Est. 68,305
CZ-ABC: (80) 69,568; (84) 79,900
RTZ-ABC: (80) 148,563; (84) 168,900
County 80 Cen. 99,487; Loc. Est. 108,308
MSA 80 Cen. 151,752; Loc. Est. 166,632
City & RTZ-ABC: (80) 218,131; (84) 242,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,934; Loc. Est. 25,441
CZ-ABC: (80) 25,224; (84) 29,200
RTZ-ABC: (80) 52,823; (84) 60,500
County 80 Cen. 35,884; Loc. Est. 40,086
MSA 80 Cen. 53,933; Loc. Est. 60,656
City & RTZ-ABC: (80) 78,047; (84) 89,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$684,735,476
Savings & Loan	3	$255,420,683

6 - PASSENGER AUTOS: County 132,917 (All Vehicles)

7 - ELECTRIC METERS: Residence 37,635

8 - GAS METERS: Residence 22,501

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Oil & Gas 1,980 ($298); Chem. & Refiner (NA); Machine Shop 2,480 ($301); Construction 3,680 ($225); Apparel 1,180 ($133); Food & Bev. 1,020 ($321); Fabricated Metals 2,801 ($284); Transport Equip. 600 ($250); Other Mfg. 6,690 ($375); Total Employees 41,300 ($285).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20. Last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Tyler St., 4 on Fredonia; 5 on Methvin; 4 on Center; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree, 2 on Alpine; 5 on McCann; 4 on Loop 281; 2 on Mobberly.
Neighborhood Shopping Centers-Pinewood Earlee; High; Colonial; Brookwood; Southview; Greggton Pine Tree; Chapparal; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Village; Royal Forest; Alpine Village; Spring Hill; Towne Lake; Point North; Park Place; Oak Forest; Triple Creek.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Mon., Tues.
Stores Open Evenings-Department Stores-Thur., Sat.; Food-Fri., Sat.; Longview Mall 10 a.m.-9 p.m.

13 - RETAIL OUTLETS: Department Stores-Dillard; Beall's; Sears; K. Wolens; Anthony 3; JC Penney; Seller Bros.; Wilson's.
Discount Stores-Gibson 2; Wacker's; Kroger Family Center; Zale's; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y 2; K mart; Otasco 2; Wal-Mart 2.
Variety Stores-Moses 2; Perry Bros. 3.
Chain Drug Stores-Skaggs 2; Skillern's; Louis Morgan 4; McIntosh; Eckerd 31; Osco.
Chain Supermarkets-Safeway 3; Brookshire 6; Kroger 2; Buddies 2; Tom Thumb; Winn-Dixie 3.
Other Chain Stores-Frac. in's (women's); Swerin-Williams; Mary Carter Paint; Austin Shoe; Texas State Optical; Lee Optical; Regan's (women's); Auto Supplies; H. & S. 555; Owen, Western; Firestone; Goodrich, Bill Day Tire Store, General Tire, Goodyear, Kelly-Springfield Tire, General Auto, Otasco, ABC Auto Parts 3, Rally Auto Parts 1 & 2, The Automotive, Reliable, East Texas, S&H Green Stamps; Gold Bond Stamps; Fox Photo; Royal Optical; Gordon's Jewelers; Thom McAn; Kinney Shoes; Buster Brown Shoes; Bakers Shoes; County Seat; Fashion Conspiracy; Spencer Gifts; Waldenbooks; Circus World; General Nutrition; Haverty's Fine Furniture

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 18,424; NEWS (e-mon to fri) 15,167; (m-sat) 32,362; (S) 41,442; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Suzanne Thomas, Nat'l. Adv. Mgr., JOURNAL and NEWS, 310-16 E. Methvin, Longview, TX 75601; Tel. (214) 747-3311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LUBBOCK

1 - LOCATION: Lubbock County (MSA). E&P Map C-2. County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi.; El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

2 - TRANSPORTATION: Railroads-AT&SF; FW&D.
Motor Freight Carriers-15.
Intercity Bus Lines- Texas, New Mexico & Oklahoma Coaches.
Airlines-Southwest; Continental; Texas International;

3 - POPULATION:
Corp. City 80 Cen. 173,979; Loc. Est. 184,982
CZ-ABC: (80) 175,913; (84) 193,500
RTZ-ABC: (80) 238,755; (84) 251,700
County/MSA 80 Cen. 211,651; Loc. Est. 225,037
City & RTZ-ABC: (80) 414,668; (84) 445,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,783; Loc. Est. 65,704
CZ-ABC: (80) 61,124; (84) 67,900
RTZ-ABC: (80) 79,413; (84) 84,800
County/MSA 80 Cen. 72,627; Loc. Est. 79,010
City & RTZ-ABC: (80) 140,537; (84) 152,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$1,105,852,716
Savings & Loan	6	$328,674,752

6 - PASSENGER AUTOS: County 194,821 (All Vehicles)

7 - ELECTRIC METERS: Residence 63,422

8 - GAS METERS: Residence 50,764

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Food; Machy. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25. Last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-10 on Main; 8 on Aves. G., H., Texas Ave., Aves J, K, L & M all in downtown section; 8 on 50th & Ave. H.; South Plains Mall.
Neighborhood Shopping Centers-8 blocks on Ave. Q and Broadway; 4 at 34th St. Village; 3 in Green Acres Shopping Center; 10 on E. Broadway; 10 in Arnett-Benson Center; 2 in Highland Place; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Center; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Village; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr.; 2 on Slide & 13th; Winchester; 4 on 50th; Gibson; 2 on 50th & Slide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mackenzie Terr.	2	TG&Y, Furr's
Family Park	2	TG&Y, Furr's, Raff & Hall Drug
Caprock	4	Dunlap's, Furr's, Mont. Ward, TG&Y
Monterey(28)	4	Halsey Drug
Town & Country(32)	2	TG&Y, Furr's
Red Bud Sq.(15)	NA	Furr's, TG&Y
So. Plains Mall(115)	9	JCPenney, Sears, Hemphill-Wells, Dillard
Briercroft(15)	NA	TG&Y, United, Pay-Less Shoes
Cactus Alley(12)	NA	
Flintwood(4)	NA	Latham's Dept.
Green Acres(19)	NA	Furr's Mkt.
Indiana Gdns.(4)	NA	Lena Stephen's
Mardi Gras(4)	NA	Furr's
Oakwood(13)	NA	Sound Warehouse
Parkway Mall(15)	NA	Furr's
Sunshine Square	NA	Skibells

Principal Shopping Days-Dept. Stores Thur. evg.; Food Tues. evg.; Wed. morn. & Thur. evg., Fri. morn.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; S&O Clothiers; Hemphill-Wells; Dunlap's; JCPenney; Skibell's; Lena Stephen's; Dillard; Margaret's; Anthony's.
Variety Stores-TG&Y 8.
Chain Drug Stores-John Halsey 3; L & H 4; Prescription Laboratory 2; Raff & Hall 2; Fee Phcy. 2; Eckerd 31.
Discount Stores-Furr's; White Stores Family Ctr.; K mart; Albertson's; TG&Y Family Center; Best Products; Target; H.J. Wilson.
Chain Supermarkets-Furr's 9; United 4; Independents 67; 7-Eleven 12; Albertson's 3.
Other Chain Stores-Thom McAn; White Stores; S&H Green Stamps; Gold Bond Stamps; Jones-Roberts; The Cloth World; Pier 1; Radio Lab; Pay-less Cashway; McCoys; Handy Dan; Homers; Home Pro-Warehouse.

14 - NEWSPAPERS: AVALANCHE-JOURNAL (m-mon to fri) 59,958; (e-mon to fri) 15,141; (m-sat) 68,524; (S) 81,448; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steve Beasley, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J, Lubbock, TX 79408; Tel. (806) 762-8844.
National Representative: Papert Companies.

LUFKIN

1 - LOCATION: Angelina County. E&P Map F-4. E Central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State 94,103.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Angelina & Neches River; Texas Southeastern; Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways, Kerrville.

3 - POPULATION:
Corp. City 80 Cen. 28,562; Loc. Est. 31,854
CZ-ABC: (80) 28,562; (84) 30,700
RTZ-ABC: (80) 109,807; (84) 127,800
County 80 Cen. 64,172; Loc. Est. 71,567
City & RTZ-ABC: (80) 128,369; (84) 158,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,180; Loc. Est. 11,076
CZ-ABC: (80) 10,180; (84) 11,100
RTZ-ABC: (80) 38,002; (84) 44,500
County 80 Cen. 21,781; Loc. Est. 24,911
City & RTZ-ABC: (80) 48,182; (84) 55,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$226,115,300
Savings & Loan	3	$154,739,285

6 - PASSENGER AUTOS: County 60,645 (All Vehicles)

7 - ELECTRIC METERS: Residence 27,000

8 - GAS METERS: Residence 11,880

9 - PRINCIPAL INDUSTRIES: Foundries; Paper Mill; Lumber. Total 5,134 employees.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 82; Fall 68; Winter 51.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on First St.; 2 blocks on Lufkin Ave.
Neighborhood Shopping Centers-900 block on Ellis Ave.; 1200 block of S Chestnut; Timberland Dr.; 600 block S First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Angelina Mall(23)	NA	Clark Dept.
Chestnut Vlg.(18)	NA	Mont. Ward, Eckerd
Judson(12)	NA	Brookshire Groc.
Lufkin Mall(71)	NA	JCPenney, Sears
Timberland(7)	NA	
Towne Square(20)	NA	Wal-Mart

Principal Shopping Days-Department Stores; Wed. through Sat. Food: Tues.; Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mathews-Miller; Clark's; JCPenney; Sears; The Fair.
Discount Stores-K's Thrift Center; Howard's; Wal-Mart; K mart; Dollar General Store.
Chain Drug Stores-Cavanagh; Peden 10; Thompson Phcy.; Eckerd 3; Medical Discount 2.
Chain Supermarkets-Brookshire 31; O-Kay 10; Boles 2; Mac's 3; Safeway 2.
Other Chain Stores-Beall's; The Fair; Sears; Montgomery Ward; S&H Green Stamps; Weiner's; Brown's Shoe Fit; Hancock Fabrics; Regans; Perry Bros; Lerners; Stuarts; Foxmoor; Zale's; Missions; Corrigans; Goldfinger; Brooks; Spencers; Bakers Shoes; Kinneys; Thom McAn; Naturalizer.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,725; (m-sat) 14,689; (S) 16,633; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Joe Murray, Pub., NEWS, PO Box 1089, Lufkin, TX 75901; Tel. (409) 632-6631.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MARLIN

1 - LOCATION: Falls County. E&P Map E-4. County Seat. Agricultural, Manfacturing, Livestock and Geothermal heat ctr. 222-bed VA Admin. Hosp. midway between Dallas & Houston. Hwys 6 & 7.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,099; Loc. Est. 8,029
County 80 Cen. 17,946; Loc. Est. 19,562

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,810; Loc. Est. 3,206
County 80 Cen. 6,920; Loc. Est. 7,733

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$102,000,000
Savings & Loan	1	$146,497,903

6 - PASSENGER AUTOS: County 16,420 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,835

8 - GAS METERS: Residence 3,156

9 - PRINCIPAL INDUSTRIES: Carpet; Glass; Sand Mining & Proc.; Soap & Candles; Business Forms Printing; Silk Flowers & Arrangements; Mfg. Business Clothing/Apparel; Day-Nite Wild Game Feeders; Agriculture; Boats; Agri-Business; Geothermal Energy; Private Hospital & Clinic; VA Hospital; Lignite & Coal Strip Mining; Onion Ring Processing; Manufactured Housing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-103; Fall 38-92; Winter 10-75. First killing frost, early Nov. Last killing frost, early Apr.

11 - TAP WATER: Surface lake; alkaline.

12 - RETAILING: Principal Shopping Center-Downtown 3 blocks on Live Oak St. and eastward. Shopping area at intersection of Hwy. 6 bypass and Hwy. 7. Stores open Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Montgomery Ward (catalog).
Variety Stores-Wal-Mart; Perry's.
Chain Drug Stores-Majestic; Shelton; Sanitarium.
Chain Supermarkets-Live Oak, Kash Way, HEB, Martin Super Mart.
Other Chain Stores-Rush's Truevalue; Lonnie Hicks Shoe Store; RJ's; Perry Bros.; Barnett's; Rae's Jewelry; Threadgill's Jewelers; Lewis Bros.; Brown Radio & TV; Fashion Fabrics; Western Auto; Kewin Shop; Genie's of Marlin; Career Shop; Kerr Appliance; Roppolo Gifts; Style Shop; Career Girl; Sims Furniture.

14 - NEWSPAPERS: DEMOCRAT (e) 3,220; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert N. Groff, Adv. Mgr., DEMOCRAT, 211 Fortune St., Marlin, TX 76661; Tel. (817) 883-2554.
National Representative: Papert Companies.

MARSHALL

1 - LOCATION: Harrison County (in Longview-Marshall MSA). E&P Map F-3. County Seat. Railroad division point, system-wide general stores site and shops. Shipping and mfg. center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20; State Hwys. 15, 43, 155.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Missouri-Pacific; Kansas City Southern; Santa Fe; Amtrak.

Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,921; Loc. Est. 28,619
CZ-ABC: (80) 27,324; (84) 28,200
Bal. in PMA-ABC: (80) 61,188; (84) 70,400
County 80 Cen. 52,265; Loc. Est. 58,324
MSA 80 Cen. 151,752; Loc. Est. 166,632
Total PMA-ABC: (80) 88,512; (84) 98,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,818; Loc. Est. 9,992
CZ-ABC: (80) 9,665; (84) 10,100
Bal. in PMA-ABC: (80) 21,479; (84) 24,900
County 80 Cen. 18,049; Loc. Est. 20,570
MSA 80 Cen. 53,933; Loc. Est. 60,656
Total PMA-ABC: (80) 31,144; (84) 35,000

5 - BANKS

	NUMBER	DEPOSITS
Commercial	3	$227,212,000
Savings & Loan	3	$122,744,000

6 - PASSENGER AUTOS: County 47,659 (All Vehicles)

7 - ELECTRIC METERS: Residence 9,550

8 - GAS METERS: Residence X,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pyrotechnics/ Munitions 1,700; Plastics and Organic Chemicals 2,300; Petroleum Equipment and Pumps 800; Agricultural Prod. 725; Lignite Mining and Processing to Activated Carbon 500; Steel Castings and Foundry 250; Lumber Saw Mill 200; Ceramic Wall Tile 240; Bricks 100; Pottery and Stoneware 259; Industrial Abrasives 250; Lumber Mfg. 209; Aluminum Electric Cables 400; Chemical Plastics 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-97; Summer 56-102; Fall 25-98; Winter -1-82. First killing frost, Nov. 12. Last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Houston; 5 on Austin; 5 on Rusk; 4 on Jurleson; 22 on Grand; 4 on S Washington; 5 on N Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.
Neighborhood Shopping Centers-4 blocks on S Washington, from Pope to Nathan; 4 on S Washington at Hwy. 43; 3 on W Grand, from Bishop to Highbridge; 5 on E Grand, from Alamo to Hwy. 43; 1 on N Franklin at East Ave.; 1 on N Bolivar at East Ave.; 3 mi. on East Erid Blvd. from E Houston to I-20; 1 on S Grove; Marshall Mall (36 stores); Pinecrest Dr. S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Side	2	Brookshire's
W Grand	2	Sure Way Food
Parkview(6)	NA	Magic Mart
Pinecrest(7)	NA	Safeway, Singer, Ben Franklin
Marshall Mall(36)	3	JCPenney, Beall's, K mart
East End Blvd.	2	Howard's
Grand Plaza(9)	1	Pay-Less Shoes, Brookshire's
Eastpark(5)	1	Otasco, Anthony's
Kroger Family Center	1	Hancock Fabrics, Radio Shack

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. through Sat.
Stores Open Sundays-Supermarkets; Anthony's.

13 - RETAIL OUTLETS: Department Stores-Joe Weisman; JCPenney; Beall's; Sears.
Discount Stores-Magic Mart; Howard's; K mart.
Variety Stores-McClelland's; Ben Franklin; Dollar General.
Chain Supermarkets-Kroger; Safeway 2; Brookshire 2.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Montgomery Ward (catalog); Otasco; C.R. Anthony.

14 - NEWSPAPERS: NEWS MESSENGER (e-mon to fri) 10,592; (S) 12,307; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Owensby, Adv. Dir., NEWS MESSENGER, 309 E Austin; PO Box 730, Marshall, TX 75670; Tel. (214) 935-7914.
National Representatives: London Associates; Harte-Hanks Communications.

McALLEN

1 - LOCATION: Hidalgo County (In McAllen-Edinburgh-Mission MSA). E&P Map D-6. On U.S. Hwy. 83; 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Valley Transit; Continental Trailways.
Motor Freight Line-5.
Airlines-Texas International; Emerald.

3 - POPULATION:
Corp. City 80 Cen. 67,042; Loc. Est. 77,516
CZ-ABC: (80) 141,934; (84) 172,900
RTZ-ABC: (80) 168,561; (84) 206,900
County/MSA 80 Cen. 283,229; Loc. Est. 328,177
City & RTZ-ABC: (80) 310,495; (84) 379,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,628; Loc. Est. 22,207
CZ-ABC: (80) 40,143; (84) 49,400
RTZ-ABC: (80) 42,531; (84) 52,700
County/MSA 80 Cen. 75,816; Loc. Est. 90,044
City & RTZ-ABC: (80) 82,674; (84) 102,100

5 - BANKS

	NUMBER	DEPOSITS
Commercial	9	$699,593,237
Savings & Loan	3	$429,763,327

6 - PASSENGER AUTOS: County 182,669 (All Vehicles)

7 - ELECTRIC METERS: Residence 24,376

8 - GAS METERS: Residence 9,656

9 - PRINCIPAL INDUSTRIES: Canning; Shipping, Packing; Apparel; Chemical & Fertilizer Mfg.; Bottling; Refining Natural Gas; Bakeries; Sheet Metal Fab.; Pest Control Center; Tourism; Importing & Exporting; Citrus & Vegetable; Cotton.

10 - CLIMATE: Av. Annual Temp.-Spring 78; Summer 88; Fall 77; Winter 63.

11 - TAP WATER: Alkaline, madium hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main & Bway.; 5 on State Hwy.
Neighborhood Shopping Centers-9 blocks on N 10th St.; 5 on S 17th St.; Gateway S 10th St.; E Hwy. 83, 4 on S 10th St.; 1 at 3 mi. E Expressway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro Mall(50)	NA	Mont. Ward
La Plaza Mall(103)	NA	Beall's, Dillard, JCPenney, Sears, Jones & Jones
Palm Valley Mall(69)	NA	JC Penney, Sears, Zale's
Weslaco	NA	
University Plz.(7)	NA	TG&Y, Anthony's, Beall's

Principal Shopping Days-Mon. (especially 1st Mon. each month); Thur., Fri. and Sat.
Stores Open Evenings-Sat.; Groc. to 7, Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anthony; Terry-Farms, Sears; Valley Mercantile; Borkers; Montgomery Ward; Beall's; Dillard; Jones & Jones; Kroger Family Center; HEB Family Center.
Variety Stores-Woolworth; McCrory; McClellan; Harshaws; Kress.
Discount Stores-Bargain World; Shoppers World; Globe; Discount House, Inc.; Gibson 2; Kroger; Whalen's; K mart.
Chain Drug Stores-Klinck's; Walgreens 2; Rexall 2; Medico.
Chain Supermarkets-HEB 3; Kroger; Globe; M. Rivas; Carl's; King Mart; Valley Mart; Warehouse Grocery.
Other Chain Stores-Ardans; Barkers; Osment's Applicance; Strouds Furniture; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; Parisian; PayLess Shoes; Man's Shop; Franklin's; Lack's; Doyle's; Puryear's; Thom McAn; Whalen's; Vogue; Aaronson Bros.; Amigo Store; Advance; Zale's; Winn's; White's Auto.

14 - NEWSPAPERS: THE MONITOR (e-mon to fri) 28,055; (S) 37,704; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dale R. Pearson, Mktg. Dir., THE MONITOR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.
National Representative: Papert Companies.

McKINNEY

1 - LOCATION: Collin County (In Dallas PMSA). E&P Map E-3, County Seat. Mfg. Ctr., 30 min. N of Dallas, 55 mi. NE of Ft. Worth. Ctr. of highly productive agricultural area; in Metropolitan Dallas Area.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 16,249; Loc. Est. 18,633
County 80 Cen. 144,490; Loc. Est. 165,683
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,612; Loc. Est. 6,648
County 80 Cen. 46,344; Loc. Est. 54,455
PMSA 80 Cen. 711,093; Loc. Est. 803,682

5 - BANKS

	NUMBER	DEPOSITS
Commercial	3	$277,000,000
Savings & Loan	3	$125,000,000

6 - PASSENGER AUTOS: County 142,264 (All Vehicles)

7 - ELECTRIC METERS: Residence 6,030

8 - GAS METERS: Residence 5,604

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 435 ($175); Gas Valves 450 ($260).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza, Westgate, Virginia Square.

13 - RETAIL OUTLETS: Department Stores-Bevill Bros.; The Annex; JCPenney; McKinney; B&B; Gibson's; Wal-Mart.
Chain Drug Stores-North Side 2; Ward's; Eckerd; Revco.
Variety Stores-Woolworth; Duke & Ayres; Ben Franklin.
Chain Supermarkets-Safeway 2; Cabell's; Piggly-Wiggly; Moseleys; Bluts; Brookshire.

14 - NEWSPAPERS: COURIER-GAZETTE (e-mon to fri,S) 6,497; Dec. 31, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Jerry Shrader, Pub., COURIER-GAZETTE, 4005 W. University, McKinney, TX 75069; Tel. (214) 542-2631.
National Representative: U.S. Suburban Press.

MEXIA

1 - LOCATION: Limestone County. E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas, 175 mi. from Houston.

2 - TRANSPORTATION: Railroads-Southern Pacific, Chicago, R.I.; Pacific, Ft. Worth, Denver.
Bus Lines-Continental Trailways; Central Texas.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,094; Loc. Est. 8,349
County 80 Cen. 20,224; Loc. Est. 22,013

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,862; Loc. Est. 3,139
County 80 Cen. 7,421; Loc. Est. 8,349

5 - BANKS

	NUMBER	DEPOSITS
Savings & Loan	1	$92,015,000
Commercial	2	$56,343,000

6 - PASSENGER AUTOS: County 18,243 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,401

8 - GAS METERS: Residence 2,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -State School 915; Furniture Mfg. 100.

10 - CLIMATE: First killing frost, Nov. 20. Last killing frost, Mar. 14.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on M'Kinney; 1 on Milam.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kamar-Phillips; K. Weiens.
Variety Stores-Penny Bros.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall.
Chain Supermarkets-Safeway; Brookshire.

14 - NEWSPAPERS: NEWS (e) 3,909; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Blake Smith, Jr., Pres., NEWS, 214 Railroad; PO Box 431, Mexia, TX 76667; Tel. (817) 562-2868.
National Representative: None.

MIDLAND

1 - LOCATION: Midland County (MSA). E&P Map C-3. County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agriculture, shopping center. More than 800 oil and oil servicing firm offices. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy 80; I-20; State Hwys. 158, 349; F. M. 307, 868.

2 - TRANSPORTATION: Railroads-Texas & Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Continental, Texas International; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 70,525; Loc. Est. 83,714
CZ-ABC: (80) 71,311; (84) 78,700
RTZ-ABC: (80) 197,318; (84) 216,400
County/MSA 80 Cen. 82,636; Loc. Est. 98,090
City & RTZ-ABC: (80) 268,329; (84) 295,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,558; Loc. Est. 30,969
CZ-ABC: (80) 25,719; (84) 28,800
RTZ-ABC: (80) 68,770; (84) 76,200
County/MSA 80 Cen. 29,650; Loc. Est. 36,040
City & RTZ-ABC: (80) 94,489; (84) 105,000

5 - BANKS

	NUMBER	DEPOSITS
Commercial	6	$1,544,034,704
Savings & Loan	3	$237,484,375

6 - PASSENGER AUTOS: County 105,431 (All Vehicles)

7 - ELECTRIC METERS: Residence 24,044

8 - GAS METERS: Residence 23,429

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Construction 2,790 ($253); Trade 9,830 ($233); Services 6,820 ($216); Gov't. 4,720 ($290).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 16 in.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Dodson St., Sacor Street; W Ohio, N Big Spring St., E Florida St., W Florida St., Rankin Hwy., W Wall St., E Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W Illinois, Midkiff Drive, Midland Dr. & Illinois, Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Loraine, 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois, Village Shpg. Ctr., Midkiff & Wadley, Garfield & Wadley, S Garfield S. Big Spring, Racquet Club Dr., Midkiff & F.M. 868, Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Permian	1	Mid Tex of Midland
The Village(25)	1	Walgreens, White's Auto, TG&Y
Village Annex(8)	1	Mont. Ward
Brunson Village(7)	1	Carter's Market
Mulberry Mall	2	Albertson's, Handy Dan
Oakridge Square(25)	3	Pappagallo
Highland	1	
Town & Country(12)	2	Furr's, Sears, Anthony's
Northland (..2)	1	Wolfe Nursery, M. System
Dellwood Plaza(31)	2	Dunlap's
The Strip(16)	2	Tull's Drug
The Plaza(25)	2	Safeway, Revco
Regency(7)	1	Western Auto
Imperial	3	Imperial Market
San Miguel Square	NA	Sports Place
Midland N.rth(80)	NA	Sears, JCPenney, Dillard
Tiara Del Sol	NA	Gibson

Principal Shopping Days-Sat., Mon. and Thur.

13 - RETAIL OUTLETS: Department Stores-Dunlap; Skibell's; JCPenney; Grammer-Murphy; Sears; S&G; Anthony's; Dillard; Siskowitz.
Chain Drug Stores-Walgreens; Tull's 3; Revco.
Discount Stores-White's; Gibson; Albertson's.
Variety Stores-Kresge's; Sprouse Reitz; TG&Y.
Chain Supermarkets-Furr's 2; Safeway 3; M. System 3; 7-Eleven 12; Albertson's; Carter's 2; Colonial 4; Handy Hut 2.
Other Chain Stores-Austin Shoes; Barnes Shoes 2; Krugers Jewelry; Belle Griffith Firestone 2; White's Stores; Singer; Southwestern Drug; Pittsburgh Plate Glass; Montgomery Ward (catalog); Julian Gold; Grisby's Rag Doll; Zale's Jewelers 2; J & H Shoe Store; Pay-Less Shoes; Skibell's; Good Housekeeping Shop; Goodyear; The Rag Doll; Heath Furn.; Dunlap's; Gold Bond Stamps; S&H

Green Stamps; Pappagallo; Sherwin-Williams; TCI Paint Stores.

14 - NEWSPAPERS: REPORTER-TELEGRAM (e-mon to fri) 24,564; (m-sat) 24,315; (S) 30,090; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Iverdin, Adv. Dir., REPORTER-TELEGRAM, 20 E. Illinois St., PO Box 1650, Midland, TX 79701; Tel. (915) 682-5311.
National Representative: Papert Companies.

MINERAL WELLS

1 - LOCATION: Palo Pinto County, E&P Map D-3, 50 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Weatherford, Mineral Wells & NW.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,468; Loc. Est. 14,566
County 80 Cen. 24,062; Loc. Est. 26,672
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,257; Loc. Est. 4,650
County 80 Cen. 8,977; Loc. Est. 10,224

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$134,952,811
Savings & Loan	2	$20,000,000

6 - PASSENGER AUTOS: County 25,800 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,155

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Aluminum Prod.; Kitchen Fixtures & Cabinets; Plastic Prod.; Oil & Gas Drilling & Related Industries.

10 - CLIMATE: Av. Annual Temp.-Spring 74; Summer 83; Fall 55; Winter 50.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Penneys; JCPenney; Mitchell's; Sturdivant Hdwe.
Variety Stores-Perry Bros.; Duke & Ayres; Ben Franklin.
Chain Drug Stores-Hiley's Phcy.
Discount Stores-Buy-Rite; Gibson; Buddies Handyman; Alco.
Chain Supermarkets-Southside; Safeway; Piggly Wiggly; Winn-Dixie; Marr's Short Stop 8; Joyners.
Other Chain Stores-Goodyear; Montgomery Ward; White Auto; Western Auto; Sears.

14 - NEWSPAPERS: INDEX (e-mon to fri; SI 5,132; sworn Oct. 1, 1983.
Local contact for Advertising and Merchandising Data: Don Dillard, Pub./Gen. Mgr., INDEX, 300 SE First St., PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4466.
National Representative: Papert Companies.

MOUNT PLEASANT

1 - LOCATION: Titus County, E&P Map E-3, County Seat, 61 miles SW of Texarkana. On U.S. Hwys. 271, I-30.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Cotton Belt.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,003; Loc. Est. 13,082
CZ-ABC: (80) 11,003; (84) 12,100
RTZ-ABC: (80) 38,430; (84) 43,600
County 80 Cen. 21,442; Loc. Est. 23,934
City & RTZ-ABC: (80) 49,433; (84) 55,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,056; Loc. Est. 4,820
CZ-ABC: (80) 4,056; (84) 4,500
RTZ-ABC: (80) 13,799; (84) 15,800
County 80 Cen. 7,740; Loc. Est. 8,893
City & RTZ-ABC: (80) 17,855; (84) 20,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$205,000,000
Savings & Loan	2	$56,000,000

6 - PASSENGER AUTOS: County 22,160 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Whlse. Meat Proc.; Saw Mills; Furniture Mfg.; Chicken Proc.; Meat Pkg; Cannery; Mattresses; Hardwood Timber; Clay Prod.; Lignite; Coal; Oil Refining; Women's Wear; Electrical Generating; Ind. Cable and Tubing; Feed Processing; Machinery; Sulphur Processing.

10 - CLIMATE: Min. & Max. Temp.-35-95.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Town & Country (2 stores-Piggly Wiggly, Perry Bros., Variety); Jefferson Park-Safeway, Revco; TG&Y, Beall's, Sears; South Town-sixteen small shops downtown; Airport Road Shopping Center-Wal-Mart, Winn-Dixie.

13 - RETAIL OUTLETS: Department Stores-West's; Beall Bros.; Marshall's; S&H Green Stamps; Gold Bond Stamps; Montgomery Ward; Sears.
Variety Stores: Perry's.
Discount Stores-Howard's; Wal-Mart; TG&Y.
Chain Drug Stores: Rexall; Walgreens; Drug-Sav; Revco.
Chain Supermarkets-Safeway; Piggly Wiggly 4; Brookshire's; Winn-Dixie.
Other Chain Stores-White Auto; Western Auto; Radio Shack; True Value Hdwe. 2.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 5,105; (S) 5,595; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Palmer, Pres./Pub., TRIBUNE, 111 E. Second St., PO Drawer 1177, Mount Pleasant, TX 75455; Tel. (214) 572-3607.
National Representative: Landon Associates.

NACOGDOCHES

1 - LOCATION: Nacogdoches County, E&P Map F-3, County Seat, 97 mi. from Shreveport LA; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

2 - TRANSPORTATION: Railroads-HE & WT, T & NO
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 27,149; Loc. Est. 29,858
County 80 Cen. 46,786; Loc. Est. 51,455

4 - HOUSEHOLDS:
City 80 Cen. 9,268; Loc. Est. 10,201
County 80 Cen. 16,457; Loc. Est. 18,573

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$349,159,963
Savings & Loan	3	$140,754,084

6 - PASSENGER AUTOS: County 41,199 (All Vehicles)

7 - ELECTRIC METERS: Residence 12,890

8 - GAS METERS: Residence 9,754

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed & Fertilizer 400; Brass Valves 300; Women's Dresses 200; Wood Wkg. 300; Poultry Processing 600; Chairs 400; State University 13,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northview Plaza(20)	20	Mont. Ward, The Fair, Otasco
North St.(6)	NA	Safeway, Buddies, Sears
University Mall(14)	NA	Beall's
Univ. Park Plaza	8	Food-4-Less

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Mize; JCPenney; Beall's; The Fair; J.B. White; Weiners.
Variety Stores-McCrory; Dollar Store; Ben Franklin.
Discount Stores-Howard's; Wal-Mart; K mart.
Chain Drug Stores-Eckerd; Coulter-Coe; Revco; Straban.
Chain Supermarkets-Buddie's; Kroger; Safeway; Brookshire's 3; Ken's Mini!-Mkts 6; Food-4-Less.
Other Chain Stores-Firestone; Sears (catalog); Montgomery Ward (catalog); Western Auto; Weiner's; Otasco; National Automotive.

14 - NEWSPAPERS: SENTINEL (e) 8,530; (S) 11,580; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Charles K. Lamb, Ret. Adv. Mgr., SENTINEL, 4920 Colonial Dr.; PO Box 68, Nacogdoches, TX 75963; Tel. (409) 564-8361.
National Representative: Landon Associates.

NEW BRAUNFELS

1 - LOCATION: Comal County (In San Antonio MSA), E&P Map D-4, County Seat. Mfg., textile, hosiery, stone quarries, diversified farming. 23 mi. NE of San Antonio. On I-35 & U.S. Hwy 81.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Missouri-Kansas-Texas(Katy).
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.
Airlines-At San Antonio Airport, all major carriers.

3 - POPULATION:
Corp. City 80 Cen. 22,402; Loc. Est. 25,609
CZ-ABC: (80) 22,375; (84) 24,900
RTZ-ABC: (80) 81,533; (84) 96,900
County 80 Cen. 36,446; Loc. Est. 41,728
MSA 80 Cen. 1,071,954; Loc. Est. 1,169,989
City & RTZ-ABC: (80) 103,908; (84) 121,800

4 - HOUSEHOLDS:
City 80 Cen. 7,895; Loc. Est. 8,296
CZ-ABC: (80) 7,884; (84) 8,900
RTZ-ABC: (80) 26,563; (84) 31,900
County 80 Cen. 12,958; Loc. Est. 15,144
MSA 80 Cen. 349,330; Loc. Est. 390,294
City & RTZ-ABC: (80) 34,447; (84) 40,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$128,473,000
Savings & Loan	3	$178,857,000

6 - PASSENGER AUTOS: County 42,316 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,867

8 - GAS METERS: Residence 4,845

9 - PRINCIPAL INDUSTRIES: Type of Industry-Textile; Furniture; Dresses; Lime Products; Limestone; Cement Forms; Canoes & Coolers.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-75; Summer 75-95; Fall 53-75; Winter 32-75. First killing frost, Dec. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard. Spring fed.

12 - RETAILING: Principal Shopping Centers-Downtown 6 blocks N & S on Seguin St.; Downtown 7 blocks E & W on San Antonio St. around Plaza Square.
Neighborhood Shopping Centers-Courtyard, S Seguin St. & I-35; Walnut Square, N Walnut & I-35; Landa, W Landa St.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Courtyard(17)	3	TG&Y, Weiner's
Walnut Sq.(11)	3	Safeway, K mart, Revco
Landa(13)	1	Wuest's, Winn's
Kroger(4)	1	A&B Hearing Ctr.

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Shopping Centers & Major Chains every evening until 9.

13 - RETAIL OUTLETS: Department Stores-Paul Bruners; Jacob Schmidt's; Weiner's.
Discount Stores-Gibson's; K Mart; TG&Y.
Variety Stores-Winn's.
Chain Drug Stores-Revco; Eckerd's.
Chain Supermarkets-Safeway; Wuest's; Kroger; H.E.B.
Other Chain Stores-Sherwin-Williams; Town & Country; House of Jeans; Zale's; Radio Shack; Boise Cascade; Goodyear; JCPenney; Wickes.

14 - NEWSPAPERS: HERALD-ZEITUNG (e-tues to fri) 6,805; (S) 7,797; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mike Grist, Adv. Mgr., HERALD-ZEITUNG, 186 S. Castell Ave., New Braunfels, TX 78130; Tel. (512) 625-9144.
National Representative: U.S. Suburban Press.

ODESSA

1 - LOCATION: Ector County (MSA) E&P Map C-3, County Seat. Mfg.; 2 Colleges; Ranching; Whsl. & Ret. Ctr. Western portion of state; 320 mi. W of Ft. Worth; 285 mi. E of El Paso; U.S. Hwys. I-20, 80 & 385; State Hwy., 302.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental; TNM & O.
Airlines- Texas International; Southwest; American; Muse; Republic.

3 - POPULATION:
Corp. City 80 Cen. 90,027; Loc. Est. 104,879
CZ-ABC: (80) 111,410; (83) 125,300
RTZ-ABC: (80) 226,330; (84) 245,400
County/MSA 80 Cen. 115,374; Loc. Est. 134,408
City & RTZ-ABC: (80) 337,740; (84) 370,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 32,139; Loc. Est. 37,852
CZ-ABC: (80) 39,200; (84) 44,500
RTZ-ABC: (80) 77,265; (84) 84,800
County/MSA 80 Cen. 40,450; Loc. Est. 48,218
City & RTZ-ABC: (80) 116,465; (84) 129,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$778,077,000
Savings & Loan	5	$497,223,000

6 - PASSENGER AUTOS: County 145,844 (All Vehicles)

7 - ELECTRIC METERS: 56,293

8 - GAS METERS: 30,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Petro-Chem. 9,952 ($374); Oilfield Supply 3,500 ($233); Construction 4,880 ($295); Higher Education 709 ($227); Retail 10,720 ($168); Wholesale 4,595 ($344); Services 6,040 ($232); Computers 2,650 ($215)
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Downtown, 9 blocks long and 3 blocks wide.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	
Crestwood(9)	NA	
Eastroad(9)	NA	Bill Sears Mkt.
Ector Plaza(8)	NA	TG&Y, Safeway
Grandview Ctr.(8)	NA	Safeway, Model Shop
Great Oil Basin(18)	NA	Dunlap, Zale's
Harrisdale	NA	
Meyers Village(30)	NA	Clarks, M System
North Plaza(10)	NA	
Odessa Plaza	NA	
Permian Mall(144)	7	Sears, JCPenney, Dillard
Plaza Del Sol	NA	
Ridgecrest(30)	NA	M System, Safeway
Rockhill Annex	NA	
Rockhill Vlg.(10)	NA	Walgreens, Cobb's, Cloth World
Sante Fe Sq.(25)	6	Knorr Furn.
Sherwood Vlg.(11)	NA	Sears, Super Mkt.
31st St.(14)	NA	Furrs, Anthony's, TG&Y, Radio Shack
Town & Country(10)	NA	Cobb's Dept., TG&Y, Furr's Mkt.
West County Plaza	NA	Furr's, Anthony's, Radio Shack
Westgate Plaza	NA	Safeway, Beall's
West Redondo(3)	NA	
Winwood Mall(45)	NA	Beall's, Franklin Dept., Wal-Mart, Montgomery Ward

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-Thur. Winwood Mall Mon. through Sat. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Dunlap's; Sears; Montgomery Ward; Beall's 2; Winkler's; Cobb's 2; Model Shop; Anderson's; C. R. Anthony 2; Ardan's; Thornton's; Dillaros.
Variety Stores-Wacker; TG&Y 3; G.C. Murphy.
Discount Stores-Gibson's 2; Super Center; Furr's Family Center 3; K mart; Ardan's; Wal-Mart.
Chain Drug Stores-Walgreens 2; Skaggs.
Chain Supermarkets-Furr's 3; Skaggs-Albertson; Safeway 3; Sears Super Mkt. 5; Everybody's 2; M System 2; Foodway 3.
Other Chain Stores-White's (Auto), Kinney Shoes 2; Luskey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical; Lee Optical; S&H Green Stamps; Gold Bond Stamps; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark.

14 - NEWSPAPERS: AMERICAN (e-mon to fri) 33,356; (m-sat) 33,845; (S) 43,040; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661.
National Representative: Papert Companies.

ORANGE

1 - LOCATION: Orange County (In Beaumont-Port Arthur MSA), E&P Map F-4, County Seat. On Sabine River and Intracoastal Canal, approx-

imately 40 ship miles from the Gulf of Mexico. On U.S. Hwy. 90 (I.H. 10) and State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

2 - TRANSPORTATION: Water Transportation-Ocean going freight facilities; Intracoastal barge lines.
Railroads-Southern Pacific; Missouri Pacific (freight); Kansas City; Southern; 14 mi. NW with an interchange to Missouri Pacific; Sabine River & Northern.
Motor Freight-Missouri Pacific; Southern Pacific; Herrin Transp.; Southern Motor; Central Freight; Strickland Transportation; Red Ball; Mercury; TMF.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Mid-County Airport (Jefferson County); Metro; Hammond.

3 - POPULATION:
Corp. City 80 Cen. 23,628; Loc. Est. 25,339
CZ-ABC: (80) 31,293; (84) 31,000
RTZ-ABC: (80) 67,460; (84) 77,600
County 80 Cen. 83,838; Loc. Est. 91,094
MSA 80 Cen. 375,497; Loc. Est. 406,088
City & RTZ-ABC: (80) 98,753; (84) 108,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,237; Loc. Est. 9,189
CZ-ABC: (80) 11,071; (84) 11,000
RTZ-ABC: (80) 21,720; (84) 25,400
County 80 Cen. 27,918; Loc. Est. 31,015
MSA 80 Cen. 131,890; Loc. Est. 145,811
City & RTZ-ABC: (80) 32,791; (84) 36,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$268,411,000

6 - PASSENGER AUTOS: County 78,559 (All Vehicles)

7 - ELECTRIC METERS: 21,967

8 - GAS METERS: 16,557

9 - PRINCIPAL INDUSTRIES: Industry, No.of Wage Earners (Av. Wkly Wage)-Chemicals 3,150 ($449); Paper Prod. 750 ($309); Rice Milling 100 ($256); Utilities 200 ($279); Cement 70 ($326);Steel(NA);Shipbuilding(NA);Synthetic Rubber(NA).
Principal Industrial Pay Days-Wed., Thur., Fri.; 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, October. Last killing frost, April.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 miles along Green Ave.; 2 miles along 16th St. Orangehurst West (K mart, Walgreens, Weiners, Gerland's Big Star, The Fair, Market Place, Eckerd Drug).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastown(4)	NA	Dollar General, Weingarten Supermarket
MacArthur(25)	NA	Sears, The Fair, Saveway
Northway(20)	NA	Market Basket,The Fair

Principal Shopping Days-Thur., Fri., Sat. & Mon.
Stores Open Evenings-Clothing Thur.; Food daily.

13 - RETAIL OUTLETS: Department Stores-The Fair; JCPenney; Beall's; Palais Royal; Sears; Weiner's; Montgomery Ward.
Variety Stores-Perry Bros. 2.
Discount Stores- Duran's 2; Gerland's Big Star.
Other Chain Stores-Goodyear; Western Auto; Firestone; Zale's; Singer Co.; Pay Less Shoes; G.I. Surplus; Conn's Appliances; Dollar General Stores; White's; McLaury's; Guarantee Shoe; Radio Shack 2; Safeway; Kroger; Weingarten's.

14 - NEWSPAPERS: LEADER (e-mon to fri) 11,376; (S) 12,887; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ernest Krietsch, Adv. Dir., LEADER, 200 Front Ave.;PO Box 1028,Orange, TX 77630; Tel. (713) 883-3571.
National Representative: Landon Associates.

PALESTINE

1 - LOCATION: Anderson County, E&P Map E-3. 108 mi. SE of Dallas; 150 mi. N of Houston; 150 mi. SW of Shreveport, LA. Railroad, industrial, commercial and agricultural center in E Texas. On U.S. Hwys. 84, 79 & 287; State Hwys. 19 & 155.

2 - TRANSPORTATION: Railroads-Gulf Div. "H" for Missouri Pacific, TSERR.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 15,948; Loc. Est. 18,714
CZ-ABC: (80) 15,948; (84) 16,800
RTZ-ABC: (80) 41,724; (84) 49,900
County 80 Cen. 38,381; Loc. Est. 42,349
City & RTZ-ABC: (80) 57,672; (84) 66,700
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,977; Loc. Est. 6,773
CZ-ABC: (80) 5,977; (84) 6,400
RTZ-ABC: (80) 13,577; (84) 16,400
County 80 Cen. 12,385; Loc. Est. 14,038
City & RTZ-ABC: (80) 19,554; (84) 22,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$162,347,000
Savings & Loan	3	$44,709,624

6 - PASSENGER AUTOS: County 34,703 (All Vehicles)

7 - ELECTRIC METERS: Residence 7,505

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 700 ($260); Glass 438 ($185); Meat Packing; Glass Mfg.; Oil & Gas Prod.; Granite & Marble Works; Mattresses; Ceramic Tile; Work Clothes; Bakery; Concrete Prod.; Bottling; Ice packaging; Millwork; Wooden Pallets; Newspaper Racks; Apparel; Metals.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20. Last killing frost, Mar. 8.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on W Oak St.; 5 on W Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee.
Neighborhood Shopping Centers-Royall at Neches; N Mallard. 300 Spring St.; Palestine Mall, Loop 256 & Crockett Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger(7)	NA	Kroger, Dollar Stores
Palestine Plaza(14)	NA	Piggly Wiggly, TG&Y, Anthony's

Principal Shopping Days-Mon., Thur.; Fri.; Sat.

13 - RETAIL OUTLETS: Department Stores-K. Wolens; JCPenney; Beall's; Montgomery Ward (catalog); Sears Roebuck (catalog); Anthony's.
Discount Stores-Gibson; TG&Y Family Stores; K mart; Super Value Drug; Wal-Mart; McCoy's Building Supply Centers; Dollar Stores.
Chain Supermarkets-Safeway; Kroger; Winn-Dixie; Brookshire; Beard's; Affiliated.
Other Chain Stores-Babcock Home & Auto; Automotive, Inc.; E. Tex. Auto Shop; Goodyear; S&H Green Stamps; White's Auto; 7-Eleven; Home Furniture; Zale's; Gordons; Radio Shack; Eckerd; Kinney Shoes; Curtis Mathes.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 11,501; (S) 12,649; Mar. 31, 1984 ABC.
Local Contact for Advertising and Marketing Data: James Kerby, Adv. Dir., HERALD-PRESS, 519 Elm St.; PO Box 379, Palestine, TX 75801; Tel. (214) 729-0281.
National Representative: Papert Companies.

PAMPA

1 - LOCATION: Gray County, E&P Map C-1. 50 mi. E of Amarillo; 200 mi. W of Okla. City on Hwy. 60. County Seat. Agr. ctr. for 5 counties. Oil ctr. for 6 counties.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways Bus System.
Air Service-Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N of city. Charter & private facilities available.

3 - POPULATION:
Corp. City 80 Cen. 21,396; Loc. Est. 23,767
CZ-ABC: (80) 21,396; (84) 21,500
RTZ-ABC: (80) 35,480; (84) 38,100
County 80 Cen. 26,386; Loc. Est. 29,475
City & RTZ-ABC: (80) 56,876; (84) 59,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,290; Loc. Est. 9,324
CZ-ABC: (80) 8,290; (84) 8,400
RTZ-ABC: (80) 13,086; (84) 14,200
County 80 Cen. 10,224; Loc. Est. 11,683
City & RTZ-ABC: (80) 21,376; (84) 22,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$221,943,787
Savings & Loan	2	$266,671,643

6 - PASSENGER AUTOS: County 32,085 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,121

8 - GAS METERS: Residence 8,550

9 - PRINCIPAL INDUSTRIES: Industry, No.of Wage Earners (Av. Wkly. Wage)-Petroleum & Natural Gas 4,005 ($325); Mfg. 2,370 ($250); Construction 125 ($300).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15. Last killing frost, April 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Downtown Shopping Area-4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.
Neighborhood Shopping Centers-3 miles of retail shops & offices on N Hobart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado (28)	2	Mont.Ward, Alco, Dunlaps
Pampa Mall (31)	5	Beall's, JCPenney, K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Alco; Ideal; Furr's; Allsup; Montgomery Ward; Anthony's; K mart; JCPenney; Beall's; and all other stores at Pampa Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; C. R. Anthony 2; Dunlap's; Beall's.
Variety Stores-Alco; K mart; Moses; Wal-Mart.
Discount Stores- Alco; Factory Outlet Clothing; Pay Less Shoes.
Chain Drug Stores-Family Pharmacy; Heard-Jones (Rexall); Revco.
Chain Supermarkets-Ideal 3; Furr's; Safeway.
Other Chain Stores-Firestone; Zale's Jewelers 2; Sears (catalog); Sherwin-Williams; Singer; Pay-Less Shoes; White's Stores; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; Jo Ann Fabrics; Evensan's; Kinney Shoes; Stewarts; Stevenson's; Waldenbooks; Gordon's Jewelers; Peanut Shacke; General Nutrition Center; Aladin's Castle; T-Shirts Plus; Texas State Optical; Regis; Checker Auto Parts; Hastings Records.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,122; (S) 8,722; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John McKeon, Adv. Mgr., NEWS, 403 W. Atchison; PO Box 2198, Pampa, TX 79065; Tel. (806) 669-2525.
National Representative: Papert Companies.

PARIS

1 - LOCATION: Lamar County. E&P Map E-2. County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley; 15 mi. to Oklahoma border; 110 mi. to Dallas; 97 mi. to Texarkana.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Frisco; Santa Fe; Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental-Dixie; Jordan.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 25,498; Loc. Est. 28,377
CZ-ABC: (80) 25,498; (84) 27,200
Bal. in PMA-ABC: (80) 16,658; (84) 19,200
County 80 Cen. 42,156; Loc. Est. 45,6[illegible]
Total PMA-ABC: (80) 42,156; (84) 46,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,923; Loc. Est. 11,116
CZ-ABC: (80) 9,923; (84) 10,700
Bal. in PMA-ABC: (80) 5,787; (84) 6,700
County 80 Cen. 15,710; Loc. Est. 17,400
Total PMA-ABC: (80) 15,710; (84) 17,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$153,238,835
Savings & Loan	2	$144,985,000

6 - PASSENGER AUTOS: County 38,482 (All Vehicles 1981).

7 - ELECTRIC METERS: Residence 11,117

8 - GAS METERS: Residence 8,381

9 - PRINCIPAL INDUSTRIES: Elec. Lamps; Boilers; Concrete Prod; Furn; Wooden Containers & Crates; Bras & Corsets; Paper Boxes; Business Forms; Soups.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 15. Last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not flouridated.

12 - RETAILING: Principal Shopping Center-16 blocks on Main Downtown; Located around Square & Plaza.

Nearby Shopping Centers

Name(No. of stores)	Miles from Downtown	Principal Stores
Brookshire(5)	NA	Brookshire
The Village(15)	NA	Carolines
Buttermilk Creek(4)	NA	Sherwin-Williams Munsingwear
Western Oaks(6)	NA	Kens Food Store
Williamsburg(42)	NA	Kroger, Goodrich
Micabeau(35)	NA	Safeway, Belk's
Plaza(4)	NA	JCPenney, Beall's Palace Drug, Zale's

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Department Stores-Thur.; Food- Wed

13 - RETAIL OUTLETS: Department Stores-Sears; Ayres; Beall Bros.; JCPenney; Belk's.
Discount Stores-Gibson's; Kroger; Wal-Mart; K mart.
Chain Drug Stores-Palace; Eckerd.
Chain Supermarkets-Safeway 2; Brookshire; Buddy's; Kroger's Family Center; R.R. Jordan 2; Piggly Wiggly; 7-Eleven 4.
OtheR Chain Stores-White (auto); Goodyear; Goodrich; Firestone; Babcock Bros.; S&H Green Stamps; TSO; Lee Optical; Otasco; Foxworth-Galbraith Lmbr.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,108; (S) 13,653; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wesley King, Adv. Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (214) 785-8744.
National Representatives: Harte-Hanks Communications; Landon Associates.

PASADENA

1 - LOCATION: Harris County (in Houston PMSA). E&P Map E-4.

2 - TRANSPORTATION: Railroads-Southern Pacific; Texas & New Orleans.
Intercity Bus Lines-Continental Trailways; Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 112,560; Loc. Est. 125,819
County 80 Cen. 2,409,544; Loc. Est. 2,693,235
PMSA 80 Cen. 2,735,763; Loc. est. 3,078,286
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,750; Loc. Est. 44,844
County 80 Cen. 869,880; Loc. Est. 995,194
PMSA 80 Cen. 973,162; Loc. Est. 1,120,091

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$490,000,000
Commercial	5	$328,000,000

6 - PASSENGER AUTOS: County 2,292,199 (All Vehicles)

7 - ELECTRIC METERS: Residence 36,100

8 - GAS METERS: Residence 33,700

9 - PRINCIPAL INDUSTRIES: Chemical; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees: Av. Wkly. Wage $180.

10 - CLIMATE: Aver. Temp.-Spring 69; Summer 92; Fall 70.5. Winter 64. First killing frost, Dec. 10. Last killing frost, Feb. 2.

11 - TAP WATER: Medium.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allendale(13)	NA	Ben Franklin, White Stores
Market Ctr.(21)	NA	Eckerd, Weingarten's
Pasadena Oaks(45)	NA	
Pasadena Plaza	NA	White's, JCPenney, Kinney
Red Bluff(16)	NA	Weiner's, White's
Arlington Place	NA	Stop & Go
Berkshire Village	NA	Martin's Market
Family Park	NA	Rice
Southmoor Plaza	NA	Kroger, SupeRx
Spencer Plz(30-40)	NA	Walgreens
Town Square	NA	Foley's, Joske's, Walgreens

Principal Shopping Days-Tue., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Palais Royal; JCPenney; Sears; Montgomery Ward; Foley's; Oshman's; Weiners; White's; Joske's; Mervyn's.
Discount Stores-Abel's 3; K mart.
Chain Drug Stores-Rexall; SupeRx; Eckerd; Walgreens; Rx Value.
Chain Supermarkets-Safeway; Save-Mart; Lucky-7; Sellers Bros.; Weingarten's; Food City; Kroger; UtoteM; Food King; Gerlands; Fiesta.
Other Chain Stores-Firestone; Goodrich; Goodyear; Furrows; Handy Dan.

14 - NEWSPAPERS: CITIZEN (eS) 10,287; June 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Lone Beasley, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
National Representative: U.S. Suburban Press.

PECOS

1 - LOCATION: Reeves County. E&P Map B-3. County Seat. 207 mi. E of El Paso; 70 mi. W of Odessa; On US Hwy. 285 & Interstate 20.

2 - TRANSPORTATION: Railroads-AT & SF; T&P; PVS.
Airlines-Continental; Texas International; Southwest.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,855; Loc. Est. 13,100
County 80 Cen. 15,801; Loc. Est. 16,025

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,919; Loc. Est. 5,003
County 80 Cen. 4,567; Loc. Est. 6,571

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$75,000,000
Savings & Loan	1	$20,000,000

6 - PASSENGER AUTOS: County 13,071 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 3,464

9 - PRINCIPAL INDUSTRIES: Oil Refining; Oil & Gas Exploration; Agriculture: Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Garment Mfg.; Sulphur Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11 - TAP WATER: N.A.

12 - RETAILING: Shopping Centers-Airlawn S.C. (3 Stores)-Safeway, Winn's White Auto; Anthony's.

13 - RETAIL OUTLETS:
Department Stores-JCPenney; Sears; Top Dollar.
Variety Stores-Woolworth; C.R. Anthony, Sprouse-Reitz.
Discount Stores-Gibson.
Chain Drug Stores-Pecos Drug 2; Bozeman 1.
Chain Supermarkets-Safeway; Foodway.
Other Chain Stores-Winn's; Western Auto; Whites; Goodyear; Singer Co.; Firestone; United Dry Goods.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 2,501; sworn Oct. 4, 1983.
Local Contact for Advertising and Merchandising Data: Ray M. Stafford, Publisher, ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
National Representative: None.

PLAINVIEW

1 - LOCATION: Hale County. E&P Map C-2. County Seat. Retail center for 10-county area. Heart of irrigated district. U.S. Hwys. I-27, I-70.

2 - TRANSPORTATION: Railroads-Panhandle & Santa Fe; Fort Worth & Denver.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 22,187; Loc. Est. 25,375
County 80 Cen. 37,592; Loc. Est. 41,068
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,494; Loc. Est. 8,325
County 80 Cen. 12,385; Loc. Est. 13,815

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$200,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 35,943 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,448

8 - GAS METERS: Residence 7,872

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fertilizer 175; Farm Equipment 155; Irrigation Pumps 117; Concrete Tile 100; Beef Processing 675; Seed & Feed 225; Aircraft 60, Cabinets 75.
Principal Pay Days-1st, 15th, Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Avg. min. 41 (Jan.); Avg. Max. 78 (July). First killing frost, Nov. 21. Last killing frost, Apr. 1. Avg. Mean 60.

11 - TAP WATER: Alkaline, semi-hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway, 9 on Ash; 7 on Austin; 13 on Fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W Eighth; 10 on W Fifth; 1 on W Seventh; 1 on Columbia; 4 on Yonkers & 29th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gabriel/Wayland(18)	NA	Buddys, Gabriel's, Anthony's
The Village(21)	NA	Thriftway, Radio Shack, Winn's Claiborne's
Edgemore(6)	NA	M-Systems, TG&Y Revco, K mart
College(9)	NA	Camera Shop

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Marse & Son; Gabriels; JCPenney; C.R. Anthony; Montgomery Ward; K's Thrift Ctr.
Variety Stores-TG&Y; Perry's; Winn's.
Chain Drug Stores-Revco.
Discount Stores-K mart; 84 Lumber.
Chain Supermarkets-Furr Food; Claiborne's. Pay 'N Save 2; United Super Mkt.; 7-Eleven 4; M System; Allsups 10.
Other Chain Stores-Western Auto; Goodyear; White's Auto; Heath Furn.; Zale's Jewelers; S&H Green Stamps; Gold Bond Stamps; Sherwin-Williams; Pay-Less Shoes; Radio Shack; Checker Auto.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,645; (S) 9,915; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Jack Overby, Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 293-1343.
National Representative: Papert Companies.

PLANO

1 - LOCATION: Collin County (In Dallas PMSA). E&P Map E-2. 18 mi. N of Dallas; on Interstate Hwy. I-75.

2 - TRANSPORTATION: Railroads-Southern Pacific; St. Louis-Southwestern.
Motor Freight Carriers-5.
Airlines-At Dallas Airport.

3 - POPULATION:
Corp. City 80 Cen. 72,331; Loc. Est. 82,940
County 80 Cen. 144,490; Loc. Est. 165,683
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,221; Loc. Est. 25,821
County 80 Cen. 46,344; Loc. Est. 54,455
PMSA 80 Cen. 711,093; Loc. Est. 803,682

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$135,332,000

6 - PASSENGER AUTOS: County 142,264 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Copper and Brass Gas Fittings; Wire & Cable; Farming: grains, cotton, corn and wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20. Last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Shops(5)	NA	True-Value Hdwe.
Dallas North(20)	NA	Drug Emporium
14 Jupiter Place	NA	Tom Thumb Mkt., Page Drug
Litte "K"(7)	NA	Ye Olde Butcher
Park Mall(20)	NA	SupeRx, Kroger, Ben Franklin
Piano North(7)	NA	Safeway, Sears
Pittman(20)	NA	Skaggs, Albertson's Corners
Prairie Creek(25)	NA	Skillern's Vlg., Safeway
Lancers Sq.(25)	NA	True Value Hdwe., Firestone
Independence Square(20)	NA	Tom Thumb, Lester Melnick, Broders
Parker Plaza(20)	NA	Safeway, Homers
Village Sq.(10)	NA	Winn-Dixie, Revco
Cambridge Sq.(2)	NA	Target
Mid-Way(3)	NA	Speir's, Garret's TV
Steinhagen(8)	NA	Sleep-n-Aire Discount Shoes

Principal Shopping Days-Department Stores-Mon., Sat.; Food-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Beall's 2; JCPenney; Sears; The Fair 2, Weiner's, Dryden's; Spencers, West's; White House.
Discount Stores-Gibson; K mart; Wal-Mart 2.
Variety Stores-McClellan; S.H. Kress; TG&Y; Dollar General Stores.
Chain Drug Stores-Walgreens 3; King's 2; Pat Wood 2; Mulkey 2; Webb 2; Eckerd; K&B.
Chain Supermarkets-Market Basket 10; Speir's 3; Gerland's; Safeway 4; Howdy Doody; Giant.
Other Chain Stores-Firestone; B. F. Goodrich; Goodyear; Western Auto 4; Binswanger Glass; Sherwin-Williams 3; White Auto; Allied Radio Shack 3; Gem Jewelry 2; Gordon Jewelry; Nacol Jewelry 2; Franklins; Lee Martin; Kinney Shoes; Margolis Shoes; Pay-Less Shoes; Thom McAn Shoes; Conns; Oshman's; Hancock's; Graves, McLaury's, By-Way Shoes; Zale's; Red Cross; General Nutrition; Hancock Fabrics; So-Fro Fabrics; Waldenbooks.

14 - NEWSPAPERS: NEWS (e-mon to fri) 24,694; (m-sat) 24,761; (S) 27,120; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hundley, Adv. Mgr., NEWS, 549 Fourth St.; PO Box 789, Port Arthur, TX 77640; Tel. (409) 985-5541.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PORT ARTHUR

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA) E&P Map F-4. 2nd largest deep water port in Texas. 92 mi. E of Houston; 300 mi. W. of New Orleans; 78 mi. NE of Galveston; deep water channel to Gulf of Mexico.

2 - TRANSPORTATION: Railroads-KCS; SP (freight).
Motor Freight Carriers-13.
Freight Steamship Agents-12.
Intercity Bus Lines-Greyhound; Texas Bus Lines.
Airlines-Metro; Royale; Hammond.

3 - POPULATION:
Corp. City 80 Cen. 61,195; Loc. Est. 65,821
CZ-ABC: (80) 117,434; (84) 118,700
RTZ-ABC. (80) 64,258; (84) 72,200
County 80 Cen. 250,938; Loc. Est. 270,194
MSA 80 Cen. 375,497; Loc. Est. 406,088
City & RTZ-ABC. (80) 181,692; (84) 190,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,130; Loc. Est. 24,475
CZ-ABC. (80) 42,138; (84) 43,000
RTZ-ABC. (80) 21,700; (84) 24,600
County 80 Cen. 90,245; Loc. Est. 99,316
MSA 80 Cen. 131,890; Loc. Est. 145,811
City & RTZ-ABC. (80) 63,838; (84) 67,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$728,375,774
Savings & Loan	6	$419,087,935

6 - PASSENGER AUTOS: County 226,062 (All Vehicles)

7 - ELECTRIC METERS: Residence 42,284

8 - GAS METERS: Residence 36,547

9 - PRINCIPAL INDUSTRIES: Industry, No.of Wage Earners (Av. Wkly. Wage)-Chemical, 12,600 ($554); Refining, 15,100 ($507); Fab. Metals, 2,700 ($283); Transportation Equipment Manufacturing, 4,500 ($423); Water Transportation 4,375; Construction; 14,625; Mining 1,400.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14. Last killing frost, Feb. 18.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Twin City Hwy.
Neighborhood Shopping Centers-12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Lincoln Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 23 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulfway(12)	NA	Discount Foods, Delmar Phcy.
Jefferson City (52)	NA	Walgreens, The Fair, Oshman's, Beall's
Snell(18)	NA	Garrison's Phcy., Drago Hardware
Weingarten's(10)	NA	Weingarten, TG&Y, Weiner's Vlg.
K mart(8)	NA	K mart, Gerland's
Central Mall(63)	NA	JCPenney, Sears Beall's
Midcounty(10)	NA	Weingarten's, TG&Y, The Fair, JCPenney, White House
Tri-Cities(9)	NA	Market Basket, West's

PORT LAVACA

1 - LOCATION: Calhoun County. E&P Map E-5. County Seat. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35 On Lavaca Bay.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 10,911; Loc. Est. 12,304
County 80 Cen. 19,574; Loc. Est. 21,756
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,445; Loc. Est. 3,345
County 80 Cen. 6,469; Loc. Est. 7,335

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$152,697,421
Savings & Loan	3	$37,144,223

6 - PASSENGER AUTOS: County 19,361 (All Vehicles)

7 - ELECTRIC METERS: City Est. 4,697

8 - GAS METERS: City Est 3,089

9 - PRINCIPAL INDUSTRIES: Grain Sorgum; Shrimp and Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics; Chemicals; Marine Repair Building.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bottom Dollar(3)	3	Bottom Dollar
Brook Hollow	10	Rice Mkt.
Calhoun Plaza (29)	14	Safeway, Weiner's, TG&Y, Beall's
Fairway(9)	9	Bottom Dollar, Stanley's, Goodyear
Viking Mall(14)	17	HEB, Coles Dept., Cunningham Drug, Pshman's Sports Ctr.

13 - RETAIL OUTLETS: Department Stores-Sears, Montgomery Ward.

14 - NEWSPAPERS: WAVE (e-mon to fri) 4,657; sworn Oct. 14, 1983.
Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 301 S. Colorado St.; PO Drawer EE, Port Lavaca, TX 77979; Tel. (512) 552-9788.
National Representative: None.

RICHARDSON

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Adjacent to Dallas City limits on N Central Expressway. Aerospace center. Farming in N part of County.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-2 Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 72,496; Loc. Est. 78,980
City of Pub.-ABC: (80) 72,655; (84) 87,500
County 80 Cen. 1,556,549; Loc. Est. 1,700,324
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,097; Loc. Est. 26,194
City of Pub.-ABC: (80) 24,157; (84) 29,100
County 80 Cen. 577,753; Loc. Est. 646,030
PMSA 80 Cen. 711,093; Loc. Est. 803,682

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$468,500,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 1,556,928 (All Vehicles)

7 - ELECTRIC METERS: Residence 12,759

8 - GAS METERS: Residence 11,899

9 - PRINCIPAL INDUSTRIES: (Av. Wkly Wage-$240) Instruments; Radio; Hoods; Sausage Plant; Electronics; Research Center.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 80-110; Fall 30-90; Winter 0-70.

11 - TAP WATER: Fairly Soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapaho Vlg. North(11)	NA	Mont. Ward
Buckingham Square(2)	NA	Winn-Dixie
Camelot(17)	NA	A&P, Sears, Radio Shack
Campbell Rd. Village(10)	NA	Kroger, 7-Eleven
Canyon Creek	NA	
Custer Square(10)	NA	
Dal Rich Village(25)	NA	TG&Y, Safeway
Northrich em$Village(5)	NA	Gibson
Pavillion	NA	Marshalls
Richarrson E.(16)	NA	Kinney
Richardson Heights Village(60)	NA	Kroger, JCPenney, Sun Drug
Richardson Sq. Mall(104)	NA	Sears, Dillard, Mont. Ward
Richardson Terrace(12)	NA	A&P, Safeway, Skillern
Spring Valley Village(13)	NA	Kroger, Rexall
Town & Country(20)	NA	Goodyear
University Village	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Montgomery Ward; Joske's; Dillard; Marshall's.
Chain Drug Stores-Skaggs; Skillern's; Sun; Steen.
Variety Stores-Whites
Discount Stores-Gibson; K mart.
Chain Supermarkets-A&P; Safeway; Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs; Winn-Dixie.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,480; (S)
Local Contact for Advertising and Merchandising Data: Suzy Jenkins, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 234-1131.
National Representative: U.S. Suburban Press.

ROSENBERG

1 - LOCATION: Fort Bend County. (In Houston PMSA). E&P Map E-4. On Hwys. 36, 59, 90A.

2 - TRANSPORTATION: Railroads-Gulf; Colorado & Santa Fe; Southern Pacific.
Bus-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 17,995; Loc. Est. 24,059
County 80 Cen. 130,846; Loc. Est. 157,301
PMSA 80 Cen. 2,735,763; Loc. Est. 3,078,286

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,753; Loc. Est. 7,790
County 80 Cen. 39,840; Loc. Est. 49,133
PMSA 80 Cen. 973,162; Loc. Est. 1,120,191

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$48,272,000

6 - PASSENGER AUTOS: County 114,332 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rose-Rich(7)	NA	Mont. Ward, Weiners, Woolworth
Weingarten	NA	Beall's, Weingarten
Lamar Plaza(27)	NA	Kroger, Sears

13 - RETAIL OUTLETS: Discount Stores-Gibson; K mart.

14 - NEWSPAPERS: HERALD COASTER (e-mon to fri; S) 7,353; Sept. 30, 1983 VAC.
Local Contact for Advertising and Merchandising Data: Bill Hartman, Pub., HERALD-COASTER, 1902 4th St.; PO Box 1088, Rosenberg, TX 77471; Tel. (713) 232-3737.
National Representative: U.S. Suburban Press, Inc.

SAN ANGELO

1 - LOCATION: Tom Green County (MSA). E&P Map C-4. County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

2 - TRANSPORTATION: Railroads-Panhandle & Santa Fe; Gulf; Colorado & Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville Oil Field; Texas, New Mexico & Oklahoma Coaches.
Airlines-Rio; Eagle; Permian.

3 - POPULATION:
Corp. City 80 Cen. 73,240; Loc. Est. 83,013
CZ-ABC: (80) 73,240; (84) 80,000
Bal. in PMA-ABC: (80) 11,544; (84) 14,100
Bal. in RTZ-ABC: (80) 57,399; (84) 61,000
Total PMA-ABC: (80) 84,784; (84) 94,100
Total PMA & Bal. in RTZ-ABC: (70) 142,183; (84) 155,100
County/MSA 80 Cen. 84,784; Loc. Est. 92,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,576; Loc. Est. 30,442
CZ-ABC: (80) 26,576; (84) 29,300
Bal. in PMA-ABC: (80) 3,973; (84) 4,700
Bal. in RTZ-ABC: (80) 21,019; (84) 22,500
Total PMA-ABC: (80) 30,369; (84) 34,000
Total PMA & Bal. in RTZ-ABC: (80) 51,388; (84) 56,500
County/MSA 80 Cen. 30,369; Loc. Est. 35,317

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$648,610,000
Savings & Loan	5	$215,092,391

6 - PASSENGER AUTOS: County 93,231 (All Vehicles)

7 - ELECTRIC METERS: 31,275

8 - GAS METERS: 24,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Govt. (ex. military) 6,230; Goodfellow AFB 2,873; Public Schools 1,073; Fin., Insur., Real Estate 1,490; Retail trade 6,870; Wholesale trade 1,360; Trans., Util. 3,210; Contract Const. 2,170; Mining 790; Prtg., Allied Ind. 420; Food & Kindred Prod. 870; Stone, Clay & Glass Prod. 130; Fabricated Metal Products 240; Other Durable Goods 3,300.

10 - CLIMATE: Av. Annual Temp., 63.5; Jan. Mean Minimum 32.2; July Mean Temp. 96.3; av. annual rainfall 17.53"; av. annual humidity 73% mornings, 40% afternoons.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-17 blocks in downtown area; 8 on W Beauregard bet. Park & Van Buren Streets; Village, 2100 & 2200 on W Beauregard; 3 on W Beauregard and Sherwood Way; 3 on N Main St.; 2 on Chadbourne; N Chadbourne, 2 at Freeland & Van Buren Sts.; K mart Plaza at Intersection Way and Ave. N; Gibson's Knickerbocker Rd. at Stadium; 20 acres at intersection of Knickerbocker and Loop 306.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(8)	NA	K mart, M-System
Aim Complex	NA	AIM(TG&Y), Lack's
Freeland(6)	NA	Holiday Cleaners, M-System
Stadium Park(22)	NA	Allwoods Home Ctr., Fabric Mart, Jabbo's
Sherwood(9)	NA	Radio Shack, Beef & Bun
Village(23)	NA	Winn-Dixie, Mr Boots, Anthony's, Mahons
University Plaza(4)	NA	Hallmark Cards, Schlotzsky's
Southwest Plaza	NA	Furr's, Crowder's
Sunset Plaza (20)	NA	Computerland, Clothworld
Sunset Mall(88)	NA	Sears, JCPenney, Wilson's, Hemphill Wells
Albertson's(1)	NA	Albertson's
W. Beauregard	NA	Home Hdwe., Strike-It-Rich
N. Main	NA	Winn's, Eckerd, Winn-Dixie
Concho Valley Ctr	NA	K mart, M-System

Principal Shopping Days-Mon., Wed., Fri. & Sat.
Stores Close-Food-10 Mon. through Sat. Most others 5:30; K mart until 9 Mon.-Sat.; Albertson's until 12 p.m.; M-System until 9 p.m.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: Department Stores-Hemphill-Wells; Sears; JCPenney; Beall's; Anthony's.
Chain Drug Stores-Albertson's; Eckerd; Revco; Skaggs; Alpha Beta.
Discount Stores-B-W Merchandise 2; K mart; Strike-It-Rich 2; Wilson's; Wal-mart.
Variety Stores-Woolworth; Winn's.
Chain Supermarkets-Safeway 2; Winn Dixie 2; Town & Country 14; Colonial 17; Albertson's; M-System 3; Furr's; Skaggs; Alpha Beta; Food-4-Less.
Other Chain Stores-Singer Co.; Firestone; Goodyear; Goodrich; Cook Paint & Varnish; Sherwin-Williams; White; Zale's Jewelry; S&H Green Stamps; Wilson's; Lerners; Thom McAn; SoFro; TG&Y (AIM); Allwood's Home Ctr.

14 - NEWSPAPERS: STANDARD-TIMES (m-mon to fri) 33,553; (e-mon to fri) 6,158; (m-sat) 35,219; (S) 39,765; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Cliff Clements, Adv. Dir., STANDARD-TIMES, 34 W. Harris, San Angelo, TX 76903; Tel. (915) 653-1221.
National Representatives: Landon Associates

SAN ANTONIO

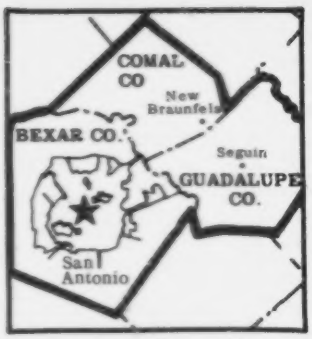
1 - LOCATION: Bexar County (MSA). E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Armyl. 200 mi. W of Houston; 150 mi. NW of Corpus Christi and 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; Interstates 10, 35, 410, 37.

2 - TRANSPORTATION: Railroads-MKT (freight); MP; SP; Amtrak.
Motor Freight Carriers-44.
Intercity Bus Lines-Greyhound; Continental Trailways; Kerrville; Valley; Arrow; Painter.
Airlines-American; Braniff; Continental; Emerald; Eastern; Emerald; Mexicana; Ozark; Pan Am; Southwest; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 786,023; Loc. Est. 855,595
CZ-ABC: (80) 896,238; (84) 970,100
RTZ-ABC: (80) 692,875; (84) 817,100
County 80 Cen. 988,800; Loc. Est. 1,076,320
MSA 80 Cen. 1,071,954; Loc. Est. 1,169,989
City & RTZ-ABC: (80) 1,589,113; (84) 1,787,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 258,733; Loc. Est. 287,239
CZ-ABC (80) 291,781; (84) 319,200
RTZ-ABC: (80) 217,824; (84) 259,200
County 80 Cen. 320,639; Loc. Est. 357,273
MSA 80 Cen. 349,330; Loc. Est. 390,294
City & RTZ-ABC: (80) 509,605; (84) 578,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	61	$6,596,378,349
Savings & Loan	NA	NA



San Antonio Express-News
(D) 174,558, (S) 206,817
ABC 3/31/84

6 - PASSENGER AUTOS: County 795,535 (All Vehicles)

7 - ELECTRIC METERS: Residence 397,928

8 - GAS METERS: Residence 282,618

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Govt., 97,900; Retail/Wholesale 110,900; Mfg. 49,000; Services 93,800; Military 78,700; Construction 30,700; Finance, Insurance, Real Estate 31,300.
Principal Indestrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-85; Summer 72-94; Fall 48-88; Winter 41-66. First killing frost, Nov. 30. Last killing frost, Feb. 24.

11 - TAP WATER: Moderate mineral content, chiefly sodium bicarbonate; may require treatment for industry boiler use.

12 - RETAILING: Principal Shopping Centers-(No. of stores)-Central Park Mall (88); Ingram Park Mall (142); McCareless (51); North Star Mall (105); South Park Mall (50); Wonderland Mall (62); Windsor Park Mall (126?); Westlake Mercado Mall (53).
Neighborhood Shopping Centers (Number of Stores)-Allena Village 10; Arcadia Grove 13; Berler 9; Big Town; Billy Mitchell Village 14; Brook Hollow 26; Burke Ctr. (Brookhill) 9; Burke Village 9; Castle Creek Village; Castle Hills Plaza 10; Castle Hills Village 11; Colonial Plaza 9; Colonies North 17; Dellcrest 17; Dell Village 12; East Park Plaza 8; Eastwood Village 9; Empire Plaza 8; Frontier Junction Recreation; Highland Hills 10; Hillcrest 11; Inspiration Hills; Jefferson Village 11; La Fenia Center 12; Lackland Plaza 18; Las Palmas 28; Loma Park 9; Lone Oak Mall 21; MacArthur Plaza; McCrelles Village 12; Marbach Plaza; Military Drive 16; Multipurpose Town & Country 1 & 2; North Hill 12; Northlane 11; North Town Plaza; North View Concourse 18; North west 23; Oak Hills 5; Oak Park Village 15; Puig 8; Sam Houston 16; Shoppers City Mall 26; Stewart Center 8; Sunset Ridge 18; Terrell Plaza 31; The Wright Place; The Yard; Vally H. 34; Vanity Fair 30; Varsity Village 15; Windcrest Center 30; Wonder 19; Woodlawn-Bandera 11; Bandera Center 8; Basse West Center 4; Beitel Creek 15; Bellaire Village 3; Blanco Center 8; Callahan Plaza 15; Edgewood Square 7; Fredericksburg Square 16; Gibson's Bandera Center 13; Marin Center 7; Meadow Village 6; Northern Hills 25; Oak Gate 11; Pecan Valley 10; Perrin Plaza 27; Quadrangle Mall; Spanish Trace Village 7; Shopper's City 26; Stanley Center 11; Village Plaza 11; West Towne Square 11.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Grocery & Shpg. Ctrs.-week nights.

13 - RETAIL OUTLETS: Department Stores-Joskes 4; Sears 4; JCPenney 6; Montgomery Ward 4; Frost Bros. 3; Dillards 4; Beall's 5; Foley's 2; Solo-Serve 5; La Fena 3.
Discount Stores-Shopper's World 5; K mart 9; Target 6.
Variety Stores-Woolworth 3; Kress; TG&Y 3; Ben Franklin 2; Winn's 36.
Chain Drug Stores-Sommers 9; Walgreens 15; Revco 11; Eckerd 23.
Chain Supermarkets-H.E.B. 35; Handy Andy 20; Stop 'N Go 113; Albertson's 7; Centeno 3; Warehouse Grocery 10; Kroger 14; Lone Star Ice & Food 50.
Other Chain Stores-Grayson's; Thom McAn 9; Three Sisters; Baker's 6; J. Brannan 2; Burt's 4; Chandler's; Western Auto 11; Firestone 14; Lerner's 5; Zale's 6; National Shirts 5; Kinney Shoes 12; Radio Shack 26; Pier I Imports 3; Custom Hi-Fi 3; Pfau Tire 4; Margos LaMode 6; Shepler's; Toys 'R Us 2; Furniture: Lack's 7, Levitz, Weberg's 4, Furniture Expo, Sutherlands' 2, Home Pro

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Represented Nationally by Branham Newspaper Sales

Improvement, Handy Dan 8, McCoy's 3; Liquor Stores: Don's and Ben's 16, Charles Dailey, Denson's; Texas Stoves 5; Discount Liquor.

14 - NEWSPAPERS: EXPRESS (m-mon to fri) 95,244; NEWS (e-mon to fri) 79,314; (m-sat) 162,153; (S) 206,817; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Allen, V.P.-Adv., EXPRESS and NEWS, Avenue E and 3rd St., San Antonio, TX 78205; Tel. (512) 225-7411.
National Representative: Branham/Newspaper Sales.
LIGHT (all day mon to fri) 140,116; (m-sat) 160,193; (S) 204,955; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Green, Adv. Dir., LIGHT, McCullough & Broadway; PO Box 161, San Antonio, TX 78291; Tel. (512) 271-2700.
National Representatives: Hearst Advertising Service; Cresmer, Woodward, O'Mara & Ormsbee.

SAN MARCOS

1 - LOCATION: Hays County. (In Austin MSA). E&P Map D-4. County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 mi. SW of Austin. On Interstate Hwy. 35; U.S. Hwy. 81; State 12, 32; 123 & 306.

2 - TRANSPORTATION: Railroads-Missouri-Kansas-Texas; Missouri Pacific; Amtrak.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 23,420; Loc. Est. 28,365
CZ-ABC: (80) 23,420; (84) 26,100
RTZ-ABC: (80) 23,111; (84) 29,200
County 80 Cen. 40,594; Loc. Est. 46,223
MSA 80 Cen. 536,450; Loc. Est. 599,532
City & RTZ-ABC: (80) 46,531; (84) 55,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,627; Loc. Est. 7,887
County 80 Cen. 12,583; Loc. Est. 14,819
MSA 80 Cen. 195,856; Loc. Est. 224,232
CZ-ABC: (80) 6,627; (84) 7,400
RTZ-ABC: (80) 7,166; (84) 9,300
City & RTZ-ABC: (80) 13,793; (84) 16,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$88,000,000

6 - PASSENGER AUTOS: County 34,724 (All Vehicles)

7 - ELECTRIC METERS: City Est. 9,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Die Castings; Woolens; Cotton Compress; Mfg. Building Materials; Cotton; Corn and Cattle; Furniture Factory; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Buildings; Gas Regulators and Controls.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Nelson (15 stores, Colorado St.); Springtown Shopping Center (40 stores, Loop 82 & Thorpe Lane).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Beall's.
Discount Stores-Gibson; Mundens; Wal-Mart.
Variety Stores-Wackers.
Chain Drug Stores-Revco.
Chain Supermarkets-HEB; Wuests; Safeway.
Other Chain Stores-White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zale's; Ben Franklin.

14 - NEWSPAPERS: RECORD (e-tue to fri) 4,452; (S) 5,886; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James A. Espinoza, Adv. Mgr., RECORD, 1910 I-35 S; PO Box 1109, San Marcos, TX 78666; Tel. (512) 392-2458.
National Representative: None

SEGUIN

1 - LOCATION: Guadalupe County (In San Antonio MSA). E&P Map D-4. County Seat. Texas Lutheran College. On I-10, Alt. 90, 30 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-At San Antonio Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,854; Loc. Est. 20,634
CZ-ABC: (80) 17,854; (84) 19,000
RTZ-ABC: (80) 60,116; (84) 70,800
County 80 Cen. 46,708; Loc. Est. 51,941
MSA 80 Cen. 1,071,954; Loc. Est. 1,169,989
City & RTZ-ABC: (80) 77,970; (84) 89,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,751; Loc. Est. 6,412
CZ-ABC: (80) 5,751; (84) 6,200
RTZ-ABC: (80) 20,908; (84) 24,800
County 80 Cen. 15,733; Loc. Est. 17,877
MSA 80 Cen. 349,330; Loc. Est. 390,294
City & RTZ-ABC: (80) 26,659; (84) 31,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$269,085,702
Savings	2	$75,354,646

6 - PASSENGER AUTOS: County 46,551 (All Vehicles)

7 - ELECTRIC METERS: Residence 7,070

8 - GAS METERS: Residence 5,675

9 - PRINCIPAL INDUSTRIES: Microwave Panels; Poultry; Steel; Wallboard; Road Maintenance Equip.; Oil and Gas Storage Tanks; Fiberglass Fabric; Architectural Mill Work; Linens; Feeds; Biological & Diagnostic Prods.; Marble Prods.; Tools; Dies; Tractor Implements.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov. Last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Hwy. 90 E. US Hwy. 90A & State Hwy. 123.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Park Center(13)	1	JCPenney, Wuests, Mode O'Day
Plaza Del Rey (26)	NA	K mart, TG&Y, Eckerd, Beall's

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: Department Stores-Beall's; JCPenney; J.B. White Co.
Discount Stores-Gibson's; K mart; TG&Y.
Variety Stores-Perry's.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Baenziger; Wuest's; Pic & Pac; HEB; 7-Eleven; UtoteM.
Other Chain Stores-Sears (catalog); Hills Jewelers; Radio Shack; Auto Shack.

14 - NEWSPAPERS: GAZETTE-ENTERPRISE (e-tues to fri) 5,702; (S) 6,656; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary Myers, Adv. Dir., GAZETTE-ENTERPRISE, 1100 N. Camp St.; PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5404.
National Representative: U.S. Suburban Press.

SHERMAN

1 - LOCATION: Grayson County (In Sherman-Denison MSA). E&P Map E-2. County Seat. Agriculture., industry & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City, OK; 324 mi. SW of Little Rock, AR.; 243 mi. NW of Shreveport, LA. On U.S. Hwys. 75 & 82 & State Hwy. 289.

2 - TRANSPORTATION: Railroads-Burlington Northern; Southern Pacific; Missouri Pacific; M-K-T.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,413; Loc. Est. 33,504
CZ-ABC: (80) 30,413; (84) 31,800
RTZ-ABC: (80) 155,434; (84) 178,900
County/MSA 80 Cen. 89,796; Loc. Est. 98,939
City & RTZ-ABC: (80) 185,847; (84) 210,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,738; Loc. Est. 12,495
CZ-ABC: (80) 11,718; (84) 12,400
RTZ-ABC: (80) 56,985; (84) 66,000
County/MSA 80 Cen. 33,972; Loc. Est. 38,292
City & RTZ-ABC: (80) 68,703; (84) 78,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$334,434,065
Savings & Loan	3	$476,111,647

6 - PASSENGER AUTOS: County 92,174 (All Vehicles)

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 9,861

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 3,700; Food processing 1,373; Surgical products 750; Aluminum castings and extrusions 150; Textile Mfg. 568; Earth augers 157; Conveyor Mfg. 88; Box Mfg. 80; Control Valves 290; Trailer Mfg. 77; Steel Wire Products 151; Concrete products 162; Auto Glass Mfg. 398; Clothing 50; Truck Body Mfg. 144; Buckle & Leather Works 53; Fishing Lures 42; Mobile Homes 108; Pre-Fab Buildings 38; Air Pollution Controls 55.
Principal Pay Days-Thur. & Fri.; 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14. Last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers-1 at Lamar & Willow Sts.; 1 on N Travis & Evergreen Sts.; 2 at Lamar & Dewey; 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(9)	NA	7-Eleven
Kam Corner's(4)	NA	Revco
Midway	NA	Sears
Parkview(4)	NA	7-Eleven
Sher-Den Mall(63)	NA	JCPenney, Mont. Ward
Westwood(32)	NA	Piggly Wiggly, Revco
Colonial Square(6)	NA	High Fashions
Loy Lake Plz.	NA	True Value Hdwe.

Principal Shopping Days-Sat., Thur., Mon.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Drug, Supermarkets, Drive-In Grocers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Beall's; Lilley's.
Discount Stores-Gibson's 2; K mart.
Variety Stores-Winn's 2; Dollar General.
Drug Stores-May's; Hestand; Revco 2.
Chain Supermarkets-Safeway; Piggly Wiggly 2; Kroger; Tom Thumb Food; Skaggs-Alpha-Beta.
Other Chain Stores-Goodyear; Goodrich; White's Auto; Babcock Bros. (auto); Sherwin-Williams; K's Thrift Center; Home Furniture; Zale's; Kinney Shoes; Musicland; Sweeney Jewelers; So-Fro Fabrics; Docktor Pet Center; General Nutrition Center; Margo's-La Mode (ready-to-wear); Motherhood Maternity Shop; 84 Lumber Co.; Foxworth-Galbreth Lbr.; Radio Shack; Sweeney Jewelers; Hickory Farms; Brooks Fashion Store; Bolen's Card Shop; Chess King; Fashion Crossroads; Foxmoor Casuals; Gordon's Jewelers; Leiners; Merle Norman Cosmetics; T Shirts Plus; Enchanted Sun; Tobacco House; B. Dalton Bookseller; Pay Less Cashways; Color Tile; Brands Western Wear; True Value Hardware; Southern Mills; Boise Cascade Bldg.; Material Center; McCoy's Bldg. Supply; Andrea's (ready to wear); Circus World; Pants West; Andrea's; Bed & Bath Fashion Shop; Foot Action.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 20,181; (S) 22,710; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bert Chapman, Adv. Mgr., DEMOCRAT, 603 S. Sam Rayburn Expressway; PO Box 1128, Sherman, TX 75090; Tel. (214) 893-8181.
National Representative: Papert Companies.

SNYDER

1 - LOCATION: Scurry County. E&P Map C-3. County Seat. Oil & Agri. Ctr. in W Central part of State, 260 mi. W of Dallas on Hwy. 180.

2 - TRANSPORTATION: Railroads-Snyder & Pacific & Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas-New Mexico & Oklahoma Coaches.

3 - POPULATION:
Corp. City 80 Cen. 12,705; Loc. Est. 14,320
County 80 Cen. 18,912; Loc. Est. 19,750

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,455; Loc. Est. 4,960
County 80 Cen. 6,376; Loc. Est. 7,108

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$215,000,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 20,803 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,921

8 - GAS METERS: Residence 4,341

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gasoline plants 325 ($285); Petroleum Prod. 1,500 ($230); Petroleum Service 1,100 ($230); Chemical Prods. 315 ($255); King's Highways ($200).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Av. Temp.: Winter 41; Summer 82; Annual Av. 62. Annual rainfall 21 in.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-(Downtown)-3 blocks on 25 St.; 4 on 26 St.; 2 on Ave. Q.; 4 on Ave. R; 4 on Ave. S.; Highland; New Center, 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Center.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Anthony's; JCPenney; Sears; Montgomery Ward; Owens.
Variety Stores-Perry's.
Discount Stores-Munden's; K mart; TG&Y.
Chain Supermarkets-Furr's; Piggly Wiggly; Safeway; Allsup's.
Other Chain Stores-Goodyear; Higginbotham Bartlett; White Auto; Western Auto; Eckerd Drug.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 5,175; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 2103 25th, Snyder, TX 79549; Tel. (915) 573-5486.
National Representative: None.

STEPHENVILLE

1 - LOCATION: Erath County. E&P Map D-3. County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 281, 67, 377 & State Hwy. 108.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Continental; Central Texas.

3 - POPULATION:
Corp. City 80 Cen. 11,881; Loc. Est. 14,352
County 80 Cen. 22,560; Loc. Est. 25,385
Demographic Information available, from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,652; Loc. Est. 5,548
County 80 Cen. 8,699; Loc. Est. 10,035

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$295,753,246
Savings & Loan	2	$216,244,155

6 - PASSENGER AUTOS: County 23,054 (All Vehicles)

7 - ELECTRIC METERS: Residence 8,100

8 - GAS METERS: Residence 5,842

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Suits & Dresses 250; Peanut Prod. 125; Feed Mfg. 85; Norton Company; Oil Field Pipe Mfg; FMC Corp.

10 - CLIMATE: Min. & Max. Temp.-Avg. Jan. 56; July 97.

11 - TAP WATER: Approved.

12 - RETAILING: Principal Shopping Areas-Gibson's; South Loop Mall; Mitchells; Reunion Mall.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(10)	NA	
Plaza(10)	NA	K mart, Buddies Mkt.

Principal Shopping Days-Mon., Wed., Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Higginbotham Bros.; Beall Bros.; Mitchell's.
Chain Stores-10; 7 located in City Zone.
Variety Stores-Perry Bros.; Ben Franklin.
Discount Stores-Gibson's; K mart.
Chain Supermarkets-Safeway; Piggly Wiggly; Winn-Dixie; Wal-Mart.

14 - NEWSPAPERS: EMPIRE (e-mon to fri) 4,951; (S) 5,924; sworn statement Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Norman Fisher, Pub., EMPIRE, 110 S. Columbia, Stephenville, TX 76401; Tel. (817) 965-3124.
National Representative: Papert Companies.

SULPHUR SPRINGS

1 - LOCATION: Hopkins County. E&P Map E-3. County Seat. Trading and Distribution ctr. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2 - TRANSPORTATION: Railroads-St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern).
Motor Freight Carriers-5.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,804; Loc. Est. 14,333
County 80 Cen. 25,247; Loc. Est. 28 257

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,013; Loc. Est. 5,473
County 80 Cen. 9,528; Loc. Est. 10,964

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$70,133,951
Commercial	4	$185,974,361

6 - PASSENGER AUTOS: County 26,112 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,493

8 - GAS METERS: Residence 7,131

9 - PRINCIPAL INDUSTRIES: Pipeline Valves; Oil & Refining; Dairy Processing; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Meat Packing; Work Clothes; Machinery; Meterological Balloons; Mobile Homes; Lignite Mining; Boat Trailers; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13. Last killing frost, Mar. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-12 blocks in downtown area.
Neighborhood Shopping Centers-Spring Village (16 stores-Howard's, Kroger, Perry Bros. Variety); Shannon Square (10 stores, local retail); The Center (currently 5 stores-Wal-Mart, Beall's, Pay-Less Shoes, Sulphur Springs Sports Center).
Principal Shopping Days-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Beall Bros.; Marshall's; JCPenney; Foster's; Montgomery Ward; Sears.
Variety Stores-Perry Bros.
Chain Drug Stores-Revco.
Discount Stores-Howard's; Western; K mart; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Brookshire; Kroger; Super Handy 3; Safeway.

14 - NEWSPAPERS: NEWS-TELEGRAM (e-mon to fri) 6,618; (S) 7,142; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Clarke Keys Ed./Bus Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482; Tel. (214) 885-8663.
National Representative: Papert Companies.

SWEETWATER

1 - LOCATION: Nolan County, E&P Map C-3, County Seat. 260 mi. W of Dallas.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Santa Fe; Orient.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,242; Loc. Est. 13,705
County 80 Cen. 17,359; Loc. Est. 19,291
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,654; Loc. Est. 5,116
County 80 Cen. 6,446; Loc. Est. 7,334

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$139,081,222
Savings & Loan	1	$158,776,300

6 - PASSENGER AUTOS: County 17,588 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,640

8 - GAS METERS: Residence 4,255

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wallboard 900 ($175); Cement 300 ($160); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prod. 125 ($850); Clothing 550 (NA); Cotton Compress 100 (NA).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15. Last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Area-20 blocks on Main, Broadway, Oak & Locust.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	2	Best Foods
Lamer St.	1	Sears, Village Food
Nolan County Plaza(5)	1	Safeway, TG&Y, Foust Foods

Principal Shopping Days-Mon., Wed., Sat. Food-Mon., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; C.R. Anthony; Thorntons.
Variety Stores-Mott's; TG&Y.
Discount Stores-Munden; K mart.
Chain Drug Stores-Rexall; Curry-Armor; Eckerd.
Chain Supermarkets-Village; Safeway; Piggly Wiggly.
Other Chain Stores-Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Wilder Tire; Skinneys; Colonial.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 4,306; (S) 4,851; sworn Mar. 31 1984.
Local Contact for Advertising and Merchandising Data: Dave Kucifer, Adv. Mgr., REPORTER, 112 W. 3rd St., Sweetwater, TX 79556; Tel. (915) 236-6677.
National Representative: Papert Companies.

TAYLOR

1 - LOCATION: Williamson County (In Austin MSA). E&P Map D-4. 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95 & 29; U.S. Hwys. 79 & 112.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Missouri-Kansas-Texas; Amtrak.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,619; Loc. Est. 12,900
County 80 Cen. 76,521; Loc. Est. 89,791
MSA 80 Cen. 536,450; Loc. Est. 599,532

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,832; Loc. Est. 4,592
County 80 Cen. 24,932; Loc. Est. 29,958
MSA 80 Cen. 195,856; Loc. Est. 224,232

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$130,000,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 74,571 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,619

8 - GAS METERS: Residence 3,618

9 - PRINCIPAL INDUSTRIES: Industry, No.of Wage Earners (Av. Wkly. Wage)-Bedding & Furn. 450; Woodwork 220; Food Proc. 50 ($120); Clothing 100 ($115).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25. Last killing frost, Feb. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; Hwy. 95 N.
Neighborhood Shopping Centers-W Second St.; N Main St.; W Lake Drive, S Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Drive(9)	2	Mont Ward,
Taylor Plz.(6)	3	Revco Drug, TG&Y

Principal Shopping Days-Department Stores-Mon. Wed., Sat. Food-Mon., Thur., Fri., Sat.
Stores Open Evgs. & Sun.-Drug; grocers.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Thrifty; Luhn & Johns; Rexall 2; Revco; Wal-Mart.
Chain Supermarkets-Safeway; HEB; Foodland.
Other Chain Stores-Gellman's; Austin Shoes; Firestone; Western Auto; White Auto; Kenwin; Goodyear; Fotomat; Merle Norman.

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,231; June 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Charles A. Schulz, Jr., Assoc. Pub., PRESS, 211 W. 3rd St., Taylor, TX 76574; Tel. (512) 352-3621.
National Representative: Papert Companies.

TEMPLE

1 - LOCATION: Bell County (In Killeen-Temple MSA). E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35, and intersection of U.S. 190, 81, State 36, 95 and 53.

2 - TRANSPORTATION: Railroads-MK&T; Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow Trailways; Kerrville.
Airlines-Rio Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,354; Loc. Est. 45,232
CZ-ABC: (80) 53,134; (84) 60,400
RTZ-ABC: (80) 193,080; (84) 222,500
County 80 Cen. 157,889; Loc. Est. 169,534
MSA 80 Cen. 214,656; Loc. Est. 229,723
City & RTZ-ABC: (80) 246,214; (84) 282,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,039; Loc. Est. 16,631
CZ-ABC: (80) 19,749; (84) 22,700
RTZ-ABC: (80) 64,105; (84) 74,400
County 80 Cen. 52,661; Loc. Est. 57,919
MSA 80 Cen. 66,751; Loc. Est. 73,220
City & RTZ-ABC: (80) 83,854; (84) 97,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$376,428,406
Savings & Loan	3	$487,978,059

6 - PASSENGER AUTOS: County 139,179 (All Vehicles)

7 - ELECTRIC METERS: Residence. 17,199

8 - GAS METERS: Residence 11,527

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bottlers 150; Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Clothing 500; Farm Equipment 225; Fixtures 200; Foundry 284; Food 650; Governmental 1,400; Grain Terminals 105; Hatchery 75; Hydraulic Cylinders 175; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobile Homes 200; Plastics 3,100; Printing & Publishing 325; Railroad 725; Schools 950; Shoes 210; Screw Machine Products 15; Sheet Metal 363; Specialty Truck Bodies 24; Theatre, School, Church Furniture 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Wholesale 3,000; Wood 452; Electronics 1,650.
Principal Pay Days-Fri., Sat.; 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 3 on Central Ave.; 2 on Avenue A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers-3 blocks on Ave. G; 2 on Third & French; 1 on South 25; Ave. A through G on S 8 St.; 25th through 29th Sts. bet. Adams & Barton Aves.; 21st through 29th Sts. on Adams Ave.; 7th Through 11th Sts. on Adams Ave.; 3 blocks on interstate Hwy. 35. S 57th through S 63rd St.; 4400 block of S Interstate Hwy. 35; SE Corner of intersection of S 31st St. & Loop 363.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Loop(14)	NA	Wal-Mart, King Saver, Perry's
Temple Mall(75)	NA	Dillard, Wilsons, JCPenney, Sears, Beall's
West Adams(6)	NA	HEB
Youngstown(12)	NA	Piggly Wiggly, 7-Bar Western Wear
Southwest City(1)	NA	Safeway, K Wolens
Oak Park(6)	NA	Audio Tech
The Market Place(30)	NA	HEB, Revco, Weinar's, Mont. Ward, Red River Pottery
Exchange Plaza(32)	NA	The Rosebud
Pecan Plaza(11)	NA	Holze Music Co.

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Groceries & Drug.

13 - RETAIL OUTLETS: Department Stores-Cheeves Brothers, J.M. Dyer, Montgomery Ward, JCPenney, Sears, K-Wolen, Beall Brothers; Dillard, Cochran, Blair & Potts (in Belton); Schigut's (in Belton); Weiner's; Triple D Tack & Western.
Discount Stores-K mart; K Wolen's; Dollar General; Faraway Places; First Place Warehouse; Wal-Mart.
Variety Stores-Perry's.
Chain Supermarkets-Safeway; Glidden's Red & White; Piggly Wiggly; 7-Eleven 11; HEB 3; Minimax; Super-Save; Strasburger; Meshack's 2; Williams Drive-In; Zippy 8; King Saver 2; Albertson's.
Chain Drug Stores-Eckerd 3; Revco.
Other Chain Stores-Singer Company; Firestone; Goodyear; Western Auto; Career Girl (Women's) 2; Sherwin-Williams (Paints); Zale's (Jewelry); S&H Green Stamps; Lack's Furniture; Austin's Shoes; McCoy's (lumber); Wilson's (Jewelry); Kinney (Shoes); The County Seat (pants); Fashion Conspiracy; General Nutrition; National Shirt Shop; Radio Shack; Waldenbooks; Molitor Toys; Lerners; Lowery Organs; Baker's Shoes; Hallmark; K-G Men's Wear; Casual Corner; Connie's; Foot Action; Gordon's Jewelry; J. Riggins; Ortega's (Jewelry); Merle Norman (cosmetics) 2; Mister Penguin (Men's Formal Wear); Mr. Music; Spencer's Gifts; Stuart's; T-Shirts Plus; Wicks 'N Sticks; Weiner's; Red River Pottery; Suzanne's; Oshman's; Command Performance; B. Dalton Bookseller; Hasting's Records; Gordon's Jewelers; Kruger's; Boise Cascade Building Materials Ctr.; Gallenkamp Shoes; Back In A Flash Ltd; Raymart.
14 - NEWSPAPERS: TELEGRAM (m) 25,797; (S) 28,189; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Mkt. Dir., TELEGRAM, 10 S 3rd St., Temple, TX 76501; Tel. (817) 778-4444.
National Representative: Papert Companies.

TERRELL

1 - LOCATION: Kaufman County (In Dallas PMSA). E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80, Hwys. 34 & 205.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-7; Central Freight.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,225; Loc. Est. 15,026
County 80 Cen. 39,015; Loc. Est. 45,305
PMSA 80 Cen. 1,957,451; Loc. Est. 2,162,093

4 - HOUSEHOLDS:
City 80 Cen. 4,302; Loc. Est. 4,906
County 80 Cen. 13,154; Loc. Est. 15,687
PMSA 80 Cen. 711,093; Loc. Est. 803,682

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$162,420,000
Savings & Loan	2	$72,240,306

6 - PASSENGER AUTOS: County 38,747 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,976

8 - GAS METERS: Residence 4,202

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Working 171 ($190); Hospital 1700 ($184); Dresses 100 ($160); Paper Prod. 122 ($234); Alum Prods. 322 ($236); Metal Shelving 210 ($150); Air Conditioning 406 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Hwy. 80-W; 4 blocks on N Rockwall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Plaza(20)	NA	Kroger
Town West Plaza(20)	NA	JCPenney, Kroger

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Lintz; K Wholen's.
Discount Centers-Revco; Wal-Mart.
Variety Stores-Mott's.
Chain Supermarkets-Safeway; Brookshires; Kroger; Fresher AG Foods.
Other Chain Stores-Babcock Auto Supply; Western Auto; White Auto; Radio Shack; Pay-Less Shoes.
14 - NEWSPAPERS: TRIBUNE (e-mon to fri, S) 5,234; Dec. 1983 VAC.
Local Contact for Advertising and Merchandising Data: Jack Jones, Adv. Dir., TRIBUNE, PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.
National Representative: None.

TEXARKANA, TX-AR

1 - LOCATION: Bowie County, Tex.; Miller County, Ark. (MSA). E&P Map F-2, County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Whlse. distr. ctr. for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shpg. ctr. for cotton & cattle.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Union Pacific; Kansas City Southern; Southern Pacific; Texas & Pacific; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental; Greyhound; Jefferson & Jordan.
Airlines-Rio Airways; Skyways; Air Spirit.

3 - POPULATION:
Corp. City 80 Cen. 52,730; Loc. Est. 54,130
CZ-ABC: (80) 72,561; (84) 73,500

RTZ-ABC: (80) 285,167; (84) 303,400
Counties/MSA 80 Cen. 113,067; Loc. Est. 115,932
Bowie Co., TX 75,301; Loc. Est. 78,249
Miller Co., AR 37,766; Loc. Est. 37,683
City & RTZ-ABC: (80) 357,728; (84) 376,900

4 - HOUSEHOLDS:
City 80 Cen. 20,213; Loc. Est. 21,129
CZ-ABC: (80) 26,797; (84) 27,400
RTZ-ABC: (80) 101,951; (84) 109,700
Counties/MSA 80 Cen. 40,925; Loc. Est. 42,962
Bowie, TX 27,449; Loc. Est. 29,195
Miller, AR 13,476; Loc. Est. 13,767
City & RTZ-ABC: (80) 128,748; (84) 137,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$612,090,399
Savings & Loan	4	$261,511,197

6 - PASSENGER AUTOS: Miller Co., AR 15,656; Bowie Co., TX 77,029 (All Vehicles)

7 - ELECTRIC METERS: Residence 30,935

8 - GAS METERS: Residence 26,721

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Ordnance 12,000 ($258); Clay & Min. 200 ($220); Food 228 ($210); RR Tank Cars 358 ($260); Tires 1,400 ($225); Mobile Homes 431 ($220); Pipe Fitting Prod. ($204); Lumber Prod. 550 ($270).
Principal Pay Days-Ordnance, Fri.; Lbr., Sat.; Clay Prod., Sat.; Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.
Neighborhood Shopping Areas-4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall	NA	Dillard, Sears, JCPenney
Southwest Mall	NA	Piggly Wiggly
Jefferson Sq.	NA	Safeway
New Boston Rd.(3)	NA	Price Lo, TG&Y
Oaklawn	NA	Mont. Ward
Wake Village	NA	7-Eleven
K mart	NA	K mart
College Hill	NA	Piggly Wiggly, West Co.
Richmond Square	NA	Piggly Wiggly, Eckerd

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Dillard; Belk-Jones; Montgomery Ward; JCPenney; Sears; West's.
Discount Stores-Howard's; K mart; Dollar General; Wal-Mart.
Chain Drug Stores-Medisav; Hart; Eckerd.
Variety Stores-TG&Y; McCrory 2.
Chain Supermarkets-Safeway 3; 7-Eleven 12; Piggly Wiggly 7; Albertson's; Skagg's Alpha Beta; Roadrunner 6; Shur-Pak 6; EZ Mart 17; Price Lo.
Other Chain Stores-Okla. Tire & Sup.; Otasco; Goodyear; White's Auto; Kay's; Gordon's; Zale's; Austin's; S&H Green Stamps; Skibell's; Regans; Holly's; Stelen's; Pay-Less; Fabric World.

14 - NEWSPAPERS: GAZETTE (m) 32,073; (S) 35,691; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J. M. Whitworth, Adv. Mgr., GAZETTE, 313-17 Pine St.; PO Box 621, Texarkana, TX 75501; Tel. (214) 794-3311.
National Representatives: Papert Companies.

TEXAS CITY

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA), E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 75 and State Hwy. 146.

2 - TRANSPORTATION: Railroads-Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas; Central Texas.
Airlines-All major airlines at Houston, 40 mi.

3 - POPULATION:
Corp. City 80 Cen. 41,403; Loc. Est. 45,427
County/PMSA 80 Cen. 195,940; Loc. Est. 214,880

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,045; Loc. Est. 14,143
County/PMSA 80 Cen. 69,284; Loc. Est. 77,879

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$132,000,000
Saving & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County 161,135 (All Vehicles)

7 - ELECTRIC METERS: Residence 19,876 (1979)

8 - GAS METERS: Residence 16,923

9 - PRINCIPAL INDUSTRIES: 8 Major Industries With 7,658 Employees. Annual Payroll $279,431,614.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11 - TAP WATER: Neutral, soft; fluoridated

12 - RETAILING: Principal Shopping Centers-3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbor Village(5)	NA	Whites, Bay-Tex, Building Supply
Mainland Mall(10)	NA	Walgreens, Weiner's, Weingarten
Mainland Plaza(10)	NA	Minimax, Mainland Bank, Texas Super
Bay Center(10)	NA	SupeRx, Kroger, Wal Mart
Trade Winds(24)	NA	Safeway, Weiners, Sears, TG&Y

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-Drug and some supermarkets.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Weiners; The Fair; Handy Dan.
Variety Stores-TG&Y.
Chain Drug Stores-Walgreens; Eckerd.
Discount Stores-White's; Wal-Mart; K mart.
Chain Supermarkets-Weingarten's; Texas Super 3; Kroger; Lucky 7 2; Safeway; Ronnies; Super Value; Food Warehouse.
Other Chain Stores-Western Auto; Sears (catalog); Montgomery Ward (catalog); Goodyear 2; Zale's Jewelers; White's; Sherwin-Williams; Firestone; Goodrich; Singer Co.

14 - NEWSPAPERS: SUN (mS) 12,214; sworn Sept. 29, 1983.
Local Contact for Advertising and Merchandising Data: Brenda Placette, Adv. Dir., SUN, 624 Fourth Ave.; PO Box 2249, Texas City, TX 77592; Tel. (713) 945-3441.
National Representative: Branham/Newspaper Sales; U.S. Suburban Press.

TYLER

1 - LOCATION: Smith County (MSA), E&P Map E-3, County Seat. Shipping, college, mfg., wholesale, hospital & medical center. Oil operators. Rose capital-growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, LA.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern (shops & gen. offices); Missouri Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways; Texas-Central Bus Lines; Greyhound.
Airlines-Texas Int'l.; Tricon Int'l.; Metroflight.

3 - POPULATION:
Corp. City 80 Cen. 70,508; Loc. Est. 77,782
CZ-ABC: (80) 77,493; (84) 86,100
RTZ-ABC: (80) 395,574; (84) 462,800
County/MSA 80 Cen. 128,366; Loc. Est. 141,609
City & RTZ-ABC: (80) 473,067; (84) 548,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,024; Loc. Est. 28,887
CZ-ABC: (80) 28,552; (84) 32,000
RTZ-ABC: (80) 141,469; (84) 167,300
County/MSA 80 Cen. 46,042; Loc. Est. 52,024
City & RTZ-ABC: (80) 170,021; (84) 199,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$999,900,000
Savings & Loan	5	$559,300,000

6 - PASSENGER AUTOS: County 139,104 (All Vehicles)

7 - ELECTRIC METERS: Residence 30,353

8 - GAS METERS: Residence 27,840

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cast Iron Fdy. 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab Homes 150 ($210); RR Man Office 300 ($246); Clothing 700 ($140); Alum. Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($165); Oil Field Equip. 250 ($245); Tire Mfg. 1,200 ($240); Alum. Furn. 225 ($165); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($132).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58; First killing frost, Nov. 15. Last killing frost, Mar 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E 5th. Broadway Mall 55 acres S Broadway at Loop 323.
Neighborhood Shopping Centers-Lake Park Shopping Center-8 units; NW Loop Shopping Center-8 units; W.C. Square-5 units; Lincoln Plaza-3 units; Hillside Ctr.-10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Square Mall(72)	4	Sears, Dillard, JCPenney, Zale's
Bergfield(36)	2	Mont. Ward, Brookshire Groc.
French Quarter(40)	NA	Eckerd, Safeway, Hancock Fabric
Green Acres(41)	2	Brookshire Groc., Revco Drugs, TG&Y
Front-Beckham (14)	1	B-Mart Groc., Eckerd
West Bow	2	Beard's, Eckerd, Perry 5&10
West Erwin(8)	3	B-Mart Groc., General Dollar
Loop East	3	Brookshire Groc., Revco, Otasco
Gas Light Plaza(5)	1	Brookshire Groc., Skillerns, Otasco
Old English	4	Karls Cameras, Guys & Dolls

Principal Shopping Days-Dept.-Mon., Fri. and Sat., Food-Sun., Wed.
Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: Department Stores-J.M. Dyer; Dillard; K. Wholen's; Sears; Montgomery Ward; JCPenney; New York Store; Selber Bros.; Sanger Harris.
Discount Stores-Gibson 2; K mart 2.
Variety Stores-Perry 5&10 3; TG&Y 2.
Chain Drug Stores-Eckerd 5; Skaggs-Alpha Beta; Drug-Sav 4; Revco 6.
Chain Supermarkets-Safeway 2; Beards; Brookshire 7; B-Mart 4; Kroger 2; Skaggs Alpha Beta.
Other Chain Stores-Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Service; Cook's Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's; Broadway; Brewster; Chamness; Fowler; H. C. Pittman; Pope & Turner; Rose City; Ethan Allen; Parker-Chatham; Almand's; Furniture World; Kelly Furniture; Murphy Bros.; Wilson; Bossa Cascade Lbr. Co.; Jewel T.; Wilks Lbr.

14 - NEWSPAPERS: TELEGRAPH (m) 37,239; COURIER-TIMES (e-mon to fri) 8,280; COURIER-TIMES-TELEGRAPH (S) 47,022; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: JoAnne Smith, Natl. Adv. Mgr., COURIER-TIMES and TELEGRAPH, 410 W. Erwin St.; PO Box 2030, Tyler, TX 75710; Tel. (214) 597-8111.
National Representative: None.

VERNON

1 - LOCATION: Wilbarger County, E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 281 and 287; State Hwys. 5, 23 and 28. 170 mi. NW of Fort Worth; 193 mi. NW of Dallas and 180 mi. NE of Lubbock.

2 - TRANSPORTATION: Railroads-Ft. Worth and Denver City.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,695; Loc. Est. 14,555
County 80 Cen. 15,931; Loc. Est. 17,769
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,871; Loc. Est. 5,627
County 80 Cen. 5,983; Loc. Est. 6,824

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County 15,647 (All Vehicles)

7 - ELECTRIC METERS: County 6,317

8 - GAS METERS: Residence 5,671

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 450 ($430); Feed 250 (N.A.); Meat Packing 250 ($150); Processing & Mfg. 48 ($110); Guar. Processing 125 (N.A.); State Hospital 900 ($170); Jr. College 75 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
Neighborhood Shopping Centers-Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Food-daily; Family Centers-daily.

13 - RETAIL OUTLETS: Department Stores-Clayton's; C.R. Anthony; JCPenney; Inabnit's; Louise's; Sears; Watkins; Perry's.
Shoe Stores-Coleman's; Gibson's; T.G.&Y.; Osbornes; M.E. Moses.
Variety Stores-TG&Y; M. E. Moses; Hills Youth Center; Perry's.
Drug Stores-M&S Pharmacy; City Pharmacy; Gibson; Hillcrest.
Chain Discount Stores-Gibson's; TG&Y.
Chain Supermarkets-United; Vernon; Central; Coy's; Sharps.
Other Chain Stores-White's Auto; Popular (furn.); S&H Green Stamps.

14 - NEWSPAPERS: RECORD (e-mon to fri; S) 5,660; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Larry L. Crabtree, Pub.; or Jim Surber, Adv. Dir., RECORD, 1531 Cumberland; PO Box 1979, Vernon, TX 76384; Tel. (817) 552-5454.
National Representative: None.

VICTORIA

1 - LOCATION: Victoria County (MSA). E&P Map E-5, County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2 - TRANSPORTATION: Railroads-So. Pac.; Mo. Pac.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville.
Airlines-Metro; Royale.

3 - POPULATION:
Corp. City 80 Cen. 50,695; Loc. Est. 59,388
CZ-ABC: (80) 50,116; (84) 56,300
RTZ-ABC: (80) 122,149; (84) 130,300
County/MSA 80 Cen. 68,807; Loc. Est. 76,701
City & RTZ-ABC: (80) 172,265; (84) 186,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,220; Loc. Est. 20,396
CZ-ABC: (80) 17,045; (84) 19,300
RTZ-ABC: (80) 42,337; (84) 45,700
County/MSA 80 Cen. 22,988; Loc. Est. 26,255
City & RTZ-ABC: (80) 59,382; (84) 65,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,006,698,262
Savings & Loan	4	$585,106,910

6 - PASSENGER AUTOS: County 73,176 (All Vehicles)

7 - ELECTRIC METERS: Residence 22,801

8 - GAS METERS: Residence 12,498

9 - PRINCIPAL INDUSTRIES: Chemicals Aluminum; Oil; Cattle; Bldg. materials; Petro-Chemical; Sand and Gravel; Steel Fabricators.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lone Tree(16)	NA	7-Eleven, Dick's
Town & Country (33)	NA	Melvin's,
Town Plaza(28)	NA	Beall's, Grahams, JCPenney
Village Center(22)	NA	Weiner's, Walgreens Woolworth
North Cross(14)	NA	Weiners, Hastings, Eckerd
Victoria Mall (85)	NA	Sears, Dillard, Wilson, Radio Shack, Thom McAn

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Simon; Dunlaps; Sears; Montgomery Ward (catalog); Beall Bros.; Leon's; Dillard; Weiner's.
Discount Stores-Gibson's; Kroger; K mart; Wal-Mart; O.G. Wilson.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreens 2; Eckerd.
Chain Supermarkets-H. E. Butt 2; Kroger; Dick's 3; Safeway; Albertson's; Warehouse Grocery.

14 - NEWSPAPERS: ADVOCATE (m) 35,069; (S) 36,276; Mar. 31, 1984 ABC.
Local Contact for Advertising And Merchandising Data: Clyde E. Lenz, Adv. Dir., ADVOCATE, 311 E Constitution; PO Box 1518, Victoria, TX 77902; Tel. (512) 575-1451.
National Representative: Landon Associates.

WACO

1 - LOCATION: McLennan County (MSA). E&P Map E-3, County Seat. Market and shipping center for agricultural, and industrial area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 90 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State 6, 31; Interstate 35, 190 mi. NE of San Antonio.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Central Texas; Continental.
Airlines-Rio Airways; Centex Airlines.

3 - POPULATION:
Corp. City 80 Cen. 101,261; Loc. Est. 109,687
CZ-ABC: (80) 138,965; (84) 150,300
RTZ-ABC: (80) 300,007; (84) 339,800
County/MSA 80 Cen. 170,755; Loc. Est. 184,964
City & RTZ-ABC: (80) 438,972; (84) 490,100

4 - HOUSEHOLDS:
Corp. City 80 Cen. 37,578; Loc. Est. 41,418
CZ-ABC: (80) 50,366; (84) 55,000
RTZ-ABC: (80) 104,145; (84) 118,400
County/MSA 80 Cen. 61,554; Loc. Est. 68,281
City & RTZ-ABC: (80) 154,511; (84) 173,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$822,000,000
Savings & Loan	5	$724,717,689

6 - PASSENGER AUTOS: 152,881 (All Vehicles)

7 - ELECTRIC METERS: 62,307

8 - GAS METERS: 38,181

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tire Mfg. 1,600; Glass 1,000; Cement 150; Lumber and Wood Products 1,570; Furniture & Fixtures 500; Rocket Fuel 350; Mobile Homes & Transp. Eqt. 600; Iron & Steel Fab. 850; Food & Candy 2,000; Plastics 100; Battery Mfg. 379; Machinery 680; Elec. Machinery 500; Apparel 1,980; Paper 500; Printing & Pub. 840.
Principal Pay Days-1st & 15th and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15. Last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard. Artesian; soft in some areas; fluoridated.

12 - RETAILING: Principal Shopping Center-11 neighborhood centers; 10 blocks on 25th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookview Hills (17)	4	Austin-Closs, 7-Eleven
Eastgate Plz.(15)	3	Winn's, HEB
Fairgate(21)	4	DuBois Furn.
Lake Air Ctr.(30)	5	Goldstein-Migel, Montgomery Ward
K mart Center	3	Hancock, Pier I, K mart
Richland Fashion Mall(90)	5	Sears, JCPenney, Beall's, Dillard, Wilson's
Parkdale	5	J. Brannam, Dyer Electronics
Park Lake(14)	5	Piggly Wiggly, HEB Food, Revco
Southgate(20)	3	TG&Y, HEB, Eckerd
Westview Village(23)	3	Piggly Wiggly, Cox
Bosque Sq.(20)	6	Winn-Dixie

Principal Shopping Days-Department Stores-Mon., Thur., Sat. Food-Fri. and Sat.
Stores Open Evenings-Dept.-Mon. & Thur. Food Chains-all week.

13 - RETAIL OUTLETS: Department Stores-Goldstein-Migel; Cox's; Montgomery Ward; JCPenney; Sears; Dillard; Beall's; Wilsons; O.G. Wilson; Target; J. Brannam.
Variety Stores-McCrory; TG&Y; Winn's 5.
Discount Stores-Gibson's; K mart 2.
Chain Drug Stores-Eckerd 7; Revco 3.
Chain Supermarkets-Safeway 5; Piggly Wiggly 6; H.E. Butt 5; 7-Eleven 28; Zippy 15; Skaggs-Alpha Beta; Winn-Dixie.
Other Chain Stores-Butlers; Thom McAn; Kinney; Pay-Less; Career Girl 5; Regan's 2; Zale's Jewelers 2; Piccadilly Cafeteria 2; Firestone; Olmstead-Kirk (paper); Sherwin-Williams 4; Singer Co.; Pollock Paper; Goodyear 2; Texas State Optical 2; S&H Green Stamps; Luby's Cafeteria; Radio Shack 3; Pier I.

14 - NEWSPAPERS: TRIBUNE HERALD (all day-mon to fri) 54,858; (m-sat) 53,962; (S) 67,729; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Koliner, Adv. Dir. TRIBUNE-HERALD, 900 Franklin, Waco, TX 76703; Tel. (817) 753-1511.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WAXAHACHIE

1 - LOCATION: Ellis County (In Dallas PMSA). E&P Map E-3, County Seat. Diversified economy, light industry, agricultural center. 28 mi. S of Dallas; 38 mi. SE of Ft. Worth. On U.S. Hwy. 287, I-35.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri-Kansas-Texas; Fort Worth & Denver; Chicago, Rock Island & Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 14,624; Loc. Est. 16,816
County 80 Cen. 59,743; Loc. Est. 66,768
PMSA 80 Cen. 1,957,451; Loc. Est. 2,152,093

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,046; Loc. Est. 5,910
County 80 Cen. 19,866; Loc. Est. 22,750
PMSA 80 Cen. 711,093; Loc. Est. 803,682

5 - BANKS	NUMBER	DEPOSITS
Commerical	3	$102,399,000
Savings & Loan	2	$6,678,223,179

6 - PASSENGER AUTOS: County 60,365 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (av. Wkly. Wage)-Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

11 - TAP WATER: Neutral, Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Plaza	2	Kroger
JCPenney	0	JCPenney, Safeway
North Gate(30)	2	Sears, Eckerd, Beall's, Motts
Ferris Ave.	NA	JCPenney

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart; Revco; Eckerd.

13 - RETAIL OUTLETS: Department Stores-Marchman's; Cheeves Bros.; JCPenney; K. Wholen's; Sears Levine's; Beall's.
Variety Stores-Motts; Revco; Wal-Mart.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Kroger; Safeway; Minyards.

14 - NEWSPAPERS: LIGHT (e-mon to fri) 5,543; (S) 5,785; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Lyall Kirton, Adv. Mgr., LIGHT, 200 W. Marvin; PO Box 877, Waxahachie, TX 75165; Tel. (214) 937-3310.
National Representative: Papert Companies.

WEATHERFORD

1 - LOCATION: Parker County (In Ft. Worth-Arlington PMSA). E&P Map D-3, County Seat. 18 mi. W of Fort Worth.

2 - TRANSPORTATION: Railroads-Texas & Pacific; Weatherford M.W. & N.W.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,049; Loc. Est. 13,738
County 80 Cen. 44,609; Loc. Est. 50,397
PMSA 80 Cen. 973,138; Loc. Est. 1,092,309
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,609; Loc. Est. 5,524
County 80 Cen. 15,640; Loc. Est. 18,119
PMSA 80 Cen. 349,034; Loc. Est. 401,201

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 46,526 (All Vehicles)

7 - ELECTRIC METERS: Residence 6,950

8 - GAS METERS: Residence 4,772

9 - PRINCIPAL INDUSTRIES: Foundries; Machy. Shops; Gen. Agric.; Truck Farming; Nat. Gas; Bakery; Lamp Mfg.; Oil Tool Engrng.; Tourist; Printing.

10 - CLIMATE: Min. & Max. Temp.-36-98.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southtown(9)	NA	Radio Shack
Safeway(2)	NA	Safeway, Gibson's
Village(4)	NA	Piggly Wiggly, Sears
Parker Plaza(19)	NA	JCPenney, Winn-Dixie
College Park(20)	NA	Kroger, TG&Y, Eckerd

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mott's; Mitchells; The Hub.
Discount Stores-Gibson's; K mart; TG&Y.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Safeway; Winn-Dixie; Village; DeAll's; Tony's 2; Kroger.
Other Chain Stores-White Auto; Western Auto; Higinbotham's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 5,650 (S) 6,094; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Frank Rave, Adv. Mgr., DEMOCRAT, 512 Palo Pinto St., Weatherford, TX 76086; Tel. (817) 594-7447.
National Representative: Papert Companies.

WICHITA FALLS

1 - LOCATION: Wichita County (MSA). E&P Map D-2, County Seat. Shopping, agri., oil mfg., whlse. ctr., 120 mi. NW of Fort Worth on U.S. Hwys. 82, 277, 281, 287; State 79.

2 - TRANSPORTATION: Railroads-Fort Worth & Denver; Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines-Trailways; Oklahoma Trans.; Texas-New Mexico-Oklahoma; Jordan.
Airlines-Rio.

3 - POPULATION:
Corp. City 80 Cen. 94,201; Loc. Est. 99,669
County/MSA 80 Cen. 121,082; Loc. Est. 129,159
CZ-ABC: (80) 94,201; (84) 94,800
Bal. in PMA-ABC: (80) 36,463; (84) 39,100
Total PMA-ABC: (80) 130,664; (84) 133,900
Bal. in RTZ-ABC: (80) 126,166; (84) 133,400
Total PMA & Bal. in RTZ-ABC:
(80) 256,830; (84) 267,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,647; Loc. Est. 36,650
County/MSA 80 Cen. 43,134; Loc. Est. 47,075
CZ-ABC: (80) 33,647; (84) 34,200
Bal. in PMA-ABC: (80) 13,094; (84) 14,200
Total PMA-ABC: (80) 46,741; (84) 48,400
Bal. in RTZ-ABC: (80) 48,755; (84) 52,000
Total PMA & Bal. in RTZ-ABC:
(80) 95,496; (84) 100,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$891,822,430

6 - PASSENGER AUTOS: County 127,608 (All Vehicles)

7 - ELECTRIC METERS: Residence 34,800

8 - GAS METERS: Residence 28,101

9 - PRINCIPAL INDUSTRIES: Industry, No. of employees-Lbr. & Wood prod. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Publ. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Construction 7,820; Photographic, Medical 456; Trans., Comm. & Utilities 2,400; Finance & Real Estate 2,320; Gov't 11,280; Petroleum Prod. 5,608; Private Household 1,820; Machy. 2,634; Electronic/Electrical 1,068; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,692;
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14. Last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Indiana; 4 on Scott; 3 on Eighth; 3 on Ninth; 2 on Tenth; 10 blocks on Kemp.
Neighborhood Shopping Centers-2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant St.; 3 at N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plaza	NA	TG&Y, Superline
Parker Sq.(45)	NA	McClurkan's, Mont. Ward
Southmoor(11)	NA	Safeway
Faith Village(60)	NA	White's, Jewel
Sikes Center(79)	NA	JCPenney, Beall's, Dillard

Principal Shopping Days-Thur., Sat., Mon.
Stores Open Evenings-Dept.: Thur.; Food: Fri., Sat. Sikes Center, Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Dillard; Monnig's; McClurkan's; JCPenney; Sears; Hub; White's; Beall's.
Discount Stores-Gibson's 2; K mart 2; Best Prod; Target; Edisons.
Variety Stores-TG&Y Family Center 2; Winns 2.
Chain Drug Stores-Walgreens; Eckerd; Albertson's.
Chain Supermarkets-Safeway 3; United 3; Jiffy 19; Affiliated Food Stores 7; Albertson's.
Other Chain Stores-Auto Supplies: White's, Western Auto, Firestone, Goodyear, Popular, Spears'; Women's Clothing: Franklin's, Bakers, Lerner's, Brooks, Woods, Factory Outlet, Patricia, The Hub; Misc.: Singer Co., Zale's Jewelry, Merle Norman Cosmetics, S&H Green Stamps, McCoys Building Supplies, 84 Lumber, Homers, Hallmark, Whites, Radio Shack, Sutherland Lumber.

14 - NEWSPAPERS: RECORD-NEWS (m-mon to fri) 34,509; (m-sat) 44,510; TIMES (e-mon to fri) 15,243; (S) 47,133; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Marvin B. Penrod, Mgr. Gen. Adv., RECORD-NEWS and TIMES, 1301 Lamar St.; PO Box 120, Wichita Falls, TX 76307; Tel. (817) 767-8341.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Harte-Hanks Communications.

UTAH SURVEYS

METROPOLITAN STATISTICAL AREAS

Provo-Orem-Utah County.
Salt Lake City-Ogden-Salt Lake, Weber and Davis Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	112	189	210
5-14 Years	241	272	301
15-24 Years	215	295	327
25-44 Years	238	384	425
45-64 Years	177	219	235
65 and Over	77	109	120
TOTAL	1,060	1,461	1,618

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	162	290	580
General Mdse	279	551	1,031
Food	470	821	1,580
Automobiles	530	952	1,945
Gasoline Stations	189	367	781
Apparel	95	169	316
Furniture	128	231	461
Eat-Drink Places	185	314	692
Drugs	145	130	261
TOTAL SALES	2,384	4,146	8,369

LOGAN

1 - LOCATION: Cache County. E&P Map B-1. County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2 - TRANSPORTATION: Railroads-Union Pacific. **Intercity Bus Lines**-Cook; Greyhound. **Motor Freight Carriers**-3. **Air Service**-1.

3 - POPULATION:
Corp. City 80 Cen. 26,844; Loc. Est. 30,157
CZ-ABC: (80) 32,988; (84) 36,000
RTZ-ABC: (80) 33,083; (84) 37,700
County 80 Cen. 57,176; Loc. Est. 64,232
City & RTZ-ABC: (80) 66,071; (84) 73,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,291; Loc. Est. 10,580
CZ-ABC: (80) 10,877; (84) 12,000
RTZ-ABC: (80) 9,343; (84) 10,700
County 80 Cen. 17,558; Loc. Est. 20,174
City & RTZ-ABC: (80) 20,220; (84) 22,700

5 - BANKS

	NUMBER	DEPOSITS
Commercial	10	$119,532,748
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: County 21,309

7 - ELECTRIC METERS: Residence 10,832

8 - GAS METERS: Residence, City 10,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 239; Piano Mfg. 230; Plastic Mfg. 105; Electronics 350.

10 - CLIMATE: Min & Max. Temp.-Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N Main, Logan 50.
Stores Open Evenings-Drug & Dept., Nightly until 10 Grocery: Daily until midnight (two open 24 hrs.).

13 - RETAIL OUTLETS: Department Stores-Keith O'Brien; JCPenney; Grand Central; Samon's; ZCMI; Ernst Home Centers; The Bon.
Variety Stores-Sprouse Reitz; King's; K mart.
Chain Drug Stores-Skagg's; Low Cost Drug Center; Grand Central; Smiths.
Chain Supermarkets-Safeway; IGA; Albertson's; Smith's Foodking; Bobro's.
Other Chain Stores-State Hdwr.; Standard Optical; Sherwin-Williams; Sweetbriar; Goodyear; Montgomery Ward (catalog); Block's; Logan Howe; Sunset Sporting Goods; Kinney Shoes; Thom McAn Shoes; Maurice's; Lerner's Shops; Nobby; Anita Shops; Discount Tire; Furniture Stores: Crystal, Edwards, Lundstrom, U&L, Bob's Furniture Outlet, Hy Whitney.

14 - NEWSPAPERS: HERALD-JOURNAL (e-mon to fri) 13,739; (S) 14,101; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Callaway, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321; Tel. (801) 752-2121.
National Representative: None.

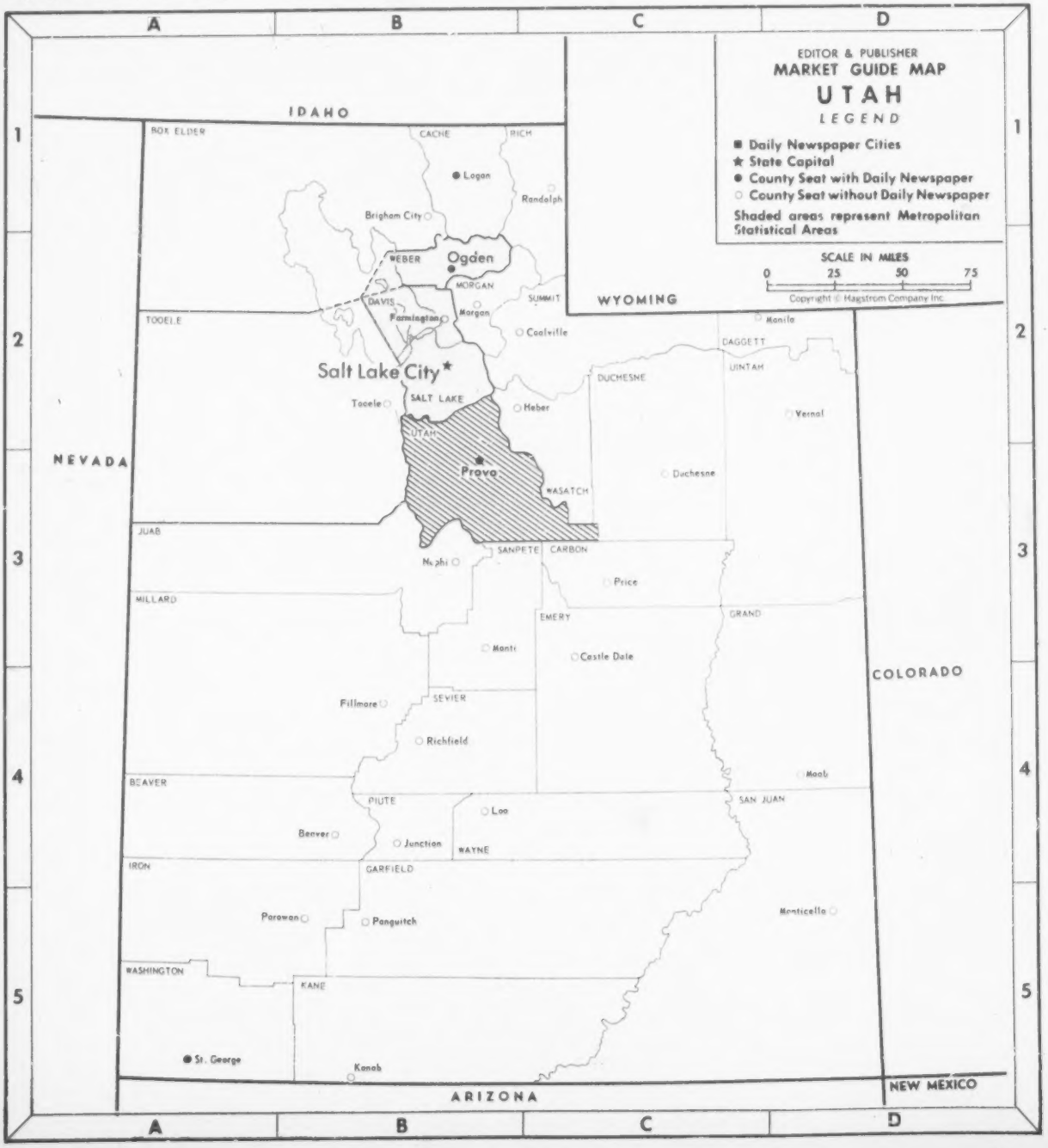
OGDEN

1 - LOCATION: Weber County (In Salt Lake City-Ogden MSA). E&P Map B-2. County Seat. 2 Industrial Centers. R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 15, 89, 91, 30S; & 80N; State Hwys. 39, 40.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Denver & Rio Grande Western; Pacific Fruit Express Co.; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental Trailways; Utah Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 64,407; Loc. Est. 67,686
PMA-ABC: (80) 263,001; (84) 285,800
County 80 Cen. 144,616; Loc. Est. 156,395
MSA 80 Cen. 910,132; Loc. Est. 990,148

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,985; Loc. Est. 26,131



PMA-ABC; (80) 80,507; (84) 88,000
County 80 Cen. 47,643; Loc. Est. 52,720
MSA 80 Cen. 289,379; Loc. Est. 321,783

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$975,000,000
Savings & Loan	7	$320,000,000

6 - PASSENGER AUTOS: County 65,060

7 - ELECTRIC METERS: Residence 49,953

8 - GAS METERS: Residence 47,769

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aerospace & Aircraft 2,500; Hill Air Force Base 15,000; Internal Revenue 2,800; Defense Depot 1,700; Freeport Center (60 companies) 4,000; Weber County Industrial (1 heavy mfr., 7 companies) 1,200; Ogden Industrial Park (33 companies) 800; Western Zirconium 600; Great Salt Lake Mineral 500; Steel Fabricating (5 companies) 600.
Principal Pay Days-R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 52-87; Fall 28-76; Winter 17-50. First killing frost, Oct. 8. Last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-2nd & Harrison Blvd.; 40th & Washington Blvd.; 39th & Harrison Blvd.; 36th & Wall, North Ogden; Riverdale Center; Harrison Blvd.; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Ogden	4	Gibson
Roy(21)	6	Smith's
Five Points(46)	3	Wangsgard
Layton Hills Mall(90)	NA	Auerbach, Mervyn's, Castleton's
Wall Ave.	2	Sears, Smith's
2nd/Harrison	2	
K mart(12)	2	K mart
Newgate(11)	NA	Sears
Newgate Mall	NA	Mervyn's, Sears
Ogden Mall	NA	Bon Marche, JCPenney, Nordstrom
Wangsgard's	2	Wangsgard's, Five Points

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat. Food: Thur., Fri. & Sat.
Stores Open Evenings-Fri. Food-Nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bon Marche; Sears; ZCMI; Weinstocks; Nordstrom; Mervyn's.
Discount Stores-Gibson; Farr; Sav-On; Grand Central; K mart; Alpha Beta; Skaggs; Thrifty.
Variety Stores-Woolworth.
Chain Drug Stores-Skaggs 2; Thrifty; Hospital Drugs; Vinces 5; Prescription Centers 3; Grand Central Stores 2; Drug King.
Chain Supermarkets-Safeway 3; Albertson's 5; Smith's Food King 8; Richardsons; Stimson's 3.
Other Chain Stores-Singer Co.; Baker; Anita Shops; Pulman Wholesale Tailors; Firestone; Goodyear; Western Auto; Zale's; Pay 'N Pak; B Mart; Ernst Home Center.

14 - NEWSPAPERS: STANDARD-EXAMINER (e) 51,682; (S) 52,927; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James L. Barclay, Adv. Dir., STANDARD-EXAMINER, 455 23rd St., Ogden, UT 84401; Tel. (801) 394-7711.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PROVO

1 - LOCATION: Utah County (In Provo-Orem MSA). E&P Map B-3. County Seat. Site of Brigham Young University (26,000 students) 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwy. 189, 115.

2 - TRANSPORTATION: Railroads-D&RGW; UP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 73,907; Loc. Est. 80,412
CZ-ABC: (80) 155,932; (84) 187,700
RTZ-ABC: (80) 62,174; (84) 73,600
County/MSA 80 Cen. 218,106; Loc. Est. 237,160
City & RTZ-ABC: (80) 218,106; (84) 261,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,059; Loc. Est. 22,234
CZ-ABC: (80) 42,177; (84) 51,300
RTZ-ABC: (80) 16,338; (84) 19,500
County/MSA 80 Cen. 58,515; Loc. Est. 65,122
City & RTZ-ABC: (80) 58,515; (84) 70,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	16	$310,000,000
Savings & Loan	6	$111,150,000

6 - PASSENGER AUTOS: County 76,303

7 - ELECTRIC METERS: Residence 60,000

8 - GAS METERS: Residence (County) 56,188

9 - PRINCIPAL INDUSTRIES: Industry, No. of Emp.-Steel Prof. & Fab. Steel 3,532; Cast Iron Pipe and Fdry. 580; Fertilizers 561; Lingerie & Clothing 1,200; Canning (Seasonal) 1,100; Brick, Tile, Bldg. Blocks, Concrete, Concrete Pipe 422; Asphalt and Paving Prod. 210; Coal Tar Prod. 261; Electronics 1,268; Meat Packing 299; Education 8,187; Health Care 2,203.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Mall(165)	NA	ZCMI, JCPenney, Mervyn's
9th East(9)	NA	Smith's Food King
Riverside(15)	NA	Skaggs, Labelles, Safeway
Grand Central(10)	NA	Grand Central, Smith's Food King
Norton's(7)	NA	Norton's Food
Orem Center(10)	NA	Safeway, Albertson's, Skaggs, Gibson's
Carillon Square(11)	NA	Ernst Home Ctr., Sack 'N Save
Parkway(11)	NA	Fashion Gal, Stokes Bros.
Edgemont(7)	NA	Assoc. Foods, Coast to Coast Hdwe.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. and Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-LaBelle's; JCPenney; Sears; Grand Central; ZCMI; Mervyn's.
Variety Stores-Woolworth; Sprouse Reitz; Cornet; Forsey's; Gibson's; K mart.
Chain Drug Stores-Skagg's; City Drug (Walgreen).
Chain Supermarkets-Safeway 4; Allen 4; IGA 4; Reams 4; Albertson's 3; A.G. Stores 8; Food King 2; Sack 'N Save 3; Associated Foods 8.
Other Chain Stores-Anderson Lumber; Boise Cascade; Firestone; Sherwin-Williams Paint; Bennett's Paints; Lerner's Shops; Anita Shops; Goodrich; Sweetbriar; Douglas Optical; Standard Optical; Zale's; Montgomery Ward (catalog); House of Fabrics; Redio Shack; Payless Shoes; Leven's; Bradshaw Auto Parts; Utah Auto Parts; Samon's; Wolfe's; Castleton's; Sunset Sporting; Checker Auto Supply; Singer Co.; Midas Muffler; Ernst Home Ctr.; 84 Lumber; Pearson Tire; Ogden's Carpet; Pay 'N Pak; Coast-to-Coast Hardware; Stokes Bros.; Bernina; Edison Bros.; Hickory Farms; Pier I Imports; Fashion Gal.

14 - NEWSPAPERS: HERALD (e-mon to fri) 32,122; (S) 32,613; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Kirk Parkinson, Asst. Pub., HERALD, 1555 N. 200 W., Provo, UT 84603; Tel. (801) 373-5050.
National Representative: Scripps League Newspapers.

ST. GEORGE

1 - LOCATION: Washington County, E&P Map A-5. County Seat. Winter resort. Diversified farming.

2 - TRANSPORTATION: Motor Freight Carriers-Milne; Garrett; Norm Howard Trucking.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-All major airlines at Las Vegas, NV. Airport & Commuter Skywest.

3 - POPULATION:
Corp. City 80 Cen. 11,350; Loc. Est. 13,370
County 80 Cen. 26,065; Loc. Est. 30,812

4 - HOUSEHOLDS:
City 80 Cen. 3,589; Loc. Est. 4,110
County 80 Cen. 7,801; Loc. Est. 9,472

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 10,083

7 - ELECTRIC METERS: Residence 10,215

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sugar; Beet Seeds; Fruit; Poultry; Light Mfg.; Tourism; Cattle Ranching; Resort Community; Steel Fabrication.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Mild winters, warm summers.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown; St. George Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dixie Mall	3	Safeway
East City(8)	NA	Mont. Ward (catalog), K mart, Albertson's
Kemp Korner(18)	NA	State Farm Ins., Chuck's
Red Hills Plaza	NA	
Skyline Ctr.	NA	
Sunshine Sq.	NA	Sears (catalog), Ace Hdwr., Thriftway
Ancestor	NA	Commercial Center
Zion Plz.(12)	8	

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening until 9 & 11.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Christensen.
Discount Stores-K mart; Ashleys; D & D Discount; Outdoor Outlet; Sprouse Reitz; Albertson's; Harmons.
Variety Stores-Ben Franklin.
Chain Drug Stores-Skaggs.
Chain Supermarkets-Safeway; Thriftway; Food Town; Short Stop Mkt.
Other Chain Stores-Radio Shack; Sprouse Reitz; Ace Hardware; 7-Eleven; True Value Hardware; Pro Hardware 11.

14 - NEWSPAPERS: SPECTRUM (e-mon to fri; S) 11,603; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ronald I. Jones, Adv. Dir., SPECTRUM, 155 N. 400 West, PO Box 40, St. George, UT 84770; Tel. (801) 673-3511.
National Representative: None.

SALT LAKE CITY

1 - LOCATION: Salt Lake County (In Salt Lake City-Ogden MSA). E&P Map B-2. State Capital, County Seat. MSA: Salt Lake, Davis, Weber & Tooele Counties. Mining, trade center, heavy industry, finance. On U.S. Hwys. 40, 50, I-80, I-15.

2 - TRANSPORTATION: Railroads-Union Pacific; Rio Grande; Western Pacific; Garfield & Western; Atchison; Topeka & Santa Fe; Amtrak; Southern Pacific.
Motor Freight Carriers-102.
Intercity Bus Lines-Continental; Greyhound; Lake Shore; Lewis Bros. Stages; Utah Transit Authority.
Airlines-Western; United; Texas International; American; Republic; Frontier; TWA; Eastern; Wien Air; Delta; Key; Skywest; Transwestern.

3 - POPULATION.
Corp. City 80 Cen. 163,697; Loc. Est. 172,938
PMA-ABC: (80) 730,114; (84) 827,300
RTZ-ABC: (80) 436,395; (84) 515,300
County 80 Cen. 619,066; Loc. Est. 671,793
MSA 80 Cen. 910,222; Loc. Est. 990,148
Total PMA & RTZ-ABC: (80) 1,166,509; (84) 1,342,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 67,576; Loc. Est. 74,164
PMA-ABC: (80) 233,977; (84) 267,500
RTZ-ABC: (80) 122,391; (84) 145,900
County 80 Cen. 201,742; Loc. Est. 223,941
MSA 80 Cen. 288,779; Loc. Est. 321,783
Total PMA & RTZ-ABC: (80) 356,368; (84) 413,400

5 - BANKS	NUMBER	DEPOSITS
State	54	$3,043,810,000
National	7	$5,196,192,000
Savings & Loan	11	$3,800,934,914
Credit Unions	187	$1,148,981,000

6 - PASSENGER AUTOS: County 284,014

7 - ELECTRIC METERS: Residence (MSA) 283,773

8 - GAS METERS: Residence (MSA) 283,863

9 - PRINCIPAL INDUSTRIES: Industry, no. of wage earners (Av. monthly wage)-Nonagricultural 559,794 ($1,300); Mining 18,210 ($2,404); Contract Construction 26,867 ($1,642); Manufacturing 85,784 ($1,550): Durable Goods 58,932 ($1,695); Nondurable Goods 26,852 ($1,231); Transportation, Communication and Public Utilities 35,421 ($1,880); Trade 131,732 ($940); Wholesale Trade 34,466 ($1,542); Retail Trade 97,266 ($727); Finance, Insurance, Real Estate 26,619 ($1,278); Services 108,671 ($1,060); Total Government 125,046 ($1,118): Federal Gov't. 37,271 ($1,688); State Gov't. 33,264 ($1,249); Local Gov't. 55,955 ($1,125).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-81; Fall 22-66; Summer 49-93; Winter 19-51. First killing frost, Nov. 16. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-43 blocks on 8 streets.
Neighborhood Shopping Centers-4 to 10 blocks on Sugarhouse, Murray, Midvale, Magna, Kearns, Sandy, Holladay, West Valley, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cottonwood Mall(99)	NA	ZCMI, Woolworth, Albertson's, Arden's, JCPenney
Cottonwood Village(11)	NA	Safeway
Crossroads(160)		Nordstoms, Weinstocks
Family Center(40)	NA	Harmon's, Samon's
Fifth Ave. Shops	NA	
Fashion Place(108)	NA	Sears, Weinstock's
Foothill Village(24)	NA	Albertson's, Castleton's
Granger(27)	NA	Merc, Sprouse Reitz, Granger Mkt., Sears
Mid-Valley Family Ctr.(29)	NA	Radio Shack, Samon's
Brickyard Plz.(32)	NA	Mervyn's
Olympus Hills(12)	NA	Skaggs
7th East(2)	NA	Skaggs, Food King
Sugar House(15)	NA	JCPenney, Albertson's
Trolley Square(118)	NA	
Union Sq.(35)	NA	
Valley Fair(85)	NA	JCPenney, ZCMI, Castleton's
Valley(11)	NA	Safeway, Skaggs
Victoria Park(12)	NA	Sprouse Reitz, Dan's Foods
ZCMI(70)	NA	ZCMI

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-ZCMI; Castleton's; Keith O'Brien; Sears; JCPenney; Weinstock's.; Mervyns; Nordstroms.
Discount Stores-K mart; Gibson's.
Variety Stores-Woolworth; Sprouse Reitz.
Chain Drug Stores-Grand Central 11; Skaggs 11; Erickson's 2; Thrifty Drug 7; Lowe 2; Dan's 5; Safeways 6; Smiths 10; Professional Pharmacy 3.
Chain Supermarkets-Smiths 31; Albertson's 27; Safeway 31; Reams 10; Harmons 5; Dan's 7; The Store 3; Village Market 4; 7-Eleven 95; Circle K 12; Skaggs Alpha-Beta 9; Bobco's 4; Winegars 4.
Other Chain Stores-Arden's; National Shirt; Lerner's; Sherwin-Williams; Chandler's; Flagg Bros.; Mode O'Day; Firestone; Goodrich; Goodyear; Burt's; Zale's; Gallenkamp; Anita; House of Nine; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Castleton's; Mac's Clothes; Montgomery Ward (catalog); Ernst; Allwood's.

14 - NEWSPAPERS: TRIBUNE (m) 109,157; (S) 128,971; DESERET NEWS (e) 71,058; (S) 73,750; Mar. 31, 1984 ABC.
Local Contact for Advertising and Market Information Data: Merlyn Rodgers, Nat'l Mgr., Newspaper Agency Corp., 143 South Main St., Salt Lake City, UT 84110; Tel. (801) 237-2725.
National Representative: None.

VERMONT SURVEYS

METROPOLITAN STATISTICAL AREAS

Burlington-Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston Towns in Chittenden County; Georgia Town in Franklin County; South Hero and Grand Isle Towns in Grand Isle County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	38	36	38
5-14 Years	92	81	86
15-24 Years	81	100	105
25-44 Years	100	145	153
45-64 Years	87	92	97
65 and Over	47	58	61
TOTAL	445	511	539

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	92	129	224
General Mdse	113	145	236
Food	261	388	649
Automobiles	207	307	546
Gasoline Stations	87	137	253
Apparel	40	63	102
Furniture	41	56	97
Eat-Drink Places	71	125	239
Drugs	25	37	65
TOTAL SALES	1,103	1,668	2,927

BARRE-MONTPELIER

1 - LOCATION: Washington County, E&P Map B-3. State capitol (Montpelier). Shopping center for central VT. Granite center of world; direct railroad connection. On State Hwy. 14; U.S. Hwys. 12, 302; I-89.

2 - TRANSPORTATION: Railroads-Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit; Twin City.
Airlines-Precision.

3 - POPULATION:
Corp. Cities 80 Cen. 18,065; Loc. Est. 18,126
Barre 80 Cen. 9,824; Loc. Est. 9,866
Montpelier 80 Cen. 8,241; Loc. Est. 8,260
CZ-ABC: (80) 20,519; (84) 19,900
RTZ-ABC: (80) 55,280; (84) 58,400
County 80 Cen. 52,393; Loc. Est. 53,382
City & RTZ-ABC: (80) 75,799; (84) 78,300

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,257; Loc. Est.6,578
Barre 80 Cen. 4,003; Loc. Est. 3,602
Montpelier 80 Cen. 3,254; Loc. Est. 2,976
CZ-ABC: (80) 8,115; (84) 7,900
RTZ-ABC: (80) 18,502; (84) 19,800
County 80 Cen. 18,613; Loc. Est. 19,460
City & RTZ-ABC: (80) 26,617; (84) 27,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$420,000,000

6 - PASSENGER AUTOS: County 25,500
7 - ELECTRIC METERS: Residence 8,052
8 - GAS METERS: Residence 1,600
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Granite Mfg. 1,500 ($260); Machine Shops 100 ($250); Capacitor Plant 350 ($210); State Gov't. 3,750 ($236); Insurance 1464 ($250); Rail Car Assembly 200 ($225); Medical Center 900; Skiing 1,000; University Education 600.
Principal Pay Days-Wed., Thur., Fri.
10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 52-88; Fall 24-66; Winter 10-34; First killing frost, Sept. 15. Last killing frost, May 15.
11 - TAP WATER: Neutral, soft; fluoridated.
12 - RETAILING: Principal Shopping Centers-Barre: Main St.; Summer, Washington; Main Sts. Montpelier: 3 blocks on Main St.; 3 on State St.; Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames(6)	NA	Ames, Radio Shack, P&C, Kenney Drugs
Central Plaza(5)	NA	Grand Union
Zayre Shopping Center(15)	NA	Woolworth, Zayre, Finast
Montpelier Railroad Station(6)	NA	Grand Union
Twin City Plz.(7)	NA	Branded Values

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Grocery chains, shopping center stores, Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Homer Fitts.
Discount Stores-Harry's; Ames; Zayre.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Rexall; Red Cross; Kenney; L Drugs 2; Whelan's; Archer Kent, Seivwright Phcy. 2; Brooks 3.
Chain Supermarkets-First National; Grand Union 2; P&C 3.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Endicott-Johnson 2; Aubuchon 2; Beaconway; Radio Shack; Goss Tire; Goodyear.
14 - NEWSPAPERS: TIMES-ARGUS (e) 13,197; (S) 13,541; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael C. Bush, Adv. Dir., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
National Representative: Landon Associates.

BENNINGTON

1 - LOCATION: Bennington County, E&P Map A-6, County Seat. Residential center. 180 mi. NE of New York City; 148 mi. NW of Boston, MA; 37 mi. NE of Albany, NY. On U.S. Hwy. 7 and State Hwys. 7, 9.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Vermont Transit; Greyhound; Mini-Bus.

3 - POPULATION:
Corp. City 80 Cen. 15,815; Loc. Est. 18,662
PMA-ABC: (80) 15,815; (84) 15,000
RTZ-ABC: (80) 24,262; (84) 25,200
County 80 Cen. 33,345; Loc. Est. 34,664
PMA & RTZ-ABC: (80) 40,077; (84) 41,200

4 - HOUSEHOLDS:
City 80 Cen. 5,457; Loc. Est. 5,514 County 80 Cen. 11,956; Loc. Est. 12,689
PMA-ABC: (80) 5,457; (84) 5,600
RTZ-ABC: (80) 8,802; (84) 9,200
PMA & RTZ-ABC: (80) 14,259; (84) 14,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$130,000,000
Savings	1	$60,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: 265,444 (All Vehicles-Total State)
7 - ELECTRIC METERS: Residence 3,860
8 - GAS METERS: Residence 1,147
9 - PRINCIPAL INDUSTRIES: Town Zone-Textiles; Plastics; Paper; Furn.; Wood Novelties; Brushes; Yarn; Ptg.; Tanning; Tissue Paper; Box Board; Chemical Prod.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Tool Mfg 800; Paper 450; Lubrication 300; Chemical Fabrics 160; Total labor force (county) 14,200; Mfg. 4,500; Service and misc. 2,600; Gov. 1,200; Trade 2,450; Contract and Const. 800. Bal. agric. and misc.
10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1. Last killing frost, May 31.
11 - TAP WATER: Neutral, soft.
12 - RETAILING: Principal Shopping Centers-Five blocks on Main St., downtown on Rt. 9. Four blocks on U.S. Rt. 7, downtown. A&P, Sears (catalog), Grand Union, all downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bennington Plz.(6)	NA	Price Chopper, Ames
Monument Plz.(5)	NA	Woolworth's, Adams Drug
Bennington Sq.(11)	NA	JCPenney, P&C, K mart
North Street	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9; Price Chopper, P&C open 24 hrs., 7 days.
13 - RETAIL OUTLETS: Department Stores-E. L. Nichols; Fienberg Stores; JCPenney; H. Greenberg; Tuttle's.
Discount Stores-Ames; Woolworth's; K mart.
Chain Drug Stores-Adams; CVS; Rite-Aid.
Chain Supermarkets-A&P; Grand Union; P&C; Price Chopper; IGA.
Other Chain Stores-Firestone; Montgomery Ward (catalog and automotive); Gladstone Shoes; Sportique; Radio Shack; Sears (catalog).
14 - NEWSPAPERS: BANNER (m) 7,690; Mar. 31, 1984
Local Contact for Advertising and Merchandising Data: Michael Grover, Adv. Mgr., BANNER, 425 Main St., Bennington, VT 05201; Tel. (802) 447-7567.
National Representative: Landon Associates.

BRATTLEBORO

1 - LOCATION: Windham County, E&P Map B-6. On Connecticut River in SE corner of state. 200 mi. from New York City; 100 mi. from Boston, MA; on I-91.

2 - TRANSPORTATION: Railroads-Amtrak, Boston & Maine; Central Vermont.
Motor Freight Carriers-5.
Intercity Bus Lines-Vermont Transit; Peoples; Greyhound.
Airports-Keene, NH(20 min.);Hartford,CT(1 1/2 hr.)

3 - POPULATION:
Corp. Town 80 Cen. 11,886; Loc. Est. 12,096
County 80 Cen. 36,933; Loc. Est. 38,014

4 - HOUSEHOLDS:
City 80 Cen. 4,598; Loc. Est. 3,588
County 80 Cen. 13,840; Loc. Est. 14,605

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$200,000,000
Savings & Loan	1	$10,000,000
Savings	2	$25,000,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)
7 - ELECTRIC METERS: Residence 6,021
8 - GAS METERS: N.A.
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood & Lumber Prod. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days-Wed., Thur., Fri.
10 - CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 1.
11 - TAP WATER: Alkaline, very soft; not fluoridated.
12 - RETAILING: Principal Shopping Centers-7 blocks on 3 streets; Brattleboro North; Fairfield Plaza; Finast Plaza.
Neighborhood Shopping Centers-Western Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brattleboro Plaza(7)	NA	P & C
Brattleboro North Plaza(7)	2	Ames
Fairfield Plaza(12)	2	O.K. Fairbanks
Finast Plaza(4)	2	Grand Union, JCPenney
	2	Finast, Brooks

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.
13 - RETAIL OUTLETS: Department Stores-J.E Mann; Army & Navy; JCPenney.
Discount Stores-Ames.
Chain Drug Stores-Rexall; Rite Aid; Brooks.
Chain Supermarkets-Grand Union; First National; P&C; O.K. Fairbanks.
14 - NEWSPAPERS: REFORMER (m) 8,725; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Richard Macko, Adv. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 254-2311.
National Representative: Landon Associates.

BURLINGTON

1 - LOCATION: Chittenden County, (MSA), E&P Map A-3, County Seat. Banking, shipping, resort, medical. College center. In NW part of State. 300 mi. from New York City; 221 mi. from Boston; 98 mi. from Montreal.

2 - TRANSPORTATION: Railroads-Central Vermont (Canadian Nat'l); Vermont Railway, Amtrak.
Intercity Bus Lines-Greyhound; Vermont Transit.
Motor Freight Carriers-6.
Airlines-USAir; Air North; People Express; United; Empire; Clinton Aero; Precision.

3 - POPULATION:
Corp. City 80 Cen. 37,712; Loc. Est. 37,569
CZ-ABC: (80) 54,709; (84) 52,500
RTZ-ABC: (80) 163,724; (84) 175,200
County 80 Cen. 115,534; Loc. Est. 116,220
MSA 80 Cen. 115,308; Loc. Est. 115,991
City & RTZ-ABC: (80) 218,433; (84) 227,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,107; Loc. Est. 13,051
CZ-ABC: (80) 19,256; (84) 18,700
RTZ-ABC: (80) 53,481; (84) 57,800
County 80 Cen. 38,528; Loc. Est. 39,567
MSA 80 Cen. 38,436; Loc. Est. 39,969
City & RTZ-ABC: (80) 72,737; (84) 76,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,578,907,000
Savings	1	$417,007,000
Savings & Loan	1	$221,091,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)
7 - ELECTRIC METERS: Residence 13,300
8 - GAS METERS: Residence 10,838
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Armament 2,260; Computer Electronic and Components 8,800; Greater Burlington Area-Total non-farm employment 60,300; Total Manufacturing 15,550; Durable Goods Manufacturing 13,600; Nondurable Goods Manufacturing 1,950; Total Non-manufacturing 46,650; Contract Construction 3,350; Transp. & Pub. Util. 2,550; Wholesale & Retail Trade Services 14,550; Fin., Ins. & Real Estate 2,600; Government 10,450.
10 - CLIMATE: Min. & Max. Temp.-Spring 31-67; Summer 58-80; Fall 20-58; Winter 16-31. Last killing frost, May 1.
11 - TAP WATER: Neutral, soft; fluoridated.
12 - RETAILING: Principal Shopping Center-12 blocks on and crossing Church St. plus underground mall.
Shopping Centers-Seaway (6 units); Shelburne Rd. Plaza (23 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (43 units).
Principal Shopping Days-Food: Fri.; Others: Fri. & Sat.
Stores Open Evenings-Downtown Stores: Fri.; Burlington Square (downtown) Mall: Mon.-Fri.; University Mall: Mon.-Sat.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Magram's; Woolworth; Hilf's; Ben Franklin; Almy's.
Discount Stores-Gaynes; K mart; Zayre; Ames; Service Mdse
Chain Drug Stores-Mall; Brooks; Luv's; Duffy's; Welby's; City Drug.
Chain Supermarkets-Grand Union 6; P&C 4; Martin's 2; A & P 1.
Other Chain Stores-Thom McAn; Kinney; Fanny Farmer; Goodyear; Victory Auto; Pittsburgh Plate Glass, Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess King; Fuamoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land; All Seasons Factory Outlet; Maternity Warehouse; Bass Shoes; Kids Port USA; Old Mill; Jaymar Ruby; Dress Barn; Frugal Franks; Labels for Less; Hit or Miss; Linen & Things; Anderson-Little.
14 - NEWSPAPERS: FREE PRESS (m) 50,883; (S) 47,404; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Winston G. Whitney, Nat'l Adv. Mgr., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.
National Representative: Gannett Newspaper Advertising Sales.

HARTFORD, VT
See LEBANON, NH

MONTPELIER
See BARRE

NEWPORT

1 - LOCATION: Orleans County, E&P Map B-2, County Seat. Shipping center for county agricultural and dairy area. Retail trade center; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

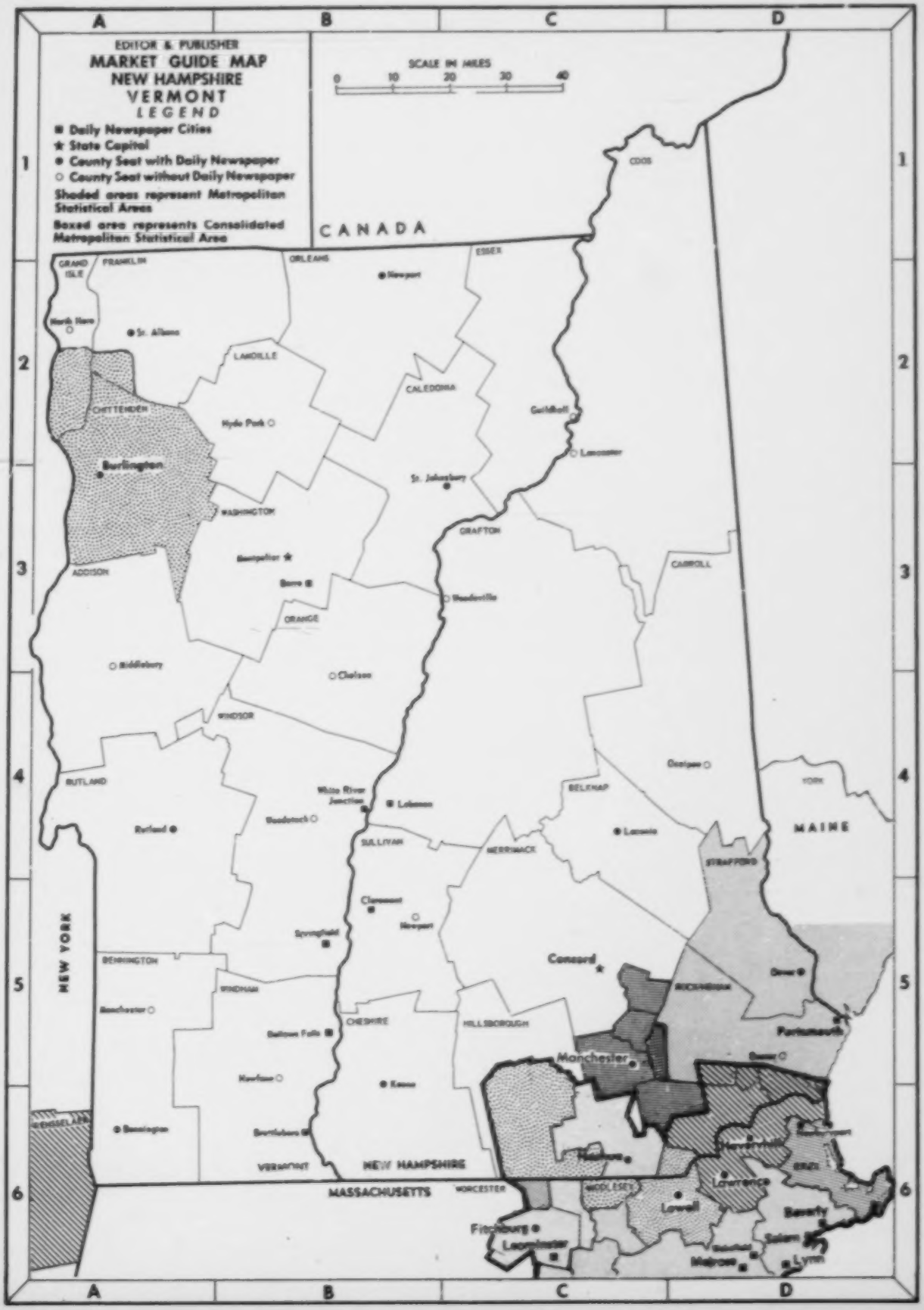
2 - TRANSPORTATION: Railroads-Canadian Pacific; Quebec Central.
Motor Freight Carriers-1.
Intercity Bus Lines-Vt. Transit (Greyhound); Voyageur.

3 - POPULATION:
Corp. City 80 Cen. 4,756; Loc. Est. 4,890
County 80 Cen. 23,440; Loc. Est. 23,944

4 - HOUSEHOLDS:
City 80 Cen. 2,199; Loc. Est. 1,537
County 80 Cen. 8,097; Loc. Est. 8,488

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	1	N.A.

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)
7 - ELECTRIC METERS: Residence 7,820
8 - GAS METERS: N.A.
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railway 250 ($210); Clothing 220 ($130); Plastics 100 ($150); Plywood 100 ($160); Other Mfg. 900 ($125).
10 - CLIMATE: Min. & Max. Temp.-Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15. Last killing frost, May 15.
11 - TAP WATER: Neutral, hard.
12 - RETAILING: Principal shopping Center-5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center-Derby (4 mi. distant) Ames.
Neighborhood Shopping Centers-East Main St., two blocks; Lakeside Shopping Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.
13 - RETAIL OUTLETS: Department Stores-


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 10 20 30 40
CANADA
COOS
ESSEX
ORLEANS
GRAND ISLE
FRANKLIN
LAMOILLE
CALEDONIA
CHITTENDEN
WASHINGTON
ORANGE
ADDISON
WINDSOR
RUTLAND
WINDHAM
BENNINGTON
GRAFTON
CARROLL
BELKNAP
STRAFFORD
SULLIVAN
MERRIMACK
CHESHIRE
HILLSBOROUGH
ROCKINGHAM
YORK
MAINE
NEW YORK
VERMONT
NEW HAMPSHIRE
MASSACHUSETTS
WORCESTER
MIDDLESEX
ESSEX
Newport
St. Albans
North Hero
Hyde Park
Burlington
Johnsbury
Lancaster
Berlin
Barre
Montpelier
Middlebury
Chelsea
Woodsville
Rutland
Woodstock
White River Junction
Lebanon
Claremont
Newport
Springfield
Concord
Laconia
Dover
Portsmouth
Manchester
Rochester
Bellows Falls
Keene
Hoosick Falls
Bennington
Brattleboro
Manchester
Nashua
Lawrence
Lowell
Haverhill
Fitchburg
Leominster
Malden
Lynn
Salem
Beverly

Gentlemen's.
Variety Stores-Newberry; Ames.
Chain Supermarkets-Grand Union; Fedetes' Market; Shop & Save.
Other Chain Stores-Endicott-Johnson (shoes); Sears (catalog); Glodstone Shoes.; Montgomery Ward (catalog).

14 - NEWSPAPERS: EXPRESS (e) 4,430; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St., PO Box 347, Newport, VT 05855; Tel. (802) 334-6568.
National Representative: Scripps League Newspapers.

RUTLAND

1 - LOCATION: Rutland County. E&P Map A-4. County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-9.
Intercity Bus Lines-Vermont; White River; Greyhound.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 18,436; Loc. Est. 18,351
CZ-ABC: (80) 28,457; (84) 28,200
RTZ-ABC: (80) 108,570; (84) 112,300
County 80 Cen. 58,347; Loc. Est. 59,093
City & RTZ-ABC: (80) 137,027; (84) 140,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; Loc. Est. 6,070
CZ-ABC: (80) 10,437; (84) 10,300
RTZ-ABC: (80) 38,423; (84) 39,900
County 80 Cen. 20,604; Loc. Est. 21,374
City & RTZ-ABC: (80) 48,860; (84) 50,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$1,769,256,872
Savings	1	$168,353,420
Savings & Loan	1	$201,000,752

6 - PASSENGER AUTOS: 265,444 (Total Vehicles State)

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Merchants Row; 2 on West St.; 1 on Center St.; 2 on Wales St.; 1 on Evelyn St.
Shopping Centers-Green Mountain Plaza; Rutland Plaza; Rutland Mall; Tenny Brook Mini-Mall.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. Mall nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Zayre; Montgomery Ward.
Discount Stores-Ames; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Red & White 2; IGA 3; First National 2; Grand Union; Martin's.

14 - NEWSPAPERS: HERALD (m) 21,614; (S) 19,661; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kenyon, Adv. Mgr., HERALD, 27 Wales Street, Rutland, VT 05701; Tel. (802)775-5511.
National Representative: Landon Associates.

ST. ALBANS

1 - LOCATION: Franklin County. E & P Map A-2. County Seat. 3 mi. E of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys. 7, I-89.

2 - TRANSPORTATION: Railroads-Central Vermont.

3 - POPULATION:
Corp. City 80 Cen. 7,308; Loc. Est. 7,067
County 80 Cen. 34,788; Loc. Est. 34,916
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,913; Loc. Est. 2,433
County 80 Cen. 11,586; Loc. Est. 11,968

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$350,000,000

6 - PASSENGER AUTOS: 265,444 (All Vehicles)

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processing; Cheese; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Shopping Centers-Downtown; St. Albans; W.M. Doolin; St. Albans Electric; Nates; Anthony Stevens; Federal Establishment; Lorraine's; Bernos; Rixon's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highgate Plaza(12)	NA	Woolworth, Kinney Drugs, Martin's
St. Albans (15)	NA	JCPenney, Ben Franklin, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin; Woolworth.
Discount Stores-Ames; Kinney Drug; Brooks.
Chain Supermarkets-Grand Union; Martin's; Shaun's IGA.

14 - NEWSPAPERS: MESSENGER (e-mon to fri; m-sat) 4,223; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Stanley R. Cummings, Adv. Mgr., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-2104.
National Representative: None.

ST. JOHNSBURY

1 - LOCATION: Caledonia County. E&P Map C-3. County Seat. Shipping center for Caledonia and Essex Counties; dairy area; maple sugar center; NE part of state; U.S. Hwys. 2, 5, I-91; I-93; 188 railroad mi. from Boston, MA; 317 mi. from N.Y.C.

2 - TRANSPORTATION: Railroads-Canadian Pacific, Maine Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 7,938; Loc. Est. 7,625
CZ-ABC: (80) 7,938; (84) 7,500
RTZ-ABC: (80) 50,790; (84) 52,200
County 80 Cen. 25,808; Loc. Est. 25,336
City & RTZ-ABC: (80) 58,728; (84) 59,700

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,131; Loc. Est. 2,632
CZ-ABC: (80) 3,131; (84) 3,000
RTZ-ABC: (80) 17,943; (84) 18,500
County 80 Cen. 9,225; Loc. Est. 9,255
City & RTZ-ABC: (80) 21,074; (84) 21,500

5 - BANKS	NUMBER	DEPOSITS
Savings	N.A.	$231,000,000

6 - PASSENGER AUTOS: 265,444 (Total Vehicles State)

7 - ELECTRIC METERS: Residence 5,423

8 - GAS METERS: Residence 729

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Scales 800; Freight 118; Paper 600; Tap & Die Workers 300; Maple Prod. 100; Sand & Gravel 325; Electronic 170; Electronics 245.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20. Last killing frost, May 25.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Railroad St.; 3 on Eastern Ave.; 1 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Green Mountain Mall(8)	NA	Fayva, Radio Shack
St. Johnsbury Plz.	NA	P&C Supermarket

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Howys; JCPenney.
Variety Stores-Brooks Drugs.
Discount Stores-Ames; Zayre.
Chain Supermarkets-Shop & Save 3; P&C.
Other Chain Stores-Sears; Aubuchon Hardware; Fayva; Radio Shack.

14 - NEWSPAPERS: CALEDONIAN-RECORD (e) 9,345; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.
National Representative: Landon Associates.

WHITE RIVER JUNCTION, VT

See LEBANON

VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charlottesville-Charlottesville city; Albemarle, Fluvanna and Greene Counties.
Danville-Danville city; Pittsylvania County.
Johnson City-Kingsport-Bristol, Tenn.-Va.-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol city, Scott and Washington Counties, Va.
Lynchburg-Lynchburg city; Amherst and Campbell Counties.
Norfolk-Virginia Beach-Newport News-Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg cities; Gloucester, James City and York Counties.
Richmond-Petersburg-Colonial Heights, Hopewell, Petersburg and Richmond cities; Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George Counties.
Roanoke-Roanoke and Salem cities; Botetourt and Roanoke Counties.
Washington, D.C.-Md.-Va.-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, Va.; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, Va.; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, Md.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	392	361	383
5-14 Years	930	818	866
15-24 Years	882	1,036	1,098
25-44 Years	1,164	1,591	1,686
45-64 Years	917	1,035	1,097
65 and Over	367	505	535
TOTAL	4,652	5,346	5,665

Based on U.S. Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr.	507	813	1,774
General Mdse.	1,521	2,215	4,522
Food	2,213	3,712	7,791
Automobiles	2,104	3,540	7,884
Gasoline Stations	805	1,481	3,435
Apparel	491	729	1,486
Furniture	492	740	1,611
Eat-Drink Places	637	1,239	2,972
Drugs	412	591	1,295
TOTAL SALES	10,030	16,545	36,358

ALEXANDRIA

1 - LOCATION: Independent City connected with Arlington and Fairfax Counties (In Washington, DC-MD-VA-MSA). E&P Map E-1. Residential center. 6 mi. S of Washington, DC. On Potomac River and U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-A.C.L.; C&O; N&W; Richmond; Fredericksburg & Potomac; Southern; Washington; B&O; Conrail; Amtrak; Chessie.
Motor Freight-All operating in East (41 in MSA).
Intercity Bus Lines-Richmond Greyhound; Metro Bus; Continental Trailways; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington, DC.

3 - POPULATION:
Corp. City 80 Cen. 103,217; Loc. Est. 107,367
Counties 80 Cen. 749,500; Loc. Est. 809,445
Arlington 80 Cen. 152,599; Loc. Est. 158,878
Fairfax 80 Cen. 596,901; Loc. Est. 650,567
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
JOURNAL:
PMA-ABC: (80) 103,217; (84) 98,200

4 - HOUSEHOLDS:
City 80 Cen. 49,004; Loc. Est. 52,146
Counties 80 Cen. 276,781; Loc. Est. 305,146
Arlington 80 Cen. 71,615; Loc. Est. 76,331
Fairfax 80 Cen. 205,166; Loc. Est. 228,815
MSA 80 Cen. 1,173,172; Loc. Est. 1,254,199
JOURNAL:
PMA-ABC: (80) 49,004; (84) 47,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$7,000,000,000
Savings & Loan	8	$200,000,000

6 - PASSENGER AUTOS: Counties: Arlington 101,224; Fairfax 438,862

7 - ELECTRIC METERS: Residence 32,373; MSA 873,200

8 - GAS METERS: Residence 18,361; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 850; Iron Works 200; Dairy Prod. 365; Paper Cups 150; Shades & Awnings 200; Concrete Products 170; Services 14,000; Wholesale & Retail Trade 13,000; Government 8,000; Trans. & Public Utilities 5,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 58-71; Winter 20-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on King St.; 5 on Washington St.; 10 on Mt. Vernon Ave.; Landmark Center.
Neighborhood Shopping Centers-Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlandria(35)	NA	Kinney
Beacon Mall(28)	NA	Giant Food
Belle View(30)	NA	Grand Union, People's Drugs
Farlington(12)	NA	NA
Hollin Hall(9)	NA	Drug Fair
Penn Daw(10)	NA	Dart Drugs, K mart Grand Union
Virginia Plaza(19)	NA	Hecht's, Evan Products

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Fri., Sat.
Stores Open Evenings-Dept.-Thur., Fri. Food every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hecht; Montgomery Ward; Woodward & Lothrop; Garfinckels.
Discount Stores-Luskin Sales; Zayre; Memco; K mart; Evans; Best.
Variety Stores-G.C. Murphy; H.L. Green.
Chain Drug Stores-Peoples 31; Drug Fair 13; Dart 10; Luskin 2; Revco.
Chain Supermarkets-Acme 2; Safeway 14; IGA 2; A&P 2; Giant 8; Grand Union 10; Consumers.
Other Chain Stores-Lerner's (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Castlebergs.

14 - NEWSPAPERS: GAZETTE (e) 8,626; Sept. 30, 1983 CAC.
Local Contact for Advertising and Merchandising Data: Barbara Peterson, Adv. Dir., GAZETTE, 717 No. St. Asaph St., Alexandria, VA 22314; Tel. (703) 549-0004.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 5,821; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ARLINGTON

1 - LOCATION: County seat in Arlington County. (In Washington, DC-MD-VA MSA). E&P Map E-1. This Northern Virginia-trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately W and S of Washington, DC, on the Potomac River and Hwys. 1, 50, 29-211, Interstate 66, Capital Beltway, and access road to Dulles International Airport.
Motor Freight-All operating in the East (41 in SMSA).
Intercity Bus Lines-Greyhound; Trailways; Gold Line; Colonial Transit.
Airlines-Major national and international airlines at Washington, DC.

3 - POPULATION:
City/County 80 Cen. 152,599; Loc. Est. 158,878
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
JOURNAL:
PMA-ABC: (80) 152,599; (84) 140,200

4 - HOUSEHOLDS:
City/County 80 Cen. 71,615; Loc. Est. 76,331
MSA 80 Cen. 1,112,579; Loc. Est. 1,254,199
JOURNAL:
PMA-ABC: (80) 71,615; (84) 66,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	17	$500,000,000
Savings & Loan	13	$150,000,000

6 - PASSENGER AUTOS: County 101,224

7 - ELECTRIC METERS: Residence 138,470; MSA 873,200

8 - GAS METERS: Residence 96,886; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail Trade 22,950; Electronic Research 16,675; Transp. & Pub. Utility 14,850; Const. 14,000; Fin., Ins. & Real Est. 5,500; Mfg. Prod. 4,575; Wholesale 4,300; Gov't 9,400; Total Private Ind. 92,300; Federal Gov't 101,550 (Military Personnel undisclosed); Total 193,850 plus Military. **Principal Pay Days**-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:
Arlington County-Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; Crystal City; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn, Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.
Fairfax County-Tyson's Corner, Springfield Mall; Landmark Center; Seven Corners; McLean; Herndon; Vienna; Fairfax City; Centerville; Clifton; Merrifield, Graham Road; Jefferson Village; Falls Church-Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall; Fair Oaks Mall.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Most open every evening.

13 - RETAIL OUTLETS: Department Stores-Hecht 3; Woodward & Lothrop 3; Sears 3; Garfinckel's 4; Montgomery Ward 2; JCPenney 2; Lord & Taylor 2; Bloomingdale's.
Variety Stores-Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.
Discount Stores-Zayre; K Mart; Woolco; Bradlees.
Chain Drug Stores-Peoples 24; Drug Fair 22; Dart 17; Preston's 2; Standard.
Chain Supermarkets-A&P 8; Giant Foods 21; 7-Eleven 41; Safeway 37; High's Dairy 28; Westmont 2.
Other Chain Stores-Hahn's Shoe 5; Lerner's 3; Penn Jersey 3; Western Auto 3; National Shoe 2; Firestone; Goodrich Market Tire; Goodyear; Panorama.

14 - NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 16,554; Mar. 31, 1984 CAC.
Local Contact for Advertising and Merchandising Data: Karol Snyder, Adv Dir., NORTHERN VIRGINIA SUN, 1227 N. Ivy St., Arlington, VA 22201; Tel. (703) 524-3000.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 10,986; Mar. 30, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Geoffry Edwards, Pub., The Journal Newspapers, Springfield VA 22032; Tel. (703) 750-8100.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

BLUEFIELD, VA

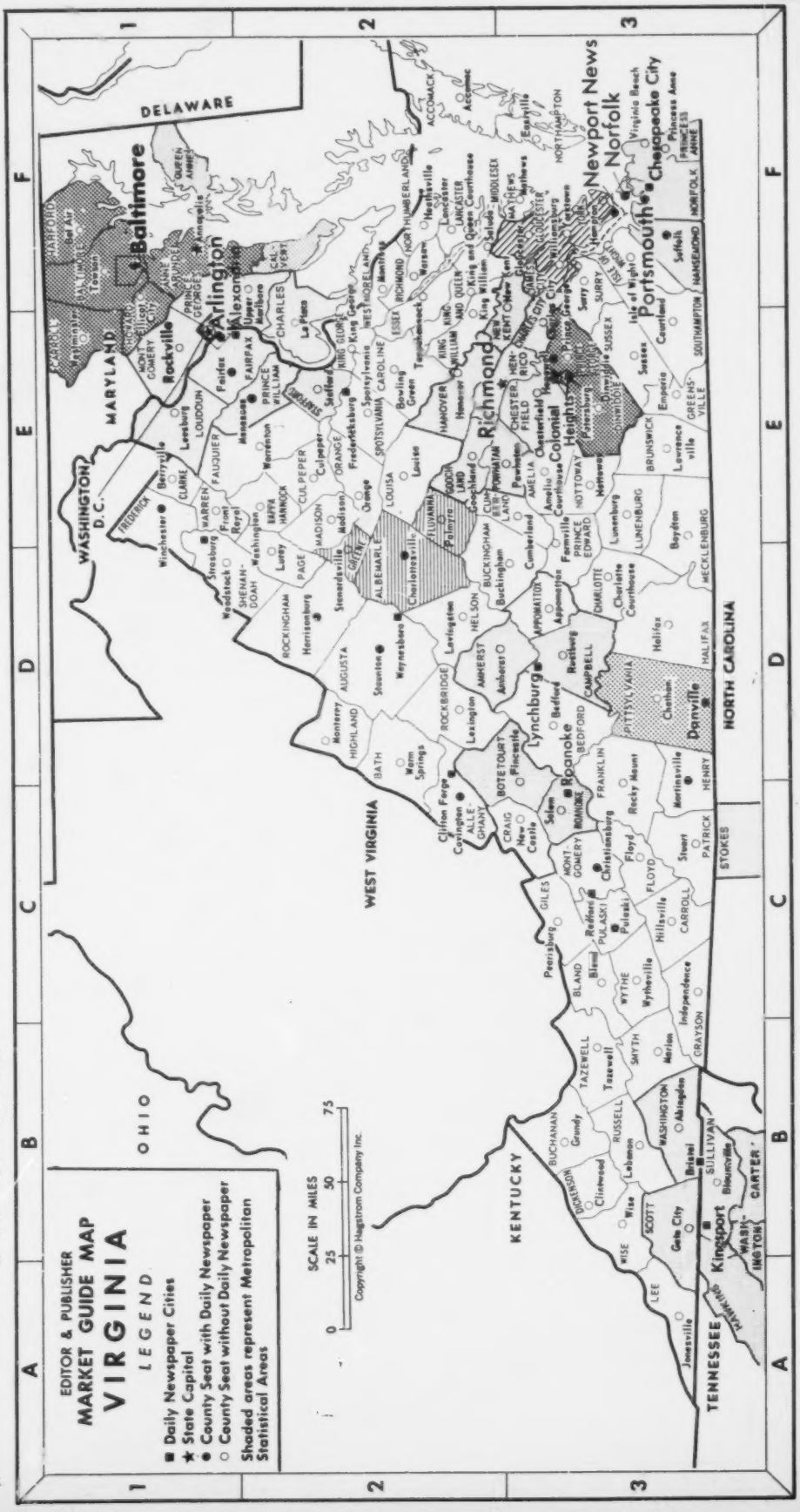
See BLUEFIELD, WV

BRISTOL, VA-TN

1 - LOCATION: Independent City in Washington County, VA & city in Sullivan County, TN (In Johnson City-Kingsport-Bristol, TN-VA MSA) E&P Map B-3 and Map (TN) F-1. Bristol is on the Tennessee-Virginia State line running through center of city, 110 airline mi. NE, and 125 rail mi. from Knoxville, TN, 150 mi. W of Roanoke, VA On U.S. Hwys. 11, 19, 58, 421 & I-81.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern Railways (Southern Railway to South western Virginia coal fields).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Yellow Coach; Bristol-Jenkins; Continental Tennessee Trailway; Hickory Tree Busline; City Bus System.
Airlines-Piedmont; Republic; USAir; Atlantic Southeast, Wheeler, Tennessee Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 43,028; Loc. Est. 44,816
Bristol, TN 80 Cen. 23,986; Loc. Est. 24,724
Bristol, VA 80 Cen. 19,042; Loc. Est. 20,092
CZ-ABC: (80) 50,089; (84) 48,100
RTZ-ABC: (80) 267,536; (84) 284,100
Counties 80 Cen. 190,455; Loc. Est 196,379
Sullivan, TN 80 Cen: 143,968; Loc. Est. 148,396
Washington, VA 80 Cen: 46,487; Loc. Est. 47,983
MSA 80 Cen. 433,638; Loc. Est. 449,007
City & RTZ-ABC: (80) 317,625; (84) 332,200
Demographic Information available from Newspaper. See paragraph 14.



4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,543; Loc. Est. 17,639
Bristol, TN 80 Cen. 9,305; Loc. Est. 9,836
Bristol, VA 80 Cen 7,238; Loc. Est. 7,083
Counties 80 Cen. 67,888; Loc. Est. 71,425
Sullivan, TN 80 Cen. 52,022; Loc. Est. 54,744
Washington, VA 80 Cen. 15,866; Loc. Est. 16,681
CZ-ABC: (80) 18,935; (84) 18,300
RTZ-ABC: (80) 91,241; (84) 97,900
MSA 80 Cen. 154,169; Loc. Est. 163,094
City & RTZ-ABC: (80) 110,176; (84) 116,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Sullivan Co. (TN) 114,534; Washington Co. (VA) 26,995; Bristol City (VA) 11,161

7 - ELECTRIC METERS: Residence 17,322

8 - GAS METERS: Residence 3,974

9 - PRINCIPAL INDUSTRIES: Food; Textile; Chemical; Metal Work; Electronics; Wood Works; Printing & Publishing; Stone, Clay & Glass Pdts.; Mining Equip.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-92; Summer 52-93; Fall 6-86; Winter 4-75. First killing frost, Oct. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-16 blocks on State St.; 3 on Shelby St.; 2 on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.
Neighborhood Shopping Centers-Lee Garden Section; Cedar Valley; Edgemont; Hill's Shpg. Ctr.; Howard Bros. Volunteer Pkwy.; Bristol Mall, Gate City Hwy. & I-81. Approx 70 stores. K mart, Bountville Hwy; K mart, Volunteer Pkwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southside	2	Winn-Dixie
Bristol Plaza(9)	2	Kroger, Heck's, Super X
Giant Plaza South	1	Giant, Revco
Hills Volunteer	2	Hills
Giant Plaza West	1	Giant, Revco
Southgate	2	Kroger, SupeRx, K mart.

Principal Shopping Days-Mon. Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Major food & chain drug-Mon. through Fri.; Bristol Mall Merchants and Discount Stores-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; JCPenney; Sears; Millers.
Discount Stores-Howard Bros.; Hills; J&M Wholesale Co.; K mart 2; Heck's.
Variety Stores-Woolworth; McCrory; Dollar General; Family Dollar 2.
Chain Drug Stores-Revco 3; SupeRx 2.; Eckerd 2.
Chain Supermarkets-Kroger 2; Piggly Wiggly; Giant 2; Winn-Dixie 2; Thrifty 2; Hurt's; A&P; Food City; Food Country 2.
Other Chain Stores-Lerner's (women's); Lowes; Firestone; Free Service; Family Dollar; Zale's; Pic Way Shoe; Paty; Singer Co.; Advance Auto 2; Western Auto; Ball Bros. Furn.; SherwinWilliams; Nettie Lee Boy & Girl Shop; Rush Electronics; Ford Shoes; Hickory Farms; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack; Brooks Fashion; Butler Shoes; Wrangler Wranch; Port 'o' Call Records.

14 - NEWSPAPERS: HERALD-COURIER (m-mon to fri) 33,863; VIRGINIA-TENNESSEAN (e-mon to fri) 7,188; Comb. (m&e) 41,051; HERALD-COURIER; VIRGINIA TENNESSEAN (m-sat) 38,666; (S) 39,794; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lee Owens, Adv. Dir, HERALD-COURIER VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.
National Representative: Branham/Newspaper Sales.

CHARLOTTESVILLE

1 - LOCATION: Independent City connected with Albemarle County (In Charlottesville MSA). E&P Map D-2, County Seat. University and agricultural manufacturing center. 133 mi. by rail & 117 hwy. mi. S of Washington, DC; 66 mi. W of Richmond, Va. On U.S. Hwy. 29 N & S; U.S. 250 E & W & State Hwy. 20; I-64.

2 - TRANSPORTATION: Railroads-Southern; C&O.
Motor Freight Carriers-5.
Airlines-Piedmont; Air Virginia.

3 - POPULATION:
Corp. City 80 Cen. 45,010; Loc. Est. 41,547
PMA-ABC: (80) 152,759; (84) 165,400
County 80 Cen. 50,689; Loc. Est. 60,808
MSA 80 Cen. 113,568; Loc. Est. 121,934

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,706; Loc. Est. 16,384
PMA-ABC: (80) 53,648; (84) 58,500
County 80 Cen. 18,561; Loc. Est. 21,066
MSA 80 Cen. 40,241; Loc. Est. 44,055

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,904,865,000
Savings & Loan	4	$203,000,000

6 - PASSENGER AUTOS: County 37,659

7 - ELECTRIC METERS: Residence 28,439

8 - GAS METERS: Residence 11,010

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-University Research & Medical Center 5,500; Electronic Equip. 3,049; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Equip. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24. Last killing frost, Apr. 5.

11 - TAP WATER: Ph7; very soft (Less than 2 G.P.G.); fluoridated (1 ppm).

12 - RETAILING: Principal Shopping Center-10 blocks on E Main St.
Neighborhood Shopping Centers-University, W Main St.; K mart, University Shopping Center, Ivy Square, Woodbrook.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albermarle Sq.(41)	NA	Safeway, Drug Fair
Barracks Road(64)	NA	A&P, Kroger
Charlottesville(75) Fashion Sq.	NA	JCPenney, Miller & Rhoads, Sears
Meadowbrook(10)	NA	Carriage Food House
Preston Plz.(15)	NA	Preddy Jewelers, Schwinn Center
Shoppers World(20)	NA	A&P, Dart Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Brks. Rd.-Mon.through Fri.
Stores Open Sundays-Food and drug stores.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads 2; C.H. Williams; Wiley's; Sears; K mart; Leggetts; JCPenney.
Chain Drug Stores-Standard; Peoples; Dart; Drug Fair; SupeRx; Revco.
Chain Supermarkets-Safeway 4; A&P 2; Kroger; Reid Super Save 2; IGA; Food Lion 3.
Other Chain Stores-Kane Furn.; H&M Shoe; A&N 2; Shoe Center; Advance; Keystone Shoes; Rose's; Woolworth; Firestone; Glassner; Moores; Lowes; Best Products.

14 - NEWSPAPERS: PROGRESS (e) 30,677; (S) 31,946; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lewis B. Spence, Adv. Dir., PROGRESS, PO Box 9030, Charlottesville, VA 22902; Tel. (804) 978-7220.
National Representative: Landon Associates.

CHRISTIANSBURG

1 - LOCATION: In Montgomery County, County Seat, E&P Map C-3. 200 mi. SW of Richmond. On Route 460.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-United Parcel; Purolator Service.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 10,345; Loc. Est. 10,804
County 80 Cen. 63,516; Loc. Est. 67,806

4 - HOUSEHOLDS:
City 80 Cen. 3,929; Loc. Est. 4,284
County 80 Cen. 20,831; Loc. Est. 22,824

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 33,892

7 - ELECTRIC METERS: Residential Appalachian Power 23,950, V.P.I. 4,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Glassware; Furniture; Arsenal; Electric Tech.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 60-75; Winter 0-40. First killing frost, Sept. 20. Last killing frost, May 15.

11 - TAP WATER: Hard & alkaline.

12 - RETAILING: Principal Shopping Center-University Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(36)	1	
Gables(21)	0	Leggetts
Blackbury Sq.(4)	0	Lowes Foods
Hills(5)	9	Hills
Northgate Vlg.(5)	4	Food World

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-National Stores; K mart; Pic 'N Pay Shoes; Hills; Family Dollar; Heck's; Rose's.
Variety Stores-Fenton Hardware; Pic 'N Save.
Chain Drug Stores-Eckerd; Peoples; Revco.
Chain Supermarkets-Kroger; Lowes; Food Lion; Food World.
Other Chain Stores-Sears; Heironimus; Leggetts.

14 - NEWSPAPERS: NEWS MESSENGER (e-tues to fri) 6,021; (S) 7,075; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jane Durrett, Adv. Dir., NEWS MESSENGER, PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.
National Representative: Landon Associates.

CLIFTON FORGE

1 - LOCATION: Independent City. Connected with Alleghany County. E&P Map D-2; 49 mi. N of Roanoke. On U.S. Hwys. 60, 220, I-64.

2 - TRANSPORTATION: Railroads-Railroad junction on C & O, terminal for 3 divisions.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,046; Loc. Est. 5,189
County 80 Cen. 14,333; Loc. Est. 15,795

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,896; Loc. Est. 1,946
County 80 Cen. 4,851; Loc. Est. 5,472

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$36,534,374
Savings & Loan	1	$7,344,534

6 - PASSENGER AUTOS: City 2,630; County 8,903

7 - ELECTRIC METERS: Residence 2,016

8 - GAS METERS: Residence 1,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 1,000; Rubber 550; Dental Mfg. 100; Knitwear Mfg. 475; Hospital 600; Annual Payroll $15,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 52-95; Fall 17-85; Winter 10-75. Elevation, 1,065 to 1,200 ft.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Hill(5)	NA	SupeRx, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Leggett's.
Variety Stores-Dollar General; Super Dollar; Family Dollar.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-A&P; Kroger; Safeway.
Other Chain Stores-Sears (catalog); Western Auto; Goodyear; Cato's; TV Stamps; Montgomery Ward (catalog).

14 - NEWSPAPERS: REVIEW (e-mon to fri) 3,007; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Jerry E. Clark, Pub., REVIEW; 1 Jackson St.; PO Box 352, Clifton Forge, VA 24422; Tel. (703) 862-4139.
National Representative: General Advertising Service.

COVINGTON

1 - LOCATION: Independent City in center of Alleghany County, E&P Map C-2, County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

2 - TRANSPORTATION: Railroads-C&O; Railpax.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,063; Loc. Est. 9,121
CZ-ABC: (80) 9,063; (84) 8,500
RTZ-ABC: (80) 32,536; (84) 33,500
County 80 Cen. 14,333; Loc. Est. 15,795
City & RTZ-ABC: (80) 41,599; (84) 42,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,511; Loc. Est. 3,571
CZ-ABC: (80) 3,511; (84) 3,300
RTZ-ABC: (80) 11,327; (84) 11,800
County 80 Cen. 4,851; Loc. Est. 5,472
City & RTZ-ABC: (80) 14,838; (84) 15,100

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$732,000,000
Savings & Loan	1	$350,000,000

6 - PASSENGER AUTOS: City 4,906; County 8,903

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 1,825 ($255); Synthetic Fiber 800 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

11 - TAP WATER: Medium alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mallow Mall(13)	NA	K mart, Thrift Drug
Red Oak(6)	NA	Krogers, SupeRx, Family Dollar

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Groceries-Thur. & Fri.; dept., furn. & jewelry-Fri.

13 - RETAIL OUTLETS: Department Stores-Leggetts; JCPenney; Sidney's; Dollar General Stores; Aides; K mart; Rose's.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-Kroger; Safeway; Mick-or-Mack.

14 - NEWSPAPERS: VIRGINIAN (e) 8,660; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Horton P. Beirne, Gen. Mgr., VIRGINIAN, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.
National Representative: Landon Associates.

CULPEPER

1 - LOCATION: Culpeper County, County Seat, E&P Map E-2. Manufacturing and agricultural center. NW portion of state, 65 mi. SW of Washington, D.C.; 85 mi. NW of Richmond, VA.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 6,621; Loc. Est. 7,168
County 80 Cen. 22,620; Loc. Est. 23,743
PMA-ABC: (80) 72,409; (84) 78,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,611; Loc. Est. 2,776
County 80 Cen. 7,605; Loc. Est. 8,206
PMA-ABC: (80) 23,908; (84) 26,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$75,648,053
Savings & Loan	1	$124,700,000

6 - PASSENGER AUTOS: County 15,006

7 - ELECTRIC METERS: Residence County 3,914

8 - GAS METERS: Residence 2,479

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Highway & Communications 570.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Mean Temperatures-Summer 76; Winter 35. First killing frost, Sept. 25. Last killing frost, Apr. 16.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Culpeper(26)	1	A&P, Drug Fair
Meadowbrook	NA	Food Lion, Revco, Aides
Southgate(18)	1	People's Drug, Safeway, Jamesway

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Department.

13 - RETAIL OUTLETS: Department Stores-Leggetts; Lerner's; Fashion Shop.

Variety Stores-Newberry; G.C. Murphy; Aides; Jamesway.
Chain Supermarkets-Safeway; A&P; Food Lion.
Chain Drug Stores-Drug Fair; Peoples; Revco.
Other Chain Stores-Firestone; Western Auto; A&N Men's Clothing; Sears (catalog); Montgomery Ward (catalog).

14 - NEWSPAPERS: STAR-EXPONENT (m) 6,991; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Turpin, STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (502) 825-0771.
National Representative: Landon Associates.

DANVILLE

1 - LOCATION: Independent City connected with Pittsylvania County (MSA). E&P Map D-3. Industrial center 50 mi. N of Greensboro, NC; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

2 - TRANSPORTATION: Railroads-Southern; Carolina & Northwestern; Norfolk, Franklin & Danville (Div. of Norfolk & Western).
Intercity Bus Lines-Greyhound; D&M; Trailways, Silver Fox; Safety.
Airlines-Mid-South Aviation.

3 - POPULATION:
Corp. City 80 Cen. 45,642; Loc. Est. 47,657
CZ-ABC: (80) 62,550; (84) 62,300
RTZ-ABC: (80) 72,271; (84) 74,100
County 80 Cen. 66,147; Loc. Est. 69,504
MSA 80 Cen. 111,789; Loc. Est. 117,161
City & RTZ-ABC: (80) 134,821; (84) 136,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,511; Loc. Est. 18,657
CZ-ABC: (80) 23,474; (84) 23,600
RTZ-ABC: (80) 23,802; (84) 24,500
County 80 Cen. 22,147; Loc. Est. 23,801
MSA 80 Cen. 39,658; Loc. Est. 42,458
City & RTZ-ABC: (80) 47,276; (84) 48,100

5 - BANKS	NUMBER	DEPOSITS
National	3	$145,346,211
State	5	(incl. above)

6 - PASSENGER AUTOS: City 27,558; County 41,581

7 - ELECTRIC METERS: Residence 31,429

8 - GAS METERS: Residence (Nat. Gas) 31,429

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 8,297; Tobacco 2,196; Lumber & Wood Prods. 166; Comm. Steel Saw 527; Glass 740; Apparel 1,213; Rubber Prods. 2,250; Food Prods. 352; Printing & Pub. 220; Mobile Homes 228.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(21)	2	Sherwood House Furn.
Danville Plaza	4	Value City, Food World
Riverside(29)	6	Roses, Winn-Dixie
K mart	6	K mart, Food Lion
Ballou Park	5	Food Lion, Kroger, JCPenney
Dan River Plaza(4)	6	Kroger, Eckerd, Family Dollar
Nor-Dan(18)	7	Bestway Foods, Winn-Dixie, Belk's
Fairgrounds Plz.(9)	3	Kroger, Heck's, SuperRx
North Danville(8)	4	Old Dutch Mkt.
Piney Forest(3)	6	Food Lion, Revco

Principal Shopping Days-Thur. through Sat.

13 - RETAIL OUTLETS: Department Stores-Peebles; Thalhimer's 2; Leggetts 2; JCPenney; Sears.
Variety Stores-Woolworth; Rose's; G.C. Murphy.
Chain Drug Stores-Johnson Rexall; Peoples; Revco 2; Key Rexall; SuperRx 2; Thrift; Johnson Drug 2; Professional Phcy. 2; Eckerd.
Discount Stores-K mart; Value City; Heck's.
Chain Supermarkets-Kroger 2; Big Star; Old Dutch 5; Winn-Dixie 2; Bestway; Food World; Food Lion 3; Eddie's.
Other Chain Stores-Diana Shop; Butler Shoes, Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear; PPG Paint; Schewel's Furn.; Western Auto; Advance; Olan Mills; Glen More.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 7,786; BEE (e-mon to fri) 17,796; REGISTER (m-sat) 22,150; REGISTER (S) 26,680; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., REGISTER and BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.
National Representative: Landon Associates.

FREDERICKSBURG

1 - LOCATION: Independent City connected with Spotsylvania County, E&P Map E-2. Eastern section of state; 54 mi. S of Washington, DC; 55 mi. N of Richmond on No. 1 Hwy; Interstate 95. 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapon Center and 10 mi. N of Fort A.P. Hill.

2 - TRANSPORTATION: Railroads-Richmond; Fredericksburg and Potomac; ACL; Seaboard.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,322; Loc. Est. 15,987
PMA-ABC: (80) 118,674; (84) 137,100
County 80 Cen. 34,435; Loc. Est. 37,236

4 - HOUSEHOLDS:
City 80 Cen. 5,927; Loc. Est. 6,356
County 80 Cen. 10,860; Loc. Est. 12,048
PMA-ABC: (80) 38,193 (84) 44,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$408,862,000
Savings & Loan	4	$255,008,000

6 - PASSENGER AUTOS: City 10,138; 4 counties 72,950

7 - ELECTRIC METERS: City and 4 adjacent counties 47,418

8 - GAS METERS: Residence 9,071

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Mfg. 4,010 (Apparel 482; lumber 735; stone, clay, & glass prod. 283; machy. 40; paper, printing & pub. 447). All other mgf. 1,938. Non-mfg. 27,469 (Contract construction 2,390; trans. & public util. 1,256; wholesale & retail trade 8,196; finance, ins. & real estate 1,193; service 4,926; govt. 9,269). All other non-mfg. 239.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, October 15. Last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks of Caroline St., 3 on William Street, Downtown.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop (17)	2	Rose's
Fredericksburg(10)	2	
Greenbrier(20)	2	K mart
Spotsylvania Mall	3	Sears, JCPenney, Leggetts, Mont. Ward
4-Mile Fork(10)	4	Nichols

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., & Fri.; Shpg. Ctrs.-6 nights.
Stores Open Sundays-Drug, Food & some Dept. stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Leggetts.
Variety Stores-Woolworth; McCrory; Ben Franklin.
Discount Stores-Nichols; K mart.
Chain Drug Stores-Peoples 3; Drug Fair 2; Rite Aid 2.
Chain Supermarkets-Safeway 3; A&P; Bon Food 2; Giant 2.
Other Chain Stores-Firestone 2; A&N 2; LaVogue; Sherwin-Williams; Radio Shack; Jay Aldons; W.R. Blair; Lowes; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Pants Corral; Ritz Camera; Rogers Jewelry; So-Fro Fabrics 2; Butler Shoes; Carlyle & Co.; Casual Corner; Coles Book Store; Docktor Pet; Gallenkamp Shoes; Hanover Shoes; Harmony Hut; Sports Locker; Sterling Optical; Susie Casuals; Waldenbooks.

14 - NEWSPAPERS: FREE LANCE-STAR (e) 31,350; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., FREE LANCE-STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000.
National Representative: Landon Associates.

HAMPTON

See NEWPORT NEWS

HARRISONBURG

1 - LOCATION: Independent City connected with Rockingham County, E&P Map D-2, County Seat. 123 mi. SW of Washington, DC; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State Hwys. 42 & 260.

2 - TRANSPORTATION: Railroads-Southern; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Alleghany Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,671; Loc. Est. 21,154
CZ-ABC: (80) 19,671; (84) 25,800
RTZ-ABC: (80) 110,759; (84) 112,300
County 80 Cen. 57,038; Loc. Est. 60,744
City & RTZ-ABC: (80) 130,430; (84) 138,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,956; Loc. Est. 6,584
CZ-ABC: (80) 5,956; (84) 8,300
RTZ-ABC: (80) 38,253; (84) 39,200
County 80 Cen. 19,078; Loc. Est. 20,760
City & RTZ-ABC: (80) 44,209; (84) 47,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$7,230,067,343
Savings & Loan	4	incl. above

6 - PASSENGER AUTOS: City 11,647; County 38,491

7 - ELECTRIC METERS: Residence City 8,371; County 21,930

8 - GAS METERS: Residence City 1,836

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 600; Poultry 3,263; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 700; Heating & Air Conditioning 500; Packaging 155; Pharmaceuticals 670; Aluminum Prods. 549.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Main St.; 10 on Liberty; 15 all other.
Neighborhood Shopping Centers-Park View; Dayton Bridgewater; Sunset Heights.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cloverleaf(12)	1	A&P, Best's, Radio Shack
Valley Plaza	1	Safeway, Rose's, Firestone, Gondyear
Nichols	2	
Valley Mall(75)	2	JCPenney, Leggett, Watson's, Lowe's

Principal Shopping Days-Mon. through Sat. Food-Fri. & Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Alfred Ney; Leggett; JCPenney; Watson's.
Variety Stores-Woolworth; A&N; Glen's Fair Price.
Discount Stores-Nichols; Medco; Capital; K mart; Rose's.
Chain Drug Stores-Peoples; Drug Fair; Eckerd.
Chain Supermarkets-Safeway; Mick-or-Mack 2; A&P; 7-Eleven 4; Red Front 2; Kroger; Food Lion.
Other Chain Stores-Glassner Jewelers; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14 - NEWSPAPERS: NEWS-RECORD (m) 30,022; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St., Harrisonburg, VA 22801; Tel. (703) 433-2702.
National Representative: Landon Associates.

HOPEWELL

1 - LOCATION: Independent City connected with Prince George County (In Richmond-Petersburg MSA). E&P Map E-3. Deep-water port for ocean-going ships. 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-Eastern; National; Piedmont; United; Davenport.

3 - POPULATION:
Corp. City 80 Cen. 23,397; Loc. Est. 24,789
CZ-ABC: (80) 23,397; (84) 23,100
RTZ-ABC: (80) 54,082; (84) 59,300
County 80 Cen. 25,733; Loc. Est. 27,709
MSA 80 Cen. 761,311; Loc. Est. 808,851
City & RTZ-ABC: (80) 77,479; (84) 82,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,506; Loc. Est. 9,242
CZ-ABC: (80) 8,505; (84) 8,500
RTZ-ABC: (80) 16,282; (84) 18,300
County 80 Cen. 6,507; Loc. Est. 7,205
MSA 80 Cen. 269,202; Loc. Est. 292,315
City & RTZ-ABC: (80) 24,788; (84) 26,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: City 14,523; County 11,321

7 - ELECTRIC METERS: Residence 9,335

8 - GAS METERS: Residence 2,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 728; Chemical 3,879; Fiber 3,855; Total Civilian Employment 11,832.
Principal Pay Days-Wed., Thur., Fri.; 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48; First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Posthress St.; 2 on E City Point Rd.; Cavalier Square, Colonial Corner, Lee Plaza.
Neighborhood Shopping Centers-Along City Point Rd. at intersection of 15th Ave.; around W Broadway & 6th Ave.; at E Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Square.
Shopping Centers-Cavalier (33 units); Safeway; Bond's True Value; Best Products; Drug Fair; Rose's; Peebles; Lee Plaza; Winn-Dixie; Center open evenings and Sun. Colonial Corner Shopping Ctr.(14 units); Drug Fair; A & P.

13 - RETAIL OUTLETS: Department Stores-Rose's; Peebles.
Chain Drug Stores-Drug Fair 2; Standard Drug; Rite-Aid.
Chain Supermarkets-A & P; Safeway; Pantry Pride; Richfood; Winn-Dixie.
Other Chain Stores-Firestone; Sherwin-Williams Rose's; ABC 2; Four Season Cleaners; Dollar General; Family Dollar; Pic 'N Pay.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,070; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Shirley D. Connelly Adv. Mgr., NEWS, 516 E Randolph Rd., Hopewell, VA 23860; Tel. (804) 458-8511.
National Representative: General Advertising Service.

LYNCHBURG

1 - LOCATION: E&P Map D-3 (MSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; on S side of James River, 170 mi. S of Washington, DC; 117 mi. W of Richmond. On U.S. Hwys. 29, 460 and 501; State Hwys. 128, 130 and 221. Financial, mercantile, distribution, industrial, educational & transportation center.

2 - TRANSPORTATION: Railroads-N&W; Southern; C&O; Amtrak; Chessie System.
Motor Freight Carriers-23.
Intercity Bus Lines-Lynchburg; Greyhound; Trailways.
Airlines-Piedmont; Air Virginia; Henson.

3 - POPULATION:
Corp. City 80 Cen. 66,743; Loc. Est. 70,465
CZ-ABC: (80) 94,566; (84) 97,000
RTZ-ABC: (80) 109,202; (84) 116,900
Counties 80 Cen. 121,444; Loc. Est. 114,712
Campbell 80 Cen. 45,424; Loc. Est. 46,398
Bedford 80 Cen. 34,927; Loc. Est. 37,392
Amherst 80 Cen. 29,122; Loc. Est. 30,922
MSA 80 Cen. 141,289; Loc. Est. 147,785
City & RTZ-ABC: (80) 203,768; (84) 213,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,940; Loc. Est. 25,868
CZ-ABC: (80) 32,574; (84) 33,600
RTZ-ABC: (80) 37,013; (84) 40,100
Counties 80 Cen. 40,130; Loc. Est. 38,765
Campbell 80 Cen. 15,130; Loc. Est. 15,841
Bedford 80 Cen. 11,985; Loc. Est. 13,164
Amherst 80 Cen. 8,962; Loc. Est. 9,760
MSA 80 Cen. 48,032; Loc. Est. 51,469
City & RTZ-ABC: (80) 69,587; (84) 73,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$816,432,000
Savings & Loan	4	$301,860,000

6 - PASSENGER AUTOS: Counties: Campbell 31,160; Bedford 27,177; Amherst 17,283; Appomattox 8,148

7 - ELECTRIC METERS: Residence 53,817

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 1,315; Foundry 2,630; Paper Prods. 425; Needle Craft 850; Nuclear Facil. 3,260; Comm. Prod. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Products 432; Farming & Cattle NA.
Principal Industrial Pay Days-Fri., weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25. Last killing frost, Apr. 10.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St., The Plaza; River Ridge Mall.
Neighborhood Shopping Centers-Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights; Timberlake Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Ridge Mall(85)	NA	Sears, Leggetts, Miller & Rhoads, Thalhimer's, JCPenney
Pittman Plaza	NA	Heironimus Murphy's
Forest Plaza	NA	Winn-Dixie, Drug Fair
West Forest Hill(30)	NA	Kroger
Forthill Vlg.(25)	NA	Peoples Drug, Winn-Dixie
Fairview Sq.	NA	Revco, Food World
Hills Lynchburg(10)	NA	Hill's, Big Star
Seminole(15)	NA	Winn-Dixie, Western Auto
Boonsboro(15)	NA	Winn-Dixie
Westover(17)	NA	Fairway, Robertson Drug
Waterlick Plaza	NA	Winn-Dixie
Timbrook Square	NA	Kroger

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri., some Mon.; Shpg. ctrs. and food-weekday nights.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Leggetts; Sears; JCPenney; G.C Murphy; Thalhimers; Heironimus.
Discount Stores-Best Products; Moore's Super Store 2; K mart 2; Hill's; Lowe's Stores.
Variety Stores-Family Dollar 2.
Chain Drug Stores-Peoples 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3; Eckerd 3.
Chain Supermarkets-A&P; Kroger 7; Big Star 2; Food World 12; Winn-Dixie 5; 7-Eleven 8; Quik-E Food 7; Food Lion 3.
Other Chain Stores-Eleanor Shops; Lerner's; Advance Stores; Western Auto 3; Firestone 2; Sherwin-Williams; Hofheimer's; Anderson-Little; The Junction; Radio Shack; Davidson's; Fink's Jewelers; Ormond; Lazarus; La Vogue.

14 - NEWSPAPERS: NEWS (m-mon to fri) 25,479; ADVANCE (e-mon to fri) 15,937; (sat. & hol.) 38,606; (S) 42,544; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Fred V. Brooks, Adv. Sales Mgr., NEWS and ADVANCE, 101 Wyndale Dr.; PO Box 10129, Lynchburg, VA 24506; Tel. (804) 237-2941.
National Representative: Story & Kelly-Smith.

MANASSAS

1 - LOCATION: Independent City connected with Prince William County (In Washington, DC-MD-VA MSA) E&P Map E-2. County Seat. Timber; farming (grain, dairy and beef cattle); steel fabrication; 25 mi. SW of Washington DC; 90 mi. N of Richmond. On State Hwys. 28, 234; I-66.

2 - TRANSPORTATION: Railroads-Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks).
Motor Freight Carriers-4.
Intercity Bus Lines-Virginia Trailways; Continental Trailways.
Airlines-Municipal Airport; Washington National Airport-25 mi. away; Dulles Intl.-15 mi. away.

3 - POPULATION:
Corp. City 80 Cen. 15,438; Loc. Est. 17,614
CZ-ABC: (80) 42,391; (84) 47,500
RTZ-ABC: (80) 29,851; (84) 34,400
County 80 Cen. 144,703; Loc. Est. 157,905
MSA 80 Cen. 3,249,611; Loc. Est. 3,402,865
City & RTZ-ABC: (80) 72,242; (84) 81,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS
City 80 Cen. 5,048; Loc. Est. 5,910
CZ-ABC: (80) 13,119; (84) 14,900
RTZ-ABC: (80) 9,507; (84) 11,100
County 80 Cen. 43,790; Loc. Est. 48,865
MSA 80 Cen. 1,173,172; Loc. Est. 1,254,199
City & RTZ-ABC: (80) 22,626; (84) 26,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$73,505,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 102,330

7 - ELECTRIC METERS: Residence Est. Town 4,000

8 - GAS METERS: Residence Est. Town 3,740

9 - PRINCIPAL INDUSTRIES: Work Force 23,000-Mfg. 2,404; Construction 2,000; Transp. & Pub. Util. 1,000; Whole & Ret. Trade 4,400; Fin., Ins. & Real Estate 850; Services 2,235; Govt. 6,417; Other 2,234; Agriculture 515.
Tourist Area-Manassas (Bull Run) National Battlefield Park.

10 - CLIMATE: Mild; Jan. 36 degrees; July 76 degrees; Rainfall 41 inches; frost free growing season, 190 days.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Georgetown(9)	NA	Shoe Center
Mall at Manassas(60)	NA	
K mart(20)	NA	K mart
Manassas	NA	A&P, Mont. Ward, Drug Fair, Woolworth
Westgate(35)	NA	Giant Food, G.C. Murphy, Peoples Drug, Leggetts
Manassas Junction	NA	Giant Food, Elm Tree, Pic'N Pay, Godfather's Pizza
Sudley Plaza(4)	NA	Hechinger, Zayre, Safeway, Peoples Drugs

13 - RETAIL OUTLETS: Department Stores-Leggetts; Montgomery Ward; Peeble's; Sears; The Hecht Co.
Variety Stores-Rohr's; Woolworth; K mart; Zayre.
Chain Supermarkets-A&P; Safeway; Yorkshire Mkt.; Giant Food; Magruders.
Other Chain Stores-Barracini; Leggett Tires; Firestone; Sherwin-Williams; Western Auto; Market Tire; Radio Shack; Hechinger.

14 - NEWSPAPERS: JOURNAL MESSENGER (e-mon to fri); 11,687; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wendell D. Harbert, Gen. Mgr., or Dennis E. Bradshaw, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St., Manassas, VA 22110; Tel. (703) 368-3101.
National Representative: Landon Associates.

MARTINSVILLE

1 - LOCATION: Independent City connected with Henry County, E&P Map D-3. Industrial Center. 51 mi. S of Roanoke; 60 mi. N of Winston-Salem, NC; 150 mi. E of Bluefield, W VA On U.S. Hwys. 58, 220; State Hwys. 57, 108.

2 - TRANSPORTATION: Railroads-N & W, Carolina & Northwestern.
Motor Freight Carriers-15.
Intercity Bus Lines-Martinsville; Rapid; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,149; Loc. Est. 18,894
CZ-ABC: (80) 18,986; (84) 18,100
RTZ-ABC: (80) 63,462; (84) 66,300
County 80 Cen. 57,654; Loc. Est. 59,695
City & RTZ-ABC: (80) 82,488; (84) 84,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,021; Loc. Est. 7,074
CZ-ABC: (80) 6,901; (84) 6,600
RTZ-ABC: (80) 21,625; (84) 22,800
County 80 Cen. 19,560; Loc. Est. 20,680
City & RTZ-ABC: (80) 28,526; (84) 29,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$96,276,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 10,823; County 38,679

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES. Industry, No. of Wage Earners: Chemical 4,000; Furniture 8,170; Textile 11,182; Bldg. & Mfg. NA.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19. Last killing frost, Apr. 24.

11 - TAP WATER: PH Deposits 7.0 to 7.2, very soft.

12 - RETAILING: Principal Shopping Center-20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts.; Collinsville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett	7	
Collinsville	5	Leggetts
Ridgeway	7	Harris & Craig
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall(27)	NA	JCPenney
Holiday(21)	8	Family Dollar
Central Plaza	2	A&P
Martinsville Plaza(8)	3	Mason's, Kroger
Riverside Plaza	6	Cooper & Ratcliff
Druid Hills(13)	NA	Kroger
Laurel Park(12)	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggetts; Globman's.
Variety Stores-Woolworth; Eagle's; Rose's.
Discount Stores-Bargain Center; Diskay; Family Dollar, Mason's; FBC; Mack's; Big Top; Dollar General.
Chain Drug Stores-Walgreens; SupeRx; Rexall; Peoples; Revco 2, Shelton's 4.
Chain Supermarkets-Cooper & Ratcliff 4; Kroger 2; Winn-Dixie 3; Frank's 3; A&P; Big Star; King's.
Other Chain Stores-Jewel Box; Marilyn's; Glen More Clothes; Royal; Leed's; Goodfriend; Advance; Goodyear; Rhodes; Western Auto; Glidden Paints; 3 Sisters Dress Shop; Pic-Way Shoes; Singer Co.; Phelps & Armistead; McCollum-Ferrel; Sherwin-Williams; Sidney's; Davidson's; Sears (catalog); Lowe's; Lazarus.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 18,180; (S) 20,009; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William R. Martin, Pub./Gen. Mgr., BULLETIN, 204 Broad St., Martinsville, VA 24115; Tel. (703) 638-8801.
National Representative: Landon Associates.

NEWPORT NEWS-HAMPTON

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport MSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On U.S. Hwys. I-64, 17, 60, 143, 168.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Pentran.
Freight Steamship Lines-12.
Airlines-United; Piedmont; National; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 267,520; Loc. Est. 278,464
Newport News 80 Cen. 144,903; Loc. Est. 153,064
Hampton 80 Cen. 122,617; Loc. Est. 125,400
PMA-ABC: (80) 407,812; (84) 420,400
MSA 80 Cen. 1,160,051; Loc. Est. 1,223,903
Demographic Information is available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 92,820; Loc. Est. 98,974
Newport News 51,314; Loc. Est. 55,432
Hampton 41,506; Loc. Est. 43,542
PMA-ABC: (80) 139,196; (84) 144,900
MSA 80 Cen. 385,929; Loc. Est. 416,282

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: Newport News 82,964; Hampton 73,431

7 - ELECTRIC METERS: Residence 141,000

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES. Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipbuilding 25,400 (NA); Seafood Packing 1,100 ($125); Aeronautics 4,000 ($275); Electronics 500 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 3,500 ($175); Military 28,000; Gov't. 5,200.
Principal Industrial Pay Days-15th & end of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8. Last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-Mercury Blvd., Hampton.
Neighborhood Shopping Centers-Newport News: Hilton, Old Hilton Village, Hampton: Sinclair Circle, Kecoughtan Rd. at Wythe, Kecoughtan Rd. at Southampton, Queen St., Mellen St., Langley Circle, Grant City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Denbigh	8	Mont. Ward, K mart
Wythe	3	A&P
Langley Square	3	Murphy Mart, Belo
Newport Square	5	Murphy Mart, Rose's, Safeway, Peoples
Phoebus	9	Rose's
Newmarket North	NA	Sears, Miller & Rhoads, Leggetts
Newmarket South	NA	A&P, Hechinger, Murphy Mart, JCPenney
Warwick Village	1	Rices-Nachman, Pantry Pride, K mart, Peoples
Buckroe	10	A&P, Peoples
Hidenwood	10	Woolworth, Food Lion
Sherwood Park	19	
Riverdale	1	Pantry Pride
Langley Sq.	9	Murphy Mart, Belo
Mercury Plaza	NA	Giant, Open Air
Willow Oak	10	Pantry Pride, Drug Fair
Todd Center	NA	Safeway, Bradlees
Warwick	7	Rices-Nachman, Farm Fresh
Coliseum Mall	NA	JCPenney, Rices-Nachman, Smith & Welton, Thalhimer, Mont. Ward
Beechmont	20	Revco, Sears

Principal Shopping Days-Department Stores: Thur., Fri., Sat., Mon.; Food Stores: Thur., Fri., Sat., Sun.
Stores Open Evenings-Department Stores: Mon. through Sat. Food Stores: most evenings; Many open 24 hrs., seven days.

13 - RETAIL OUTLETS: Department Stores-Rices-Nachman; Leggetts; Montgomery Ward; Sears; Smith & Welton; Thalhimers.
Discount Stores-Bradlees K mart; Murphy Mart.
Variety Stores-Rose's.
Chain Drug Stores-Peoples 7; Revco 6; Wornom's 7; Treasury; Drug Fair.
Chain Supermarkets-A&P 8; Giant; Belo 2; Manor 3; Farm Fresh; Safeway 6; Lou Smith; Pantry Pride; Winn-Dixie.
Other Chain Stores-Auto: Western Auto, Pep Boys, Goodyear, Firestone; Building Mat.: Hechinger, Lowes, Moore; Clothing: Lerner's, La Vogue; Shoes: Kinney, Thom McAn, Hofheimer's; Paints: Sherwin-Williams, Pittsburgh Plate Glass, Glidden Paint Co., Woolworth, Hampton Paint, Mary Carter.

14 - NEWSPAPERS: PRESS (m) 62,033; (S) 106,544; TIMES-HERALD (e) 38,392; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Thieme, Adv. Dir., PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 247-4600.
National Representative: Sawyer-Ferguson-Walker.

NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. An important maritime, industrial, vacation and seafood center at the mouth of the Elizabeth River on Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615, I-64 & I-44.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; Chesapeake & Ohio; Seabcard Coast Line; Atlantic & Danville; Conrail; Norfolk Southern Corp.; Norfolk & Portsmouth Belt Line; Amtrak; Family Lines System; Norfolk & Western; Southern; Carolina & Northwestern.
Motor Freight Carriers-50 – .
Freight Steamship Lines-70.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Piedmont; USAir; Eastern; American; Altair; Wheeler; Ozark; People Express; Sunbird; Air Virginia; Colgan; Delta; Henson; Allegheny Commuter. Cargo lines-Emery, Federal

Express, Airborne, Summit.

3 - POPULATION:
Corp. Cities 80 Cen. 633,755; Loc. Est. 666,646
Norfolk 80 Cen. 266,979; Loc. Est. 270,690
Portsmouth 80 Cen. 104,577; Loc. Est. 107,732

Virginia Beach 80 Cen. 262,199. Loc. Est. 288,224
Chesapeake 80 Cen. 114,226; Loc. Est. 121,927
Bal. in PMA-ABC: (80) 175,311; (84) 181,100
Total PMA-ABC: (80) 1,335,662; (84) 1,375,800
MSA 80 Cen. 1,160,051; Loc. Est. 1,223,903
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 246,014; Loc. Est. 225,298
Norfolk 80 Cen. 87,802; Loc. Est. 90,767
Portsmouth 80 Cen. 36,746; Loc. Est. 38,675
Virginia Beach 80 Cen. 85,155; Loc. Est. 95,856
Chesapeake 80 Cen. 36,311; Loc. Est. 39,679
Bal. in PMA-ABC: (80) 59,733; (84) 62,600
Total PMA-ABC: (80) 445,662; (84) 463,300
MSA 80 Cen. 384,349; Loc. Est. 416,282

5 - BANKS	NUMBER	EST. DEP.
Commercial	23	$2,327,236,000
Savings & Loan	14	$1,400,190,000

6 - PASSENGER AUTOS: Norfolk 125,698; Portsmouth 56,284; Virginia Beach 175,176; Chesapeake 72,103

7 - ELECTRIC METERS: MSA Residence 247,641

8 - GAS METERS: MSA Residence 101,361

9 - PRINCIPAL INDUSTRIES: (Metro Area)-Industry, No. of Employees (Av. Weekly Wage)-Fed. Gov't. 37,600 ($316); Retail 55,100 ($152); Services 58,700 ($167); Construction 16,000 ($231); Wholesale 15,300 ($222); Fin., Ins., Real Estate 14,700 ($195); Printing & Publishing 2,500 ($247); Transportation & Public Utilities 19,700 ($321).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 53-95; Fall 38-84; Winter 22-74. First killing frost, Oct. 30. Last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Norfolk Principal Shopping Area-7 blocks on Granby St.; 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E & W blocks from Boush St. to Monticello Ave., extending N from Main St. to Brambleton Ave; Waterside Drive from Commercial Ave. to St. Paul's Blvd. The Waterside.
Portsmouth-10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.
Virginia Beach-18 blocks on Atlantic Ave.; 4 on 31st St., 6 on 17th St.
Norfolk Neighborhood Shopping Areas-8 blocks both sides of 21st St. bet. Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.-Berkley; Liberty St.-Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points-Norview; Ghent-Colley Ave.; Ghent-Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby Street; Va. Beach Blvd. at Military Highway; Military Highway at Norview Ave.
Portsmouth Neighborhood Shopping Areas-Highland Biltmore; Alexanders Corner; Cradock; Churchland; W Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall; Midcity.
Chesapeake Neighborhood Shopping Areas-2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St., Portlock; Greenbrier Mall.
Virginia Beach Neighborhood Shopping Areas-Princess Anne Plaza; Princess Anne Courthouse; Chimney Hill; Lynnhaven Mall; Timberlake Plaza; Holland Plaza; Kempsville Corners; Fairfield/Providence; Haygood/Pembroke Meadows; Pembroke Mall; Aragona Village; Hilltop; Oceanfront; Great Neck Plaza; Bayside; Diamond Springs; London Bridge; Linkhorn; Lynnhaven Colony; College Park; Pinewood Gardens; West View; Parkway; Woodtide; Thalia; Loehmanns Plz.; Great American Outlet Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norfolk:		
Bennett's(12)	4	Be-Lo
Bromley	10	Revco
Colley Vlg.(16)	2	Pantry Pride, Peoples
Downtown Plz.(23)	1	Peoples, Be-Lo, Woolworth
Pantry Pride	4	Pantry Pride
Fox Hill(5)	4	Food Lion
Ingleside(6)	4	Big Pig
Janaf(69)	6	Mont. Ward, A&P, True Value, Rices/Nachman's
Giant	7	Giant
Lakeland	7	Peoples
Little Creek(7)	8	Woolworth, Pantry Pride
Little Creek East(13)	10	A&P, Peoples, Rose's
Little Creek Rd.(8)	10	Be-Lo
Meadowbrook(5)	5	JCPenney, Leggett, Smith & Welton, The Famous, Thalhimer's
Military Circle(117)	6	Food Lion, Be-Lo
N. Lakeland	8	JCPenney, A&P, Woolworth, Western Auto, Miller & Rhoads
Roland Park	5	
Southern(49)	7	
Surf(8)	10	
Wards Corner	5	Rices/Nachmans, Smith & Welton, Peoples
Waterside	0	Hofheimers
Wayside Park	7	Minit Mart
Zayre	7	Zayre
Portsmouth:		
Churchland(22)	7	A&P, Giant, Rose's, G.C.Murphy
Mid-City(50)	NA	K mart
Rodman's(9)	2	Earle's, Revco
7th & Lincoln(6)	2	Be-Lo
Tower Mall(60)	4	Mont. Ward, Miller & Rhoads
Town & Country(18)	3	Giant, Rose's, Peoples
Westgate Plz.(17)	5	Zayre, Revco
Chesapeake:		
Foundation Park	3	Be-Lo
Southgate Plz.(14)	2	Peoples Drug
Great Bridge(25)	15	Peoples, Rose's, Smith & Welton
Old Center	13	Western Auto
Indian River(16)	6	Safeway
Kitchin's	6	Be-Lo
Virginia Beach:		
Aragona Vlg.(17)	10	Food Lion
Bayside(26)	12	Giant
College Park(47)	10	Rose's, Pantry Pride
Fairfield	10	A&P, Peoples, Bradlees
Great Neck(25)	19	Winn-Dixie, Farm Fresh, Food Lion
Haywood(43)	13	Rose's, A&P
Hilltop(35)	17	Rose's, Zayre, K mart, Safeway
Holland Plaza(50)	12	Peoples
Kings Plaza	9	Winn-Dixie, Revco
Linkhorn(5)	20	A&P
London Bridge(34)	14	Murden's, Be-Lo, Western Auto
Lynnhaven(5)	13	JCPenney, Leggetts, Mont. Ward
Princess Anne Plaza(56)	13	Rices/Nachman's, Rose's, True Value
Providence Sq.(34)	10	Safeway, Drug Fair
Pembroke Mall(65)	11	Sears, Hechinger, Miller & Rhoads
Robbins Corner	11	Farm Fresh

Principal Shopping Days-Department Stores-Thur., Fri., Sat., Mon.; Food-Wed., Thur., Fri., Sat., Sun., Mon. (for all four cities)
Stores Open Evenings-Department Stores-Mon. through Sat.; Food-most evenings.

13 - RETAIL OUTLETS: (Metro Area): Department Stores-Leggetts 4; Miller & Rhoads 3; JCPenney 6; Rices/Nachman's 6; Sears 3; Smith & Welton 7; Thalhimers 2; Montgomery Ward 4; Altschul's; Bradlees 3.
Discount/Variety Stores-K mart 6; Zayre 4; Murphy Mart 2; Rose's 14; Woolworth 5; McCrory; Family Dollar 5.
Chain Drug Stores-Medco 7; Irwin's 2; Care Drug Centers 7; Peoples 24; Standard 3; Murden 2; Giant 5; Revco 24; Drug Fair 2; Medic Center 3; Wornam's Drug.
Chain Supermarkets-A&P 13; Safeway 7; Colonial 8; Pantry Pride 6; Giant Open Air 11; Be-Lo 30; Winn-Dixie 5; 7-Eleven 133; Boulevard 5; Earle's 6; Tinee Giant 24; Overton's 2; Farm Fresh 11; Food Lion 10.
Other Chain Stores-Appliances: Prices, Singer,

WE'VE MOVED UP TO #30!

NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA

(We call it Hampton Roads)

HAS LEAPED FROM 34th TO 30th!

Population 1,210,700; EBI $11,090,549,000

Source: S&MM 1984 Survey of Buying Power ©

THE MSA

Upper half covered exclusively by the Daily Press & The Times-Herald, with 75.1% net unduplicated average adult readership daily,* and 78.4% Sunday.

Lower half covered by Norfolk newspapers.

*Source: SCARBOROUGH 1983

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Bob's, Bryant Appliance, Southland, Scalzi; Automotive Supply: Kramer Tire Co., Henry Johnson Tire Centers, Harris Tire, NTW, One Price Firestone, Midas Muffler, Western Auto, General Tire, Goodrich, Goodyear, Master Auto; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Glidden, Dails, Sherwin-Williams, Hechinger, C.A. Nash, True Value, Ace, 84 Lumber, Norfolk Paint Co., Lowes, Carter Paints, Moores Whisle.; Candy: Forbes, Anne Lee, Fanny Farmer, Lofts; Furniture: Grockin-Levy, Exchange, Home, Haynes, M.M. Crockin, Willis Wayside, Crawford House, Scan Furniture, Cost Plus, Louis Legum, Grand; Gasoline Service Stations: American, Arco, BP, Citgo, Crown Exxon, Gulf, Mobil, Phillips 66, Union Oil, Shell, Pay Less, Thornton, Spur, Stallings, Sunoco, Texaco, Tankar; Jewelers: Barr Bros., Frank R. Ford, Gordon's, Kay's, Hardy's, Zale's, Chapman's, D.P. Paul's, Spertner, Tidewater Keepsake; Laundries and Cleaners: 1-Hour Valet, Sunlight, Howard's, Compeco, Albano, Suburban & 1 Hour Martinizing; Loan Companies: American Assoc. Loan, Beneficial, Eastern, G.A.C., Assoc. Financial Services, American Finance Corp., General Finance, Transouth, Household, Liberty Loan, Seaboard; Men's Clothing: A & N, Clark's Quality Shop, Arthur's, Alexander Beegle, Anderson Little, Country Legend, Hip Pocket, Stitches, Sullivan's, Shulman's HSM, S&K, The George Co., Fines, Hub, National Shirt, Frank Thomas; Music Dealers: Temple of Music, Center of Music; Opticians: Cooper's, Johnson Atwell, Pearle Vision Centers, Smith Dunfield, Traylor, A. Bartley & Sons, Optecon; Shoes: Gallenkamp, Bakers, The Shoe Room, Lotties, Fanfare, Montagnas, Butlers, Hofheimers, Iarman, Kinney, Thom McAn, Russell & Holmes; Trucks: Intl. Harvester, Mack, Ryder Truck Rental, Hertz, U-Haul; Women's Apparel: Antells, Pat Arnold's Clothes, Famous, LaVogue, Willners, Catherine Stout, Dara's Jr. Size Fashions, Stitches, Joy, Lerners, Parklane Hosiery, Naivette, Sidney's, Casual Corner, Flair, Kanters, Lane Bryant, Susie's Casuals.

14 - NEWSPAPERS: VIRGINIAN PILOT (m) 139,627; LEDGER-STAR (e) 87,099; VIRGINIA-PILOT/LEDGER-STAR (S) 216,422; Mar. 31, 1984 ABC. Newspaper publishes zoned editions for Norfolk, Portsmouth, Chesapeake, Virginia Beach & Suffolk.
Local Contact for Advertising and Merchandising Data: Dale Bowen, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2092.
National Representative: None.

PETERSBURG

1 - LOCATION: Independent City connected with Dinwiddie County (In Richmond-Petersburg MSA). E&P Map E-3. 23 mi. S of Richmond; 80 mi. W of Norfolk; 110 mi. E of Lynchburg. On Appomattox River, U.S. Hwys. 1, 301, 460. I-95 & 85; State Highway 36.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Seaboard Coast Line.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Trailways; Petersburg Area Transit.

3 - POPULATION:
Corp. City 80 Cen. 41,005; Loc. Est. 41,575
CZ-ABC: (80) 80,684; (84) 80,800
RTZ-ABC: (80) 128,880; (84) 143,100
County 80 Cen. 22,602; Loc. Est. 24,447
MSA 80 Cen. 761,311; Loc. Est. 808,851
City & RTZ-ABC: (80) 209,564; (84) 223,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,920; Loc. Est. 15,414
CZ-ABC: (80) 25,753; (84) 25,900
RTZ-ABC: (80) 42,870; (84) 48,000
County 80 Cen. 6,421; Loc. Est. 7,105
MSA 80 Cen. 269,202; Loc. Est. 292,315
City & RTZ-ABC: (80) 68,623; (84) 73,900

5 - BANKS	NUMBER	EST. DEP.
Petersburg:		
Commercial	6	$160,800,000
Savings & Loan	3	$129,250,000
Colonial Heights:		
Commercial	4	$36,624,000
Savings & Loan	3	$45,465,000

6 - PASSENGER AUTOS: City 21,820

7 - ELECTRIC METERS: Residence 47,624

8 - GAS METERS: Residence 20,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly Wage N.A.) Cigarette 3,100; Luggage 400; Optical 1,240; Lumber & Furniture 210; Machinery 490; Chemical 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay and Glass 180.
Principal Industry Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave.; Boulevard & Branders Bridge Rd.
Neighborhood Shopping Centers-Petersburg: Walnut Hill Plaza: Located on S. Sycamore St. Beginning With 1900 block & Crater Rd., U.S. 301, South; Walnut Mall: Crater Rd., U.S. 301, South: Lee Plaza, Rte. 36; K mart, Rte 36; Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ettrick	2	Goens, Bi-Rite Food, Ettrick Supermarket
Walnut Hill(17)	2	Bradlees, Sears, Miller & Rhoads
Walnut Mall(27)	2	JCPenney, Thalhimers
Colonial Sq.(16)	3	Peebles, Rose's Revco
Town Hall(3)	2	Roper Hardware, Peoples
Pickwick Ctr.	1	Community Sporting Goods
Lee Plaza(5)	5	Radio Shack, Mack's Winn-Dixie, Medallion Pools

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food Wed. (eve.), Thur. through Sat.
Stores Open evenings-Mon., Fri.; Food every night; Neighborhood Centers nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Taylor's; Rose's; Sears; Thalhimers; Miller & Rhoads; S.E. Nichols; K mart; Peebles; Helig-Myers; Butterworth; Harlow-Hardy; Crater House; The Oak; Love's Wayside; Philip Levy; Roadside Furniture.
Discount Stores-Bradlees; Nichol's; K mart; Rose's; Peebles.
Variety Stores-McClellan's; Mack's; Jupiter Discount; Woolworth.
Chain Drug Stores-Petersburg: Peoples, Standard, Key-Rexall, Rite-Aid; Colonial Heights: Revco, Drug Fair, Hopewell, Rite Aid 2, Medco.
Chain Supermarkets-A&P; Safeway 6; Pantry Pride 2; Hines Food; Young's 2; Liberty; Gates/Hines; Foodland 2; Winn-Dixie 2; Edgehill Mkt.; Robinson's; Ettrick Supermarket.
Other Chain Stores-Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana; Shoes: Kinney, National, Thom McAn, Shoe Show; Others: Firestone; Goodyear; B. F. Goodrich; Singer Co.; Sherwin Williams; A&N; Pittsburgh Paint; Barr Bros.; So-Fro Fabrics; Moton's Jewelers; Gary's; Moore's Super Stores; Lowe's; Master Tire; Hanover Tire.

14 - NEWSPAPERS: PROGRESS-INDEX (e) 20,216; (S) 20,669; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dow E. Thrasher, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.
National Representative: Thomson Newspapers.

PORTSMOUTH

See NORFOLK

PULASKI

1 - LOCATION: Pulaski County. E&P Map C-3. County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81; State Hwy. 99.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,106; Loc. Est. 10,407
County 80 Cen. 35,229; Loc. Est. 35,552
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,859; Loc. Est. 3,905
County 80 Cen. 13,380; Loc. Est. 13,109

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$1,290,000,000
Savings & Loan	1	$3,500,000

6 - PASSENGER AUTOS: County 21,382

7 - ELECTRIC METERS: County 12,658

8 - GAS METERS: Residence/Est. 600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hosiery 440 ($160); Furn. 1,800 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 655 ($140); Metal Processing 155 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov. Last killing frost, May 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Main St.; Washington Ave.; Jefferson Ave.; Commerce St.; Fifth St.; E. Main St.; Rt. 99.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pulaski Plaza(8)	NA	Peoples
Pulaski Mall(10)	NA	Sidney's, Heck's
5th St.	NA	Rose's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk; Felix; Heck's.
Discount Stores-Family Dollar Store; Saving Center; Sportswear Mart; Rose's; K mart.
Chain Drug Stores-Peoples; Pulaski; Tyler; Revco; Eckerd; Martins; Dublin Pharmacy; SupeRx.
Chain Supermarkets-Kroger; Piggly Wiggly; Food Fair; Pak-A-Sak; Fast Shop; Lowe's; Hursi; Wade's; Food Lion.
Other Chain Stores-Western Auto; Advance; Sears; Vance Home Center; Bogle Tire; Ray's; Quality Stamps; Wise Fashions; Guyan Shoes; Pic 'N Pay; Goodyear; Sherwin-Williams; S&H Green Stamps; Helig-Myers Furn.; Grand Piano; Sidney's.

14 - NEWSPAPERS: SOUTHWEST TIMES (e-mon to fri) 6,610; (S) 6,912; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Sandra Painter, Adv. Dir., SOUTHWEST TIMES, PO Box 391; 227 N. Washington Ave., Pulaski, VA 24301; Tel. (703) 980-5220.
National Representative: Landon Associates.

RADFORD

1 - LOCATION: Independent City connected with Montgomery County. E&P Map C-3. Residential, Industrial & Educational Center, 42 mi. SW of Roanoke, on US Hwy. 11 & State Hwy. 102.

2 -TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,225; Loc. Est. 13,857
County 80 Cen. 63,516; Loc. Est. 67,806

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,955; Loc. Est. 4,205
County 80 Cen. 20,831; Loc. Est. 22,824

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$11,000,000
Commercial	2	$240,879,000

6 - PASSENGER AUTOS: County 33,892; City 6,735

7 - ELECTRIC METERS: Residence 2,700

8 - GAS METERS: Residence 1,780

9 - PRINCIPAL INDUSTRIES: Textile Mills; Powder, Castings & Pipe; Electrical Motors; Rubber; Dress Mfg.; Plastics; Western Electric.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 34-80; Winter 17-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Christiansburg(7)	8	Leggetts, Hills
Dublin	9	Wades
University Mall (Blacksburg)(20)	15	Heronimus
Triangle	NA	Roses, Eckerd
New River(13)	NA	Thriftway, Advance Auto
Radford Plaza(13)	NA	SupeRx, K mart, Sears
New River (City of Radford)	NA	Leggetts, Whitehead Drug
Village Oaks	NA	Eckerd, Food Lion

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Discount Stores-Family Dollar.
Variety Stores-Heck's; K mart; Hills; Heronimus.
Chain Drug Stores-Revco; SupeRx; Peoples; Professional Pharmacy; Drug Plus; Eckerd.
Other Chain Stores-Deli-Mart; 7-Eleven; Montgomery Ward; Sears; Hallmark Cards; Sidney's; Grand Piano Furniture; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic'N Pay; H&M Shoes; Goodyear; Firestone; Michelin.

14 - NEWSPAPERS: NEWS JOURNAL (e-tues to fri) 2,650; (S) 2,700; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data, Anita Epperley, Adv. Dir., NEWS JOURNAL, Grove & First Aves.; PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.
National Representative: Landon Associates.

RICHMOND

1 - LOCATION: Independent City connected with Hanover County (In Richmond-Petersburg MSA). E&P Map E-3, State Capital. Manufacturing, distribution, government, banking, financial & education center. On James River, 107 mi. S of Washington, DC.; 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 2, 6, 10, 147, 161, 356, 5, 33 & 146; I-95 (Richmond-Petersburg Tpke.) & 64 & 195 & 295.

2 - TRANSPORTATION: Railroads-Chessie System; Seaboard Systems Railroad.
Motor Freight Carriers-92.
Intercity Bus Lines-16; Greyhound; Trailways.
Airlines-Piedmont; Eastern; United; Delta; USAir; Henson; Holiday; Wheeler; Air Virginia; Mid-South; Americ-Air.
Water freight service on James River.

3 - POPULATION:
Corp. City 80 Cen. 219,214; Loc. Est. 229,447
County 80 Cen. 50,398; Loc. Est. 54,286
MSA 80 Cen. 761,311; Loc. Est. 808,851
PMA-ABC: (80) 632,015; (84) 664,900
RTZ-ABC: (80) 497,780; (84) 509,900
PMA & RTZ-ABC: (80) 1,129,795; (84) 1,174,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 85,797; Loc. Est. 91,866
County 80 Cen. 16,267; Loc. Est. 17,908
MSA 80 Cen. 269,202; Loc. Est. 292,315
PMA-ABC: (80) 227,067; (84) 239,300
RTZ-ABC: (80) 166,533; (84) 171,900
PMA & RTZ-ABC: (80) 393,600; (84) 411,200

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	26	$14,050,361,000
Savings & Loan	11	$2,346,193

6 - PASSENGER AUTOS: City 119,934

7 - ELECTRIC METERS: Residence 206,426

8 - GAS METERS: Residence 75,709

9 - PRINCIPAL INDUSTRIES: No.of Wage Earners (Av. Wkly. Wage)-Tobacco 13,500 ($605); Lumber & Wood ex. Furniture 1,200 ($356); Fabricated Metals 2,400 ($352); Food Products 4,000 ($286); Apparel & Textile Products 1,800 ($399); Paper Products 4,200 ($399); Printing & Publishing 6,100 ($277); Chemical Products 7,600 ($471).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31. Last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: 9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Lawn(54)	4	JCPenney, Miller & Rhoads
Southside(39)	5	Miller & Rhoads
Azalea(36)	4	Thalhimers
Eastgate(42)	6	Sears, Thalhimers
Circle(19)	5	Thalhimers
Cloverleaf(78)	6	Sears, JCPenney, Thalhimers
Brook Hill(25)	4	A&P, Drug Way
Village(31)	5	A&P
Westland(18)	8	Safeway, A&P, Moore's, Peoples
Fountain Sq(22)	8	Ukrops, Total Plus
Ridge(28)	7	A&P
Merchant's Walk(25)	7	Hechinger, Marshall's A&P
Hanover Vlg.(10)	8	
Cary Court(15)	3	Revco, CFM Food
Gayton Crossing(48)	8	Ukrops, Safeway
River Road(8)	5	Safeway, Lukhard's
Laburnum Sq.(12)	4	Safeway
Richmond(15)	3	Ukrops, Standard
Parham(20)	7	Jefferson-Ward, Safeway
Regency Sq.(100)	7	Sears, JCPenney, Miller & Rhoads,
Chesterfiel(34) Mall	10	Miller & Rhoads, Safeway
Ridge(31)	7	Drug Fair, Radio Shack Arc Marshall's
Oxbridge(31)	10	Ukrops, Drug Fair Meadow
Huguerot Vlg.(27)	8	Drug Fair, A&P
Sycamore Sq.(34)	13	Ukrop's
Beaufont(23)	6	Best Products, A&P

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri.

Stores Open Evenings-Nightly.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Thalhimers; Sears; JCPenney.
Discount Stores-Bradlees 3; K mart 4; Best 4; Jefferson Ward 3.
Variety Stores-Woolworth 4; G.C. Murphy 5.
Chain Drug Stores-Peoples 13; Standard 12; 7; Revco 12; Medco 5; Drug Fair 19; Drug City 3.
Chain Supermarkets-Safeway 24; A&P 13; Pantry Pride 6; Lukhards 6; Siegel's 5; Foodtown 3; Ukrop's 12; Winn-Dixie 7; Farm Fresh 4; Chuck's .
Other Chain Stores-Appliances: Circuit City, Singer Co., Lowe's; Automotive Supply: Western Auto, Firestone, Goodrich, Goodyear, Pep Boys, Midas Muffler, General Tire, Uniroyal, Amoco, Earl Schieb; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Hechingers, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowes. Republic Lumber; Candy: Fanny Farmer; Women's Apparel: Lerner, LaVogue, Montaldo's, Marshall's, Jay Aldon's, May Co., Lane Bryant, Berry Burk, Ardley; Men's Apparel:A&N, Fines, Websters. S&K, Shevel's, Furniture: Philip-Levy, Heilig-Meyers, Haverty's, Virginia Wayside, Colony House, Haynes; Jewelers: Zale's, Schwarzchild, Morton's, D.P. Paul; Shoes: Bakers, Butler's, Kinney, Mary Jane, Hanover, Hofheimers, Thom McAn, Florsheim, Regal, Russell & Holmes.

14 - NEWSPAPERS: TIMES-DISPATCH (m) 138,297; NEW LEADER (e) 113,369; TIMES-DISPATCH (S) 230,545; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bowerman, Display Mgr., THE NEWS-LEADER and TIMES-DISPATCH, PO Box C-32333, Richmond, VA 23293; Tel. (804) 649-6501.
National Representative: Sawyer-Ferguson-Walker.

ROANOKE

1 - LOCATION: Independent city connected with Roanoke County (MSA), E&P Map C-3. Financial, mercantile, industrial, distribution, transportation, agricultural, center for Western VA. HQ. for Norfolk Southern Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, DC. On I-81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2 - TRANSPORTATION: Railroads-Norfolk Southern Ry. (headquarters for general offices and shops) major freight-break point. 5 radiating routes.
Intercity Bus Lines-Greyhound; Trailways; 4 local and regional carriers.
Motor Freight Carriers-58.
Airlines-Air Virginia; Piedmont; general aviation air cargo; Charter and Helicopter Services.

3 - POPULATION:
Corp. City 80 Cen. 100,427; Loc. Est. 105,231
PMA-ABC: (80) 717,624; (84) 750,700
County 80 Cen. 72,945; Loc. Est. 74,993
MSA 80 Cen. 220,600; Loc. Est. 230,778
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,027; Loc. Est. 42,968
PMA-ABC: (80) 253,342; (84) 266,600
County 80 Cen. 25,237; Loc. Est. 26,596
MSA 80 Cen. 81,882; Loc. Est. 87,764

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 60,677

7 - ELECTRIC METERS: Metro-Res. 80,372

8 - GAS METERS: Metro-Res. 31,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agri., Forestry, & Fish 6,890; Construction 5,380; Manufacturing 20,360; Transportation, Com. & Util. 9,270; Trade 26,080; Fin. Ins. & Real Est. 6,180; Services 22,300.
Principal Pay Days-Fri., 15th, Last day.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean annual temperature 55.2. First killing frost, Oct. 18. Last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jefferson St.; 4 on Campbell Ave., 4 on Church Ave.; 4 on Salem Ave.
Neighborhood Shopping Areas-29 blocks. Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. NW to City Limits; 11th St., NW & Moorman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Town(3)	1	Rose's, Revco, Sears
Grandin Road(28)	2	Thriftway, Revco, Mick-or-Mack
Oak-Grove(10)	7	Mick-or-Mack, Eckerd
Crossroads Mall(51)	5	Kroger, JCPenney, Heironimus, Rose's, Peoples, K mart
Tanglewood Mall(109)	5	JCPenney, Leggetts, Kroger, SupeRx, Miller & Rhodes, Food Lion, Brendle's
Towers(55)	2	John Simmons, Heironimus, Woolworth
Roanoke-Salem(23)	4	Leggetts, Miller & Rhoads, Peoples, Winn-Dixie, Woolworth
Cave Spring Corners(19)	5	Kroger, SupeRx, Hills
Townside(2)	3	Mick-or-Mack, Eckerd
Vinton Plaza	3	Winn-Dixie, Sherwin-Williams
Parkside	3	K mart, Winn-Dixie
Lake Drive(17)	3	G.C. Murphy, Kroger, SupeRx, Sidney's Radio Shack, Hatheimers
Spartan Sq.(26)	10	Kroger, K mart, SupeRx
West Salem Plz.(5)	9	Winn-Dixie
Southwest Plz.(8)	7	Winn-Dixie, Revco, Firestone
Market Square North(10)	10	Eckerd, Food Lion
Market Square East(8)	4	Eckerd, Food Lion
Jamestown Plaza(3)	3	Mick-or-Mack, Bi-Rite
Blue Ridge(10)		Eckerd, Food Lion

Principal Shopping Days-Fri.; 15th; Last day of month.
Stores Open Evenings-Food, drug, dept. stores in shopping centers open nightly.

13 - RETAIL OUTLETS: Department Stores-S. H. Heironimus; Leggetts; Miller & Rhoads; JCPenney; Sears.
Discount Stores-Lowe's; Moore's 4; Pete Moore; Best Co., Inc.; Thriftee Discount 2, Revco 10; K mart 3; Family Dollar Stores 4; Hills 2, Brendlees 2; T.J. Maxx; Ashby's; S&K.
Variety Stores-Newberry; Rose's 3; Woolworth; Scotties.
Chain Drug Stores-Peoples 8; Revco 10; SupeRx 10; Eckerd 3.
Chain Supermarkets-Kroger 10; Mick-or-Mack 11; Winn-Dixie 8; Hop-In 20; IGA 2; Pic-Quick 8; Sureway 3; 7-Eleven 20; Thriftway 4; Food World 3; Food Lion 4; Other Grocery Stores 264.
Other Chain Stores-Devoe; Fire tone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Hofheimer Shoes; Kinney Shoes; Lerner's Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Remington Rand; Sherwin-Williams; Thom McAn; Webster Clothers; Western Auto; Sidney's; Advance Stores; Spencer Gifts.

14 - NEWSPAPERS: TIMES & WORLD NEWS (m-mon to fri) 75,508; (e-mon to fri) 47,736; (m-sat) 123,147; (S) 124,512; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Montgomery, Gen. Adv. Mgr., TIMES & WORLD NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3263.
National Representative: Branham/Newspaper Sales.

SPRINGFIELD

1 - LOCATION: Independent City in Fairfax County (In Washington DC-MD-VA MSA), E&P Map E-1, County Seat. Suburban Washington.

2 - TRANSPORTATION: Motor Freight Carriers-41 in SMSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines in Washington DC.

3 - POPULATION:
Corp. City 80 Cen. 19,390; Loc. Est. N.A.
County 80 Cen. 596,901; Loc. Est. 650,567
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
PMA-ABC: (80) 745,103; (84) 801,400

4 - HOUSEHOLDS:
City 80 Cen. 6,881; Loc. Est. N.A.
County 80 Cen. 205,166; Loc. Est. 228,815
MSA 80 Cen. 1,173,172; Loc. Est. 1,254,199
PMA-ABC: (80) 270,162; (84) 291,600

5 - BANKS	NUMBER	EST. DEP.
Comm.(MSA)	63	$13,000,000,000
Savings & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 423,353

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Government; Wholesale & Retail Trade; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost Nov. 27. Last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Fair Oaks Mall.
Neighborhood Shopping Centers-Loehmanns Plaza; Pike 7 Plaza; Tyson's Center; Seven Corners; Beacon Mall; Bradick; Shirley Plaza; Wilston; Yorktown; Springfield Mall; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; Pickett Square; University Square; Virginia Plaza.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrop; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: FAIRFAX JOURNAL (m-mon to fri) 53,116; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lindbergh Stevens, FAIRFAX JOURNAL, 475 School St., SW, Washington, DC 20024; Tel. (202) 554-7550.
National Representative: U.S. Suburban Press, Inc.

STAUNTON

1 - LOCATION: Independent City connected with Augusta County, E&P Map D-2. County Seat. Trading ctr. for three-county agricultural area. School ctr. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64, State Hwy. 254.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio, Chesapeake & Western (freight).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Virginia Trailways.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 21,857; Loc. Est. 22,916
CZ-ABC: (80) 32,268; (84) 31,500
RTZ-ABC: (80) 94,093; (84) 98,000
County 80 Cen. 53,732; Loc. Est. 57,163
City & RTZ-ABC: (80) 126,361; (84) 129,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,097; Loc. Est. 8,715
CZ-ABC: (80) 11,344; (84) 11,100
RTZ-ABC: (80) 32,634; (84) 34,300
County 80 Cen. 17,978; Loc. Est. 19,523
City & RTZ-ABC: (80) 43,978; (84) 45,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$271,164,000
Savings & Loan	2	$237,507,153

6 - PASSENGER AUTOS: City 13,785; County 38,314

7 - ELECTRIC METERS: Residence 25,000

8 - GAS METERS: Residence 8,171

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Transp., Comm. & Utilities 1,377; Construction 477; Mfg. 1,021; Trade 2,092; Lumber & Furn. 500; Fibers & Textiles 4,380; Metal Prod. & Fabric 1,080; Machy. & Misc. Mfg. 3,330; Apparel 1,300; Food 510; Construction 2,100; Fin., Ins., Real Estate 487; Govt. 5,130.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19. Last killing frost, May 7.

11 - TAP WATER: Neutral, meduim soft; fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Center-5 blocks on Beverly St.; 4 on Central Ave.; 2 on Augusta St.
Neighborhood Shopping Centers-1 block at Hays & W Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Plaza, Rt. 11, South (Greenville Ave.) (30 acres); 3 blks. at Beverly & Grubert; 1 blk. at Churchville & Springhill; Chestnut Hills Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Terry Court(24)	NA	Terry Court Drug
Town & Country(3)	NA	K mart, Sears
Staunton Plaza(31)	NA	JCPenney, Mont. Ward, Woolworth
Chestnut Hills(5)	NA	Heck's, Kroger

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Leggett's; Montgomery Ward; JCPenney.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Peoples; SupeRx; Drug Fair; Medco.
Chain Supermarkets-IGA; Kroger; Shop & Save; 7-Eleven; A&P.
Discount Stores-Heck's; K mart.
Other Chain Stores-Lowe's; Goodyear; Dollar General; Family Dollar; Advance; Western Auto; A&N; Sears (catalog); Moore's; Glassner Jewelers; Wise Discount; Medco; High's; Memory Lane Gifts; Super Dollar; University Tire Co.

14 - NEWSPAPERS: LEADER (e-mon to fri) 17,234; NEWS-LEADER (S) 21,591; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Grimes, Adv. Mgr., LEADER and NEWS-LEADER, PO Box 59, Staunton, VA 24401; Tel. (703) 885-7281.
National Representative: Branham/Newspaper Sales.

STRASBURG

1 - LOCATION: Shenandoah County, E&P Map E-1. On U.S. Hwy. 11; State 55, I-81 and Junction I-66. Misc. mfg. center in agricultural region. region. 90 mi. W of Washington DC; 130 mi. SW of Baltimore MD. Serving Tri County area, Frederick, Warren, and Shenandoah Counties.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Southern; Conrail; Chessie.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 2,431; Loc. Est. 2,875
County 80 Cen. 27,559; Loc. Est. 29,518
PMA-ABC: (80) 103,126; (84) 112,200

4 - HOUSEHOLDS:
Corp. City 904; Loc. Est. 936
County 80 Cen. 10,035; Loc. Est. 11,002
PMA-ABC: (80) 37,227; (84) 40,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$478,207,000
Savings & Loan	5	$50,000,000

6 - PASSENGER AUTOS: Counties-Shenandoah 20,859; Warren 15,650; Frederick 26,040

7 - ELECTRIC METERS: Residence Est.-Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

8 - GAS METERS: 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 5,440; Apple Prod. 750; Rubber Prod. 933; Poultry 3,260; Auto Parts 260; Brake Shoes 950; Sewing 900; Building Materials 425; Comm. Printing 300; Quarries 200; Food Processing 950; Light Bulbs 250; Furniture 250; Records & Tapes 1,065; Travel Trailers & Mobile Homes 250; Furniture 350; Poultry N.A.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30. Last killing frost, April 11.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Winchester; Front Royal; Strasburg; Woodstock.
Neighborhood Shopping Centers-Mt. Jackson; Edinburg; New Market; Berryville; Boyce; Wardensville; Middletown; Stephens City.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Leggetts 2; JCPenney; Sears; Peebles; Nichols; K mart 2; Zayre.
Variety Stores-Newberry 2; McCrory 2; Ben Franklin; Kresge.
Chain Drug Stores-Peoples 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.
Chain Supermarkets-Safeway 4; A&P 4; IGA 4; 7-Eleven 15; Acme; High's.
Other Chain Stores-Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 4; Goodrich; Advance; A&N 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowes; Lafayette; Radio Shack 2; Heck's.

14 - NEWSPAPERS: NORTHERN VIRGINIA DAILY (m) 14,208; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William Keister, Adv. Contact, NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657; Tel. (703) 465-5137.
National Representative: Landon Associates.

SUFFOLK

1 - LOCATION: Independent City (In Norfolk-Virginia Beach-Newport News MSA), E&P Map F-3. 20 mi. SW of Norfolk, VA. On U.S. Hwys. 58, 460.

2 - TRANSPORTATION: Railroads-Atlantic Coast; Norfolk, Franklin and Danville; Norfolk & Western; Seaboard.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,621; Loc. Est. 49,920
CZ-ABC: (80) 47,621; (84) 48,300
RTZ-ABC: (80) 42,758; (84) 44,000
MSA 80 Cen. 1,160,051; Loc. Est. 1,223,903
City & RTZ-ABC: (80) 90,379; (84) 92,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,742; Loc. Est. 16,922
MSA 80 Cen. 384,349; Loc. Est. 416,282
CZ-ABC: (80) 15,742; (84) 16,100
RTZ-ABC: (80) 13,924; (84) 14,500
City & RTZ-ABC: (80) 29,666; (84) 30,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$86,000,000
Savings & Loan	2	$29,200,000

6 - PASSENGER AUTOS: City 27,227

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 1,835

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Peanut 2,370; Television Assembly 4,900; Lumber 465; Meat Pkg. 195; Tea & Coffee Prod. 260; Farm Machy. Mfg. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-73; Summer 77-95; Fall 41-62; Winter 39-47.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Suffolk Plaza(28)	NA	Mont. Ward, Murphy Mart, A&P
Suffolk West(19)	NA	Winn-Dixie, Drug Fair

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Leggetts; Murphy Mart; B. Laderberg & Son.
Variety Stores-Woolworth; Rose's; Super Dollar; Dollar General.
Chain Drug Stores-Peoples; Revco; Drug Fair
Chain Supermarkets-A&P; Cavalier Foods; Belo 2; Safeway; Winn-Dixie.
Other Chain Stores-Goodyear; Kinney Shoes; Singer; Sherwin-Williams; Radio Shack; Western Auto; Eleanor Shops; Dollar General.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,963; (S) 7,329; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437.
National Representative: Landon Associates.

WAYNESBORO

1 - LOCATION: Independent City connected with Augusta County. E&P Map D-2. Railroad junction and shipping center for industrial, agricultural and dairy area of E Augusta, N Nelson and W Albermarle Counties, 98 mi. W-NW of Richmond; 90 mi. N-NE of Roanoke. On U.S. Hwys. 250 and 340; I-64; State 254, 340, 624, 664, 795, 865.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Norfolk & Western; Belt (freight line).
Motor Freight Carriers-5.
Intercity Bus Lines-Virginia Trailways.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 15,329; Loc. Est. 16,222
CZ-ABC: (80) 23,159; (84) 22,900
RTZ-ABC: (80) 47,812; (84) 51,100
County 80 Cen. 53,732; Loc. Est. 57,163
City & RTZ-ABC: (80) 70,971; (84) 74,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,870; Loc. Est. 6,368
CZ-ABC: (80) 8,578; (84) 8,500
RTZ-ABC: (80) 16,383; (84) 17,700
County 80 Cen. 17,976; Loc. Est. 19,523
City & RTZ-ABC: (80) 24,961; (84) 26,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$89,884,000
Savings & Loan	2	$26,052,000
Credit Unions	6	$28,380,000

6 - PASSENGER AUTOS: County 38,314

7 - ELECTRIC METERS: Residence 6,600

8 - GAS METERS: Residence 6,425

9 - PRINCIPAL INDUSTRIES: Electronics; Chemical and Synthetics; Furniture; Textiles; Metalcraft, Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; Confectionery; No.of Wage Earners-over 9,000; annual payroll in excess of $165,000,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35. Summer av. temp. 75.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on Short St.; 1 on Market Ave.; 3 on Arch Ave.; 1 on 11th St.; 6 blks. on Broad St.
Neighborhood Shopping Centers-3 blocks on Commerce Ave.; 2 on W Main St.; 4 on W Broad; 3 on E Broad.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waynesboro Center(22)	NA	Rose's, Peoples, Heck's, Food Lion

Principal Shopping Days-Thur.through Sat.
Stores Open Evenings-Mon. through Fri.; Shopping Centers;Food Stores & many others nightly.

13 - RETAIL OUTLETS: Department Stores-Leggetts; Southern; Cato's; Newberry; Corner Hdwe.
Variety Stores-Rose's.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Standard; Kroger Sav-on; Peoples Service Drugs; Drug Fair.
Chain Supermarkets-A&P; Kroger Savon; IGA; Shop & Save; Food Lion.
Other Chain Stores-Western Auto; Advance Stores; Jewel Box; Firestone; Goodyear; Goodrich; Sherwin-Williams; Sears; A&N; Grand Piano; Dollar General; Moores.

14 - NEWSPAPERS: NEWS-VIRGINIAN (e)-13,209; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Marty White, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Independent City connected with Frederick County. E&P Map E-1. County Seat. Mfg., shopping, fruit growing & packing, tourist, medical center. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, D.C.; 142 mi. from Richmond.

2 - TRANSPOKTATION: Railroads-B&O; Chessie N/W Freight only.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,217; Loc. Est. 21,426
CZ-ABC: (80) 20,217; (84) 20,300
Bal. in PMA-ABC: (80) 44,115; (84) 49,300
County 80 Cen. 34,150; Loc. Est. 35,978
Total CZ and Bal. in PMA-ABC: (80) 64,332; (84) 69,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,971; Loc. Est. 8,628
CZ-ABC: (80) 7,971; (84) 8,100
Bal. in PMA-ABC: (80) 14,981; (84) 16,900
County 80 Cen. 11,467; Loc. Est. 12,415
Total CZ and Bal. in PMA-ABC: (80) 22,952; (84) 25,000

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	6	$4,387,121,325
Savings & Loan	2	$619,743,438

6 - PASSENGER AUTOS: County 26,040

7 - ELECTRIC METERS: Residence 9,761

8 - GAS METERS: Residence 2,687

9 - PRINCIPAL INDUSTRIES: Industry, No.Wage Earners-Agricultural Services & Quarrying 330; Construction 1,600; Textiles & Apparel 530; Food 990; Lumber & Furniture 670; Stone, Clay, Glass Products 1,420; Metal Prod. & Machy. 1,440; All Other Mfg. 15,400; Finance 970; Govt. 2,320; Services 3,670 (County, 1981).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19. Last killing frost, Apr. 21.

11 - TAP WATER: Alkaline.

12 - RETAILING: Principal Shopping Area-10 blocks on 5 sts.; Downtown Pedestrian Mall.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berryville Pl.	NA	Nichols, Choice IGA
Ward Pl.(16)	NA	Mont. Ward, Kresge, Peoples Drug
Delco Plaza (8)	NA	Zayre, Dart Drug
Apple Valley Square(14)	NA	Heck's, Acme, Revco
Apple Blossom Mall(43)	NA	Leggetts, Sears JCPenney

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Department: Mon and Fri. Food and Shopping Centers. Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Leggetts; JCPenney; Montgomery Ward; Sears; K mart.
Variety Stores-Newberry; McCrory; Kresge.
Discount Stores-Revco 3; Zayre; Nichols; K mart; Heck's.
Chain Drug Stores-Peoples 2; Drug Fair 2; Revco 4; Dart Drug.
Chain Supermarkets-A&P 2; Safeway 2; Choice IGA; Acme; Martins.
Other Chain Stores- Royal Jewelers; Kinney; A&N; Schewels; Firestone; Sherwin-Williams; Eleanor; McPhail Paint; Goodyear; Lowes; Moores; Fashion Bug; Pic Way; Pic N'Pay; 84 Lumber.

14 - NEWSPAPERS: STAR (e) 20,237; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward P. Hourigan, Adv. Mgr. STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200.
National Representative: Landon Associates.

WOODBRIDGE

1 - LOCATION: Prince William County (In Washington, D.C.-MD-VA MSA). E&P Map E-2. Suburban residential and military center. In N Virginia, 30 mi. S of Washington, D.C., 20 mi. N of Fredericksburg; on I-95 and 66.

2 - TRANSPORTATION: Railroads-Richmond, Fredericksburg & Potomac; Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Major national and international airlines at Washington, D.C.

3 - POPULATION:
District 80 Cen. 14,867; Loc. Est. 16,759
PMA-ABC: (80) 107,632; (84) 124,500
County 80 Cen. 144,703; Loc. Est. 157,905
MSA 80 Cen. 3,250,392; Loc. Est. 3,402,865
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
District 80 Cen. 4,700; Loc. Est. 5,186
PMA-ABC: (80) 31,442; (84) 36,700
County 80 Cen. 43,790; Loc. Est. 48,865
MSA 80 Cen. 1,175,901; Loc. Est. 1,254,199

5 - BANKS N.A.

6 - PASSENGER AUTOS: County 132,330

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Percentage of Wage Earners (80 Cen.)-Gov't. 48%; Prof. & Tech. 20%; Clerical 20%; Crafts 20%; Services 11%; Industrial 10%; Farming 0.3%.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26. Last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Neighborhood Shopping Centers-Lake Ridge, Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza, Manassas Junction.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marumsco Plaza(50)	NA	Peebles, Giant Foods Peoples Drugs
Gordon Plaza(20)	NA	Zayre, Basics, Dart
Manassas Mall(75)	NA	Mont.Ward, Hecht's
Manaport(25)	NA	Dart Home
Manassas(41)	NA	Peebles, Drug Fair

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Peebles; Zayre; Leggetts; Montgomery Ward; Hecht Co.; K mart.
Chain Drug Stores-Dart; Peoples; Drug Fair.
Chain Supermarkets-Basics; Grand Union; A&P; Safeway; Giant Foods; Plus & Bon Food.
Other Chain Stores-Goodyear; Merchants Tire; Market Tire; Mademoiselle Fashions; Harpers; Steven Windsor; Abbey Carpets; Hechingers; Lowe's; Hub Furniture; Sherwin-Williams; Hi-Gear; Radio Shack; Mattress Discounters; Rug Man; Waxie-Maxie; Scotts Lumber; Color Tile.

14 - NEWSPAPERS: POTOMAC NEWS (e-mon to fri) 24,661; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Coleman, Adv. Dir., POTOMAC NEWS, 14010 Smoketown Rd.,Woodbridge, VA 22192; Tel. (703) 670-8151.
National Representative: U.S. Suburban Press. Tel. (703) 670-8151.

WASHINGTON SURVEYS

METROPOLITAN STATISTICAL AREAS

Bellingham-Whatcom County.
Bremerton-Kitsap County.
Olympia-Thurston County.
Richland-Kennewick-Pasco-Benton and Franklin Counties.
Spokane-Spokane County.
Yakima-Yakima County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Seattle-King and Snohomish Counties.
Tacoma-Pierce County.
Vancouver-Clark County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, Ore.-Wash.-Includes Portland, Ore. PMSA and Vancouver, Wash. PMSA.
Seattle-Tacoma-Includes Seattle PMSA and Tacoma PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1978	1980	1985
Under 5 Years	281	306	329
5-14 Years	679	618	664
15-24 Years	627	769	826
25-44 Years	808	1,231	1,323
45-64 Years	698	775	833
65 and Over	321	431	463
TOTAL	3,413	4,130	4,438

Based on U.S. Consus

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Consus	1977 Consus	1985 Est.
Bldg. Mat./Hdwr	367	898	1,695
General Mdse	1,002	1,604	2,832
Food	1,740	2,895	5,257
Automobiles	1,440	2,757	5,313
aasolineSStatons	575	947	1,900
Apparel	337	611	1,076
Furniture	322	669	1,261
Eat-Drink Places	673	1,356	2,813
Drugs	302	536	1,016
TOTAL SALES	7,494	13,503	25,756

ABERDEEN

1 - LOCATION: Grays Harbor County. E&P Map A-2. On the Chelalis River, 50 mi W of Olympia. On U.S. Hwys. 12, 101.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Northern.
Motor Freight Carrier-5.
Inturcity Bus Lines-Washington Coast Lines; Grays Harbor Transit.
Airlines-San Juan.

3 - POPULATION:
Corp. City 80 Cen. 18,739; Loc. Est. 19,058
CZ-ABC: (80) 30,033; (84) 28,900
RTZ-ABC: (80) 46,089; (84) 48,400
County 80 Cen. 66,314; Loc. Est. 67,133
City & RTZ-ABC: (80) 76,122; (84) 77,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,539; Loc. Est. 7,367
CZ-ABC: (80) 11,886; (84) 11,500
RTZ-ABC: (80) 17,074; (84) 18,200
County 80 Cen. 25,181; Loc. Est. 25,932
City & RTZ-ABC: (80) 28,960; (84) 29,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$461,438,000
Savings & Loan	3	(Incl. above)

6 - PASSENGER AUTOS: County 30,537

7 - ELECTRIC METERS: Residence 36,246

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Lumber; Logging; Plywood; Fishing and Small Wood Working 7,120 emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing.
Principal Pay Days-Sat. 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-85; Fall 50-75; Winter 30-60.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.; East Wishkah Mall (20 stores); South Shore Mall (55 Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; La Monts.
Variety Stores-Pay'n Save.
Discount Stores-Pay Less; Ernst-Malmo.
Chain Drug Stores-Pay Less; Rexall Drugs 2; Pay N-Save; The Medicine Shoppe.
Chain Supermarkets-Safeway 3; Thriftway; Swanson's 3; Shop Rite; Prarie Mkt.; Price Plus.
Other Chain Stores-Montgomery Ward (catalog); Weisfield Jewelers; Coast-to-Coast; Discount Fabrics; Radio Shack 3; Sherwin-Williams; General Tire; Kinney Shoes 2; Mode O'Day; True Value Hardware 3; Sprouse-Reitz; F. T. Kluh; Hickory Farms; D.J.'s Sound City; Squire Shop; B. Dalton; Hallmark 3; House of Fabric; Maurices; 7-Eleven 5; Tires Inc.; Sea Galley; Centerville; Hazel's Candies; Waldenbooks; Robinsons.

14 - NEWSPAPERS: WORLD (e) 18,349; (S) 18,178; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Duane Langeliners, Gen. Mgr. WORLD, 315 S. Michigan; PO Box 269, Aberdeen, WA 98520; Tel. (206) 532-4000.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: King County (In Seattle PMSA). E&P Map B-2. Located 25 mi. S of Seattle at the junction of S.R. 67 & S.R. 18 off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-52.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 28,585; Loc. Est. 29,705
PMA-ABC: (80) 79,464; (84) 82,000
County 80 Cen. 1,265,503; Loc. Est. 1,341,154
PMSA 80 Cen. 1,606,765; Loc. Est. 1,707,119

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,396; Loc. Est. 12,371
County 80 Cen. 497,263; Loc. Est. 537,586
PMSA 80 Cen. 617,645; Loc. Est. 671,407
PMA-ABC: (80) 27,683; (84) 28,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$163,944,000
Commercial	8	$222,640,000

6 - PASSENGER AUTOS: County 767,029

7 - ELECTRIC METERS: Residence (Est.) 12,500

8 - GAS METERS: Residence (Est.) 8,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners and (Av. Wkly. Wage)-Aerospace(F.A.A.) 5,000 ($420); Government (G.S.A) 1,100 ($400); Railway 400 ($500); Plastics 100 ($300); Dairy Products; Lumber; Shingles; Charcoal; Sheet Metal; Fiberglass Prods.; Fruit & Vegetable Packing; Farming; Aircraft Engines.
Principal Industrial Pay Days-1st and 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-72; Fall 47-60; Winter 38-47. First killing frost, Nov. 25; Last killing frost, Mar. 15.

11 - TAP WATER: Medium, hard.

12 - RETAILING: Principal Shopping Center-Downtown Auburn.
Neighborhood Shopping Centers-Auburn North Ctr.; Forest Villa; Auburn Way South; Auburn Way North; Little Detroit of the West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sea Tac Mall(104)	8	Bon Marche, Sears, Mervyn's

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Mostly all.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Bonanza 88; Ben Franklin.
Chain Drug Stores-Skaggs; Pay'N Save.
Chain Supermarkets-Safeway; Albertsons; Thriftway.
Other Chain Stores-Coast-to-Coast; 7-Eleven.

14 - NEWSPAPERS: GLOBE NEWS (mon to fri.) 8,675; (S) 8,668; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Valley Newspapers, 600 S. Washington, PO Box 130; Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

BELLEVUE-KIRKLAND

1 - LOCATION: King County (In Seattle PMSA). E&P Map B-2. 6 mi. E of Seattle. E of Lake Washington, on I-405 (alternate to N-S I-5 which passes through Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Seattle Metro Transit.
Airlines-Alaska; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western; Pan American; Scandinavian; United; Western; TWA; Republic; WeinAir; (In Seattle).

3 - POPULATION:
Corp. Cities 80 Cen. 92,682; Loc. Est. 100,628
Bellevue 80 Cen. 73,903; Loc. Est. 83,073
Kirkland 80 Cen. 18,779; Loc. Est. N.A.
PMA-ABC: (80) 301,461; (84) 311,600
County 80 Cen. 1,269,749; Loc. Est. 1,341,154
PMSA 80 Cen. 1,606,765; Loc. Est. 1,704,119
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 35,721; Loc. Est. 40,581
Bellevue 80 Cen. 27,871; Loc. Est. 31,962
Kirkland 80 Cen. 7,850; Loc. Est. N.A.
PMA-ABC: (80) 105,528; (84) 110,300
County 80 Cen. 497,263; Loc. Est. 537,586
PMSA 80 Cen. 617,645; Loc. Est. 671,407

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$517,548,000
Savings & Loan	9	$324,280,000
Commercial	10	$234,073,000

6 - PASSENGER AUTOS: County 767,029

7 - ELECTRIC METERS: East Side 112,167

8 - GAS METERS: East Side 58,261

9 - PRINCIPAL INDUSTRIES: Electronic Control Systems; Photo-typesetting Equipment; Bldg. Materials; Trucks; Construction Equipment; Soft Drinks; Food Pdts; Medical electronics.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2. Last killing frost, Mar. 20.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-8400 stores on East Side. Bel-Square; Bellevue Way & NE 8th (126); Crossroads-NE 8th & 156th NE (40); Totem Lake Exit 124 off 405, Kirkland (45); Factoria, I-90 & 405; Overlake, 148th & NE 24th (55).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Square	NA	JCPenney, Fredrick

Crossroads(60)	NA	& Nelson, Nordstrom Lamont's, Ernst Hdwe.
Totem Lake(68)	NA	Pay'N Savo, Thrifty, Ernst Hdwe., Lamont's
Lake Hills	NA	QFC Grocery
Evergreen Vlg.(21)	NA	Pay'N Save, Safeway
Redmond Ctr.(21)	NA	QFC, Sears
Juanita Vlg.(11)	NA	Safeway
Sunset Village(20)	NA	Safeway, Fisher Drug
Eastgate Plaza	NA	Albertson's, Skaggs
Bear Creek(23)	NA	Pay'N Save, Safeway
Overlake(12)	NA	Pay Less
Factoria(4)	NA	Pay'N Save, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Nordstrom; Frederick and Nelson; Lamont's; Fred Meyer; Montgomery Ward; J. Jacobs; Trident Imports; Eddie Bauer; Loehmanns.
Chain Drug and Variety Stores-Pay 'N Save; Pay Less; Skaggs; Coast-to-Coast; Ernst Hardware; Fred Meyer; Bartells; Pay 'n Pak; K mart.
Chain Supermarkets-Albertson's; Safeway; Lucky; Thriftway; Thrifty; QFC; Grocery Boys; Mark-It Foods; Tradewell; Fred Meyer; IGA.
Other Chain Stores-Firestone; Goodyear; Big O Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Merribee Yarn Craft; Dunn Lumber; 7-Eleven Stores; Dairy Queen; Shuck's Auto; Fisher Drug; Bartell Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Tire; Fabricland; Music West; Lee Miles Transmission; Capitol Tire; Sprouse-Reitz; Malmo; Sportswest Sams Tires.

14 - NEWSPAPERS: JOURNAL-AMERICAN (m) 26,751; (S) 27,138; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Bean, Adv. Dir., JOURNAL-AMERICAN, PO Box 310, Bellevue, WA 98009; Tel. (206) 455-2222.
National Representative: Landon Associates.

BELLINGHAM

1 - LOCATION: Whatcom County (MSA). E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.
Airlines-San Juan.

3 - POPULATION:
Corp. City 80 Cen. 45,794; Loc. Est. 50,579
CZ-ABC: (80) 45,794; (84) 47,200
RTZ-ABC: (80) 60,907; (84) 68,300
County/MSA 80 Cen. 106,701; Loc. Est. 112,207
City & RTZ-ABC: (80) 106,701; (84) 115,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,440; Loc. Est. 18,667
CZ-ABC: (80) 18,440; (84) 19,200
RTZ-ABC: (80) 21,190; (84) 24,100
County/MSA 80 Cen. 39,630; Loc. Est. 42,677
City & RTZ-ABC: (80) 39,630; (84) 43,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$321,000,000
Mutual Savings	6	$125,000,000
Savings & Loan	7	$174,000,000

6 - PASSENGER AUTOS: County 57,523

7 - ELECTRIC METERS: Residence 24,000

8 - GAS METERS: Residence 9,192

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 6,520; Food & Kindred Prod. 1,310; Lumber & Wood Prod. 1,100; Printing & Pub. 250; Stone, Clay & Glass Prod. 310; Other Durable Goods 1,960; Other Non-Durable Goods 2,280; Forestry, Fishing, Mining & Misc. 500; Contract Construction 1,800; Wholesale & Retail Trade 9,140; Finance, Ins. & Real Estate 1,470; Services 6,490; Gov't 7,140; Educational Serv. 5,000; Other Gov't 2,590.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28. Last killing frost, May 12.

11 - TAP WATER: Neutral, soft, filtered, chlorinated.

12 - RETAILING: Principal Shopping Center-23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.
Neighborhood Shopping Centers-12th & Harris; Meridian & Broadway; Northwest & E Maplewood; E Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall, College Pkwy.; Fountain District; Park Manor; Sunset Square; Town & Country; Fred Meyer; Meridian Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellingham Mall(27)	NA	
Fred Meyer(7)	NA	Fred Meyer, General Mdse.
Haggen Ctr.(6)	NA	N.W. Realty
Meridian Vlg.(22)	NA	House of Fabrics,
Northwest Ctr.(17)	NA	Variety Store

Principal Shopping Days-Dept. Stores: Mon., Fri. and Sat.; Food Stores: Thur. and Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Golden Rule; Bon Marche; Fred Meyer; Payless; Nordstrom's Place Two; Jafco; J.K. Gill; Ernst Hardware.
Variety Stores-Woolworth; 88 Center; Sprouse-Reitz; Pay 'N Save.
Discount Stores-Yeager's; K mart.
Chain Supermarkets-Safeway Stores 4; Thriftway 5; Albertson's 2.
Other Chain Stores-Weisfield's Jewelry; Goodyear; Firestone; Gallenkamp; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast-to-Coast; Karl's; Jeanne Dale Fabrics; Hickory Farms; Discount Fabrics; Skipper's.

14 - NEWSPAPERS: HERALD (e) 22,312; (S) 24,153; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gerry Rhea, Mkt. Dir., HERALD, 1155 State St.; PO Box 1277, Bellingham, WA 98225; Tel. (206) 676-2600.
National Representative: Gannett Newspaper Advertising Sales.

BREMERTON

1 - LOCATION: Kitsap County (MSA). E&P Map B-2. On Puget Sound. 32 mi. from Tacoma. On Hwys. 3, 16.

2 - TRANSPORTATION: Railroads-Northern Pacific; Chicago; Milwaukee Train Ferry.
Motor Freight Carriers-5.
Intercity Bus Lines-Bremerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.
Water-Washington State Ferries (to Seattle).

3 - POPULATION:
Corp. City 80 Cen. 36,208; Loc. Est. 39,416
CZ-ABC: (80) 109,269; (84) 120,000
RTZ-ABC: (80) 44,057; (84) 52,000
County/MSA 80 Cen. 146,609; Loc. Est. 159,598
City & RTZ-ABC: (80) 153,326; (84) 172,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,067; Loc. Est. 15,303
CZ-ABC: (80) 39,313; (84) 43,500
RTZ-ABC: (80) 15,840; (84) 19,000
County/MSA 80 Cen. 52,591; Loc. Est. 58,641
City & RTZ-ABC: (80) 55,153; (84) 62,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	30	$400,000,000
Savings	2	$20,000,000
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 77,854

7 - ELECTRIC METERS: Residence 66,500

8 - GAS METERS: Residence 7,485

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Annual Payroll)-Shipbuilding-Repairing Puget Sound Naval Shipyard 12,400 ($375 million); Bangor/Trident Submarine Base, Civilian, 3,644 ($90 million); Naval Undersea Warfare Eng. Stn. (Keyport) 3,200 ($89 million).
Principal Pay Days-Alternate Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27. Last killing frost, Mar. 28.

11 - TAP WATER: Natural, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth; 2 on Fifth; 1 on Sixth; 2 on Park.
Neighborhood Shopping Centers-3 blocks on Callow; 3 on Silverdale Hwy.; 5 on E end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambnan; 8 on Wheaton Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheridan Vlg.	2	Noah's East (Shop-Rite)
Perry Ave. Mall(11)	3	Thriftway
Westgate	3	Arnold's Furn.
Value Giant	3	Albertson's, Value Giant, Payless N.W.
Oyster Bay Plaza	3	Thriftway, Pay Less, Smalley Drug
Kitsap Lk.	4	Ralph, Shop-Rite
Wheaton Mall(12)	3	Ernst Hdwe, Safeway, Pay 'N Save
Westbay(7)	8	Mark-It Foods
South Park Vlg.(22)	10	Thriftway, Ben Franklin
Port Orchard Plz.(9)	8	Country Casuals, Safeway Shoprite
Silverdale Vlg.	12	
CK Mall-Silverdale	12	Mark-It Foods
Hi Point	9	Safeway, Sprouse-Reitz
Alexander	3	Picadilly, Color Tile
S.K. Mall	9	Albertson's, Ernst, Bremer's, Pay'N Save

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bremer's; JCPenney; Sears; Montgomery Ward.
Variety Stores-Woolworth; Sprouse-Reitz.
Discount Stores-Pay Less N.W. (Value Giant); K mart; Pay'N Save; Pay Less.
Chain Drug Stores-Thrifty 2; Rexall 2; Walgreens 4; Farrell's 3.
Chain Supermarkets-Safeway 4; Shop-Rite 5; Thriftway 2; IGA 6; Family Mkt.; Albertson's 2; Prairie Market.
Other Chain Stores-Freidlander (Jewelry); Coast-to-Coast; Firestone; Pay N' Pak; Raff's Shoes; Top Auto Supply; Radio Shack; Thurman Supply; Schuck's Auto Supply; Nordstrom Place Two; Pacific Iron; Weisfield's Jewelry.

14 - NEWSPAPERS: SUN (e) 37,149; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Charles Kimble, Adv. Dir., SUN, 545 5th St., Bremerton, WA 98310; Tel. (206) 377-3711.
National Representative: Branham/Newspaper Sales.

CENTRALIA-CHEHALIS

1 - LOCATION: Lewis County. E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber and agricultural center. Situated midway between Portland, OR and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Chicago; Milwaukee & St. Paul; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Western Greyhound; Continental Pacific Trailways.

3 - POPULATION:
Corp. Cities 16,909; Loc. Est. 18,135
Centralia 80 Cen. 10,809; Loc. Est. 11,606
Chehalis 80 Cen. 6,100; Loc. Est. 6,529
CZ-ABC: (80) 20,237; (84) 20,800
RTZ-ABC: (80) 66,152; (84) 73,600
County 80 Cen. 55,279; Loc. Est. 59,846
City & RTZ-ABC: (80) 86,389; (84) 94,400
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,793; Loc. Est. 7,033
Centralia 80 Cen. 4,404; Loc. Est. 4,591
Chehalis 80 Cen. 2,389; Loc. Est. 2,441
CZ-ABC: (80) 8,055; (84) 8,400
RTZ-ABC: (80) 22,982; (84) 25,800
County 80 Cen. 20,359; Loc. Est. 21,836
City & RTZ-ABC: (80) 31,037; (84) 34,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$218,660,635
Savings & Loan	4	$301,332,158
Mutual Savings	1	$14,330,000

6 - PASSENGER AUTOS: County 29,811

7 - ELECTRIC METERS: Residence 23,108

8 - GAS METERS: Residence 4,097

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Logging, Lumber & Wood Products 3,922 ($330); Retail 3,393 ($156); Wholesale 1,004 ($268); Services 2,169 ($171); Agriculture 328 ($138); Government 3,171 ($262); Construction 702 ($300); Other Mfg. 383 ($257); Trans., Communications & Util. 696 ($355); Fin., Ins. & Real Estate 531 ($215); Coal Mining 600 ($425); Food Processing 426 ($263); Printing & Pub. 451 ($210); Power Generating 210 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-67; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7. Last killing frost, Mar. 18.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Centralia: 7 blocks on Tower Av.; 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.
Neighborhood Shopping Centers-3 blocks on S Market; 2 on S Gold; 4 bet. Chehalis and Centralia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(4)	NA	C.C. Sooper
Yard Birds(9)	NA	U-Mark-It, Yard Birds
Lewis Co. Mall(28)	NA	Sears, Pay Less
Sunbird(3)	NA	Sunbird
Safeway(7)	NA	Safeway, Giant T
K mart	NA	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney.
Variety Stores-Ben Franklin; Bonanza; K mart.
Chain Drug Stores-Olympic Drug; Pay Less; Giant T.
Chain Supermarkets-Safeway 2; Fuller's 2; Prairie Mkt.; C.C. Sooper; U-Mark-It.
Other Chain Stores-Coast-to-Coast 3; Montgomery Ward (catalog); Mode O'Day; Fashion Flair; Pittsburgh Paint; Radio Shack; House of Fabrics; Kinney Shoes; Goodyear; Les Schwab; Schoefeld's; Ace Hdwe.; True Value Hdwe. 4; Kit's Cameras.

14 - NEWSPAPERS: CHRONICLE (e) 15,400; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Hull, Adv. Mgr., CHRONICLE, PO Box 580, Centralia, WA 98531; Tel. (206) 736-3311.
National Representative: Branham/Newspaper Sales.

CLARKSTON, WA

See LEWISTON, ID

ELLENSBURG

1 - LOCATION: Kittitas County. E&P Map C-2. County Seat. Education center (Central Washington University). At junction of I-90 and I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 11,752; Loc. Est. 11,609
County 80 Cen. 24,877; Loc. Est. 25,958

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,585; Loc. Est. 3,990
County 80 Cen. 9,465; Loc. Est. 10,149

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$95,000,000
Savings & Loan	2	$14,000,000

6 - PASSENGER AUTOS: County 11,850

7 - ELECTRIC METERS: Residence 5,001

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 200 ($325); Food Processing 85 ($190); Lumber 41 ($230); University Education 900 ($435).
Principal Industrial Pay Days-1st and 10th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 5; Last killing frost, April 24.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks wide on 3 streets.
Shopping Center-Ellensburg Mall.
Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Berry's; Bi-Mart; Woods Ace Hardware; Ranch & Home; True-Value.
Variety Stores-Bonanza 88¢; Sprouse-Reitz.
Chain Drug Stores-Ostrander's; Bi-Mart; Money Saver; Downtown Pharmacy.
Chain Supermarkets-Albertson's; Safeway; Thriftway 3; Meads Markets; Prairie Market.
Other Chain Stores-Sears; Coast-to-Coast; Montgomery Ward; Mode O'Day; Bi-Mart; Maurice's.

14 - NEWSPAPERS: RECORD (e) 5,931; sworn Sept. 28, 1983.
Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Dir., RECORD, 4th & Main Sts.; PO Box 248, Ellensburg, WA 98926; Tel. (509) 925-1414.
National Representative: Branham/Newspaper Sales.

EVERETT

1 - LOCATION: Snohomish County. (In Seattle PMSA). E&P Map B-2. County Seat. Industrial

Center. On Puget Sound. 28 mi. N of Seattle. On U.S. Hwys. 2, 99 and I-5. Deep water harbor.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Milwaukee Road.
Motor Freight Carriers-6.
Freight Steamship Lines-2.
Intercity Bus Lines-Snohomish County Public Transit; Everett Transit; Greyhound; Metropolitan.

3 - POPULATION:
Corp. City 80 Cen. 54,413; Loc. Est. 59,383
CZ-ABC: (80) 69,494; (84) 68,600
RTZ-ABC: (80) 312,274; (84) 345,000
County 80 Cen. 337,016; Loc. Est. 365,965
PMSA 80 Cen. 1,606,765; Loc. Est. 1,707,119
City & RTZ-ABC: (80) 381,768; (84) 413,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,358; Loc. Est. 24,495
CZ-ABC: (80) 28,133; (84) 27,900
RTZ-ABC: (80) 108,425; (84) 121,500
County 80 Cen. 120,382; Loc. Est. 133,821
PMSA 80 Cen. 617,645; Loc. Est. 671,407
City & RTZ-ABC: (80) 136,558; (84) 149,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$406,450,000
Savings & Loan	7	$146,000,000

6 - PASSENGER AUTOS: County 198,600

7 - ELECTRIC METERS: Residence County 137,672

8 - GAS METERS: Residence County 24,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Products 2,186 ($294); Lumber & Wood 5,536 ($219); Machinery & Fab. Metal Products 2,524 ($252); Services 5,874 ($215); Transportation 14,042 ($285); Finance 2,570 ($247); Gov't 4,132 ($242); Food 2,040 ($245); Construction 3,325 ($275); Printing 281 ($269).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13. Last killing frost, Apr. 14.

11 - TAP WATER: Acid; very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-15 blocks on Colby and Rucker.
Neighborhood Shopping Centers-19 & Broadway; 49 & Hwy. 99 S; Madison & Hwy. 99; View Ridge & Mukilteo Blvd.; 62nd & Hwy. 99 S; S Broadway

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(132	11	The Bon, JCPenney, Nordstrom, Sears
Everett Mall(106)	5	Sears, The Bon, Frederick & Nelson
Frontier Vlg.(8)	5	B&M Food, Bloom's
Lynnwood(100)	19	Pay Less, Jafco, Fred Meyer
James Vlg.(25)	11	Albertson's
Alderwood Plaza(16)	10	Pay 'N Save, Sports West
College Plaza(8)	2	Pay Less, Jafco
Marysville Sq.(6)	6	Safeway, Scrouse-Rentz
Mill Creek(11)	9	Albertson's, Ernst Hdwe.
Smokey Point (10)	7	Johnny's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.; Food & Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Bon Marche (Allied) 3; Sears; JCPenney; Montgomery Ward (catalog); Frederick & Nelson; Nordstrom's 2; Lamonts.
Discount Stores-Pay Less; K mart; Fred Meyer 2.
Variety Stores-Bonanza.
Chain Drug Stores-Pay'N Save 6; B&M Prescriptions 4; Shopper's Drug Mart 2.
Chain Supermarkets-Safeway 10; Thriftway 3; B&M 4; Tradewell; Albertson's 5; Haggen's 2; Olson's 4; Mark-It-Foods 3.
Other Chain Stores-Firestone; Singer Co.; Goodyear; Thom McAn; Pittsburgh Paint; Sherwin-Williams; Mode O'Day; Weisfield's; Burnett's; Friedlander & Sons; Wigwam; Radio Shack; Ernst Hdwe.; Tandy Leather; Squire Shop.

14 - NEWSPAPERS: HERALD (e) 55,810; (S) 56,347; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hull, Adv. Mgr., HERALD, PO Box 930, Everett, WA 98206; Tel. (206) 339-3000.
National Representative: Sawyer-Ferguson-Walker Co.

KELSO
See LONGVIEW

KENNEWICK
See PASCO

KENT

1 - LOCATION: King County. (In Seattle PMSA). E&P Map B-2. Located approx. 18 mi S of Seattle on S.R. 167, off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major Airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 23,152; Loc. Est. 27,020
PMA-ABC: (80) 96,770; (84) 98,400
County 80 Cen. 1,269,749; Loc. Est. 1,341,154
PMSA 80 Cen. 1,606,765; Loc. Est. 1,707,119

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,511; Loc. Est. 12,459
County 80 Cen. 497,263; Loc. Est. 537,586
PMSA 80 Cen. 617,645; Loc. Est. 671,407
PMA-ABC: (80) 33,228; (84) 34,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$201,388,000
Commercial	12	$237,048,000

6 - PASSENGER AUTOS: County 767,029

7 - ELECTRIC METERS: Residence (Est.) 12,500

8 - GAS METERS: Residence (Est.) 5,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 7,500 ($420); Electronics 1,000 ($275); Mfg. 500 ($300); Mfg. Phone Equipt. 675 ($325); Furniture Mfg.; Clothing; Woodenware; Fishing Tackle; Crates; Metalware; Computer Eqpt.; Ceramics; Chemicals; Glass; Greenhouses; Farming.
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48. First killing frost, Nov. 25. Last killing frost, Mar. 15.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Downtown Kent.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Benson Ctr.(15)	2	Ernst-Malmo
East Hill Ctr.(21)	2	
Sea Tac Mall(164)	12	Bon Marche, Sears, Mervyn's
South Center(116)	7	JCPenney, Nordstroms, Bon Marche

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-K mart; Wigwam.
Chain Drug Stores-Pay 'N Save; Pay Less.
Chain Supermarkets-Safeway; Lucky; Albertson's; Johnny's.
Other Chain Stores-Firestone; Coast-to-Coast.

14 - NEWSPAPERS: NEWS JOURNAL (m) 11,332; (S) 11,358; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Adv. Dir., NEWS JOURNAL, 600 S. Washington; PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

LONGVIEW-KELSO

1 - LOCATION: Cowlitz County. E&P Map A-3. Industrial, trading center. On Columbia River, 50 mi. downstream from Portland, OR; 120 mi. S of Seattle. On U.S. Hwys. 9, I-5; State Hwy. 411.

2 - TRANSPORTATION: Railroads-Union Pacific; Northern Pacific; Great Northern; Burlington-Northern Chicago; Milwaukee & St. Paul (freight), Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Community-Urban Bus Service; Greyhound; Trailways.
Freight Steamship Lines-23.
Air Taxi-Davis Air Service; Joel's At Chet's (scenic flights).

3 - POPULATION:
Corp. Cities 80 Cen. 42,181; Loc. Est. 44,276
Kelso 80 Cen. 11,129; Loc. Est. 11,646
Longview 80 Cen. 31,052; Loc. Est. 32,630
CZ-ABC: (80) 48,099; (84) 48,800
RTZ-ABC: (80) 49,159; (84) 51,500
County 80 Cen. 79,548; Loc. Est. 81,101
City & RTZ-ABC: (80) 97,258; (84) 100,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,636; Loc. Est. 17,828
Kelso 80 Cen. 4,373; Loc. Est. 4,757
Longview 80 Cen. 12,263; Loc. Est. 13,071
CZ-ABC: (80) 18,636; (84) 19,100
RTZ-ABC: (80) 17,177; (84) 18,100
County 80 Cen. 29,516; Loc. Est. 30,757
City & RTZ-ABC: (80) 35,813; (84) 37,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$261,585,000
Savings & Loan	6	$184,624,000
Credit Unions	8	$137,740,000

6 - PASSENGER AUTOS: County 41,787

7 - ELECTRIC METERS: Residence County 32,477

8 - GAS METERS: Residence 1,393

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Other Mfg. 1,582 ($376); Lumber, 6,368 ($444); Pulp & Paper 2,810 ($506).

10 - CLIMATE: Min. & Max. Temp.-Winter 36-51; Fall 46-67; Summer 50-75; Spring 38-55. First killing frost, Nov. Last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Commerce, downtown Longview. 135 units; 14th Avenue Plaza, Longview, 20 units; 6 blocks on 15th, Longview, 42 units; 15 blocks on Ocean Beach, Longview, 4221 units; 30th & Ocean Beach, Longview, 23 units; 6 blocks on Pacific Ave., Kelso, 60 units; Riverway Plaza, Kelso, 16 units; Triangle Shopping Center, Longview, 45 units.
Neighborhood Shopping Centers-48th & Ocean Beach, 5 units, Longview; Oregon Way, 6 blocks, 12 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Spirit Lake(7)	9	Minute Mart
Vancouver Mall(135)	36	JCPenney, Sears, Meir & Frank, Mervyn's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. & Food-Fri.

13 - RETAIL OUTLETS: Department Stores-The Bon; Sears; Montgomery Ward; JCPenney; Newberry; Bobs Merchandise; Fred Meyer.
Variety Stores-Woolworth; Tobiasons; Bonanza 88 Store; Ron's Emporium.
Discount Stores-Bob's; Giant T; Pay-n-Pak; Volume Shoes.
Chain Drug Stores-Rexall; Olympic Drugs; Moncicello Apothecary; Medical Arts Apothecary; Pay 'N Save; Fred Meyer; Keil's; Giant T.
Chain Supermarkets-Safeway 3; Thriftway; Shop & Kart 2; Prairie Mkt.; Mark-It Foods; Keils 2; Fred Meyer; IGA.
Other Chain Stores-Weisfields; Firestone; Sherwin-Williams; Ernst Hdwe.; Gallenkamp; Zale's Jewelry; Jean Nicole; Kinney Shoes; Schuck's; Hallmark Cards 2; The Blade; Radio Shack 2; Searing Electric; DJ's Sound City; Budget Tapes; JoAnn's Fabrics; Fabricland; Fabric House.

14 - NEWSPAPERS: NEWS (e) 26,225; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Harold Luhn, Nat'l Adv. Mgr., NEWS, 11th & Douglas; PO Box 189, Longview, WA 98632; Tel. (206) 577-2559.
National Representatives: Landon Associates.

MOSES LAKE

1 - LOCATION: Grant County. E&P Map C-2.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-1.

3 - POPULATION:
Corp. City 80 Cen. 10,629; Loc. Est. 11,129
County 80 Cen. 48,522; Loc. Est. 50,247

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,807; Loc. Est. 3,840
County 80 Cen. 17,158; Loc. Est. 18,227

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$56,283,872
Savings & Loan	4	$18,368,294

6 - PASSENGER AUTOS: County 26,222

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners and (Av. Wkly. Wage)-Food Products 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 14. Av. Temp. Jan.-20; July-91. Growing season (frost free) approx. 165 days.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-Third Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grant County (12)	NA	Pay 'N Save, Safeway
Penn Plaza(5)	NA	
Vista Village	1	Dietzen's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Pay Less; Professional Center Phcy.; Thrifty; Pay 'N Save.
Chain Supermarkets-Dietzen's Thriftway; Jule's; Safeway; Jack's Bargain Barn; Boyle's Plaza; Buttreys.
Other Chain Stores-Western Auto; Karl's Shoes; Anita Shop; Sears (catalog); Montgomery Ward (catalog); Coast-to-Coast; Goodyear.

14 - NEWSPAPERS: COLUMBIA BASIN HERALD (e-mon. to fri) 7,202; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Lyle L. Hicks, Pub., COLUMBIA BASIN HERALD, 813 W. 3rd Ave.; PO Box 910, Moses Lake, WA 98837; Tel. (509) 765-4561.
National Representative: None

MOUNT VERNON

1 - LOCATION: Skagit County. E&P Map B-1. County Seat. 63 mi. N of Seattle. Two harbors on Puget Sound; 10 & 19 mi. from Mt. Vernon. On U.S. Hwys. 99, I-5.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Greyhound.
Airlines-Burlington Aeroplane Co.

3 - POPULATION:
Corp. City 80 Cen. 13,009; Loc. Est. 15,545
County 80 Cen. 64,138; Loc. Est. 69,011
PMA-ABC: (80) 64,138; (84) 67,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,203; Loc. Est. 5,928
County 80 Cen. 24,472; Loc. Est. 26,962
PMA-ABC: (80) 24,472; (84) 26,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 39,111

7 - ELECTRIC METERS: Residence 6,370

8 - GAS METERS: Residence 2,907

9 - PRINCIPAL INDUSTRIES: County-Agriculture; Construction; Forestry; Fishing & Mining; Trans. & Utility; Wholesale & Retail; Services; Government; Finance, Ins. & Real Estate; Manufacturing; Total Employed 27,340.
Principal Pay Days-Fri., 1st, 10th, 15th, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62; Summer 50-75; Fall 38-51; Winter 33-60. First killing frost, Nov. 10. Last killing frost, Apr.

11 - TAP WATER: Neutral med. soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-First St., Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mt. Vernon Ctr.(18)	NA	Safeway
Mt. Vernon Mall(30)	NA	Pay Less, Emporium
Riverside Plaza(8)	NA	Wigwam
Skagit Valley Mall(24)	NA	Sears, Ernst, Pay 'N Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Emporium; Golden Rule; Northern Sales; Wigwam.
Variety Stores-Ernst.
Chain Drug Stores-Lindberg Drug; Medical Center Pharmacy; Pay 'N Save; Pay Less; Vaux Pharmacy.
Chain Supermarkets-College Way Serv-U; Safeway; Thrifty; Mark-It; Prairie Market; Family Grocer.
Other Chain Stores-Western Auto; Firestone; Radio Shack; Pay 'N Pak; Fashion Fabrics; Hickory Farms; Goodyear; Montgomery Ward (catalog); Coast-to-Coast; Singer; Fabricland; Zale's.

14 - NEWSPAPERS: SKAGIT VALLEY HERALD (e)

15,887; sworn Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Aguilar, Adv. Dir., or Leighton Wood, Publisher, SKAGIT VALLEY HERALD, 1000 E. College Way, PO Box 578, Mount Vernon, WA 98273; Tel. (206) 424-3251.
National Representative: None.

OLYMPIA

1 - LOCATION: Thurston County (MSA). E&P Map A-2. State Capital; County Seat. Fort Lewis U.S. Army Base. At extreme S end of Puget Sound on navigable waters. 30 mi. SW of Tacoma; 60 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern; Amtrak; Scenic Tours.
Intercity Bus Lines-Greyhound; Trailways; Capital Aeroporter; Intercity Transit.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 27,447; Loc. Est. 31,841
CZ-ABC: (80) 48,092; (84) 49,300
RTZ-ABC: (80) 103,458; (84) 125,200
County/MSA 80 Cen. 124,264; Loc. Est. 136,159
City & RTZ-ABC: (80) 151,550; (84) 174,500

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,669; Loc. Est. 13,609
CZ-ABC: (80) 19,820; (84) 20,400
RTZ-ABC: (80) 36,806; (84) 45,400
County/MSA 80 Cen. 46,375; Loc. Est. 51,983
City & RTZ-ABC: (80) 56,626; (84) 65,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$396,894,000
Savings & Loan	6	$345,119,000

6 - PASSENGER AUTOS: County 80,307

7 - ELECTRIC METERS: Residence County 59,331

8 - GAS METERS: Residence 11,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Gov't. 13,600 ($379); Trade & Services 15,538 ($216); Mfg. 3,214 ($386); Finance, Insurance, & Real Estate 1,705 ($271); Construction 1,527 ($361); Trans. & Public Utilities 1,226 ($424); Agriculture, Forestry & Fishing 1,015 ($200).
Principal Pay Days-10th & 25th of month; last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-74; Summer 38-94; Fall 28-78; Winter 22-59. First killing frost, Oct. 12. Last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yardbirds(5)	5	
South Sound(80)	3	Sears, Safeway, Ernst, Woolworth, Place II, Pay 'N Save, Mervyns
Tanglewide(9)	5	Shop Rite Mkt.
Westside(13)	1	Peterson's Mkt., Top Auto, Olympic Drugs
Lacey(15)	3	Albertson's, K mart, House of Values
Tumwater(10)	2	Safeway, Bailey's, Sprouse-Reitz
Southgate(6)	2	Southgate Rexall
Capital Village(14)	2	Safeway, Ernst, Pay 'N Save
Capital Mall(112)	2	Bon, JCPenney, Frederick & Nelson, Jafco, Lamont's

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Thur., Fri., Sat.
Stores Open Evenings-Dept. and food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Mervyn's; Bon; Place II; Frederick & Nelson; Lamont's.
Variety Stores-Bonanza 88; Meredith's; Woolworth; Sprouse-Reitz.
Discount Stores-Yardbirds, K mart.
Chain Drug Stores-Gillette & Guffey 2; Rexall 2; Pay 'N Save-2; Bailey Drug 2; Yardbirds; House of Values; Medicine Shoppe; Ralph's Rx Super Saver; Olymcic Drugs.
Chain Supermarkets-Safeway 4; Albertson's Thriftway; Serv-U West Coast 3; Mark-It Foods 2; Prairie Mkt.; Mark & Pak 3; Shop Rite 2.
Other Chain Stores-Auto Supplies: Goodrich, Western Auto, Top Auto, Firestone, Goodyear, Schucks; Shoes: Leads, Kinney, Buster Brown, Bonnie's Stride Right, Thom McAn, Red Wing; Women's Apparel: Mode O'Day, Lerners; Other: Ernst Hardware 2; Malmo Nursery 2; Radio Shack 2; Singer Co. 2; Hickory Farms 2; Jay Jacobs 3.

14 - NEWSPAPERS: OLYMPIAN (e) 27,145; (S) 28,330; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Carlsen, Adv. Dir. OLYMPIAN, 1268 4th Ave.-E, PO Box 407, Olympia, WA 98507; Tel. (206) 754-5400.
National Representative: Gannett Newspaper Advertising Sales.

PASCO-KENNEWICK-RICHLAND

1 - LOCATION: Pasco in Franklin County; Kennewick-Richland in Benton County. (In Richland-Kennewick-Pasco MSA). E&P Map C-3. Pasco is Franklin County Seat. In SE part of State, 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland OR; Kennewick (Benton Co.); 2 mi. SW of Pasco, Richland (Benton Co.). Center of Hanford Works Project, 9 m. NW of Kennewick. On U.S. Hwys. 12, 395; State Hwys. 14, 240.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington-Northern.
Motor Freight Carriers-9.
Airlines-Cascade Airways; Frontier; Horizon; Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 85,919; Loc. Est. 92,763
Pasco 80 Cen. 18,425; Loc. Est. 20,642
Kennewick 80 Cen. 34,397; Loc. Est. 36,495
Richland 80 Cen. 33,578; Loc. Est. 35,626
CZ-ABC: (80) 95,067; (84) 94,700
RTZ-ABC: (80) 52,548; (84) 50,100
Counties/MSA 80 Cen. 144,469; Loc. Est. 152,439
Franklin 80 Cen. 35,025; Loc. Est. 36,320
Benton 80 Cen. 109,444; Loc. Est. 116,119
City & RTZ-ABC: (80) 147,615; (84) 144,800

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 31,958; Loc. Est. 35,292
Pasco 80 Cen. 6,666; Loc. Est. 7,664
Kennewick 80 Cen. 12,885; Loc. Est. 14,344
Richland 80 Cen. 12,407; Loc. Est. 13,284
CZ-ABC: (80) 34,997; (84) 33,200
RTZ-ABC: (80) 16,920; (84) 17,400
Counties/MSA 80 Cen. 50,963; Loc. Est. 55,022
Franklin 80 Cen. 11,985; Loc. Est. 12,700
Benton 80 Cen. 38,978; Loc. Est. 42,322
City & RTZ-ABC: (80) 51,917; (84) 50,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	20	$421,000,000
Savings & Loan	23	$289,000,000

6 - PASSENGER AUTOS: Counties: Benton 56,387; Franklin 25,555

7 - ELECTRIC METERS: Residence: Franklin County; Benton County 74,911

8 - GAS METERS: Residence: Pasco, Kennewick, Richland 5,420

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Total Wage)-Food Prod. 2,000 ($190); Printing 300 ($250); Dept. of Energy 18,000 ($350); Stone, Clay 100 ($260); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pasco Downtown	0	Sears, Pay Less, Youngs, Goddard
Court Street(19)	2	Giant T, Hancock Fabrics, Albertson's
Highland Center(23)	3	Pay Less, Pay 'N Pak, Albertson's, Safeway
Tri-Cities Center	5	K mart, Mark/Pak, Hancock Fabrics, Jafco
Columbia Center(63)	5	Bon Marche, Ernst, Pay'N Save, JCPenney, Safeway, Woolworth
Richland Downtown	0	Pay Less, Bell Furn., Albertson's
Richland Uptown	1	Buttrey-Osco, Men's Wear, Dawson-Richards
Washington Plz.	NA	Ernst, Safeway, Pay'N Save

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri.; Food-Nightly; Kennewick stores also open Mon.

13 - RETAIL OUTLETS: Department Stores-Carts; Sears; JCPenney; Bon Marche; Montgomery Ward 3; Woolworth; Young's; Dawson Richards; Bell Furniture; Robinson's Bunch-Finnigan; Davids Shoes; Ken's; Lantors; Swanstorm; Washington Hdwe.; Kennewick Furniture.
Discount Stores-Grigg's Self Service; K mart; Jafco; Fred Meyer.
Chain Drug Stores-Thrifty; Rexall 2; Pay Less 3; Fred Meyer; Crescent 2; Ray's; Rexall; Walgreens; Pay'N Save 4; Giant T 2; Osco 4.
Chain Supermarkets-Price Chopper 3; Safeway 4; IGA 2; Albertson's 4; Mayfair; Lucky Dollar; Rosauer's; Ware Mart; Buttrey 4; Mark & Pak.
Other Chain Stores-Firestone; Westfield's.

14 - NEWSPAPERS: TRI-CITY HERALD (e) 34,859; (S) 37,391; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Kelly, Adv. Dir., TRI-CITY HERALD, PO Box 2608, Pasco, WA 99302; Tel. (509) 586-2121.
National Representative: Branham/Newspaper Sales.

PORT ANGELES

1 - LOCATION: Clallam County, E&P Map A-1, County Seat. 80 mi. NW of Seattle; gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads-Seattle and Northcoast Railroad.
Intercity Bus Lines-Greyhound; Clallam Transit.
Motor Freight Carriers-11.
Steamship Lines-Black Ball ferry to Victoria, B.C. (passengers and freight).
Airline-San Juan (scheduled and charter).

3 - POPULATION:
Corp. City 80 Cen. 17,311; Loc. Est. 18,171
CZ-ABC: (80) 17,311; (84) 16,400
RTZ-ABC: (80) 34,337; (84) 42,000
County 80 Cen. 51,648; Loc. Est. 53,156
City & RTZ-ABC: (80) 51,648; (84) 58,400

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,937; Loc. Est. 7,170
CZ-ABC: (80) 6,937; (84) 6,600
RTZ-ABC: (80) 13,059; (84) 16,200
County 80 Cen. 19,996; Loc. Est. 21,077
City & RTZ-ABC: (80) 19,996; (84) 22,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$249,527,274
Savings & Loan	3	$186,551,565

6 - PASSENGER AUTOS: County 25,156

7 - ELECTRIC METERS: Residence: City 10,000; County 17,800

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture, forestry and fisheries 125; Construction 660; Mfg. 3,098; Wholesale Trade 300; Retail Trade 3,063; Transp. & Public Util. 650; Trades 3,000; Fin., Ins., Real Estate 379; Other 1,121; Total Emp. 12,406.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Lincoln St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
Neighborhood Shopping Areas-Sixth and Lincoln; E First St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Plaza	3	Sprouse-Reitz, Pay Less
Town of Sequim	15	Edquist's, Southwood's, Ben Franklin

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Lamont's; JCPenney; Swain's.
Discount Stores-Pay'N Save; Pay Less.
Variety Stores-Bonanza 88.
Chain Drug Stores-Pay'N Save; Pay Less.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Mark-It Foods.
Other Chain Stores-Sears (Catalog); Kaufman-Miller; Weisfield; Montgomery Ward (Catalog); Coast-to-Coast; Mode O'Day; Goodyear; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto; Ben Franklin; Kit's Cameras; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,465; (S) 13,621; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Blumhagen, Sales Dir., NEWS, 503 W. 1st; PO Box 1330, Port Angeles, WA 98362; Tel. (206) 452-2345.
National Representative: Landon Associates.

PULLMAN

1 - LOCATION: Whitman County. E&P Map D-3. Business & agricultural center. University education. 80 mi. SE of Spokane and 310 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Pullman Transit System.
Airlines-Cascade; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 23,579; Loc. Est. 24,396
County 80 Cen. 40,103; Loc. Est. 41,492

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,859; Loc. Est. 6,948
County 80 Cen. 12,532; Loc. Est. 14,025

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$52,050,100
Commercial	3	$65,061,002

6 - PASSENGER AUTOS: County 15,784

7 - ELECTRIC METERS: Residence 8,107

8 - GAS METERS: Residence 2,498

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)University Education 3,704 ($310); Construction 582 ($220); Manufacturing 218 ($200); Government 3,905 ($251); Services 1,066 ($156); Trans., Comm. & Utilities 272 ($311); Retail Trade 1,539 ($148).
Principal Industrial Pay Days-1st, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 53-81; Fall 40-59; Winter 22-32. First killing frost Sept. 26. Last killing frost April 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 6 on Parade St.; 15 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse Empire Mall(50)	8	The Bon, JCPenney, Pay'N Save, Lamonts
Moscow Mall(27)	10	Sears, Giant 7, Safeway

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Empire.
Discount Stores-Radio Shack.
Variety Stores-Fonks.
Chain Drug Stores-White; Corner (IDL); Safeway.
Chain Supermarkets-IGA; Warehouse Foods; Empire.
Other Chain Stores-Edward D. Jones.

14 - NEWSPAPERS: PALOUSE EMPIRE NEWS (e-mon to fri; m-sat) 8,433; VAC Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: R.C. Frisch, Gen. Mgr., PALOUSE EMPIRE NEWS, South 130 Grand Ave., Pullman, WA 99163; Tel. (509) 334-6397.
National Representative: Branham/Newspaper Sales.

RENTON

1 - LOCATION: King County (In Seattle PMSA). E&P Map B-2. Located approx. 12 mi. S of Seattle at the junction of I-405 & S.R. 167 off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound; Trailways (In Seattle).
Airlines-Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,612; Loc. Est. 33,881
PMA-ABC: (80) 103,984; (84) 105,700
County 80 Cen. 1,269,749; Loc. Est. 1,341,154
PMSA 80 Cen. 1,606,765; Loc. Est. 1,707,119

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,586; Loc. Est. 9,369
County 80 Cen. 497,263; Loc. Est. 537,586
PMSA 80 Cen. 617,645; Loc. Est. 671,407
PMA-ABC: (80) 39,015; (84) 40,100

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$748,051,000
Commercial	15	$374,893,150

6 - PASSENGER AUTOS: County 767,029

7 - ELECTRIC METERS: Residence (Est.) 15,000

8 - GAS METERS: Residence (Est.) 7,000

9 - PRINCIPAL INDUSTRIES: Type of industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 10,000 ($420); Foundry 500 ($320); Electronics 1,000 ($275); Mfg. 500 ($300); R.R. (NA); Clay & Steel Prods. (N.A.); Timber (N.A.).
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48. First killing frost, Nov. 25. Last killing frost, Mar. 15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Center-

Downtown Renton.
Neighborhood Shopping Centers-Fairwood Ctr.; Cascade Vista; Renton Ctr.; Renton Highlands; Renton Village.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Southcenter Mall(116)	4	Bon Marche, JCPenney, Frederick & Nelson, Nordstrom
Factoria Sq. Mall(27)	6	Lamonts, Pay'N Save, Ernst

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Most until 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-K mart.
Variety Stores-Ernst Howe.; Wigwom; Bonanza 88.
Chain Drug Stores-A&H; Pay'N Save; Pay Less; Barte 11; Skaggs.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Lucky Stores; Holiday Foods; U-Mark-It; Johnny's.
Other Chain Stores-Waterbed Warehouse; Montgomery Ward; Pic-A-Dilly.

14 - NEWSPAPERS: RECORD CHRONICLE (m) 10,619; (S) 10,808; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Adv. Dir., Valley Newspapers, 600 S. Washington; PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

SEATTLE

1 - LOCATION: King County (PMSA), E&P Map B-2, County Seat. On Puget Sound and W shore of Lake Washington; 172 mi. N of Portland, OR; San Francisco, CA 885 mi.; Los Angeles CA, 1,203 mi., W of Spokane 276 mi.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-125.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Air Cal; Air Canada; Alaska; American; British; Cascade; Continental; Delta; Eastern; Finnair; Frontier; Harbor; Horizon; Japan; Mexicana; Northwest; Pacific Western; Pan American; PSA; Quantas; Reeve Aleutian; Republic; SAS; San Juan; Thai; Transamerica; TWA; United; Western; Wien Air Alaska.

3 - POPULATION:
Corp. City 80 Cen. 493,846; Loc. Est. 507,648
CZ-ABC: (80) 1,069,436; (84) 1,064,600
RTZ-ABC: (80) 809,336; (84) 880,100
County 80 Cen. 1,269,749; Loc. Est. 1,341,154
PMSA 80 Cen. 1,606,765; Loc. Est. 1,707,119
City & RTZ-ABC: (80) 1,878,772; (84) 1,944,700
Demographic information available The Seattle Times & The Post Intelligencer. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 219,469; Loc. Est. 229,352
CZ-ABC: (80) 432,638; (84) 434,400
RTZ-ABC: (80) 284,823; (84) 314,500
County 80 Cen. 497,263; Loc. Est. 537,586
PMSA 80 Cen. 617,645; Loc. Est. 671,407
City & RTZ-ABC: (80) 717,461; (84) 748,900

5 - BANKS:	NUMBER	DEPOSITS
Commercial	26	N.A.
Savings	6	N.A.
Savings & Loan	25	N.A.

6 - PASSENGER AUTOS: County 767,029

7 - ELECTRIC METERS: Residence 261,060

8 - GAS METERS: Residence 50,639

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 150,500 ($453); Trans. Equip. 73,300 (N.A.); Lumber 9,500 ($425); Food Prods. 10,600 ($365); Machy. 6,100 (N.A.); Fab. Metal Prod. 8,100 ($502); Construction 34,000 ($597); Trans. Comm. Util. 53,900 (N.A.); Fin. Insur. & Real Estate 57,900 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-52; Summer 51-70; Fall 51-68; Winter 36-46; First killing frost, Nov. 25. Last killing frost, March 16.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Downtown Shopping Area-3 blocks from University to Pine on First, through Sixth Aves.
Neighborhood Shopping Districts-Lake City (NE 125th St. & Lake City Way NE); Burien (SW 152nd St. & 1st Ave. S); Ballard (NW Market St. & Leary Way NW); Roosevelt (Roosevelt Way NE & NE 65th St.); Magnolia Village (33rd Ave. W & W McGraw St.); Uptown (Queen Anne Ave. N & W Mercer St.); Broadway (Broadway Ave. E. bet. E Olive St. & E Roy St.); Alaska Junction (California Ave. SW & SW Alaska St.); University District (University Way NE & NE 45th St.); Greenwood (Greenwood Ave. N & N 85th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(132)	16	The Bon, Nordstrom, Lamonts, Sears JCPenney
Northgate(120)	6	The Bon, Lamonts, JCPenney, Nordstrom
University Vlg.(70)	5	Lamonts, QFC
Bellevue Sq(150)	8	Frederick & Nelson, JCPenney, Nordstrom
Aurora Vlg.(81)	11	Frederick & Nelson, JCPenney, Lucky
Renton Center(64)	9	Sears, JCPenney
Forest Park(58)	9	Lamonts, Albertson's
Factoria(56)	11	Lamonts, Safeway
Crossroads(90)	12	Lamonts, Lucky
SeaTac Mall(106)	14	The Bon, Peoples, Sears
South Center(123)	8	JCPenney, Lucky, The Bon, Frederick & Nelson, Nordstrom
Totem Lake(70)	11	Lamonts, Thrifty
Westwood Vlg.(42)	7	Lamonts, Lucky

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.- Mon. & Fri.; Supermkts., discount stores- Every eve. ex. Sun.; Major shopping centers: Mon. through Fri. until 9, Sat. until 6, Sunday until 5.

13 - RETAIL OUTLETS: Department Stores-The Bon 8; Frederick & Nelson 5; Lamonts 10; Nordstrom 8, JCPenney 12; Sears 7.
Discount Stores-Gen. Merchandise-Fred Meyer 11; Jafco 6; K mart 8.
Variety Stores-Meredith 5; Sprouse-Reitz 3; Wigwam 8; Woolworth.
Chain Drug Stores-Bartell 18; G.O. Guy 8; Fred Meyer 11; Pay Less 11; Pay 'n Save 33; Thrifty 3.
Chain Supermarkets-Albertson's 31; IGA 7; Lucky 19; Prairie Market 19; QFC 21; Safeway 67; Thriftway 13; Tradewell 20.

14 - NEWSPAPERS: JOURNAL OF COMMERCE (m) 5,265; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: William R. Cobb, Bus. Dir., JOURNAL OF COMMERCE, 83 Columbia St., Seattle, WA 98104; Tel. (206) 622-8272.
National Representative: None.
POST-INTELLIGENCER (m-mon to fri) 192,494; (m-sat) 164,625; TIMES (e-mon to fri) 226,038; (m-sat) 220,097; (S) 473,155; Mar. 31, 1984 ABC.
Local Contact for Advertising And Merchandising Data: Kathleen Wright, Ret. Adv. Mgr., TIMES, Fairview Ave. N. & John; PO Box 70, Seattle, WA 98111; Tel. (206) 464-2111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

RICHLAND

See PASCO

SPOKANE

1 - LOCATION: Spokane County (MSA), E&P Map D-2, County Seat. Wholesale; distributing and shipping center. 365 mi. from Portland, OR; 275 mi. from Seattle.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific.
Motor Freight Carriers-35.
Intercity Bus Lines-Western Greyhound; Okanogan Valley; Spokane Transit System; Empire Lines; Charter Lines.
Airlines-United; Northwest; Frontier; Cascade; Western; Pacific SW; Alaska.

3 - POPULATION:
Corp. City 80 Cen. 171,300; Loc. Est. 177,780
CZ-ABC: (80) 277,766; (84) 285,200
RTZ-ABC: (80) 451,222; (84) 477,600
County/MSA 80 Cen. 341,835; Loc. Est. 354,173
City & RTZ-ABC: (80) 728,988; (84) 762,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 70,916; Loc. Est. 75,276
CZ-ABC: (80) 108,313; (84) 112,300
RTZ-ABC: (80) 157,583; (84) 168,800
County/MSA 80 Cen. 128,403; Loc. Est. 136,084
City & RTZ-ABC: (80) 265,896; (84) 281,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$3,653,690,516
Mutual Savings	2	$655,118,403
Savings & Loan	5	$487,491,509

6 - PASSENGER AUTOS: County 183,068

7 - ELECTRIC METERS: Residence 133,536

8 - GAS METERS: Residence 41,467

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $416)-Constr. 4,300; Mfg. 16,900; Transp., Comm. & Util. 7,100; Whole & Ret. 32,400; Finance, Insurance, etc. 7,700; Services 29,600; Misc. 500; Govt. 32,600; Light Metals; Meat Packing; Bldg. Mats.

Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost, Oct. 14. Last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Riverside Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 6 on Spokane Falls Blvd.
Major Shopping Centers-Northtown (62 stores); Shadle Center (38 stores); University City (33 stores); Franklin Park Mall (23 stores).
Neighborhood Shopping Centers: Dishman (27 stores); East Sprague (343 stores); Garland (33 stores); Hillyard (35 stores); Millwood (11 stores); Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores); Opportunity (19 stores); South Perry (11 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Argonne Vlg.(15)	NA	Albertson's
Dishman Sq.(7)	NA	Jamisons' Thrift, Outdoor Sportsman
East Town(11)	NA	K mart, Albertson's
Fairwood Ctr.(40)	NA	Albertson's
Five Mile(25)	NA	Rosauer's, Drug Fair
Franklin Park Mall(23)	NA	Mont. Ward
Heritage Vlg.(12)	NA	Rosauer's
K mart, Eastown (11)	NA	K mart
K mart Plaza(10)	NA	K mart
Lincoln Heights(27)	NA	Safeway
Lincoln Square(8)	NA	Rosauer's
Wanite(12)	NA	Lamonts, Safeway
Mission Vlg.(15)	NA	Jax Thrift Store
Northtown(62)	NA	Albertson's, Sears
Opportunity(19)	NA	Safeway, Pay 'N Save
River Ridge(7)	NA	Rosauer's
Shadle Center(38)	NA	JCPenney, Safeway, Newberry, Lamonts
Town & Country (10)	NA	Safeway, T&C Drugs
University City(62)	NA	JCPenney, Newberry, Rosauer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.- Mon. & Fri.; Food: nightly.

13 - RETAIL OUTLETS: Department Stores-Don Marche; Montgomery Ward; Sears 2; JCPenney 3; The Crescent 3; Nordstrom; Lamonts 2.
Variety Stores-Woolworth; Newberry 3.
Discount Stores-Fred Meyer 2; K mart 3; Two Swabbies 2; Giant; Jafco 2.
Chain Drug Stores-Skaggs 4; Thrifty; Pay 'N Save 4; Super Save; Miller & Fett.
Chain Supermarkets-Safeway 12; Rosauer's 12; Albertson's 6.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams, General Paint; Mode O'Day; Anita Shops; Leed's (shoes); House of Fabrics Thom McAn; Lerner's; Burt's (shoes); Weisfield's (jewelry); Zale's; Kinney; Gallenkamps.

14 - NEWSPAPERS: SPOKESMAN-REVIEW (m) 80,275; CHRONICLE (e) 50,155; SPOKESMAN-REVIEW (S) 138,857; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William B. Batchelor, Nat'l. Adv. Mgr., SPOKESMAN-REVIEW & SPOKANE CHRONICLE, Review Tower, W 999 Riverside; PO Box 2160, Spokane, WA 99210; (509) 455-6933.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SUNNYSIDE

1 - LOCATION: Yakima County (MSA), E&P Map C-3.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-4.
Airlines-Yakima Municipal Airport, 35 mi. from Sunnyside.

3 - POPULATION:
Corp. City 80 Cen. 9,225; Loc. Est. 101,548
County/MSA 80 Cen. 172,508; Loc. Est. 179,414

4 - HOUSEHOLDS:
City 80 Cen. 3,138; Loc. Est. 3,534
County/MSA 80 Cen. 61,341; Loc. Est. 65,156

5 - BANKS	NUMBER	EST. DEP.
Commerical	3	N.A.
Savings & Loan	3	$290,900,000

6 - PASSENGER AUTOS: County 89,354

7 - ELECTRIC METERS: 2,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plastics, Fruit/Vegetable Packing (seasonal); Farming; Winery (new industry).
Principal Industrial Pay Day-Weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 30-80; Winter 0-60.

11 - TAP WATER: City has five wells.

12 - RETAILING: Principal Shopping Center-Downtown.
Neighborhood Shopping Center-Eastway Shopping Center.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri Cities Columbia Center(80)	50	Totem Sales
Valley Mall(60) (Yakima)	40	JCPenney, Berry's Dept., Griffons

Principal Shopping Days-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Berry's; Griffens; Totem Sales.
Discount Stores-Bonanza 88.
Chain Drug Stores-Rosauers.
Chain Supermarkets-Safeway; Rosauers; Weeds.
Other Chain Stores-Sears; Wards.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,256; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Tom Lanctot, Pub., NEWS, PO Box 878, 520 S. 7th St., Sunnyside, WA 98944; Tel. (509) 837-4500.
National Representative: None.

TACOMA

1 - LOCATION: Pierce County (PMSA), E&P Map B-2, County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.
Motor Freight Carriers-56.
Freight Steamship Lines-30.
Intercity Bus Lines-Greyhound; Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma; Canada Trailways.
Airlines-Northwest; United; Western; Pan American; Alaska; Japan; Air Canada; Eastern; Continental; Wien Air Alaska; American; Air Cal; British Airways; CP Air; Delta; Mexicana; Republic; Scandinavian; TWA; PSA.

3 - POPULATION:
Corp. City 80 Cen. 158,501; Loc. Est. 168,968
CZ-ABC: (80) 315,489; (84) 323,400
RTZ-ABC: (80) 528,276; (84) 570,900
County/PMSA 80 Cen. 485,643; Loc. Est. 513,043
City & RTZ-ABC: (80) 843,765; (84) 894,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 63,405; Loc. Est. 68,755
CZ-ABC: (80) 121,007; (84) 125,300
RTZ-ABC: (80) 182,846; (84) 200,100
County/PMSA 80 Cen. 174,232; Loc. Est. 188,580
City & RTZ-ABC: (80) 303,853; (84) 325,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$3,089,768,554
Savings	4	(incl. above)
Savings & Loan	3	$788,664,333

6 - PASSENGER AUTOS: County 246,585

7 - ELECTRIC METERS: County 109,233

8 - GAS METERS: County 61,601 (Includes Auburn)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prods. 4,200 ($428); Primary Metals 1,500 ($561); Fabricated Metal Prod. and Machy. 2,500 ($361-$502); Trans. Equipment 3,600 ($538); Food & Kindred Prods. 2,200 ($349); Chemicals & Allied Prods. 800 ($500); Paper & Allied Prods. 1,400 (N.A.); Furniture & Fixtures 600 (N.A.).
NOTE: No. of wage earners figures above reflect Tacoma area only, while weekly salaries above reflect Washington State. Weekly salary figures for Tacoma are no longer available.
Principal Pay Days-Fri.; 1st and 15th; Last working day in month.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost, Nov. 2. Last killing frost, Mar. 11.

11 - TAP WATER: Neutral, very soft mountain river water; stand-by artesian well supply, relatively

hard; not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Broadway Plaza and 4 blocks on Pacific Ave.; Tacoma Mall (153 stores under cover); Lakewood Villa Plaza (54 stores).

Neighborhood Shopping Centers-Bi-Lo; Capitol Mall; Olympia; Cascade Plz.; College Ctr.; Center Plz.; Century Sq.; Edgewood Sq.; Federal Way; Fife Square; Fife Valley Mart; Fred Meyer-Hi-Ho; Fred Meyer-Pacific; Fred Meyers-Stevens; Fred Meyer-Lakewood; Green Firs; Highland Hill; Jafco Ctr.; James Ctr.; K mart Plz.; Lakewood Colonial Ctr.; Meridian Plaza; Northshore; Old City Hall; Olympic Vlg.; Pacific Ctr.; Pacific Ctr. (320); Pt. Fosdick Sq.; Sea-Tac Mall; Sea-Tac Vlg.; 72nd St. Sq.; Southcenter; Southsound; Lacey; So. Hill; So. Tacoma Vlg.; Spanaway Park; Tacoma Mall; Tacoma Vista; 38th St. Mall; Thunderbird; Twin Lakes; University Place Ctr.; University Park II; University Vlg.; Valley Plz.; Village Sq.; Villa Plz.; Westfair; Westgate; Willows Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Plz.	NA	Woolworth
Lakewood Colonial Ctr.(43)	10	Ethan Allen, Pay Less, Mont. Ward, Selden's, Lucky
Southcenter(127)	24	The Bon, Lucky, Frederick & Nelson, JCPenney, Pay 'n Save
Sea Tac Mall	12	Sears, Mervyn's, Lamonts, The Bon
Tacoma Mall(115)	5	JCPenney, Sears, Lucky, Bon, Nordstrom, Pay Less, Frederick & Nelson, Lucky
Villa Plaza(76)	7	Frederick & Nelson, JCPenney, Thriftco, Pay 'N Save, Ernst
Puyallup(17)	7	JCPenney, Elvins, Mont. Ward, Safeway

Principal Shopping Days-Sat., Fri., Mon.

Stores Open Evenings-Dept. & specialty stores-Mon., Thur. & Fri.; Food, larger stores-every evening.

13 - RETAIL OUTLETS: Department Stores-Frederick & Nelson; Mervyn's; Sears; JCPenney; Bon Marche; Schoenfelds; Montgomery Ward; Nordstrom; Elvin's.

Discount Stores-Dahnken; B&I; K mart; Fred Meyer; Jafco; Wigwam.

Variety Stores-Woolworth; Kress; Spruse-Reitz; Value Stores.

Chain Drug Stores-Fred Meyer 4; Giant T 3; H&P Drugs; Harold Meyer Drugs; Ludwigs 2; Mark-It Pharmacy 3; Pay Less 4; Pay 'N Save 7; Sav-on 2; Stowell's 2.

Chain Supermarkets-Food King 8; Fred Meyer 4; Holiday Foods 2; Lively Mkt. 3; Lucky 9; Manleys 3; Market Discount; Mark-It 6; Mark-o-Save; Piggly Wiggly 9; Prairie Mkt. 6; Safeway 20; Thriftco; Thriftway; You-Mark-It 4; 7-Eleven 30; Stop 'n Go 5.

Other Chain Stores-Thom McAn; Singer Co.; Gaudnick; Firestone; Western Auto; Sherman-Clay; Radio Shack; Pacific Stereo; Lerner; Mcde O'Day; Leeds; Dutch Boy; Gallenkamp; Montgomery Ward; Coast-to-Coast; Nordstrom; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Color-Tile; Standard Brands.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 106,395; NEWS-TRIBUNE & LEDGER (S) 115,925; Mar. 31,1984 ABC.

Local Contact for Advertising and Merchandising Data: Cathy I. Brewis, Research and Promotion. NEWS TRIBUNE, 1950 S. State St.; PO Box 11000, Tacoma, WA 98411; Tel. (206) 597-8511, ext. 0563.

National Representative: Sawyer-Ferguson-Walker.

VANCOUVER

1 - LOCATION: Clark County (PMSA). E&P Map II-3. County Seat. Shipping lumber, paper products, aluminum, diversified light manufacturing and electronics. On the Columbia River, 8 mi. N of Portland, OR.

2 - TRANSPORTATION: Railroads-Freight: Burlington Northern, Union Pacific. Passenger: Amtrak; Chelatchie.

Motor Freight Carriers-150.

Intercity Bus Lines-Vancouver-Portland; Greyhound; Evergreen Stage Line; Trailways.

Airlines-Portland Airport; United; Northwest; Alaska; Western; Continental; Eastern; Republic; Horizon Air; Wien; Pacific; Express; Delta; Cascade; American; AFS; Air Cal; Frontier; PSA; TWA.

3 - POPULATION:
Corp. City 80 Cen. 42,834; Loc. Est. 45,243
CZ-ABC: (80) 117,144; (84) 123,000
RTZ-ABC: (80) 75,083; (84) 80,200
County/PMSA 80 Cen. 192,227; Loc. Est. 202,444
City & RTZ-ABC: (80) 192,227; (84) 203,200
Demographic information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,308; Loc. Est. 18,792
CZ-ABC: (80) 44,324; (84) 47,200
RTZ-ABC: (80) 24,426; (84) 26,200
County/PMSA 80 Cen. 68,750; Loc. Est. 76,551
City & RTZ-ABC: (80) 68,750; (84) 73,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	31	$535,698,600
Savings & Loan	23	N.A.

6 - PASSENGER AUTOS: County 110,578

7 - ELECTRIC METERS: Residence County 76,420

8 - GAS METERS: Residence County 5,519

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners (Av. Wkly. Wage)-Construction 2,419 ($682); Mfg 12,314 ($407); Transp., Comm & Utilities 1,923 ($447); Wholesale & Retail Trade 11,097 ($440); Finance, Ins. & Real Estate 2,024 ($274); Services 8,625 ($288).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 21. Last killing frost, May 2.

11 - TAP WATER: Medium, fluoridated.

12 - RETAILING: Principal Shopping Center-Vancouver Mall located 5 miles Northeast of Vancouver on I-205.

Neighborhood Shopping Centers-Seventh & Grand Ave., Hwy. 99 & NE 78th; Hwy. 99 at I-205; Mill Plain at I-205 Mill Plain at Garrison Rd.; 72nd & NE 4th Plain; 4th Plain Grand; Mill Plain & Devine Rd.; Mill Plain & Andresen; 4th Plain & Andresen; Main St. at I-205.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keil's	5	Keil's
Garrison Sq.(10)	5	Pay Less, Keil's, Thriftway
Totem Pole	3	Hi-School Pharmacy
Fred Meyer(12)	3	Fred Meyer
Fred Meyer(10)	2	Fred Meyer
J&M Plaza	6	Pay Less, Safeway
Tower Mall	3	Pay 'N Pak, Safeway
McLoughlin Hts.	3	Albertson's
Orchards	7	Thriftway
Mill Plain Blvd.	5	Keils
Minnehaha(11)	6	Thriftway, Hi-School Phcy.
Heights	4	Coast-to-Coast, Radio Shack, Albertson's
5 Corners	6	Mark'n Pak, Hi-School Phcy.
78th St.	6	Keil's, Hall's
Chkalov Ctr.	9	Fred Meyer

Principal Shopping Days-Thur., Fri. & Sat.

Stores Open Evenings-Retail-Mon.-Fri; Food and Discount daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Frederick & Nelson; Sears; Meier & Frank; Nordstroms; Place II; Mervyn's.

Discount Stores: K mart.

Variety Stores-Coast-to-Coast; Boyd's 88, Center; Danielson's Super Center; Newberry.

Chain Drug Stores-Fred Meyer Drugs 3; Pay Less 2; Hi-School Pharmacy 5.

Chain Supermarkets-Albertson's 3; Holiday Foods; Fred Meyer 3; Keil's 2; Minit Mart 25; Plaid Pantry 7; Prairie Market 2; Safeway 4; 7-Eleven 8; Thriftway (United Grocers) 10.

Other Chain Stores-Goodrich; Fuller; Sherwin-Williams (paint); Mode O'Day (ladies); Goodyear; Western Auto; Kinney Shoes; Firestone; Action Alley; Sue Marshall; Lerners; Squire Shop; Petrics; JJ Jeans; Zale's; Schuck's; Toys R Us; Garden Way; Pay 'N Pak; Les Schwab; Hickory Farms; Radio Shack; Color Tile; Nelsen Tire; General Nutrition; Buster Brown; Casual Corner; B. Dalton; Endicott Shoes; Fashion Conspiracy; Florsheim Shoes; Foxmoor Casuals; Fredericks of Hollywood; Gallenkamps; The Gap; Gordon's Jewelers; J.K. Gill; Jean Machine; Jeans West; K.G. Men's Store; Kay Jewelers; Leed's; Motherhood Maternity; Mr. Rags; Naturalizer; See's; Spencer Gifts; Stride Rite; Susie Casuals; Thom McAn; Van Duyn's; Video Concepts; Waldenbooks; Weisfields; Women's World.

14 - NEWSPAPERS: COLUMBIAN (e-mon to fri) 45,326; (S) 51,939; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: John McDonagh, Ret. Adv. Mgr. COLUMBIAN, PO Box 180, Vancouver, WA 98666; Tel. (206) 694-3391.

National Representative: None.

WALLA WALLA

1 - LOCATION: Walla Walla County, E&P Map D-3, County Seat. Retail and wholesale agricultural center serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi. from Portland OR; 271 mi. from Seattle.

2 - TRANSPORTATION: Railroad-Freight via Union Pacific and Burlington Northern.

Motor Freight Carriers-5.

Intercity Bus Lines-Valley Transit; Northwest Greyhound.

Airlines-Cascade Airways (commuter service); Mountain Air and Martin Aviation (charter, sales, flight instruction, air ambulance).

Barge Service-Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

3 - POPULATION:
Corp. City 80 Cen. 25,618; Loc. Est. 27,463
CZ-ABC: (80) 35,808; (84) 36,400
RTZ-ABC: (80) 26,417; (84) 26,600
County 80 Cen. 47,435; Loc. Est. 49,482
City & RTZ-ABC: (80) 62,225; (84) 63,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,703; Loc. Est. 10,443
CZ-ABC. (80) 13,110; (84) 13,500
RTZ-ABC: (80) 9,639; (84) 9,700
County 80 Cen. 16,975; Loc. Est. 18,142
City & RTZ-ABC: (80) 22,749; (84) 23,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$258,231,000
Savings & Loan	4	$201,273,000
Mutual Savings	1	(Incl. above)

6 - PASSENGER AUTOS: County 21,904

7 - ELECTRIC METERS: Residence 16,668

8 - GAS METERS: Residence 5,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture, Forestry and Fisheries N.A.; Contract Construction N.A.; Manufacturing/Food Processing 3,400 ($305); Trans., Comm. and Util. 357 ($484); Schools/Hospitals 3,556 ($258); Gov't 1,908 ($220).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62 Summer 62-89; Fall 45-65; Winter 27-39. First killing frost, Oct. 28. Last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St.; 3 on Alder St.; 3 on Rose St., 7 on Second St.; 2 on First St, 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.

Neighborhood Shopping Centers-3 mi. on E Isaacs from White St. to City Limits; 1 on S 2nd from Morton to Chelokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Wallula Hwy; 1 on Plaza Way between 9th & Village Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Mini Mall Plz.	NA 1	Hancock Fabric, Safeway, Bi-Mart, M&R Drug
Eastgate	2	Fleenor's, K mart, Radio Shack, Mont. Ward
Eastgate Mall	2	Albertson's, Pay Less, Hatfield's, Schuck's
Southgate	1	Fleenor's, Southgate
Big Y	2	Wade's Thriftway, Foxy, Flowers, Central Phcy.
Oregon Stateline	6	Grigg's, Danielson's Food Warehouse

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept. & Banks Fri.; Food stores. EG Mall.

13 - RETAIL OUTLETS: Department Stores-The Bon; Montgomery Ward; Sears; JCPenney; Hatfields; Country Store.

Discount Stores: K mart; Bi-Mart.

Variety Stores-Bonanza 88.

Drug Stores-Eastgate; Southgate; Pay Less; Professional Pharmacy; M&R; Green & Jackson; Tallman.

Chain Supermarkets-Fleenor's 2; Safeway 3; Price's Sentry; Albertson's; Wade's Thriftway; Danielsons Food Warehouse; Foods 4 Less.

Other Chain Stores-Shoes. Volume Shoe; Kinney; Women's Wear: Jay Jacobs, The Closet; Appliance & Hdwe.: Pay 'N Pak, Boyer Electric, Radio Shack; Auto: Checker Auto, Twin W Motor Supply, Walla Motor Supply, Goodyear, Automotive Wholesalers, Schuck's; Paint: Pittsburgh Paint, Sherwin-Williams; Boats: Pete's Marina, Nixon's; Others: Book Nook, Fabricland, Hancock Fabrics, W.P. Fuller; Mark's Hallmark; Sunset Sports Center.

14 - NEWSPAPERS: UNION-BULLETIN (e-mon to fri) 15,890; (S) 16,492; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: John Gifford, Adv. Mgr., UNION-BULLETIN, 1st & Poplar, Walla Walla, WA 99362; Tel. (509) 525-3300.

National Representative: Branham/Newspaper Sales.

WENATCHEE

1 - LOCATION: Chelan County, E&P Map C-2, County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97 (Okanogan-Cariboo Trail). 165 mi. W of Spokane; 138 mi. E of Seattle.

2 - TRANSPORTATION: Railroads-Burlington Northern; Amtrak (passenger).

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound.

Airlines-Cascade.

3 - POPULATION:
Corp. City 80 Cen. 17,257; Loc. Est. 18,560
CZ-ABC: (80) 32,811; (84) 33,700
RTZ-ABC. (80) 113,555; (84) 118,100
County 80 Cen. 45,061; Loc. Est. 47,483
City & RTZ-ABC: (80) 146,366; (84) 151,800
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,125; Loc. Est. 6,631
CZ-ABC: (80) 12,765; (84) 13,200
RTZ-ABC: (80) 41,540; (84) 43,600
County 80 Cen. 17,792; Loc. Est. 19,575
City & RTZ-ABC: (80) 54,305; (84) 56,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$296,700,000
Savings & Loan	3	$189,604,100
Credit Unions	10	$12,513,500

6 - PASSENGER AUTOS: County 27,576

7 - ELECTRIC METERS: Residence County 21,852

8 - GAS METERS: Residence 3,540

9 - PRINCIPAL INDUSTRIES: (Chelan-Douglas Counties): Industry, No. Wage Earners-Manufacturing, incl. Primary Metals Processing 3,060; Contract Constr. 2,570; Trans., Commun. & Util. 850; Wholesale & Retail Trade 7,320; Fin., Ins. & Real Estate 940; Services 4,460; Gov't. 4,590; Total Civilian Work Force 36,420.

Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15. Last killing frost, Apr. 21.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-Downtown, 5 Blocks on Wenatchee Avenue; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Downtown-Fridays; Valley North and Wenatchee Valley Malls-Monday through Friday: Food-every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Lamonts; JCPenney.

Discount Stores-Stan's Merry Mart; Sav-Mart; Hirsch Value Center; K mart.

Variety Stores-Bonanza.

Chain Drug Stores-PayLess; Osco.

Chain Supermarkets-Safeway 2; Albertson's; Buttrey's; Fleenor's; Gordons; Top Foods.

Other Chain Stores-Raffs, Mode O'Day; Firestone; Western Auto; Anita's; House of Fabrics; Fabricland; Weisfield Jewelers, Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'N Pak; Top Auto; Zale's Jewelers; Schuck's Auto Parts; Squire Men's Shops; DJ's Sound City; Kinney Shoes; Allen Jewelry; Cost-Cutter Toys; Ernst Home Center.

14 - NEWSPAPERS: WORLD (e-mon to fri) 27,994; (S) 30,736; Mar. 31, 1983 ABC.

Local Contact for Advertising and Merchandising Data: Chas. C. Mussen, Adv. Dir., WORLD, 14 N. Mission St., PO Box 1511, Wenatchee, WA 98801; Tel. (509) 663-5161.

National Representative: Branham/Newspaper Sales.

YAKIMA

1 - LOCATION: Yakima County (MSA). E&P Map C-3, County Seat. Shipping center for Yakima irrigated valley. Wholesale center for central part of State. 201 mi. from Spokane; 145 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

2 - TRANSPORTATION: Railroads-Burlington (freight); Union Pacific (freight).
Airlines-Horizon; Cascade.
Motor Freight Carriers-7.
Intercity Bus Lines-Western Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,826; Loc. Est. 53,430
CZ-ABC: (80) 82,625; (84) 83,900
Bal. in PMA-ABC: (80) 89,883; (84) 96,300
County/MSA 80 Cen. 172,508; Loc. Est. 183,477
Total PMA-ABC: (80) 172,508; (84) 180,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,160; Loc. Est. 21,452
CZ-ABC: (80) 32,294; (84) 33,100
Bal. in PMA-ABC: (80) 29,047; (84) 31,600
County/MSA 80 Cen. 61,341; Loc. Est. 65,156
Total PMA-ABC: (80) 61,341; (84) 64,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$435,000,000
Savings	2	N.A.
Savings & Loan	5	$446,336,487

6 - PASSENGER AUTOS: County 89,354

7 - ELECTRIC METERS: Residence 23,289

8 - GAS METERS: Residence 9,975

9 - PRINCIPAL INDUSTRIES: Manufacturing 218 firms; 7,805 (av. mo. employed); $1,408 (av. mo. wage).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 50-90; Fall 34-86; Winter 18-46. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Yakima Ave.; 2 on Third St.; S 1st & Old Town Road (Valley Mall); Yakima Downtown Mall (65 stores).
Neighborhood Shopping Centers:Fifty-sixth & Summitview; Ninth & Summitview; Sixteenth and Nob Hill; Westpark; Terrace Heights Rd. and Slavin Rd.; 1 mi on Fruitvale Blvd., Glenwood; Southgate; Sixteenth and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton, 37th & Tieton; Meadowbrook at 72nd & Knob Hill.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Department-Mon. through Fri.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Sears; Montgomery Ward; Nordstrom's; Lamonts; Bon Marche.
Discount Stores-Bi-Mart 2; Fred Meyer; Wigwam; Pay 'N Pak; K mart; Ernst; Giant T.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Pay Less 2; Thrifty 2, Giant T; Bi-Mart; Fred Meyer; Medicine Mart; Wray's; Peoples.
Chain Supermarkets-Albertson's Food Center 2; Safeway 11; Thriftway 5; Serv-U 2; Mayfair 2; Buttrey's; Associated Grocers 2; Super Duper 2; Wrays; Rosaaur's; Prairie; Harvest Foods; Family Grocery.
Other Chain Stores-Firestone; Mode O'Day; Weisfield's; Gallenkamp; Kinney; Leeds; Hickory Farms; Hardy Shoes; Jay Jacobs; Thom McAn; Self Service Furniture; Penguin Electric; Zale's; 84 Lumber; Zieglers; B. Dalton Bookseller; Radio Shack.

14 - NEWSPAPERS: HERALD-REPUBLIC (all day) 39,069; (S) 42,817; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Pat Carey, Adv. Dir., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.
National Representatives: Landon Associates.

WEST VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charleston-Kanawha and Putnam Counties.
Cumberland, Md.-W. Va.-Allegany County, Md. and Mineral County, W. Va.
Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd, Carter and Greenup Counties, Ky.; Lawrence County, Ohio.
Parkersburg-Marrietta, W. Va.-Ohio-Wood County, W. Va. and Washington County, Ohio.
Steubenville-Weirton, Ohio.-W. Va.-Jefferson County, Ohio; Brooke and Hancock Counties, W. Va.
Wheeling, W. Va.-Ohio-Ohio and Marshall Counties, W. Va.; Belmont County, Ohio.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1985
Under 5 Years	138	146	149
5-14 Years	336	310	319
15-24 Years	301	347	358
25-44 Years	383	513	528
45-64 Years	392	396	409
65 and Over	194	238	245
TOTAL	1,744	1,950	2,008

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	219	388	666
General Mdse	476	776	1,247
Food	794	1,374	2,272
Automobiles	677	1,265	2,219
Gasoline Stations	265	493	902
Apparel	167	238	383
Furniture	175	260	446
Eat-Drink Places	191	352	665
Drugs	105	175	303
TOTAL SALES	3,306	5,676	9,785

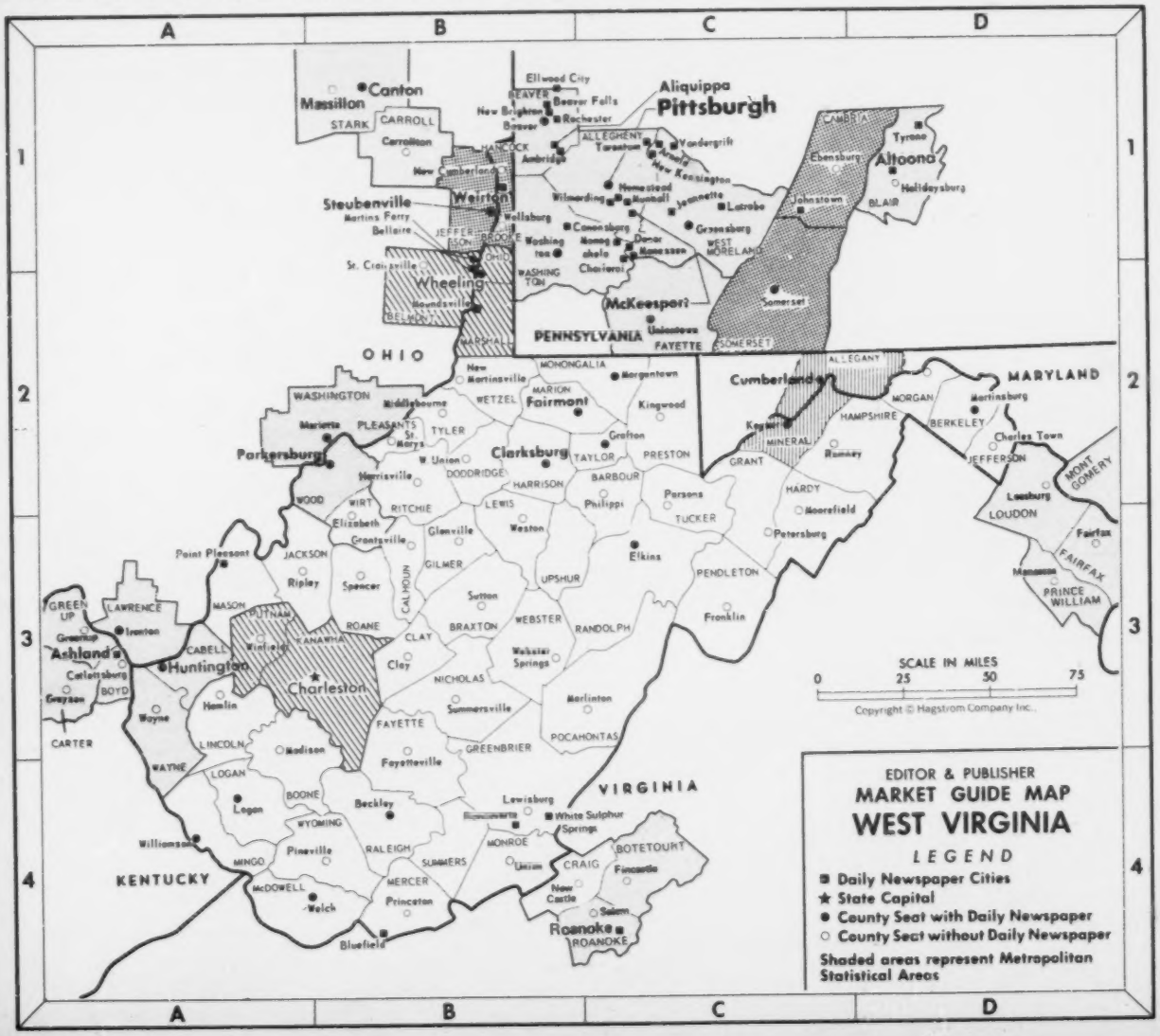
BECKLEY

1 - LOCATION: Raleigh County, E&P Map B-4. 276 mi. S of Pittsburgh; 333 mi. W of Washington, DC; 266 mi. E of Cincinnati, OH.

2 - TRANSPORTATION: Railroads-C&O, Norfolk & Western.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Wright Airlines.

3 - POPULATION:
Corp. City 80 Cen. 20,492; Loc. Est. 20,642
PMA-ABC: (80) 268,724; (84) 278,200
County 80 Cen. 86,821; Loc. Est. 86,506
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164; Loc. Est. 8,477
PMA-ABC: (80) 92,373; (84) 96,400
County 80 Cen. 30,154; Loc. Est. 30,692



5 - BANKS

	NUMBER	DEPOSITS
Commercial	12	$627,422,668

6 - PASSENGER AUTOS: County 59,320

7 - ELECTRIC METERS: Residence 10,954

8 - GAS METERS: Residence 16,011

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,940 ($500).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4. Last killing frost, May 7.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Main, 1 on Heber, 3 on Neville St.
Neighborhood Shopping Center-East Beckley By-Pass; Valley Drive; Skelton By-Pass Plaza; Bradley; Lester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
By-Pass Plz.(12)	3	Revco, Hills
Beckley Plz.(23)	3	Acme Mkt., K mart
Raleigh Mall(43)	3	Murphy, Mont. Ward, Stone & Thomas, Kroger
Town & Country Plaza(9)	1	Super-Valu, Heck's
Crossroads Mall(70)	4	Sears, JCPenney, Leggetts
Lester(14)	6	Kroger, Artley, Family Dollar

Principal Shopping Days-Food: Wed., Thur. Department Stores: Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. stores-Fri., Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; Hill's; Sears; Leggetts; Heck's 4; Stone & Thomas.
Variety Stores-G.C. Murphy 3.
Discount Stores-K mart; Heck's 2; Hills; McCrory.
Chain Drug Stores-Rite Aid 2; Rexall; SupeRx 4; Health Cross 2; Thompson.
Chain Supermarkets-Kroger 5; Acme; Carolina 6; Wilbur's Super Values; Pic Pac 2.
Other Chain Stores-Ladies: Embee's 2; Schiffs; H. & M.; Pic-Way Shoes; Silver Brand; Berman's (jewelry); Barrack's Auto; New River Supply; Famas 3; Lilly Crown Jewelers 3; Artleys; Nation Wise Auto.

14 - NEWSPAPERS: BECKLEY POST HERALD (m-mon to fri) 24,723; RALEIGH REGISTER (e-mon to fri) 9,628; Comb. (m&e) 34,351; THE REGISTER/HERALD (m-sat) 33,618; (S) 36,073; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank D. Wood, Adv. Dir., POST-HERALD and RALEIGH-REGISTER, PO Drawer P&R, Beckley, WV 25801; Tel. (304) 255-4400.
National Representative: Story & Kelly-Smith.

BLUEFIELD, WV-VA

1 - LOCATION: Mercer County, WV; Tazewell County, VA. E&P Map B-4. Extreme southern part of the state extending into Virginia. 102 mi. from Charleston via West Virginia Tpk.; 103 mi. from Roanoke. On U.S. Hwys. 19, 21, 52, 460; State Hwy. 85.

2 - TRANSPORTATION: Railroads-Norfolk and Western.
Motor Freight Carriers-8.
Intercity Bus Lines-Tri-City; Greyhound; Trailways.
Airlines-Aero Mech.

3 - POPULATION:
Corp. City 80 Cen. 16,060; Loc. Est. 16,482
PMA-ABC: (80) 225,763; (84) 232,000
Counties 80 Cen. 124,453; Loc. Est. 127,460
Mercer 80 Cen. 73,942; Loc. Est. 75,655
Tazewell 80 Cen. 50,511; Loc. Est. 51,805

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,170; Loc. Est. 6,424
PMA-ABC: (80) 76,755; (84) 79,600
Counties 80 Cen. 42,360; Loc. Est. 45,587
Mercer 80 Cen. 26,494; Loc. Est. 27,603
Tazewell 80 Cen. 15,866; Loc. Est.

5 - BANKS

	NUMBER	DEPOSITS
Commercial	16	$688,800,000
Savings & Loan	4	$25,000,000

6 - PASSENGER AUTOS: Counties (All Vehicles): Mercer 50,691; Tazewell 30,356.

7 - ELECTRIC METERS: Residence 26,144

8 - GAS METERS: Residence 8,330

9 - PRINCIPAL INDUSTRIES: Food Mfg.; Furniture; Mining Machinery.
Principal Pay Days-1st, 15th, Fri.

10 - CLIMATE: Average Temp.-Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept 29. Last killing frost, May 12.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers-One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluefield Plaza(12)	1	Kroger, K mart
Blue Prince(11)	3	Hill's Dept., Murphy
Mercer Mall(53)	2	Sears, JCPenney, Stone & Thomas, Mont. Ward
West Gate(9)	2	Acme

Principal Shopping Days-Department Stores: Mon., Fri., Sat.; Food: Wed. through Sat.
Stores Open Evenings-Food nightly; others Mon.

13 - RETAIL OUTLETS: Department Stores-A.W. Cox; Montgomery Ward; JCPenney; Leggetts; Thormon's; Stone & Thomas; Sears.
Variety Stores-G.C. Murphy; Ben Franklin; Giant Dollar; McCrory; Quality Dollar Store.
Discount Stores-A-Mart; Hills; Ammar Bros.; Heck's; K mart; Rose's 2.
Chain Drug Stores-Bi Rite; Rexall 3; Rite Aid; **Walgreens**; SupeRx; Southside 2; Thrift; Revco; Eckerd.
Chain Supermarkets-Kroger 4; Deskin's 6; Acme 4; Piggly Wiggly; Warden's 2; IGA 3.
Other Chain Stores-Firestone; Singer Co.; H&M (shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.

14 - NEWSPAPERS: TELEGRAPH (m) 27,726; (S) 33,597; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James J. Johns, Adv. Dir., TELEGRAPH, 412 Bland St., Bluefield, WV 24701; Tel. (304) 327-6171.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Kanawha County (MSA). E&P Map A-3 & B-3. State Capitol, County Seat. Wholesale distribution center. Financial, medical and education center; federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 388 mi. from Washington; 233 mi. from Pittsburgh; 188 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61; Northern terminus of W.Va. Tpke.; Junction of I-64, I-77 & I-79.

2 - TRANSPORTATION: Railroads-Chessie System; Amtrak; Conrail.
Motor Freight Carriers-29.
Intercity Bus Lines-Trailways; Greyhound; KRT (local).
Airlines-USAir; Piedmont; Aeromech; ComAir.

3 - POPULATION:
Corp. City 80 Cen. 63,968; Loc. Est. 61,506
PMA-ABC: (80) 522,062; (84) 525,300
County 80 Cen. 231,414; Loc. Est. 232,070
MSA 80 Cen. 269,595; Loc. Est. 271,752
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,438; Loc. Est. 26,294
PMA-ABC: (80) 186,368; (84) 188,600
County 80 Cen. 86,446; Loc. Est. 88,653
MSA 80 Cen. 99,418; Loc. Est. 102,481

5 - BANKS

	NUMBER	DEPOSITS
Commercial	24	$1,637,456,622
Savings & Loan	6	$721,988,868

6 - PASSENGER AUTOS: 170,660 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: City Res. 21,789

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemicals 11,100 ($506); Metal Fabricating 1,400 ($332); Coal Mining 4,900 ($527); Contract Construction 4,500 ($427).
Principal Pay Days-Thur., Fri.; 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30. Last killing frost, May 15.

11 - TAP WATER: Alkaline, soft in city, varies outside; fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia; 4 on Quarrier; 5 on Lee St.; 1 on Washington St.; 1 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
Neighborhood Shopping Centers-West Side (W Washington St.) (24 Stores); East End (E Washington St.) (10 Stores); St. Albans (Main Street) (12 Stores); South Charleston (16 Stores); Dunbar (7 Stores); Marmet (18 Stores); Spring Hill (12 Stores); Nitro (13 Stores); Belle (6 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Center Mall(100)	0	Sears, JCPenney, Mont. Ward, Kaufmann's
West St. Albans	8	Heck's, Pick-Pac, Value City
Kanawha Mall(70)	4	Hill's, Kroger, SupeRx
St. Albans(30)	10	G.C. Murphy, A.W. Cox, K mart, Kroger, A.W. Cox
Dunbar Vlg.(20)	7	Murphy's Mart, Kroger, Kelly & Cohen
Southside Expressway Plaza East(12)	2	Heck's
Patrick St. Plaza	1	Hecks, Kelly & Cohen
K mart	2	K mart, Lowe's
Putnam Vlg.(33)	4	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Drug & Food: Mon. through Sat.; All on Mon.; Some: Fri.; Discount: 7 days.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Montgomery Ward; Stone & Thomas; Sears; JCPenney 2; A. W. Cox; Charleston's 2; O.J. Morrison; McClung & Morgan; Sloan's.
Discount Stores-Heck's 7; K mart 3; Murphy's Mart; Ardan's; Hills.
Variety Stores-McCrory; Murphy; Ben Frankiin.
Chain Drug Stores-Revco 5; Rite-Aid 21; SupeRx; Medicine Shop 2; K mart 2; Kroger.
Chain Supermarkets-Big Star 8; Fas-Chek 10; Kroger 14; Shop-A-Minit 17; Super Valu 3; Foodland 5; 7-Eleven 7; Key Markets 4; IGA 3; Pic-Pac; Go-Mart 12; Food Haven 7.
Other Chain Stores-Thom McAn; Arnold's; John Lee; Silver Brand Clothes; Morgan; Sidney's; Frankenberger's; Goodrich; Goodyear; Firestone; JoAnn Fabric Shops; Pic-Way Shoes; Shoe World; Kelly & Cohen; Kay Jewelry; Lilly's Crown Jewelry; McCormick Jewelers.

14 - NEWSPAPERS: GAZETTE (m) 55,160; MAIL (e) 53,817; GAZETTE-MAIL (S) 109,327; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William E. Birt, Nat. Adv./Co-op Mgr., GAZETTE/MAIL, 1001 Virginia St. E, Charleston, WV 25301; Tel. (304) 348-5140.
National Representative: Sawyer-Ferguson-Walker.

CLARKSBURG

1 - LOCATION: Harrison County. E&P Map B-2. County Seat. On U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, D.C., 276 mi. from Cincinnati, OH and 140 mi. from Pittsburgh, Pa.

2 - TRANSPORTATION: Railroads-Chessie System.
Motor Freight Carriers-15.
Intercity Bus Lines-Central WV Transit Authority; Interstate; Greyhound.
Air Lines-Wright & Crown.

3 - POPULATION:
Corp. City 80 Cen. 22,371; Loc. Est. 22,033
CZ-ABC: (80) 36,509; (84) 34,900
RTZ-ABC: (80) 141,106; (84) 144,100
County 80 Cen. 77,710; Loc. Est. 79,627
City & RTZ-ABC: (80) 177,615 (84) 179,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,408; Loc. Est. 9,554
CZ-ABC: (80) 14,513; (84) 14,000
RTZ-ABC: (80) 48,585; (84) 50,100
County 80 Cen. 28,434; Loc. Est. 29,753
City & RTZ-ABC: (80) 63,098; (84) 64,100

5 - BANKS

	NUMBER	DEPOSITS
Commercial	5	$462,263,000

6 - PASSENGER AUTOS: County 55,958 (All Vehicles)

7 - ELECTRIC METERS: Residence 27,521

8 - GAS METERS: Residence 37,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 3,404; Coal 1,741; Chemicals 2,000; Aircraft parts 300; Natural Gas 1,500; Heavy Machinery 685.
Principal Pay Days-Fri.; 15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29. Last killing frost, May 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main and Pike Sts.
Neighborhood Shopping Centers-Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hills Plaza(7)	2	David Weis, Hills
Holiday Plaza(4)	2	Heck's
Rosebud Plaza(3)	1	Heck's
Bridgeport(8)	3	
Meadowbrook Mall	3	JCPenney, Mont. Ward, Murphy's Mart, Bonton
Valley Hills(5)	3	Garden Fresh
Middletown Mall(40)	18	Sears, Lowe's, Stone & Thomas, Watson's
Tygart Valley Mall(2)	18	Murphy's Mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Stone & Thomas; Sears; Watson's; Bonton.
Variety Stores-G.C. Murphy; McCrory's; Stripe Discount.
Discount Stores-Heck's; Hill's; Murphy's Mart; Gee Bee; David Weis.
Chain Drug Stores-Rexall; Walgreens; Rite Aid; Revco.
Chain Supermarkets-Kroger; Foodland; Shop'n Save.
Furniture-Fan Fare; Jack's Friendly; Rose's; Frank's; Custom Carpet; Mike DeMaria; Walker.

14 - NEWSPAPERS: EXPONENT (m-tues to sat) 7,754; TELEGRAM (e) 18,077; EXPONENT-TELEGRAM (S) 29,122; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack L. Smith Adv. Mgr., EXPONENT and TELEGRAM, 324-326 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.
National Representative: Story & Kelly-Smith.

ELKINS

1 - LOCATION: Randolph County. E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2 - TRANSPORTATION: Railroads-B&O; W. MD.
Airlines-Wright.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,536; Loc. Est. 8,878
CZ-ABC: (80) 8,536; (84) 8,300
RTZ-ABC: (80) 30,626; (84) 32,000
County 80 Cen. 28,734; Loc. Est. 29,578
City & RTZ-ABC: (80) 39,162; (84) 40,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,146; Loc. Est. 3,166
CZ-ABC: (80) 3,146; (84) 3,100
RTZ-ABC: (80) 10,201; (84) 10,700
County 80 Cen. 9,692; Loc. Est. 10,232
City & RTZ-ABC: (80) 13,347; (84) 13,800

5 - BANKS

	NUMBER	DEPOSITS
Commercial	3	$30,715,405
Savings & Loan	1	$1,685,579

6 - PASSENGER AUTOS: County 20,878 (All Vehicles)

7 - ELECTRIC METERS: Residence 3,362

8 - GAS METERS: Residence 3,418

9 - PRINCIPAL INDUSTRIES: Brick and Tile; Planing Mill Prod.; Furniture; Limestone and Limestone Prod.; Foundry Prod.; W. MD R.R. Shops; Shoe Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1. Last killing frost, May 15.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike; Tygart Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elkins Plaza(12)	NA	Rite-Aid, Foodland
Tygarts Valley Mall(5)	NA	A&P, Revco, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food nightly; all on Fri.; Plaza on Sunday.

13 - RETAIL OUTLETS: Department Stores-K mart; Smart Shop.
Variety Store-G.C. Murphy.
Discount Store-Heck's.
Chain Drug Stores-Revco; Rite-Aid.
Chain Supermarkets-A&P; Kroger; Key; Hi-Lo; Super Dollar.

14 - NEWSPAPERS: INTER-MOUNTAIN (e) 10,664; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Sally Keeney, Adv. Dir., INTER-MOUNTAIN, P.O. Box 1339, Elkins, WV 26241; Tel. (304) 636-2121.
National Representative: Landon Associates.

FAIRMONT

1 - LOCATION: Marion County. E&P Map B-2. County Seat. Coal mining, manufacturing. Fairmont State College. Major highway hub. US 250, 19; Interstate I-79; State 73. 95 mi. S of Pittsburgh, PA; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2 - TRANSPORTATION: Railroads-Chessie System, Monongahela.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Aeronaech.

3 - POPULATION:
Corp. City 80 Cen. 23,863; Loc. Est. 23,215
CZ-ABC: (80) 33,090; (84) 31,500
RTZ-ABC: (80) 34,342; (84) 35,300
County 80 Cen. 65,789; Loc. Est. 66,190
City & RTZ-ABC: (80) 67,432; (84) 66,800

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,727; Loc. Est. 9,746
CZ-ABC: (80) 13,115; (84) 12,600
RTZ-ABC: (80) 11,932; (84) 12,400
County 80 Cen. 24,409; Loc. Est. 25,102
City & RTZ-ABC: (80) 25,047; (84) 25,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$242,960,997
Savings & Loan	2	$72,655,002

6 - PASSENGER AUTOS: County 48,128 (All Vehicles)

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: Residence 8,628

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 3,802; Fluorescent lamps 2,038; Machy. & Eqpt. Mfg. 1,028; Mining Eqpt. Mfg. 700; Fabricated Metal Prod. 485; Electric 619; Rolled Aluminum Prod. 300; Corrugated fiber containers 265; Can & Glass labels 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14. Last killing frost, May 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Area-7 blocks on Adams St.
Neighborhood Shopping Centers-East Side on Merchant St.; Country Club Rd.; Bellview Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(4)	NA	S&H Green Stamp
Middletown Mall(74)	3	Sears, Gee Bee, Stone & Thomas, Watsons
Tygart Valley(6)	3	Murphy's Mart
12th Street	NA	Radio Shack, Revco, Shop 'N Save
Meadowbrook	13	Bon-Ton, Mont. Ward, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon.; Food and shopping centers Nightly.

13 - RETAIL OUTLETS: Department Stores-Hartley's; JCPenney; Stone & Thomas.
Variety Stores-McCrory; Murphy's Mart; Gee Bee; Watson's.
Discount Stores-Revco; Hill's; Heck's.
Chain Drug Stores-Revco 3; Rite Aid, Mason's; Thrift.
Chain Supermarkets-Champion; Foodland 3; Pitrolo's 3; Kroger; Shop 'N Save; Warehouse Grocery; A&P.
Other Chain Stores-Kinney; Goodrich; Firestone; Montgomery Ward (catalog); S&H Green Stamp; Pic Way; Carriage Shop; Giant Shoe; Stone & Thomas; Bressler's; Teek's; Shoe World; The Unlimited; Hickory Farms; Lerner's; Fashion Bug; Maunz; Casual Corner; Workingman's Store; Bauer; Brown; Lowes; Gordon Jewelry; Chess King; Pettrey's; Embees; Jack's Friendly Furniture; Hatfield & McCoy.

14 - NEWSPAPERS: TIMES-WEST VIRGINIAN (m) 15,077; (S) 16,009; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Hatting, Adv. Mgr., TIMES-WEST VIRGINIAN, PO Box 1472, Fairmont, WV 26554; Tel. (304) 363-5000.
National Representative: Thomson Newspapers.

GRAFTON

1 - LOCATION: Taylor County. E&P Map C-2. County Seat. On U.S. Hwys. 50, 119, 250; State Hwys. 3, 9, 40, 44.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound.
Airport-15 miles west.

3 - POPULATION:
Corp. City 80 Cen. 6,845; Loc. Est. 7,255
County 80 Cen. 16,584; Loc. Est. 17,168
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,511; Loc. Est. 2,757
County 80 Cen. 5,842; Loc. Est. 6,143

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 10,381 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,788 (1981)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Textiles 220; Railroad 900; Paper Box 140; Plastics 300; Glass 85; Sponge Rubber 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-95; Fall 30-70; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harman Center	NA	Super Dollar, Gatlings, Phillips Pharmacy

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Murray's; Dollar General; JCPenney (catalog); Montgomery Ward (catalog).
Variety Stores-McCrory; Heck's.
Chain Drug Stores-Rexall; Rite Aid; Health Mart.
Chain Supermarkets-Foodland; Super Dollar.
Other Chain Stores-Western Auto; Gatling's Auto; Firestone; Goodyear; JCPenney (catalog); Montgomery Ward.

14 - NEWSPAPERS: MOUNTAIN STATESMAN (m) 3,304; sworn Sept. 30, 1983 CPVS.
Local Contact for Advertising and Merchandising Data: Bob Weaver, Adv. Mgr., MOUNTAIN STATESMAN, 914 W. Main St., Grafton, WV 26354; Tel. (304) 265-3333.
National Representative: None.

HUNTINGTON

1 - LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH MSA). E&P Map A-3. Seat of Cabell County. Industrial, wholesale and shipping center. 255 mi. from Pittsburgh, PA; 163 mi. from Cincinnati, OH. On U.S. Hwys. 52, 60; State 10, 2, 7, 4; I-64.

2 - TRANSPORTATION: Railroads-C&O; B&O; N&W.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways; TTA; Greyhound.
Airlines-USAir; Piedmont; ComAir; Wright.

3 - POPULATION:
Corp. City 80 Cen. 63,684; Loc. Est. 60,528
CZ-ABC: (80) 125,194; (84) 121,600
RTZ-ABC: (80) 208,921; (84) 216,100
Counties 80 Cen. 152,856; Loc. Est. 155,241
Cabell County 80 Cen. 106,835; Loc. Est. 107,883
Wayne County 80 Can. 46,021; Loc. Est. 47,358
MSA 80 Cen. 336,410; Loc. Est. 340,394
City & RTZ-ABC: (80) 334,115; (84) 337,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,496; Loc. Est. 24,912
CZ-ABC: (80) 47,444; (84) 46,400
RTZ-ABC: (80) 71,786; (84) 75,000
Counties 80 Cen. 55,866; Loc. Est. 58,013
Cabell County 80 Cen. 40,218; Loc. Est. 41,542
Wayne County 80 Cen. 15,648; Loc. Est. 16,471
MSA 80 Cen. 119,007; Loc. Est. 123,137
City & RTZ-ABC: (80) 119,230; (84) 121,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$829,014,000

6 - PASSENGER AUTOS:
Cabell County 75,971; Wayne County 24,391

7 - ELECTRIC METERS: Cabell 45,700; Wayne 17,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage-$399)-Metals 7,700; Glass & Stone 1,700; Apparel 1,100; Chemicals 1,000.
Principal Industrial Pay Days-Fri., 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-69; Summer 42-85; Fall 41-82; Winter 25-44. First killing frost, Oct. 20. Last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ceredo Plz.(14)	12	Harts, Big Bear
Eastern Heights(12)	6	Thrift, Mack's, Tradewell
Fairfield Plz.(7)	2	Heck's, Big Bear
East Hills Mall(12)	8	Kelly & Cohen
Westland Plaza(6)	4	Kroger, Thrift, Heck's
Poo Ridge(20)	9	K mart, Kroger
Huntington Mall(125)	10	Sears, Stone & Thomas JCPenney, Lazarus

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Wed., Sun.
Stores Open Evenings-All until 9 P.M.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; JCPenney; Lazarus; Sears.
Variety Stores-McCrory; Green's.
Discount Stores-Heck's 3; Hills 2; K mart 3; Hart's 3.
Chain Drug Stores-Thrift 3; Rite-Aid 2.
Chain Supermarkets-Kroger 3; Big Bear 4; Tradewell 6; Foodland 4; Foodfair 4.

14 - NEWSPAPERS: HERALD-DISPATCH (m) 44,230; (S) 48,242; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dwight McKenzie, Adv. Dir., THE HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 696-5678
National Representative: Gannett Newspaper Advertising Sales.

KEYSER

1 - LOCATION: Mineral County (In Cumberland, MD-WV MSA). E&P Map C-2. County Seat. On E bank of Potomac River. 24 mi. SW of Cumberland, MD. U.S. Hwys. 50, 220; WV Hwy. 28; 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Western Md.
Intercity Bus Lines-Mt. State Bus; Greyhound; Emery; Potomac Transit Authority.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 6,569; Loc. Est. 6,645
MSA 80 Cen. 107,782; Loc. Est. 110,406
County 80 Cen. 27,234; Loc. Est. 27,587
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,496; Loc. Est. 2,530
MSA 80 Cen. 39,107; Loc. Est. 41,002
County 80 Cen. 9,438; Loc. Est. 9,802

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$89,834,000

6 - PASSENGER AUTOS: County 21,658 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,521

8 - GAS METERS: Residence (RTZ) 4,125

9 - PRINCIPAL INDUSTRIES: Railroad Shop; Pulp and Paper; Women's Wear; Farm Machy.; Ballistics & Plastics; Sports Equipment; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel; Machine Shop; Printing Plant.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 58-85; Fall 30-57; Winter 17-41. First killing frost Oct; Last killing frost May.

11 - TAP WATER: Hard to soft.

12 - RETAILING: Principal Shopping Area-3 blocks each on Main & Armstrong Sts.
Neighborhood Shopping Centers-West Piedmont, S Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: Variety Stores-Murphy; Heck's.
Chain Drug Stores-Revco; People's; Rite-Aid.
Chain Supermarkets-A&P; Dishong's 3; Foodland; IGA 2; Brownings.
Other Chain Stores-Wolf Furniture; Western Auto; Sears; Montgomery Ward; J.S. Raub's Shoes; Burton's Men's Shop; Charles Store; Shoe World; Dollar General Store 2.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 5,911; (m-sat) 6,506; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (304) 788-3333.
National Representatives: American Newspaper Representatives.

LEWISBURG-RONCEVERTE-WHITE SULPHUR SPRINGS

1 - LOCATION: Greenbrier County. E&P Map B-4. U.S. Hwys. 60, 219 & I-64; State Hwy. 63.

2 - TRANSPORTATION: Railroads-C&O
Airlines-Piedmont.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Cities 80 Cen. 8,748; Loc. Est. 9,875
Lewisburg 80 Cen. 3,065; Loc. Est. 3,153
Ronceverte 80 Cen. 2,312; Loc. Est. 2,540
White S. Springs 80 Cen. 3,371; Loc. Est. 3,882
County 80 Cen. 37,665; Loc. Est. 39,293

4 - HOUSEHOLDS:
Cities 80 Cen. 3,415; Loc. Est. 3,796
Lewisburg 80 Cen. 1,240; Loc. Est. 1,381
Ronceverte 80 Cen. 849; Loc. Est. 920
White S. Springs 80 Cen. 1,326; Loc. Est. 1,495
County 80 Cen. 13,535; Loc. Est. 14,450

5 - BANKS	NUMBER	DEPOSITS
National	3	$30,808,397
State	1	Incl. above

6 - PASSENGER AUTOS: County 29,379 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (County)-Agriculture; Construction; Manufacturing; Transportation; Communication and Other Public Utilities; Wholesale & Retail; Resort Hotels.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
White Sulphur Springs(6)	NA	A.W. Cox, Kroger
Red Oaks(9)	NA	Kroger
Fairlea Mall(20)	NA	Heck's, Stone & Thomas

13 - RETAIL OUTLETS: Department Stores-Leggett's, Federated; Stone & Thomas.
Discount Stores-Aides; Heck's.
Chain Drug Stores-Rite Aid 2.
Chain Supermarkets-Kroger's 2; Crawford's; IGA; Farmer Mac; Elliott's Family Foods.

14 - NEWSPAPERS: WEST VIRGINIA NEWS (e-mon to fri) 6,314; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Pub./Adv. Mgr., WEST VIRGINIA NEWS, 200 S. Court St.; Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.
National Representative: General Advertising Service.

LOGAN

1 - LOCATION: Logan County. E&P Map A-4. On Guyandotte River. 65 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10, and Corridor "G" Interstate Highway.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Consolidated Trailways; connecting with Greyhound at Huntington, Charleston, and Bluefield.

3 - POPULATION:
Corp. City 80 Cen. 3,029; Loc. Est. 2,887
CZ-ABC: (80) 3,029; (84) 2,800
RTZ-ABC: (80) 47,650; (84) 47,900
County 80 Cen. 50,679; Loc. Est. 49,894
City & RTZ-ABC: (80) 50,679; (84) 50,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,254; Loc. Est. 1,237
CZ-ABC: (80) 1,254; (84) 1,200
RTZ-ABC: (80) 15,143; (84) 15,400
County 80 Cen. 16,397; Loc. Est. 16,504
City & RTZ-ABC: (80) 16,397; (84) 16,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$180,000,000
Savings & Loan	2	$19,372,256

6 - PASSENGER AUTOS: County 29,806 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 400 ($200); Mining Eqpt. 700 ($250); Coal Mining 6,000 ($400); Clothing Mfg. 140 ($200); Heavy Machy. 145 ($275); Printing 65 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ellis Addn.	1	Bi-Rite
Man.	10	Hensley Furn.
West Logan	2	Bi-Rite
K City	31	Cherry Tree
Huff Junction	10	McNelly's, Cooks
Midway Plaza	9	Kroger, Heck's, Wenders
Monitor Mall	4	Super S, Pizza Hut

Principal Shopping Days-Fri., Sat., Sun., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Logan Mercantile; Collins; McCormick's; Watson's; Sayer Bros.; Raymond's; Crown's.
Discount Stores-Super S, "K" City; Revco; Dollar General Store; EJ's; C & W Discount Furn.; Heck's.
Variety Stores-G.C. Murphy 2.
Chain Drug Stores Rite-Aid 2; Aracoma Drug; Hall's Rexall; Jack Prof. Pharmacy; Revco 2.
Chain Supermarkets-A&P; Kroger; Bi-Rite 4; IGA Markets 6; AG Grocers 8; Pic Pac 3; Big C; Al's 3; Island Creek Produce; Clay Bros. 2.
Other Chain Stores-Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Berman's Jewelry; Sears; Beverly Shoppers; Crown Jewelers; B & L Furn.; Murphy's; Watsons; Silver Brand Clothes; Southern Auto; Weiners; Samsons; Lewis; Steel's; Wenders; Calico Tree; Anderson Wholesale; B&B Loans.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,484; (S) 11,477; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard Osborne, Adv. Mgr., BANNER, PO Box 720; 435 Stratton St., Logan, WV 25601; Tel. (304) 752-6950.
National Representative: Landon Associates.

MARTINSBURG

1 - LOCATION: Berkeley County. E&P Map D-2. County Seat. Trading and manufacturing center of three-county NE neck of WV, bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45; I-81.

2 - TRANSPORTATION: Railroads-B&O; Conrail; Amtrak.
Intercity Bus Lines-Potomac Coach; Greyhound.
Motor Freight Carriers-5.
Airlines-Cumberland Airlines; Executive Express (commuting service); Val Air (charter).

3 - POPULATION:
Corp. City 80 Cen. 13,063; Loc. Est. 13,056
CZ-ABC: (80) 13,063; (84) 11,400
RTZ-ABC: (80) 74,725; (84) 82,800
County 80 Cen. 46,775; Loc. Est. 48,757
City & RTZ-ABC: (80) 87,788; (84) 94,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,303; Loc. Est. 5,259
CZ-ABC: (80) 5,303; (84) 4,700
RTZ-ABC: (80) 24,925; (84) 28,000
County 80 Cen. 16,432; Loc. Est. 17,522
City & RTZ-ABC: (80) 30,228; (84) 32,700

5 - BANKS	NUMBER	DEPOSITS
Commerical	6	$189,073,716
Savings & Loan	1	$33,822,907

6 - PASSENGER AUTOS: County 38,821

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence County 2,280 (1981)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-V.A. Hospital 1,200; Railroad 225; Telephone Dist. & Service 281; Air National Guard 201; Glass Works 917; Explosives 475; Wood Veneer 170; Automotive Parts Dist. 954; I.R.S. Computer Center 340; Daily Newspaper 65; Fruit Processing 1,540 (Seasonal); Clothing Mfg. 750; Bread Products 200; Utilities 174; Cement Products 275; Explosives Containers 60; Boxes & Containers 74; Limestone Products 126; Bathtub & Shower Enclosures 65; Hosiery 145; Wire Control Cables. (1981).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11 - TAP WATER: Very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on N & S Queen and intersecting streets, W. King St. and E Moler Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Martinsburg Plaza(6)	NA	Barnhart's, Drug Fair
Berkeley Plz.(30)	NA	JCPenney, Kinney, Sherwin-Williams
Nichols Discount City	NA	Weis, K mart, Nichols Discount
Charles Town Plaza(17)	NA	Foodland, Heck's

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept. Mon.-Fri.; Food and Shopping Centers: nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Eyerly's; Nichols Discount City; Hecks; Sears (catalog); Montgomery Ward (catalog); McCrory.
Discount Stores-Nichol's; Hecks 2; K mart.
Chain Drug Stores-Peoples 2; Drug Fair; Wise Discount; Revco.
Chain Supermarkets-Acme-American 2, Cresslers; Martins Browning's; Weis.

14 - NEWSPAPERS: JOURNAL (e) 21,191; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David C. Butler, Adv. Dir.; Edw. W. Kruger, Gen. Mgr., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931.
National Representative: Landon Associates.

MORGANTOWN

1 - LOCATION: Monongalia County. E&P Map C-2. County Seat. Educational (WV Univ), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh, 225 mi. from Washington. On Monongahela River.

2 - TRANSPORTATION: Railroads-B&O; Monongahela.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound. Monongalia County Transit System.
Airlines-Wright.

3 - POPULATION:
Corp. City 80 Cen. 27,605; Loc. Est. 27,698
CZ-ABC: (80) 48,025; (84) 47,100
RTZ-ABC: (80) 64,282; (84) 68,500
County 80 Cen. 75,024; Loc. Est. 77,123
City & RTZ-ABC: (80) 112,307; (84) 115,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,628; Loc. Est. 9,887
CZ-ABC: (80) 17,777; (84) 17,700
RTZ-ABC: (80) 22,109; (84) 23,700
County 80 Cen. 27,100; Loc. Est. 28,540
City & RTZ-ABC: (80) 39,886; (84) 41,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$234,482,000
Savings & Loan	4	18,000,000

6 - PASSENGER AUTOS: County 44,158 (All Vehicles)

7 - ELECTRIC METERS: Residence 23,000

8 - GAS METERS: Residence 13,206

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Education & Research 8,161; Coal 3,268; Metal & Metal Products 1,790; Glass 861; Public Service 796; Building Contractors 477; Clothing & Textiles 325.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13. Last killing frost, May 1.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-6 blocks on High St.; 3 on Pleasant St.; 2 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers-Holland Ave & Dunkard Ave.; Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd.; Heck's; Sabraton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mountaineer(50)	2	JCPenney, Mont. Ward, Murphy's, Giant Eagle
Middletown	22	Sears, Watsons, Gee Bee, Thorofare
Morgantown Pl.(6)	3	Thorofare, Hill's
Suncrest Plaza(7)	2	Thrift Drug
Westover	1	Foodland, Heck's, Shop 'N Save
Sabraton	1	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food & Chain Stores: Every evening. Independent Stores: Mon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Whiteside's; David Weis; Hills; Heck's; Lowe's; JCPenney.
Variety Stores-G.C. Murphy; Murphy's Mart.
Discount Stores-Revco 3; Thrift Drug 2; Rite Aid 3; Heck's; Hills; Greys.
Chain Drug Stores-Thrift 2; Revco 3; Rite Aid 3; SupeRx; Thrift 2.
Chain Supermarkets-Thorofare 2, Foodland 2, Kroger 2, Dairy Mart 7, Shop 'N Save, Giant Eagle, Super Dollar.
Other Chain Stores-Kinney; Rogers Jewelry; Petrey's (shoes); Sears (catalog); Heck's; Hill's; Firestone; Crane's Clothing; Sherwin-Williams; House of Cards; Giant Shoemart; Pic-Way Shoes; Lowe's, Inc.; Bauer Home Supplies; Goodyear; Georgian Gallerie; Associated Hardware; Fashion Bug; Jo Ann Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book Store; De Roy Jewelers; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; Hickory Farms; 84 Lumber Co.

14 - NEWSPAPERS: DOMINION-POST (m) 20,291; (S) 25,883; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James D. Hoffman, Gen. Mgr., DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.
National Representative: Landon Associates.

MOUNDSVILLE

1 - LOCATION: Marshall County (In Wheeling WV-OH MSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State 2, 88; and Ohio Rt. 7.

2 - TRANSPORTATION: Railroads-B&O.
Motor Freight Carriers-15.
Water Transportation-Deep water docks.
Intercity Bus Lines-Greyhound; Cooperative Transit.

3 - POPULATION:
Corp. City 80 Cen. 12,419; Loc. Est. 11,932
County 80 Cen. 41,608; Loc. Est. 41,319
MSA 80 Cen. 185,566; Loc. Est. 186,167

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,511; Loc. Est. 4,354
County 80 Cen. 14,344; Loc. Est. 14,578
MSA 80 Cen. 67,532; Loc. Est. 69,272

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$37,647,443
Commercial	2	$100,085,000

6 - PASSENGER AUTOS: County 23,462 (All Vehicles)

7 - ELECTRIC METERS: Residence 12,301

8 - GAS METERS: Residence 3,989

9 - PRINCIPAL INDUSTRIES: Glassware; Coal Mining; Electrical Conduit and Cable; In County: Chemical Plants; Salt Chlorine Prods.; Anline and other basic Chemicals; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10. Last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Second, Jefferson, 7th & Lafayette; three Shopping Centers in city limits.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moundsville Shopping Plz.(15)	NA	Kroger, McCrory, Heck's
Murphy Mart(3)	NA	Murphy, Giant Eagle

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS:
Variety Stores-G.C. Murphy, McCrory.
Chain Drug Stores-Rite Aid; Myers; SupeRx; Revco.
Chain Supermarkets-State Food 4; A&P; Foodland; Kroger; Giant Eagle.
Other Chain Stores-Sears (catalog); Montgomery Ward (catalog); Reichart.

14 - NEWSPAPERS: ECHO (e) 5,150; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave., PO Box 369, Moundsville, WV 26041; Tel. (304) 845-2660.
National Representative: None.

PARKERSBURG

1 - LOCATION: Wood County (In Parkersburg-Marietta, WV-OH MSA). E&P Map B-2. County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, I-77.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.
Airlines-USAir; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 39,967; Loc. Est. 39,035
CZ-ABC: (80) 70,819; (84) 67,900
RTZ-ABC: (80) 86,963; (84) 90,500
County 80 Cen. 93,648; Loc. Est. 95,051
MSA 80 Cen. 157,914; Loc. Est. 160,048
City & RTZ-ABC: (80) 157,782; (84) 158,400
Demographic Information available from Parkersburg Chamber of Commerce.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,873; Loc. Est. 16,012
CZ-ABC: (80) 26,787; (84) 25,900
RTZ-ABC: (80) 29,541; (84) 31,000
County 80 Cen. 33,822; Loc. Est. 35,129
MSA 80 Cen. 56,100; Loc. Est. 58,301
City & RTZ-ABC: (80) 56,328; (84) 56,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$81,880,000
Savings & Loan	3	$4,822,800

6 - PASSENGER AUTOS: County 67,837 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum; Chemicals; Glass; Insulation; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Central Mall(95)	NA	JCPenney, Sears, G.C. Murphy
Park(10)	NA	Dollar General, Sherwin-Williams, Harts
Southgate(10)	NA	Dollar General, IGA

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri., Food Daily, Grand Central Mall 6 days.
Stores Open Sunday-Mall, Food Stores.

13 - RETAIL OUTLETS: Department Stores-Dils Bros.; JCPenney; A.W. Cox; Montgomery Ward; Sears; Stone & Thomas.
Discount Stores-K mart, Hills, Heck's; Harts.
Variety Stores-McCrory's; Murphy.
Chain Drug Stores-Thrift; Revco; SuperRx; Nelson; Nancarrow; Rite Aid.
Chain Supermarkets-A&P; Kroger 3; Big Bear 2; Jet 10; Quick Shop 4; 7-Eleven; IGA; Hickory Farms; Foodland; Sparkle Markets.
Other Chain Stores-Fashion Bug; Embees; Fashion Hosiery; Merle Norman; Nobil Shoes; Lerner; Singer; Kinney; Cox's; Radio Shack.

14 - NEWSPAPERS: NEWS (m) 21,125; SENTINEL (e) 16,005; NEWS (S) 40,364; Mar. 31, 1984 ABC.

Local Contact for Advertising and Merchandising Data: C. Kenneth Sams, Adv. Mgr., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.
National Representative: Landon Associates.

POINT PLEASANT

1 - LOCATION: Mason County, E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2 - TRANSPORTATION: Railroads-B&O; Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,682; Loc. Est. 5,616
CZ-ABC: (80) 6,286; (84) 5,900
RTZ-ABC: (80) 20,759; (84) 21,300
County 80 Cen. 27,045; Loc. Est. 27,502
City & RTZ-ABC: (80) 27,045; (84) 27,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,174; Loc. Est. 2,156
CZ-ABC: (80) 2,395; (84) 2,200
RTZ-ABC: (80) 7,005; (84) 7,300
County 80 Cen. 9,400; Loc. Est. 9,807
City & RTZ-ABC: (80) 9,400; (84) 9,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$94,200,000

6 - PASSENGER AUTOS: County 17,769 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,680

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Iron castings; Chemical products; Mining machinery.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin; G.C. Murphy.
Discount Stores-Heck's.
Chain Drug Stores-Rite Aid.
Chain Supermarkets-Johnson's; Super Valu; Foodland.
Other Chain Stores-Firestone; Western Auto; Goodyear.

14 - NEWSPAPERS: REGISTER (e) 5,866; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St., Point Pleasant, WV 25550; Tel. (304) 675-1333.
National Representative: Branham/Newspaper Sales.

RONCEVERTE
See LEWISBURG

WEIRTON

1 - LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV MSA). E&P Map B-1. E of Ohio River, 4 mi. SE of New Cumberland.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Trailways; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 25,371; Loc. Est. 25,351
CZ-ABC: (80) 24,736; (84) 22,800
RTZ-ABC: (80) 58,893; (84) 58,600
Counties 80 Cen. 71,535; Loc. Est. 72,768
Brooke County 80 Cen. 31,117; Loc. Est. 31,324
Hancock County 80 Cen. 40,418; Loc. Est. 41,444
MSA 80 Cen. 163,099; Loc. Est. 165,015
City & RTZ-ABC: (80) 83,629; (84) 81,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,117; Loc. Est. 9,214
CZ-ABC: (80) 9,117; (84) 8,500
RTZ-ABC: (80) 19,854; (84) 19,900
Counties 80 Cen. 24,872; Loc. Est. 25,848
Brooke County 80 Cen. 10,619; Loc. Est. 10,919
Hancock County 80 Cen. 14,253; Loc. Est. 14,929
MSA 80 Cen. 57,577; Loc. Est. 59,524
City & RTZ-ABC: (80) 28,971; (84) 28,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$214,312,811
Savings & Loan	2	$114,352,533

6 - PASSENGER AUTOS: Counties Brooke 18,107; Hancock 28,701 (All Vehicles)

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: Steel; Tin Cans; Chemicals; Railroad Shops; Coal Mining; Metal Fabricating and Coating; Salt Mfg.; Shelving; Trucking and Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 40-100; Fall 8-96; Winter -3-65. First killing frost, Oct. Last killing frost Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 Blocks on Main St., Weirton Shopping Plaza 18 Stores; K-Mart Plaza 11 Stores.
Neighborhood Shopping Centers-Weirton Heights, 2 blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ft. Steuben Mall(70)	NA	Sears, JCPenney, Kaufman
Hollywood(8)	NA	Kroger, SuperRx
Tri-State Mall(10)	NA	Hart's, Big Bear
Premier	NA	Fisher Bros.
Kusic	NA	Thrift Drug
K mart Plaza	NA	K mart, Kroger, SupeRx

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. & Thur.; Shopping Plaza daily until 9 p.m. and Sun.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; Kaufman's; JCPenney.
Discount Stores-Jim's of Weirton; Pic-Way Shoe Mart; Fisher's Big Wheel; K mart.
Variety Store-Murphy.
Chain Drug Stores-Thrift 2; SuperRx; Anile Pharmacy 2; Penn-Way.
Chain Supermarkets-Kroger 2; Foodland; Convenient Market; A&P.
Other Chain Stores- Firestone; Western Auto; Genuine Parts; Jean's Frocks; Goodyear; Nationwise; Radio Shack; TriState Asphalt; Sherwin-Williams.

14 - NEWSPAPERS: DAILY TIMES (e) 7,699; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Zarfos, Pub., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0606.
National Representative: Thomson Newspapers.

WELCH

1 - LOCATION: McDowell County, E&P Map A-4. County Seat. Coal mining center, 36 mi. W of Bluefield; 129 mi. S of Charleston, WV On U.S. Hwy. 52.

2 - TRANSPORTATION: Railroads-N&W.
Intercity Bus Lines-Trailways; Intercity County; Price.

3 - POPULATION:
City 80 Cen. 3,885; Loc. Est. 3,705
County 80 Cen. 49,899; Loc. Est. 48,756

4 - HOUSEHOLDS:
City 80 Cen. 1,528; Loc. Est. 1,518
County 80 Cen. 16,034; Loc. Est. 15,986

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$20,560,000

6 - PASSENGER AUTOS: County 22,042 (1981)

7 - ELECTRIC METERS: Residence 2,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining 9,000 emp. ($210 wkly.).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Cox; Collins; Watsons; Sears (catalog).
Variety Stores-Murphy.
Discount Stores-Super S; Buddy's McKenzie's; Magic Mart.
Chain Supermarkets-Kroger; Deskins; Pic-Pac.
Chain Drug Stores-Buddy's.
Other Chain Stores-Singer; Giant Dollar; H&M Shoe; Goodrich; Collins Furn.; Credit Dept.; Thrifty Shops; Shoe Mart; Family Shoes; Welch Hdwe.; Howard.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,771; sworn Oct. 1, 1983
Local Contact for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3144.
National Representative: General Advertising Service.

WHEELING

1 - LOCATION: Ohio County (In Wheeling WV-OH MSA). E&P Maps B-1 & B-2. Industrial and Commercial center on Ohio River; Northern part of State. On U.S. Hwys. 40, 250; State 2, 88; I-70.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Nichel Plate (freight only).
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Lake Shore; Ohio Valley Regional Bus Authority; Reynolds Transportation.

3 - POPULATION:
Corp. City 80 Cen. 43,070; Loc. Est. 41,815
CZ-ABC: (80) 92,987; (84) 87,000
In Ohio: (80) 25,416; (84) 23,600
In WV: (80) 67,571; (84) 63,400
RTZ-ABC: (80) 186,342; (84) 187,600
County 80 Cen. 61,389; Loc. Est. 62,274
MSA 80 Cen. 185,566; Loc. Est. 186,167
City & RTZ-ABC: (80) 279,329; (84) 274,600

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,087; Loc. Est. 17,226
CZ-ABC: (80) 36,213; (84) 34,100
In Ohio: (80) 10,090; (84) 9,300
In WV: (80) 26,123; (84) 24,800
RTZ-ABC: (80) 63,975; (84) 65,300
County 80 Cen. 22,938; Loc. Est. 23,789
MSA 80 Cen. 67,532; Loc. Est. 69,272
City & RTZ-ABC: (80) 100,188; (84) 99,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$330,924,000
Savings & Loan	2	$144,965,000

6 - PASSENGER AUTOS: County 38,780 (All Vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel; Foundry & Machine; Glass; Proprietary Medicines; Chemicals; Toys; Tooth Paste Tubes; Food Products; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prod.; Clothing; Bearings; Corrugated Boxes; Railroad Shops; Coal Mines; Oil; Natural Gas; Tobacco; Television and Radio Broadcasting.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Neighborhood Shopping Center-Warwood Plaza (Woolworth, Kroger), Grove Shopping Center-Super Dollar; Stone & Thomas; Rite-Aid; Ohio Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elm. Terr. Plz.(8)	NA	Ben Franklin
Warwood Ctr.(7)	NA	Kroger, Heck's Ben Franklin
Ohio Valley Mall(80)	NA	Sears, JCPenney, K mart, Kaufmanns
Benwood Plaza	NA	Hills, Rinks, Kroger

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; L.S. Good.
Discount Stores-Big Wheel; Bernie Glenns Commercial Sales; Hart's Family Center; Hecks; Rinks; Hills; K mart.
Variety Stores-Murphy's; Murphy Mart.
Chain Drug Stores-SupeRx; Revco; Rite-Aid 3; Gils.
Chain Supermarkets-Kroger 7; Foodland 4; Pomco 8; A&P; Convenient Food Marts 10; Farm Fresh Store 23; Ross 4; Shop 'n Save; Hart's (Big Bear); Giant Eagle.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 24,637; (m-sat) 47,854; NEWS-REGISTER (e-mon to fri) 26,629; NEWS-REGISTER (S) 53,787; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert H. Diehl, Adv. Dir., INTELLIGENCER and NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 233-0100.
National Representative: Landon Associates.

WHITE SULPHUR SPRINGS
See LEWISBURG

WILLIAMSON

1 - LOCATION: Mingo County, E&P Map A-4. Coal mining center on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2 - TRANSPORTATION: Railroads-N. & W.
Motor Freight Carriers-5.
Intercity Bus Lines-Consolidated Trailways.
Air Travel-County Airport-3000' runway.

3 - POPULATION:
Corp. City 80 Cen. 5,219; Loc. Est. 4,987
PMA-ABC: (80) 137,869; (84) 146,400
County 80 Cen. 37,336; Loc. Est. 37,176

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,023; Loc. Est. 2,015
PMA-ABC: (80) 44,153; (84) 47,400
County 80 Cen. 11,876; Loc. Est. 12,134

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$166,702,485

6 - PASSENGER AUTOS: County 22,394

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Railroad Center; Gas; 5 Machine Armature Plants; Lumber.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Alkaline, varies.

12 - RETAILING: Shopping Centers-Appalachia Plaza (7 Stores-Piggly Wiggly, Magic Mart); Maloneys; South Side Mall (28 stores).
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Cox; Watson's; Dawahares; Cantee's.
Variety Stores-G.C. Murphy; R.H. Hobbs; K mart.
Chain Drug Stores-Rite-Aide; Hurley 3; Sargent; Strosniders; SupeRx.
Chain Supermarkets-Piggly Wiggly 3; A&P; Kroger; Pic Pac; IGA.
Discount Stores-Magic Mart; Maloney's; Williamson Sundry Store; Super Dollar.
Other Chain Stores-Sears; JCPenney; Brooks; Fashion Bug; Artleys; Radio Shack; Gem Nutrition; Regis Hair; Kinney Shoes; C&H Rauch; K Mart; Hobbs; G.C. Murphy; Pic-Pay Shoes.

14 - NEWSPAPERS: NEWS (e) 12,723; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Rose Justice, Adv. Mgr., NEWS, PO Box 1660, Williamson, WV 25661; Tel. (304) 235-4242.
National Representative: General Advertising Service.

FOR TOTAL SELLING, IT TAKES TWO . . .

Editor & Publisher MARKET GUIDE

Editor & Publisher YEARBOOK

WISCONSIN SURVEYS

METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh-Neenah-Calumet, Outgamie and Winnebago Counties.
Duluth, Minn.-Wisc.-St. Louis County, Minn.; Douglas County, Wisc.
Eau Claire-Eau Claire and Chippewa Counties.
Green Bay-Brown County.
Janesville-Beloit-Rock County.
La Crosse-La Crosse County.
Madison-Dane County.
Minneapolis-St. Paul, Minn.-Wisc.-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wisc.
Sheboygan-Sheboygan County.
Wausau-Marathon County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Kenosha-Kenosha County.
Milwaukee-Milwaukee, Ozaukee, Washington, Waukesha Counties.
Racine-Racine County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, Ill.-Ind.-Wisc.-Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.
Milwaukee-Racine-Includes Milwaukee PMSA and Racine PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	382	347	360
5-14 Years	936	737	763
15-24 Years	771	916	950
25-44 Years	977	1,252	1,298
45-64 Years	881	889	922
65 and Over	471	564	585
TOTAL	4,418	4,705	4,878

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwr	580	985	1,592
General Mdse	1,326	1,929	2,917
Food	1,993	3,084	4,797
Automobiles	1,760	3,033	5,006
Gasoline Stations	703	1,250	2,149
Apparel	384	560	846
Furniture	436	682	1,100
Eat-Drink Places	940	1,524	2,708
Drugs	263	382	620
TOTAL SALES	9,290	14,930	24,445

ANTIGO

1 - LOCATION: Langlade County. E&P Map C-3. County Seat. Dairy, agriculture & recreation area. Misc. small mfg. 270 mi. NW of Chicago; 185 mi. NW of Milwaukee; 80 mi. NW of Green Bay; 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

2 - TRANSPORTATION: Railroads-Chicago & North Western (Freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Inter-County.

3 - POPULATION:
Corp. City 80 Cen. 8,653; Loc. Est. 8,658
County 80 Cen. 19,978; Loc. Est. 20,285

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344; Loc. Est. 2,575
County 80 Cen. 7,060; Loc. Est. 7,351

5 - BANKS	NUMBER	DEPOSITS
Prod. Credit (Farm Loans)	2	$28,000,000
Commercial	2	$61,000,000
Savings & Loan	1	$41,000,000
Credit Unions	1	$23,500,000

6 - PASSENGER AUTOS: County 9,041

7 - ELECTRIC METERS: County 10,042

8 - GAS METERS: Residence 3,160

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Wood Working 241 ($180); Leather 103 ($150); Steel & Metal 168 ($300); Food & Bev. 197 ($170); Gov't. 846 ($185).
Principal Pay Days-5th & 20th; 1st & 15th; Some, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10. Last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Area-15 blocks on five streets; shopping and recreation development 1/4 mi N of Antigo.
Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Almost all Fri.; some every night (including stores on Highway 45 N-Sears, Copps, and Montgomery Ward).
Stores Open Sundays-Most food & Copps, (several downtown stores open Sunday afternoon).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears (catalog); Montgomery Ward (catalog).
Discount Stores-Copps; Mills Fleet Farm.
Variety Stores-Woolworth; Spurgeon; Gamble's.
Chain Supermarkets-Red Owl; IGA Foodliner; Antigo Big Food Saver Store; Lee's Antigo Super Valu.
Other Chain Stores-Mode O'Day.

14 - NEWSPAPERS: JOURNAL (e) 6,742; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Bill Williams, Adv. Mgr., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (715) 623-4191.
National Representative: None.

APPLETON-NEENAH-MENASHA

1 - LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. 105 mi. N of Milwaukee; 185 mi. N of Chicago. On U.S. Hwys 10 & 41; State 47, 76, 114, 125.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line; Chicago, Milwaukee, St. Paul & Pacific (Freight Only).
Motor Freight Carriers-8.
Intercity Bus Lines-Appleton & Intercity; Valley Transit; Greyhound.
Airlines-Republic & Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 97,032; Loc. Est. 97,717
Appleton 58,913; Loc. Est. 61,918
Neenah 23,272; Loc. Est. 24,006
Menasha 12,307; Loc. Est. 11,793
CZ-ABC: (80) 141,228; (84) 141,400
RTZ-ABC: (80) 126,751; (84) 130,400
Outagamie Co. 128,726; Loc. Est. 133,816
Winnebago Co. 80 Cen. 131,732; Loc. Est. 135,334
MSA 80 Cen. 291,325; Loc. Est. 301,781
City & RTZ-ABC: (80) 267,979; (84) 271,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 38,052; Loc. Est. 36,533
Appleton 19,314; Loc. Est. 22,670
Neenah 9,222; Loc. Est. 8,539
Menasha 9,516; Loc. Est. 5,324
CZ-ABC: (80) 49,798; (84) 50,400
RTZ-ABC: (80) 40,845; (84) 42,400
Outagamie Co. 80 Cen. 42,728; Loc. Est. 45,584
Winnebago Co. 80 Cen. 46,892; Loc. Est. 49,301
MSA 80 Cen. 99,314; Loc. Est. 105,355
City & RTZ-ABC: (80) 90,643; (84) 92,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$555,455,298
Savings & Loan	7	$405,559,180

6 - PASSENGER AUTOS: Outagamie Co. 66,130; Winnebago Co. 65,395

7 - ELECTRIC METERS: Residence 64,154

8 - GAS METERS: Residence 24,649

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied Prod. 14,200 ($259); Non-Elec. machy. 4,600 ($243); Primary metal 2,800 ($237); Electrical Machy. 1,550 ($200); Printing & Publg. 2,400 ($211); Food and Kindred Prods. 2,800 ($173).
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-89; Summer 49-94; Fall 0-94; Winter 21-below 25. First killing frost, Oct. 25. Last killing frost, May 9.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on College Ave.; 6 on Oneida St.; 6 on Appleton St.; 2 on Superior St.; 2 on Morrison St.; 2 on Walnut St.; 2 on State St.; 1 on Richmond St.
Neighborhood Shopping Centers-Wisconsin Ave., 20 blocks from Morrison to Badger Ave.; 4 at Wisconsin at Oneida; 4 at Wisconsin at Richmond; 2 at Wisconsin at Badger at Northland at Richmond 1/2 mi. City; 41 E College Ave.; Walter Ave.; S Lawe St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Fair(25)	3	Towne & Country, Kohl's
Fox Point(16)	9	JCPenney, Kresge, Pick 'N Save
Northland Plaza(7)	3	Shopko, Kohl's
Valley Fair(39)	NA	Coast-to-Coast

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; JCPenney 2; McCain's; Sears; Gimbels; Campbell Stores; Kohl's.
Discount Stores-Prange's; K mart; Shopko 2.
Variety Stores-S.S. Kresge.
Chain Drug Stores-Walgreens; Ford 4; Appleton Phcy. 2; Morton's 4.
Chain Supermarkets-Cub; Sav-U-Foods 3; Towne & Country 2; Park and Market 4; Super Valu 5; Sentry 3; Austin's; Kohl's 2; Pick 'N Save 2.
Other Chain Stores-Fanny Farmer 2; Neumode Hosiery; Singer Co.; Firestone; Goodyear; Montgomery Ward (catalog); Gallenkamp's 2; Nobil; Thom McAn; Ready-to-Wear; Coast-to-Coast 2; Gamble's; So-Fro Fabrics; Ace Hdwe.; True Value 2; Menard's; Kindt; Wickes.

14 - NEWSPAPERS: POST-CRESCENT (e) 51,004; (m-sat) 51,034; (S) 59,641; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jack Williams, Adv. Sales Mgr., POST-CRESCENT, PO Box 59, Appleton, WI 54912; Tel. (414) 733-4411.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ASHLAND

1 - LOCATION: Ashland County. E&P Map B-2. County Seat. On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior, 70 mi. E of Duluth. On U.S. Hwy. 2; State 13 & 63.

2 - TRANSPORTATION: Railroads-Soo Line; Burlington-Northern.

3 - POPULATION:
Corp. City 80 Cen. 9,115; Loc. Est. 9,447
County 80 Cen. 16,783; Loc. Est. 17,743

4 - HOUSEHOLDS:
City 80 Cen. 3,710; Loc. Est. 3,214
County 80 Cen. 6,103; Loc. Est. 6,672

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$99,913,000
Savings & Loan	1	$74,000,000

6 - PASSENGER AUTOS: County 6,813

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Prod. 375; Paper Prod. 230; Printing Forms 27; Wood Prod. 206; Garment Firms 250; Wholesale 117; Utilities 248; Dairy Prod. 12.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:
Principal Shopping Days-Mon through Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Pamida.
Variety Stores-Woolworth; McCrory.
Chain Supermarkets-Super Valu; IGA; Hunt's; Holiday Village.

14 - NEWSPAPERS: PRESS (m) 8,446; sworn Oct. 1, 1983.
Local Contact for Advertising and Merchandising Data: Byron Johnson, Gen. Mgr., PRESS, 122 W. Third St., Ashland, WI 54806; Tel. (715) 682-2313.
National Representatives: Landon Associates.

BARABOO

1 - LOCATION: Sauk County. E&P Map C-5. County Seat. On Baraboo River, 12 mi. from WI Dells; 40 mi. from Madison; on U.S. Hwys. 12 and 33; 5 mi. S of I-90 & 94.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,081; Loc. Est. 8,415
County 80 Cen. 43,469; Loc. Est. 44,941

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,720; Loc. Est. 3,170
County 80 Cen. 15,510; Loc. Est. 16,377

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,541,000
Savings & Loan	1	$57,219,955

6 - PASSENGER AUTOS: County 21,424

7 - ELECTRIC METERS: Residence 3,216

8 - GAS METERS: Residence 1,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 900; Recreation Furniture 60; Transformers 100; Coils 300; Can Mfg. 40; Munitions 400; Timers 200; Tents 25; Printing 150; Car Jacks 150.

10 - CLIMATE: First killing frost, Oct. Last killing frost, Apr.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 streets.
Principal Shopping Days-Thur. & Fri.
Stores Open Evenings-Food & Dept.: Thur.; Food: evenings ex. Sat & Sun.; 20 others on Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Coast-to-Coast; Spurgeons; Isenberg's.
Discount Stores-Ritz Outlet, K mart; Farm & Fleet.
Variety Stores-Woolworth; Schultz Bros.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-IGA 2.

14 - NEWSPAPERS: NEWS-REPUBLIC (e) 5,932; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Reginald Zimmerman, Adv. Mgr., NEWS-REPUBLIC, 219 1st Street, Baraboo, WI 53913; Tel. (608) 356-4808.
National Representative: Papert Companies.

BEAVER DAM

1 - LOCATION: Dodge County. E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee; 35 mi. from Madison. On U.S. Hwy. 151 & State 33.

2 - TRANSPORTATION: Railroads-Wisconsin & Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,149; Loc. Est. 14,045
County 80 Cen. 74,747; Loc. Est. 74,572

4 - HOUSEHOLDS:
City 80 Cen. 6,479; Loc. Est. 5,349
County 80 Cen. 24,750; Loc. Est. 26,545

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$163,712,000
Savings & Loan	2	$38,082,000

6 - PASSENGER AUTOS: County 37,415

7 - ELECTRIC METERS: Residence 6,181

8 - GAS METERS: Residence 4,701

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,262 ($358); Metal Mfg. 3,990 ($355); Food Prod. 2,003 ($269); Wood Prod. 344 ($286); Shoes 400 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 40-96; Fall 20-72; Winter 20-40.

11 - TAP WATER: Soft. Water treatment & iron removal plant; fluoridated.

12 - RETAILING:

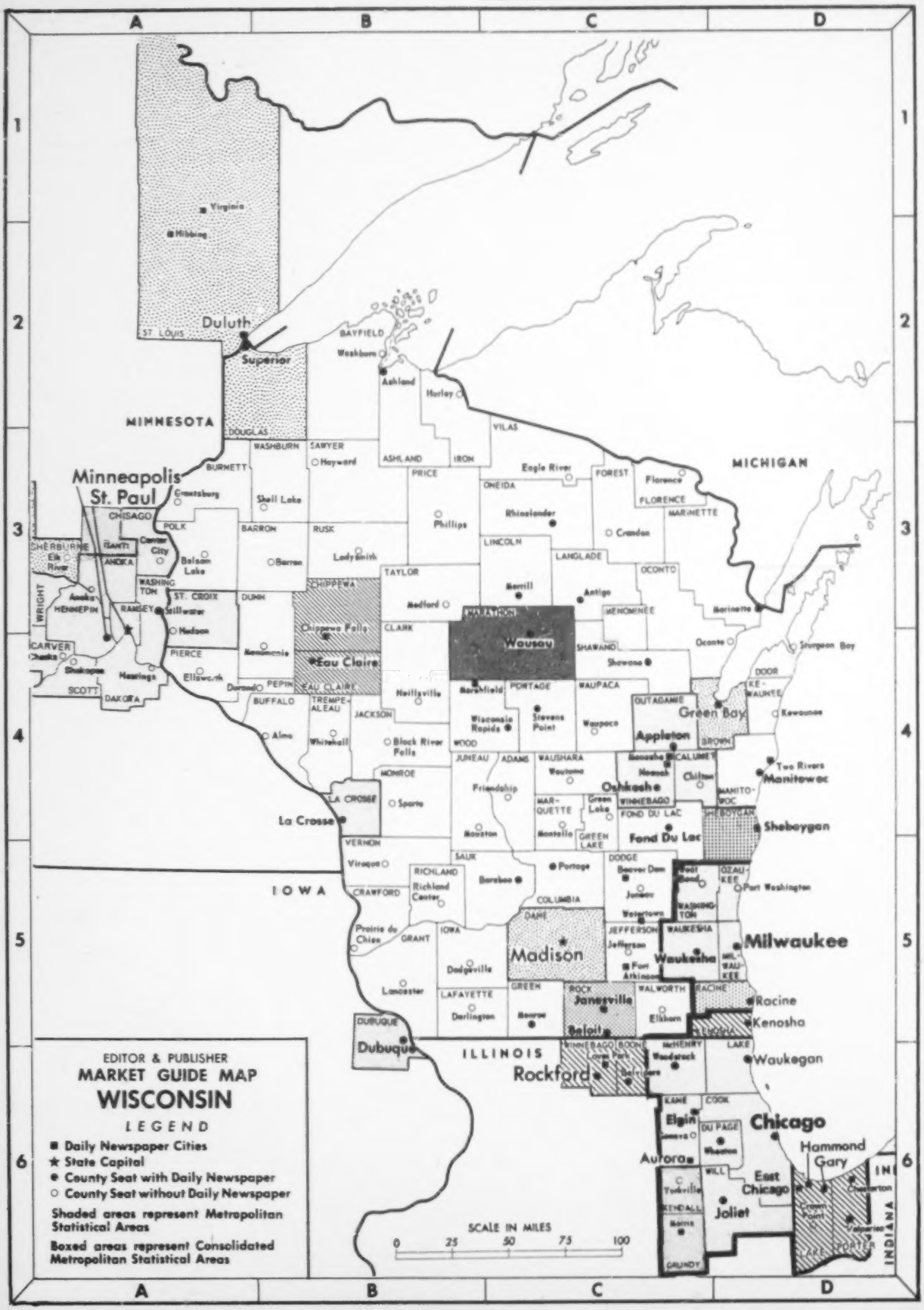
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Mall(32)	1	Herbergers, JCPenney, Copps, Lewis Drug
Park Plz. Mall(10)	1	Piggly Wiggly, Montgomery Ward

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Sundays-Food, Drug and Dept; Beaver Mall; Shop Ko.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Copps; Fleet Farm; Herbergers; Spurgeons.
Variety Stores-Schultz Bros.; Shop Ko; K mart.
Chain Supermarkets-Piggly Wiggly; Lauer's; Shop-Rite; Super Valu; Sentry; United Foods.
Other Chain Stores-Elliots Model; Lewis Drug; Desmonds; Musicland; Jo Ann Fabrics; Tradehome Shoes; Wardrobe; Kinney Shoes; The Plum Tree; Tadio Shack; Waldenbooks; Zales; Copper Rivet; Kay Bee Toys; Stevesons; Sterling Optical; Regis Hairstylists.

14 - NEWSPAPERS: CITIZEN (e) 9,106; sworn Oct. 1, 1982.
Local Contact for Advertising and Merchandising Data: Dick McDermott, Adv. Mgr, CITIZEN, 805



EDITOR & PUBLISHER

MARKET GUIDE MAP

WISCONSIN

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

Park Ave., Beaver Dam, WI 53916; Tel. (414) 887-0321.
National Representative: None.

BELOIT, WI-SOUTH BELOIT-ROCKTON, IL

1 - LOCATION: Beloit in Rock County, WI; South Beloit and Rockton in Winnebago County, IL. (In Janesville-Beloit MSA). E&P Map C-5. Educational Ctr. On the banks of Rock River, 50 mi. S of Madison; 18 mi. N of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. 1-19 & 51; WI Hwys. 13, 15, 21; IL Hwys. 2, 75, 190.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee & Pacific; Chicago & North Western.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Peoria-Rockford.
Airlines-Republic; Mississippi Valley Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 41,600; Loc. Est. 42,290
Beloit 80 Cen. 35,207; Loc. Est. 35,565
So. Beloit 80 Cen. 4,080; Loc. Est. 4,282
Rockton 80 Cen. 2,313; Loc. Est. 2,443
Counties 80 Cen. 380,304; Loc. Est. 397,967
Rock (WI)/MSA 80 Cen. 139,420; Loc. Est. 141,736
Winnebago (IL) 80 Cen. 250,884; Loc. Est. 256,231
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 15,242; Loc. Est. 15,684
Beloit 80 Cen. 12,785; Loc. Est. 13,035
South Beloit 80 Cen. 1,575; Loc. Est. 1,711
Rockton 80 Cen. 882; Loc. Est. 938
Counties 80 Cen. 138,445; Loc. Est. 144,366
Rock (WI)/MSA 80 Cen. 49,037; Loc. Est. 50,963
Winnebago (IL) 89,408; Loc. Est. 93,403

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$89,395,638
Savings	1	$17,187,378
Savings & Loan	3	$19,828,026

6 - PASSENGER AUTOS: Counties: Rock 68,283; Winnebago 147,535.

7 - ELECTRIC METERS: Residence 18,006.
8 - GAS METERS: Residence 14,039.
9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Diesel Eng. 2,900; Paper Machy. 3,300; Radiators Motors (Elec.) 1,141; Shoes 1,200; 25 Mfg. employ 9,183.
10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 70-95; Fall 50-70; Winter 5-25.
11 - TAP WATER: Alkaline, hard; fluoridated.
12 - RETAILING: Downtown Shopping Areas-6 blocks on Grand Ave.; 4 on State St.; 3 on Broad St.; 3 on Pleasant St.; 1 on 4th St.; on Cranston Rd.; Food Fair Center.
Regional Shopping Centers-Beloit Plaza, 38 Stores at Riverside Dr. & Henry Ave.
Neighborhood Shopping Centers-1 block at Park & White; 1 at Grand & 8th; 1 at Brooks & St. Lawrence; 2 at Liberty & Madison Rd.; 1 at W Grand & Town Line; 1 at Wisconsin & Woodward.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beloit Plz.(41)		JCPenney, Sears, Weise
Westgate(3)	NA	Woodman
Prairie Ave.(2)	NA	K mart, Sentry

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Food Nightly; others Mon., Fri. & Sun.; Beloit Plaza Mon. to Sat.
13 - RETAIL OUTLETS: Department Stores-JCPenney; McNeany; Stewarts; Sears; Weise.
Variety Stores-Woolworth.
Discount Stores-Jupiter; K mart.
Chain Drug Stores-Walgreens; May's.
Chain Supermarkets-Eagle Foods 2; Fox 2; Crystal 3; Woodman's; Kohl's; Sentry.
Other Chain Stores-Singler Co.; Firestone; Leath (furn.); Sears; Montgomery Ward (catalog); Diane Shop; Nobil Shoes; Neumode; Father & Son Shoes; Stewarts; Schiff Shoes; Jupiter; Goodyear.
14 - NEWSPAPERS: NEWS (e) 17,164; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Thomas P. Parr; Adv. Dir., NEWS, 149 State St., Beloit, WI 53511; Tel. (608) 365-8811.
National Representative: Landon Associates.

CHIPPEWA FALLS

1 - LOCATION: Chippewa County (In Eau Claire MSA). E&P Map B-3. On Chippewa River, near Lake Wissota, 92 mi. N of LaCrosse; 90 miles E of Minneapolis/St. Paul, MN; 10 mi. N of Eau Claire. In the NW part of the State. On U.S. Hwy. 53, State-WI Hwys. 29, 124 & 178.

2 - TRANSPORTATION: Railroads-CM, St.; P&P; Soo and C St. PM&O (C&NW).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Motor; North Central; B.U.S. City Bus with service to & from Eau Claire, Wis.
Airlines-Air Wisconsin; Gibson Aviation; Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,845; Loc. Est. 12,276
CZ-ABC: (80) 12,770; (84) 11,400
RTZ-ABC: (80) 44,044; (84) 46,200
County 80 Cen. 51,702; Loc. Est. 54,431
MSA 80 Cen. 130,507; Loc. Est. 138,107
City & RTZ-ABC: (80) 56,314; (84) 57,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,515; Loc. Est. 4,438
CZ-ABC: (80) 4,433; (84) 4,100
RTZ-ABC: (80) 14,321; (84) 15,100
County 80 Cen. 17,262; Loc. Est. 18,367
MSA 80 Cen. 44,592; Loc. Est. 48,157
City & RTZ-ABC: (80) 18,754; (84) 19,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$99,000,000
Savings & Loan	2	$43,000,000

6 - PASSENGER AUTOS: County 22,763.
7 - ELECTRIC METERS: Residence 5,200.
8 - GAS METERS: Residence 1,500.
9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners & (Av. Wkly. Wage)-Computer Res. N.A. ($400); Shoes 495 ($200); Plastics 600 ($225); Wood Wkg. 95 ($200); Plastics Extrusion Machy. 100 ($225).
10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 52-89; Fall 17-92; Winter -26-54. First killing frost, Sept. 28. Last killing frost, Apr. 23.
11 - TAP WATER: Neutral, very soft; not fluoridated.
12 - RETAILING: Principal Shopping Centers-7 blocks on Bridge St.; Wissota Village Shopping Center, 7 stores. Chippewa Mall Anchor Stores, Prange Way, Super Valu, ShopKo.
Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Farm & Fleet; Montgomery Ward; Spurgeon's; Mary's; PrangeWay; ShopKo.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Medicine Shop; Snyder.
Chain Supermarkets-Super Valu; Red Owl; IGA; Red & White.
14 - NEWSPAPERS: HERALD-TELEGRAM (e) 9,141; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peter Pritchard, Adv. Mgr., HERALD-TELEGRAM, 20-22 Central St., Chippewa Falls, WI 54729; Tel. (715) 723-5515.
National Representative: Papert Companies.

EAU CLAIRE

1 - LOCATION: Chippewa and Eau Claire Counties (MSA). E&P Map B-4. 90 mi. E of St. Paul, MN; 225 mi. NW of Milwaukee. Junction Eau Claire and Chippewa Rivers. On U.S. Hwys. I-94, 12, 53; State Hwys. 37, 85, & 93.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-7.
Intercity Bus Lines-5 lines, 18 buses per day. Northland Greyhound; Stewart; Wis. Northern; La-Claire.
Airlines Serving City-Air Wisconsin; Republic.

3 - POPULATION:
Corp. City 80 Cen. 51,509; Loc. Est. 54,692
CZ-ABC: (80) 60,004; (84) 62,900
RTZ-ABC: (80) 165,882; (84) 171,000
Counties/MSA 80 Cen. 130,507; Loc. Est. 138,107
Chippewa Falls 80 Cen. 51,702; Loc. Est. 54,431
Eau Claire 80 Cen. 78,805; Loc. Est. 83,676
City & RTZ-ABC: (80) 225,886; (84) 233,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,359; Loc. Est. 19,766
CZ-ABC: (80) 21,348; (84) 22,600
RTZ-ABC: (80) 55,548; (84) 57,700
Counties/MSA 80 Cen. 44,592; Loc. Est. 48,157
Chippewa Falls 80 Cen. 17,262; Loc. Est. 18,367
Eau Claire 80 Cen. 27,330; Loc. Est. 29,790
City & RTZ-ABC: (80) 76,896; (84) 80,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$515,000,000
Savings & Loan	5	$245,000,000
Credit Unions	6	$40,000,000

6 - PASSENGER AUTOS: Counties: Chippewa Falls 22,796; Eau Claire 37,150.
7 - ELECTRIC METERS: Residence 18,581. Residence 88,350.
9 - PRINCIPAL INDUSTRIES: Tire Plant; Paper Mill; Meat Packing; Machine Shops; Computer Co.; Printing & Publishing. Total 8,000 Wage Earners ($370 wkly. average).
Principal Industrial Pay Day-Fri.
10 - CLIMATE: First killing frost, Oct. 4. Last killing frost, May 20.
11 - TAP WATER: Neutral, soft; fluoridated.
12 - RETAILING: Principal Shopping Center-18 blocks on 3 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(1)	2	K mart
Co-Op(30)	2	Co-op Store
Putnam Heights(15)	3	Thriftway, Ben Franklin
Gateway(18)	2	Snyder Drug
Star Plaza(6)	2	Roy's Foods
London Square(60)	3	Sears, Prange
ShopKo(12)	3	ShopKo

Principal Shopping Days-Fri., Sat., & Sun.
Stores Open Evenings-Department Stores-Mon. & Thur.; Food-every night.
13 - RETAIL OUTLETS: Department Stores-Samuelson's; Sears; JCPenney; Consumer's Co-op; H.C. Prange.
Variety Stores-Woolworth.
Discount Stores-K mart; Co-op Shopping Center; Prange-Way; ShopKo.
Chain Drug stores-Walgreens; Snyder.
Chain Supermarkets-Randalls.
Other Chain Stores-Leath Furniture; Kinney Shoes; Tradehome; Kelly Furniture; Mautz Paint; Steveson's; Northwest Fabric.
14 - NEWSPAPERS: LEADER-TELEGRAM (e-mon to fri) 35,648; Weekend 37,523; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Merryfield, Adv. Dir., LEADER-TELEGRAM, 701 S. Farwell St., Eau Claire, WI 54701; Tel. (715) 834-3471.
National Representative: Branham/Newspaper Sales.

FOND DU LAC

1 - LOCATION: Fond du Lac County. E&P Map C-4. County seat. 64 mi. N of Milwaukee; 157 mi. N of Chicago, IL; 70 mi. NE of Madison; 70 mi. S of Green Bay. On U.S. Hwys. 41, 45, 151; State Hwys. 23, 55, 175.

2 - TRANSPORTATION: Railroads-C & NW; and Soo Line.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Wisconsin Coach.
Airline-County owned class 3 commercial airport.

3 - POPULATION:
Corp. City 80 Cen. 35,863; Loc. Est. 37,292
CZ-ABC: (80) 39,707; (84) 39,500
RTZ-ABC: (80) 111,967; (84) 114,300
County 80 Cen. 88,952; Loc. Est. 92,144
City & RTZ-ABC: (80) 151,674; (84) 153,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,098; Loc. Est. 13,547
CZ-ABC: (80) 14,424; (84) 14,500
RTZ-ABC: (30) 35,883; (84) 36,900
County 80 Cen. 29,867; Loc. Est. 31,637
City & RTZ-ABC: (80) 50,307; (84) 51,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$552,726,441
Savings & Loan	(included above)	

6 - PASSENGER AUTOS: 43,472
7 - ELECTRIC METERS: Residence 25,593
8 - GAS METERS: Residence 16,529
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 1,000; Outboard Motors 3,000; Railroad Shops 650; Leather Tanning 360; Textile & Apparel 140; Auto Parts 600.
Principal Industrial Pay Days-1st & 15th.
10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-74; Fall 42-55; Winter 14-30. First killing frost, Oct. 4. Last killing frost, May 7.
11 - TAP WATER: Neutral, very hard; fluoridated.
12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Mall(39)	NA	Kohl's, Prange, JCPenney
Forest Plaza(16)	NA	K mart, Sears
Southtown(17)	NA	Country Store
Downtown(60)	NA	Kohl's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Forest Mall and Southtown Mon. through Sat.; Downtown-Mon. & Fri. Evenings.
13 - RETAIL OUTLETS: Department Stores-Sears; H.C. Prange; JCPenney.
Chain Drug Stores-Osco; Walgreens.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-ShopKo; Prange; Fleet Farm; K mart; Kohl's.
Chain Supermarkets-Piggly Wiggly; Sentry; Super Valu; Kohl's; Pick N Save.
Other Chain Stores-Firestone; Goodyear; Holiday; Leath Furniture; Northwest Fabrics; Pay-Less Shoes; Sherwin-Williams; Schiff Shoes; Singer Sewing; Grossman's; Radio Shack; Brady's.
14 - NEWSPAPERS: REPORTER (e-mon to fri) 20,267; (S) 20,671; Mar. 31,1984 ABC.
Local Contact for Advertising and Merchandising Data: Bekki Lapine, Adv. Sales Mgr., REPORTER, 33 W. 2nd St., Fond du Lac, WI 54935; Tel. (414) 922-4600.
National Representative: Thomson Newspapers.

FORT ATKINSON

1 - LOCATION: Jefferson County. E&P Map C-5. Shopping and industrial center. 50 mi. from Milwaukee; 35 mi. from Madison; 112 mi. from Chicago. On U.S. Hwy. 12; State Hwys. 26, 89 & 106.

2 - TRANSPORTATION: Railroads-Chicago & North Western (freight).
Motor Freight Carriers-UPS; Yerges Trucking Co.; Fort Transportation; Allard.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,785; Loc. Est. 10,282
County 80 Cen. 66,152; Loc. Est. 67,965

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,703; Loc. Est. 3,832
County 80 Cen. 22,264; Loc. Est. 23,418

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$95,000,000
Savings & Loan	1	$52,000,000

6 - PASSENGER AUTOS: County 30,862
7 - ELECTRIC METERS: Residence 4,120
8 - GAS METERS: Residence 3,224
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lighting Fixtures 580; Farm Equipment 405; Meat Proc. 465; Veg. Canning, Seasonal 350; Fish Bait 65; Frozen Foods 310; Movable Storage 150; Publishing 220; Metal Salvage 115; Educational Materials 250; Textiles 100; Machine shop; Dairy Equipment 75.
10 - CLIMATE: Min. & Max. Temp.-Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51. First killing frost, Oct. 16. Last killing frost, Mar. 27.
11 - TAP WATER: Alkaline, hard.
12 - RETAILING: Principal Shopping Center-14 blocks on six sts.
Neighborhood Shopping Centers-Madison Ave.; Whitewater Ave.; S Main St.; Janesville Ave.
Nearby Shopping Centers-Old Fort (Sentry, The Pharmacy, Coast-to-Coast).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.
13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Chain Drug Stores-Walgreens; The Pharmacy.
Chain Supermarkets-Sentry Food; Shop Rite (Roundy's).
Other Chain Stores-K mart; Badger Paint; Goodyear; Coast-to-Coast; Hardware Hank; Radio Shack; Payless Shoes.
14 - NEWSPAPERS: DAILY JEFFERSON COUNTY UNION (e-mon to fri) 8,373; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Chuck Frandson, Mktg. Dir., DAILY JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538; Tel. (414) 563-5551.
National Representative: None.

GREEN BAY

1 - LOCATION: Brown County (In Green Bay MSA). E&P Map D-4. County Seat. Situated on Fox River at southern end of Green Bay, NE part of state, 115 mi. N of Milwaukee; 200 mi. N of Chicago, IL; 275 mi. E of Minneapolis, MN. Whlse. & retail trading area; port of entry. Shipping ctr. On I-43,

U.S. Hwy. 41 & State Hwys. 29, 32, 54, 57, 141.

2 - TRANSPORTATION: Railroads-(freight only on all railroads) Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Green Bay & Western; Kewaunee & Green Bay & Western, Div. of G.B. & Western; Ahnapee & Western.
Motor Freight Carriers-20.
Freight Steamship Lines-20.
Intercity Bus Lines-Central Greyhound; Seymour, Wisconsin-Michigan.
Airlines-Republic; Green Bay Aviation; Executive Air Transport Ltd.; Continental; Air Wisconsin; Midstate; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 87,899; Loc. Est. 90,956
CZ-ABC: (80) 140,399; (84) 143,200
RTZ-ABC: (80) 135,278; (84) 140,500
County/MSA 80 Cen. 175,280; Loc. Est. 181,314
City & RTZ-ABC: (80) 275,677; (84) 283,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,488; Loc. Est. 35,110
County/MSA 80 Cen. 59,908; Loc. Est. 63,467
CZ-ABC: (80) 49,611; (84) 51,000
RTZ-ABC (80) 45,139; (84) 47,500
City & RTZ-ABC: (80) 94,750; (84) 98,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$878,954,657
Savings & Loan	6	$563,416,959

6 - PASSENGER AUTOS: County 87,604

7 - ELECTRIC METERS: Residence 38,074

8 - GAS METERS: Residence 31,055

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Prod. 10,700; Food & Prod. 4,600; Non-electrical Machinery 2,500; Transportation, Communications, and Public Utilities 6,300; Lumber & Wood (Incl. Furn. & Fixt.) 690; Primary & Fabricated Metals 1,180; Av. Wkly. Wage of all production workers-$440.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-81; Fall 40-59; Winter 11-25. First killing frost, Oct. 2. Last killing frost, May 9.

11 - TAP WATER: Alkaline, hard, from Lake Michigan; fluoridated.

12 - RETAILING: Principal Shopping Areas-3 blocks on N Washington St., 1 on E Walnut St., 3 on N Adams St.; Port Plaza Mall, corner N Washington and Cedar Sts.
Neighborhood Shopping Centers-Four blocks on Broadway; 2 on W Walnut St.; 1 on Dousman St.; 2 on Main St.; 4 on University.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beacon(36)	3	Aim
Marquette(7)	1	Sure Way, Ben Franklin
Colonial Vlg.(6)	2	Sure Way
Plaza(36)	3	Lindy's, Sears, Prange-Way
Bay Park Sq.(24)	6	Mont. Ward, Shopko
Lombardi	5	Kohl's, Osco
K mart East	5	Kohl's, K mart
East Town	5	White Store, Kohl's, Prange-Way, Cub Foods

Additional Shopping Centers (No. of Stores)-Bay (10); Fort Howard (6); St. Agnes (8); ShopKo East (4); Westgate (17); ShopKo West (3); Vernon Court (10); Bellevue Plaza (9); Factory Outlet Mall.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All stores-Mon. & Fri.; Food-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; Montgomery Ward; Sears; JCPenney; The White Store; Boston Store; Kohl's.
Discount Stores-ShopKo 4; K mart 2; Prange-Way 3.
Variety Stores-Kresge; Ben Franklin; Aim.
Chain Drug Stores-Osco 2; Snyder 3.
Chain Supermarkets-Red Owl 3; Sure Way 10; Piggly Wiggly; Super Ron's 2; Sentry 3; Kohl's 2; Lindy's 3; Cub Foods 2.
Other Chain Stores-Kinney Shoes; Pay Less Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile, Abbey Carpet; Lieber Lumber; Grossman's; Menard Lumber; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Waldenbooks 2; Midas Mufflers; Kindy Optical 2; Zale's; Pittsburgh Paints; Radio Shack; Kay-Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops; Regis Beauty Salon; Baker Shoes; Richman Brothers; Thom McAn 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition; Hurrah; B. Dalton Booksellers 2.

14 - NEWSPAPERS: NEWS-CHRONICLE (m) 11,864; sworn Sept. 26, 1983.
Local Contact for Advertising & Merchandising Data: Jerold McGrath, Gen. Mgr., NEWS-CHRONICLE, 133 S. Monroe; PO Box 2467, Green Bay, WI 54306; Tel. (414) 432-2941.
National Representative: London Associates.
PRESS-GAZETTE (e) 55,444; (S) 72,317; Mar. 25, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Yuenger, Adv. Dir., PRESS-GAZETTE, 435 E. Walnut; PO Box 430, Green Bay, WI 54305; Tel. (414) 435-4411.
National Representative: Gannett Newspaper Advertising Sales.

JANESVILLE

1 - LOCATION: Rock County (In Janesville-Beloit MSA). E&P Map C-5. County Seat. Wholesale center. 105 mi. NW of Chicago, IL; 65 mi. SW of Milwaukee; 35 mi. N of Rockford, IL; 40 mi. S of Madison. On U.S. Hwys. 14, 51 & I-90; on State Hwys. 11 & 26.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western.
Motor Freight Carriers-17.
Intercity Bus Lines-Peoria-Rockford; Alco Bus Corp.; Greyhound; Trailways.
Airlines-American Central; Blackhawk (freight).

3 - POPULATION:
Corp. City 80 Cen. 51,071; Loc. Est. 53,644
CZ-ABC: (80) 51,071; (84) 52,300
RTZ-ABC: (80) 164,377; (84) 167,900
County/MSA 80 Cen. 139,420; Loc. Est. 141,736
City & RTZ-ABC: (80) 215,448; (84) 220,200
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,363; Loc. Est. 19,490
CZ-ABC: (80) 18,491; (84) 19,100
RTZ-ABC: (80) 56,627; (84) 58,400
County/MSA 80 Cen. 49,037; Loc. Est. 50,963
City & RTZ-ABC: (80) 75,118; (84) 77,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$388,804,000
Savings & Loan	5	$129,905,000

6 - PASSENGER AUTOS: County 68,283

7 - ELECTRIC METERS: Residence 19,520

8 - GAS METERS: Residence 16,580

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Assembly (6,719); Pen & Pencil (550); Auto Trans. (420); Food (155); Electronics (350); Engineering (400); Textiles./mill Products (422). Av. weekly wage, April 1984, $627.00.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 44-102; Fall -12-89; Winter 24 above-20 below. First killing frost, Oct. 30. Last killing frost, May 23.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Janesville Mall, 75 stores; 32-block downtown area with 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blackhawk Vlg.(8)	3	K mart
Creston Park(8)	1	
Janesville Mall(75)	2	JCPenney, Mont. Ward, Bergner's
Memorial Plaza(9)	2	Gentz' County Mkt.
Sunnyside(7)	2	Ben Franklin
Fairview Mall(13)	2	Fairview
Janesville Plz.(8)	2	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Bergner's.
Discount Stores-K mart 2; Copps; Holiday Farm & Fleet; ShopKo
Chain Drug Stores-Walgreen Agency; Rexall 3; Thrift; Union Prescription; Family Drug 2.
Chain Supermarkets-Sentry 2; Piggly Wiggly; Woodman; Eagle 1; Super Valu; Stop-N-Go 5; Kohl's; Gentz' 2.
Other Chain Stores-Ace Hardware; Anderson's Apparel; Barefoot Sports; Rundell's; Brooks; Buddy Squirrel; Ben Franklin 2; Cain Ashcraft; Condon Jewelers; Copper Rivet; Claire's Boutique; Card Cage; Co-op Records; Computerland; Color Tile; Champion Auto; Dunkin Jewelry; Elliott's; Eye Glass Place; Famous Footwear; Flowerama; Forbes-Meagher; Firestone Tire; F & F Tire; Fannie May Homemade Candies; General Nutrition Center; Goodyear Tire; Grossman's; Hallmark; Happy Sleeper; Haack Cycle; Hanover Shoes; Hamlin Jewelry; Jack's Shoe; JoAnn Fabrics; Lamb's; Leath Furniture; Marling Lumber; Maurice's; Merle Norman; Musicland; Midwest Vision Center; Marianne's; Maling's; Mautz Paint; Nobil Shoe; Northwest Fabrics; Perle Vision Center; PicWay Shoes; Plum Tree; Radio Shack; Siker's; J.J. Smith's; Saxer's; Superamerica; Sherwin Williams; Shoe-Tique; Rupert; Cornelius; Silver Dollar; Singer's; Clara Stone's; Team Electronics; Trinket Tree; True Value Hardware; Waldenbooks; Wicks 'N Sticks; Wisconsin Office Supply; Wolohan's; Woolworth.

14 - NEWSPAPERS: GAZETTE (e) 31,098; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE, One S. Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311.
National Representative: None.

KENOSHA

1 - LOCATION: Kenosha County (PMSA). E&P Map D-5, County Seat. On Lake Michigan, 35 miles S of Milwaukee and 65 miles N of Chicago, IL.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Intercity Bus Lines-Greyhound, Wis. Coach Lines.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 77,685; Loc. Est. 79,733
CZ-ABC: (80) 81,022; (84) 79,600
RTZ-ABC: (80) 42,115; (84) 43,900
County/PMSA 80 Cen. 123,137; Loc. Est. 127,081
City & RTZ-ABC: (80) 123,137; (84) 123,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,964; Loc. Est. 27,973
CZ-ABC: (80) 29,020; (84) 28,700
RTZ-ABC: (80) 14,044; (84) 14,900
County/PMSA 80 Cen. 43,064; Loc. Est. 45,441
City & RTZ-ABC: (80) 43,064; (84) 43,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$310,025,800
Savings & Comm.	5	$540,247,585

6 - PASSENGER AUTOS: County 60,240

7 - ELECTRIC METERS: Residence 40,600

8 - GAS METERS: Residence 31,496

9 - PRINCIPAL INDUSTRIES: Automobiles; Brass, Copper & Alloy Prod.; Textiles; Musical Instruments; Cranberry Processing; Mechanical Tools; Wire Rope; Plumbing Fixtures; Fire Fighting Equipment; Commercial Fertilizer; Industrial Tools; Dies; Jigs & Fixtures; Castings; Structural Steel Prod.; Equip. for Dairy & Food Processing Industries; Power Drives & Elec. Units & Spec. Machy. 17,500; Wage Earners' Av. Wkly. Wage-$472 University of Wisconsin 5,241; Carthage College 1,117; Gateway Technical Institute 5,345.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-Downtown (6th Ave., 56th St., 57th St., 58th St.); Uptown (22nd Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pershing Plaza(14)	NA	Kohl's, Sears
Town & Country(11)	NA	Ace Hdwe., Piggly Wiggly
Villa Capri(18)	NA	Sentry, Ben Franklin
American Ctr.	NA	Super Valu
Gateway Plaza	NA	Eagle, K mart
Sunnyside	NA	Piggly Wiggly, Sentry
Greenwood Plz.	NA	Walgreens, Super Valu
Factory Outlet Centre(8)	NA	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. Fri.; Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Barden's; Leader; Sears.
Discount Stores-K mart, ShopKo.
Variety Stores-Woolworth; Ben Franklin 2; Wilson.
Chain Drug Stores-Walgreens 2; Bernacchi 3; Thrift; Union; General 2.
Chain Supermarkets-Super-Valu 2; Piggly Wiggly 3; Kohl's 2; Sentry 3; Eagle.
Other Chain Stores-Goodyear; Firestone; Kinney Shoe Kicks; Fanny Farmer; Pay Loss Shoes; Meumode; Adelman's Laundry; So-Fro Fabrics; Glidden Paint; Abby Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack 2; ShopKo.

14 - NEWSPAPERS: NEWS (e-mon to fri) 29,886; (S) 30,604; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Misureli, Dir. of Sales, NEWS, 715 58th St., Kenosha, WI 53140; Tel. (414) 657-1000.
National Representative: Branham/Newspaper Sales.

LA CROSSE

1 - LOCATION: La Crosse County (MSA). E&P Map B-4, County Seat; State Office Building. Regional center for retail, manufacturing, medicine, education, agriculture, wholesale distribution. On Mississippi River, 271 mi. NW of Chicago, IL; 154 mi. SE of Minneapolis, MN; 135 mi. NW of Madison. U.S. Hwys. I-90, 14, 16, 53, 61; State Hwys. 33, 35.
River Front-On Mississippi River-9 ft. Gov't. maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Bridges crossing from La Crosse to Minnesota.

2 - TRANSPORTATION: Railroads-Milwaukee Road; Chicago & North Western; Burlington Northern; Amtrak.
Motor Freight Carriers-23.
Intercity Bus Lines-Greyhound; Western; River Trails; Hiawatha Coaches; Scenic Trails; Municipal Transit Corp.
Airlines-Midstate; Mississippi Valley; Republic.

3 - POPULATION:
Corp. City 80 Cen. 48,347; Loc. Est. 49,430
CZ-ABC: (80) 71,008; (84) 71,700
RTZ-ABC: (80) 162,988; (84) 168,200
County/MSA 80 Cen. 91,056; Loc. Est. 95,095
City & RTZ-ABC: (80) 233,996; (84) 239,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,085; Loc. Est. 18,919
CZ-ABC: (80) 25,830; (84) 26,400
RTZ-ABC: (80) 56,149; (84) 58,500
County/MSA 80 Cen. 32,017; Loc. Est. 34,234
City & RTZ-ABC: (80) 81,979; (84) 84,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$818,298,000
Savings & Loan	2	$626,298,000

6 - PASSENGER AUTOS: County 42,955

7 - ELECTRIC METERS: Residence 20,814

8 - GAS METERS: Residence 11,772

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)Durable Goods 5,600; Non-durable Goods 4,100; Contract Construction 1,020; Transportation, Electric, Gas Service 1,830; Trade-Wholesale and Retail 12,300; Finance, Insurance, Real Estate 1,150; Service & Miscellaneous 12,500; Government -Local, State, Federal 7,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-90; Summer 42-91; Fall 25-58; Winter 0-22. First killing frost, Oct. 7. Last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Downtown Shopping Centers-4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeview Plaza(20)	4	ShopKo
Caledonia St.(12)	3	Ben Franklin
Center Q(7)	2	Rexall
K mart Plaza	3	K mart
Village(32)	3	Woolworth, IGA
Center 90(11)	5	IGA, Woolworth
Menard Plaza(2)	4	Menard's, IGA
Shelby Mall(25)	5	ShopKo, Walgreens Ace Hardware,
Valley View Mall(87)	5	Dayton's, Sears,

Principal Shopping Days-Sat. and Sun.
Stores Open Evenings-Mon. & Thur.; Grocery-Mon. through Sun.; Malls open evenings, Mon.-Fri., Sun.
Stores Open Sundays-Drug, Food, Discount, Major malls.

13 - RETAIL OUTLETS: Department Stores-Dayton's; Herberger's; Sears; JCPenney; Montgomery Ward.
Discount Stores-K mart 2; ShopKo 2; Farm & Fleet; Menard's.
Variety Stores-Woolworth 2; Ben Franklin 3.
Chain Drug Stores-Major (Rexall); Walgreens 2; Osco; Degen-Berglund 2; Hilton's.
Chain Supermarkets-Super Valu; Copps; Gateway IGA 16; Kwik Trips 8; Roundy's; Cub Foods.
Other Chain Stores-Nobil Shoes; Brooks 2; Fanny Farmer; Hallmark; Leath's (Furn.); Maurice's; Gamble's; Firestone; Goodyear; Sherwin-Williams; Pittsburgh Paint; B. Dalton; Barker's Shoes; Berman Buckskin; Braun's; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor

Casuals; Goodman Jewelers; Jean Nichole; Jo-Ann Fabrics; Kinney; Lerner's; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seiferts; Shirt Works; Team Electronics; Thom McAn; Wicks 'N Sticks; Northwest Fabics; Sound Idea Store; Sound World; Ace Hardware; The Dahl House; Buddy Squirrel's Nut Shop; Hals; Two Plus Two; Pet Parade; Zale's; Kaybee Toy & Hobby; Motherhood Maternity; St.Paul Clothiers; Stevenson's.

14 - NEWSPAPERS: TRIBUNE (e) 35,576; (S) 37,102; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald R. Johnson, Adv. Dir., TRIBUNE, 401 N. Third St., La Crosse, WI 54601; Tel. (608) 782-9710.
National Representative: Branham/Newspaper Sales.

MADISON

1 - LOCATION: Dane County (In Madison MSA). E&P Map C-5. State capital. County Seat. 83 mi W of Milwaukee; 148 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 13 & 151. On State Hwys. 19, 30 & 113; I-90 & 94.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Chicago, Milwaukee, St. Paul & Pacific; Illinois Central; Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Badger Coach.
Airlines-Northwest; North Central; Ozark; Republic; Frontier; Mississippi Valley; United.

3 - POPULATION:
Corp. City 80 Cen. 170,616; Loc. Est. 176,504
CZ-ABC: (80) 209,065; (84) 215,100
RTZ-ABC: (80) 397,006; (84) 404,700
County/MSA 80 Cen. 323,545; Loc. Est. 335,847
City & RTZ-ABC: (80) 606,071; (84) 619,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 69,543; Loc. Est. 69,795
CZ-ABC: (80) 82,828; (84) 86,100
RTZ-ABC: (80) 137,235; (84) 141,300
County/MSA 80 Cen. 120,601; Loc. Est. 128,123
City & RTZ-ABC: (80) 220,063; (84) 227,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	28	$1,400,000,000
Savings & Loan	10	$841,000,000

6 - PASSENGER AUTOS: County 166,128

7 - ELECTRIC METERS: Residence 96,198

8 - GAS METERS: residence 64,885

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 20,400; Construction 7,200; Transportation & Communication 6,300; Wholesale & Retail 35,300; Finance Insurance and Real Estate 12,700; Serv. & Misc. 32,400; Gov't. 58,200. (Av. Wkly. Wage $330).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 52-100; Winter 18-39. First killing frost, Sept. 22. Last killing frost, Apr. 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown surrounding State Capitol Building and on State Street (275 units).
Neighborhood Shopping Centers-6 blocks on Atwood Avenue; Shorwood on University; Monroe St.; Sherman & Aberg Ave. (20 units); Cottage Grove Rd. and Monona Dr. (7 units); Monona At Nichols (5 units); Monona and Buckeye (9 units); 2200 S. Park St. (7 units); University Hills (13 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Towne(108)	5	Gimbels, Sears, JCPenney, Prange's
Fitchburg Ridge(8)	3	
Heritage Sq.(12)	5	
Hilldale(57)	3	Gimbels
Nakoma(20)	4	Ben Franklin, Kohl's
Sherman Plaza(10)	4	IGA, Prange-Way
University Square(30)	NA	
Walnut Grove(12)	3	specialty stores
Westgate(73)	4	Eagles, Bormann's
West Towne(73)	6	Manchester's, Sears, JCPenney, Prange's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Dept., Discount and Shopping Centers daily to 9 pm; some downtown shopping open Mon. and Thur. evenings; Sun. noon to 5 pm.

13 - RETAIL OUTLETS: Department Stores-Harry S. Manchester 2; JCPenney 3; Sears 2; Emporium 3; Yost's-Kessenichs 3; Gimbels 2; H. C. Prange 2.
Discount Stores-K mart 3; Prange-Way 4; Shopko 3.
Variety Stores-Woolworth 2; Kresge; Ben Franklin 3.
Chain Drug Stores-Walgreens 20; The Prescription Phcy. 5; Stanley Phcy. 2; Shorewood; Thrift 2; Gerhardt 2; Bergmann 3; Consumers 2.
Chain Supermarkets-Eagles 8; Kohl's 5; Millins 2; POQ 10; Stop 'N Go 14; Sentry 7; Woodmans.
Other Chain Stores-Men's Clothing: Richman's 2, Hughes & Hatchers, Redwood & Ross, Silvermans 2; Women's Clothing: Brooks, Lerner, Casual Corner, County Seat, Four Season's Casuals, Foxmoor Casuals, Id Boutique, The Limited, Marianne, Merry Go Round; Furniture: Leath's 2; Shoes: Thom McAn, Kinney 2, Nobil, Florsheim 2, Naturelizer 3, Famous Footwear 2; Auto Supply: Firestone 2, Goodyear 2, Goodrich; Audio: Radio Shack 7, Team, Musicland; Candy: Fanny Farmer 2, Fanny May, Chocolate House 2; Others: Singer Co. 2, Waldenbooks 2.

14 - NEWSPAPERS: WISCONSIN STATE JOURNAL (m) 76,527; CAPITAL TIMES (e) 30,400; STATE JOURNAL (S) 134,740; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Rohr, Nat. Adv. Mgr., Madison Newspapers, Inc., 1901 Fish Hatchery Rd.; PO Box 8056, Madison, WI 53713; Tel. (608) 252-6200.
National Representative: Branham/Newspaper Sales.

MANITOWOC-TWO RIVERS

1 - LOCATION: Manitowoc County. E&P Map D-4. County Seat. On W shore of Lake Michigan, 86 mi. N of Milwaukee. Two Rivers is 4 mi. N of Manitowoc, also on lake shore.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 45,901; Loc. Est. 46,906
Manitowoc 80 Cen. 32,547; Loc. Est. 33,217
Two Rivers 80 Cen. 13,354; Loc. Est. 13,689
CZ-ABC: (80) 49,741; (84) 48,600
RTZ-ABC: (80) 65,077; (84) 65,800
County 80 Cen. 82,918; Loc. Est. 85,488
City & RTZ-ABC: (80) 114,818; (84) 114,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,421; Loc. Est. 17,722
Manitowoc 80 Cen. 12,769; Loc. Est. 12,776
Two Rivers 80 Cen. 5,652; Loc. Est. 4,966
CZ-ABC: (80) 18,421; (84) 18,200
RTZ-ABC: (80) 20,164; (84) 20,700
County 80 Cen. 28,525; Loc. Est. 30,083
City & RTZ-ABC: (80) 38,585; (84) 38,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$100,000,000
Savings & Loan	3	$120,000,000

6 - PASSENGER AUTOS: County 40,036

7 - ELECTRIC METERS: Residence 21,808; Manitowoc 12,885; Two Rivers 8,923

8 - GAS METERS: Residence 16,254 Manitowoc 10,435; Two Rivers 3,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Aluminum 4,200; Furniture Mfg. 2,300; Heavy Machy. 3,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Monthly Temp.-Dec.-Feb. 17; Mar.-May 41; June-Aug. 67; Sept.-Nov. 47. Av. annual precipitation 30 in. First killing frost Oct. 23. Last killing frost Apr. 20.

11 - TAP WATER: Neutral, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
Shopping Centers-Park Plaza on Hwy. 151, 8 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars, 21 stores; Riverview Savings Center 22nd & Lincoln Ave., Two-Rivers, 4 stores; ShopKo Plaza on Hwy. 151, 12 stores; Edgewater Plaza on Magnolia Ave., 22 stores.
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Schuette Bros.; JCPenney; Sears; Schroeder Bros.; ShopKo; Pranges; Prange-Way.
Variety Stores-Kresge; Woolworth; Evan's; Copp's.
Chain Drug Stores-Rexall 2; Osco; Synder.
Chain Supermarkets-Red Owl 2; Piggly Wiggly; Sentry 2; Super Value 4.

14 - NEWSPAPERS: HERALD-TIMES-REPORTER (e) 16,855; (S) 16,782; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Tryon, Nat'l Adv. Mgr., HERALD-TIMES-REPORTER, 902 Franklin St., Manitowoc, WI 54220; Tel. (414) 684-4433.
National Representative: Thomson Newspapers.

MARSHFIELD

1 - LOCATION: Wood County. E&P Map B-4. 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10 & State 13 & 97.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Minneapolis, St. Paul & Sault Ste. Marie; Chicago, St. Paul & Omaha.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Wisconsin Michigan Coach Lines-American Coachlines.
Airlines-American Central.

3 - POPULATION:
Corp. City 80 Cen. 18,290; Loc. Est. 19,927
CZ-ABC: (80) 18,290; (84) 19,200
RTZ-ABC: (80) 69,012; (84) 71,000
County 80 Cen. 72,799; Loc. Est. 75,245
City & RTZ-ABC: (80) 87,302; (84) 90,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,943; Loc. Est. 7,524
CZ-ABC: (80) 6,794; (84) 7,200
RTZ-ABC: (80) 22,333; (84) 23,100
County 80 Cen. 25,067; Loc. Est. 26,509
City & RTZ-ABC: (80) 29,127; (84) 30,300

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$153,200,000
Savings & Loan	3	$58,429,000

6 - PASSENGER AUTOS: County 35,230

7 - ELECTRIC METERS: Residence 9,163

8 - GAS METERS: Residence 4,631

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Wood Prod. 1,117 ($205); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Prod. 41 ($151); Furniture & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 56-94; Fall 18-42, Winter-38-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; Northway Mall.
Principal Shopping Days Mon., Thur., Fri.
Stores Evenings-Fri., Mall daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McCain-Johnson; H.C. Prange; Sears; Montgomery Ward.
Variety Stores-McCrory; Ben Franklin.
Discount Stores-Shopko; K mart; Fleet Farm.
Chain Drug Stores-Wing Snyder; Rexall.
Chain Supermarkets-IGA 2; Super Valu; Red & White 2.
Other Chain Stores-Jerrold; St. Clair-Page; Coast-to-Coast; Sherwin-Williams; Singer Co.; Northwest Fabrics; Seifert's; Stevensons; Fabric Centers of America; Tradenome Shoes.

14 - NEWSPAPERS: NEWS HERALD (e) 15,462; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom Mayer, Bus. Mgr., or Emil Radeztsky, Adv. Dir., NEWS-HERALD, 111 W. 3rd, PO Box 70; Marshfield, WI 54449; Tel. (715) 384-3131.
National Representative: Branham/Newspaper Sales.

MARINETTE

1 - LOCATION: Marinette County. E&P Map D-3. County Seat. Retail and Industrial Center in NE part of State, on Mich. State line. 160 mi. N of Milwaukee; 300 mi. E of Minneapolis. On U.S. Hwy. 41; State Hwys. 64 and M35.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Chicago, Milwaukee & St. Paul.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 11,965; Loc. Est. 12,352
CZ-ABC: (80) 11,965; (84) 11,400
RTZ-ABC: (80) 91,541; (84) 93,900
County 80 Cen. 39,314; Loc. Est. 41,502
City & RTZ-ABC: (80) 103,506; (84) 105,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,685; Loc. Est. 3,345
CZ-ABC: (80) 4,685; (84) 4,500
RTZ-ABC: (80) 31,737; (84) 32,900
County 80 Cen. 14,131; Loc. Est. 15,295
City & RTZ-ABC: (80) 36,422; (84) 37,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$123,223,000
Savings & Loan	3	$37,000,000

6 - PASSENGER AUTOS: County 18,155

7 - ELECTRIC METERS: Residence 5,553

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: (Marinette-Menominee-Peshtigo) Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 1,800 ($400); Lumber and Prods. 450 ($275); Elect. and Non-Elect. Metals 1,900 ($250); Marine and Chemical 1,860 ($350); Gloves 150 ($250); Food 300 ($250).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4. Last killing frost, May 15.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St. and 3 on Hall Ave. from Interstate Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
M&M Plaza(14)	NA	McCrory, Super Valu
Pine Tree Mall(38)	NA	JCPenney, Sears, Prange

Principal Shopping Days-Thur. & Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Lauermans; Sears; JCPenney; Bell Store; H.C. Prange.
Variety Stores-McCrory; K mart.
Chain Drug Stores-Osco.
Chain Supermarkets-Red Owl 1; Piggly Wiggly; Neimann; Jack's 2; Angelis; Country Market; Baker Don's.
Other Chain Stores-Kinney; Goodyear; Firestone.

14 - NEWSPAPERS: EAGLE-STAR (e) 9,251; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tim Craig, Adv. Mgr., EAGLE-STAR, 1809-27 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative: Landon Associates.

MILWAUKEE

1 - LOCATION: Milwaukee County (In Milwaukee PMSA). E&P Map D-5. County Seat. 86 mi. N of Chicago, IL on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-94, I-43. State Hwys. 15, 24, 30, 32, 36, 38, 42, 57, 59, 75, 100, 145, 181, 190. Great Lakes port.

2 - TRANSPORTATION: Railroads-Amtrak; Northwestern; Milwaukee Rd.; Soo Line.
Motor Freight Carriers-170.
Intercity Bus Lines-Badger; Royal Coach; Greyhound; Wisconsin Coach; Trailways.
Airlines-Republic; United; Eastern; Ozark; Mid-State Air Commuter; Mississippi Valley; Northwest; Texas International; Air Wisconsin; Midwest Express; Alliance; ComAir; Simmons; TWA.
Deep Sea Port City-St. Lawrence Seaway.

3 - POPULATION:
Corp. City 80 Cen. 636,212; Loc. Est. 619,882
PMA-ABC: (80) 1,397,143; (84) 1,372,700
RTZ-ABC: (80) 698,891; (84) 703,800
Total PMA & RTZ-ABC: (80) 2,096,034; (84) 2,076,500
County 80 Cen. 964,998; Loc. Est. 966,241
PMSA 80 Cen. 1,397,143; Loc. Est. 1,432,585
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 241,818; Loc. Est. 243,600
County 80 Cen. 363,653; Loc. Est. 380,395
PMA-ABC: (80) 500,684; (84) 494,500
RTZ-ABC: (80) 239,740; (84) 243,700
Total PMA & RTZ-ABC: (80) 740,424; (84) 738,200
PMSA 80 Cen. 500,684; Loc. Est. 525,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	75	$8,227,227,000
Savings & Loan	133	$5,510,658,000

6 - PASSENGER AUTOS: County 451,859

7 - ELECTRIC METERS: Residence PMSA 491,178

8 - GAS METERS: Residence PMSA 303,999

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Non-Elect. Machy. 41,600 ($501); Elect. Machy. 30,400 ($471); Fabricated Metals 20,500 ($457); Food 15,200 ($447); Trans. Equip. 11,400 ($575); Primary Metals 8,000 ($444); Printing & Pub. 13,700 ($476).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-48; Summer 58-75; Fall 40-54; Winter 11-26. First killing frost, mid October. Last killing frost, end of April

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Wisconsin Ave. (Downtown).
Regional Shopping Areas-Downtown; West Allis; 29 neighborhood shopping centers and areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Grand Ave.(150)	NA	Boston Store, Gimbels
Southgate(57)	NA	Gimbels
Bay Shore(68)	NA	Boston Store, Sears, Chapman's
Capitol Court(100)	NA	Gimbels, JCPenney, Boston Store
Mayfair(120)	NA	Marshall Field, Gimbels
Packard Plaza(19)	NA	Gimbels, Sears
Loomis Centre(27)	NA	Kohl's
Brookfield Sq.(65)	NA	Chapmans, JCPenney, Boston Store, Sears
Southridge(130)	NA	Gimbels, JCPenney, Boston Store, Sears
Northridge(131)	NA	Boston Store, Sears, Gimbels, JCPenney
Brown Port(40)	NA	A&P, Avco
Burnham Plaza	NA	Ben Franklin
Country Fair(17)	NA	Coast-to-Coast, K mart
Mitchell Center	NA	Gimbels
Glen Bay(6)	NA	JCPenney
Hampton(21)	NA	Ben Franklin
Howard Ave.	NA	Marquette Phcy.
Juneau Village(11)	NA	Ben Franklin
Lisbon Court	NA	Kohl's
Midcity(10)	NA	Walgreens, Ben Franklin
Mitchell Park(16)	NA	Ben Franklin, Woolworth
Old Grove(15)	NA	Ben Franklin, Kroger
Port Bender(10)	NA	Sentry Super Mkt.
76 Mill Road(25)	NA	Walgreens
Silver Spring	NA	Ben Franklin
Times Square	NA	Ben Franklin, Thom McAn

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown-Mon. through Fri.; Shopping Centers-Mon. through Fri., some Sat.
Stores Open Sunday-Major shopping centers, discount, suburban dept. stores and some food.
Food Chains-Mon. through Sat.; some Sun.

13 - RETAIL OUTLETS: Department Stores-Boston Store 6; Gimbels 8; T.A. Chapman 3; Sears 5; JCPenney 8; Goldmann's; Marshall Field.
Discount Stores-Kohl's 14; Target 5; K mart 11; Spheeris Merchandise; Zayre 4; T.J. Maxx 2.
Variety Stores-Ben Franklin 11; Woolworth 13; Drews 2; Winkies 2.
Chain Drug Stores-Walgreens 38; Rexall 2; Union Prescriptions 11; Court Drugs 3; Laabs 2; Drug Fair 4; Phillips 6; Snyder 2.
Chain Supermarkets-Shop Rite 25; Pick 'N Save 20; Kohl's 45; Sentry 45; Cub 3; Sav-U 7; Sun 3; Super-Valu 3; Piggly Wiggly 5; AG Stores 120; Other Ind. 39.
Other Chain Stores-Men's Clothing: Brills, Johnnie Walkers, Richman Bros., Berman-Bach, Redwood & Ross, Schmitt-Orlow-Stumpfs. Women's Clothing: Lerner Shops, Stuart's, Hixon's, Lane Bryant, Casual Corner, Chudik; Shoes: Famous Footwear, Athlete's Foot, Pay Less, Red Cross, Warehouse, Graebel, Hecker, Florsheim, Kaiser, Nobil, Priebe, Thayer-McNeil, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Maling, Thom McAn; Candy: Chocolate House, Fanny Farmer, Quality; Auto Supply: Whitlock, Firestone, Goodyear, Goodrich; Furniture: Steinhafel, Colders, The Mart, Kunzelmann-Esser, Carriage House.

14 - NEWSPAPERS: SENTINEL (m) 180,371; JOURNAL (e) 306,055; JOURNAL (S) 527,085; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Walter Just, Gen. Adv. Mgr., JOURNAL-SENTINEL, PO Box 661, Milwaukee, WI 53201; Tel. (414) 224-2472.
National Representatives: Million Market Newspapers.

MONROE

1 - LOCATION: Green County, E&P Map C-5, County Seat. 25 mi. N of Freeport, IL; 40 mi. W of Janesville, WI; 45 mi. S of Madison, WI. On State Hwys. 11, 59, 69 & 81.

2 - TRANSPORTATION: Railroads-Chicago, Madison Northern.
Motor Freight Carriers-4.

3 - POPULATION:
City 80 Cen. 10,027; Loc. Est. 10,922
County 80 Cen. 30,012; Loc. Est. 31,131

4 - HOUSEHOLDS:
City 80 Cen. 4,364; Loc. Est. 4,467
County 80 Cen. 10,759; Loc. Est. 11,368

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,854,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 14,544

7 - ELECTRIC METERS: Residence 11,196

8 - GAS METERS: Residence 2,474

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-94; Summer 42-96; Fall -7-46; Winter -4-56.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-West Mall, 22 Stores.
Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Beckers Leader.
Discount Stores-Valu-Village; K mart; Bauman Ace Hardware; Farm & Fleet.
Variety Stores-McClellan's; Bahr's.
Chain Supermarkets-IGA; Sentry; Eagle; Pick-N-Save.

14 - NEWSPAPERS: TIMES (e) 8,320; sworn Sept. 27, 1983.
Local Contact for Advertising and Merchandising Data: James D. Bruce, Adv. Mgr., TIMES, 1065 4th Ave. W. PO Box 230, Monroe, WI 53566; Tel. (608) 328-4202.
National Representative: American Newsapaper Representatives.

OSHKOSH

1 - LOCATION: Winnebago County (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee; 170 air mi. from Chicago, IL; West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41 & 45; State Hwys. 21, 26, 44, 110 & 175.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Green Bay-Wausau.
Airlines-Republic; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 49,678; Loc. Est. 49,660
CZ-ABC: (80) 59,607; (84) 57,600
RTZ-ABC: (80) 150,481; (84) 153,600
County 80 Cen. 131,732; Loc. Est. 135,334
MSA 80 Cen. 291,325; Loc. Est. 301,781
City & RTZ-ABC: (80) 210,088; (84) 211,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,623; Loc. Est. 18,444
CZ-ABC: (80) 21,481; (84) 21,000
RTZ-ABC: (80) 53,211; (84) 55,000
County 80 Cen. 46,892; Loc. Est. 49,301
MSA 80 Cen. 99,314; Loc. Est. 105,355
City and RTZ-ABC: (80) 74,692; (84) 76,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$313,886,000
Savings & Loan	4	$1,313,580,000

6 - PASSENGER AUTOS: County 65,395

7 - ELECTRIC METERS: Residence 24,131

8 - GAS METERS: Residence 20,285

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prod. 1,060; Furniture & Fixtures 430; Fabricated Metal Prod. 450; Non-electrical Machy. 1,380; Electrical Machy. 800; Trans. Equip. 2,080; Misc. Mfg. 640; All Other Durable Goods 780; Food & Kindred Prod. 540; Apparel & Other Finished Prod. 460; Paper & Allied Prod. 400; Printing & Pub. 330; All Other Non-Durable Goods 90; Contract Construction 740; Trans. & Util. 820; Gov't 5,890; Services & Misc. 3,520.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15. Last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	3	K mart
Lake Aire(10)	NA	Carlson's, Kitz & Pfeil Hdwe.
Park Plaza(61)	0	Prange, Sears
Sawyer Ctr.(10)	2	Prescott's Shop Rite, F.W. Mueller Drugs
Menards Plz.(6)	4	Menard's, Peavey's

Principal Shopping Days-Department Stores-Mon., Fri., Sat., Sun.; Food-Wed., Thu., Fri., Sat.
Stores Open Evenings-Dept.-Fri. & Mon.; K mart, Copps and Park Plaza, Mon. through Fri.; Food-every every evening ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Kline Bros.; Sears; H.C. Prange; JCPenney; Montgomery Ward; Copp's.
Discount Stores-K mart.
Variety Stores-Banner; V & S.
Chain Drug Stores-Schultz; Walgreens; Coe 3; Union Pharmacy.
Chain Supermarkets-Kohl's; Carlson's Super Valu 3; Piggly Wiggly 2; Copps IGA; Sentry; Warehouse Foods; Prescott's Shop Rite.
Other Chain Stores-Thom McAn; Jay-Kay Fabrics; So-Fro Fabrics; Pittsburgh Plate Glass; Sherwin-Williams; W G & R Furniture; Kinney Shoes; Klein Dickert; Grossman's; Bresler's 33 Flavors; Marks Bros; Jewelry; Bee Frank; Bride's Showcase; Zale's; Northwest Fabrics; Fleet Farm; Radio Shack; General Nutrition Center; Mary Jane Shoes; Marianne; Menard's; Brooks. (All within Corp. City limits).

14 - NEWSPAPERS: NORTHWESTERN (e) 27,533; (S) 28,082; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John F. Skoglind, Nat'l Adv. Mgr., NORTHWESTERN, 224 State St.; PO Box 2926, Oshkosh, WI 54901; Tel. (414) 235-7700.
National Representative: None.

PORTAGE

1 - LOCATION: Columbia County. E&P Map C-5, County Seat. Light mfg. and agricultural center. 38 mi. from Madison; 170 mi. from Chicago; 240 U.S. 51, U.S. 16 and State 33.

2 - TRANSPORTATION: Railroads-Chicago; Milwaukee; St. Paul & Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,896; Loc. Est. 8,246
County 80 Cen. 43,222; Loc. Est. 44,988
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cit; 80 Cen. 3,154; Loc. Est. 3,094
County 80 Cen. 15,534; Loc. Est. 16,497

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$69,586,000

6 - PASSENGER AUTOS: County 21,608

7 - ELECTRIC METERS: Residence 3,044

8 - GAS METERS: Residence 1,331

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dairy Food Proc. 180 (N.A.); Hosiery 200 ($160); Plastics 245 ($175); Batteries 200 ($185).
Principal Industrial Pay Days-Every Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-15 blocks on 4 Sts.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Moore's Family Center	3	Ben Franklin, Burnstad's
Northridge Plz.	2	Piggly Wiggly, Value Village, Spurgeon's
K mart	2	K mart

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Value Village; Ben Franklin; Montgomery Ward (catalog); Sears (catalog).
Variety Stores-Schultz Bros.
Discount Stores-Great Surplus Stores; K mart.
Chain Drug Stores-Walgreens;
Chain Supermarkets Burnstad's; Piggly Wiggly; Pierce's.
Other Chain Stores: Pries Apparel; Famous Footwear; Hardware Hank; True Value Hardware; Our Own Hardware; Radio Shack; Thom McAn.

14 - NEWSPAPERS: REGISTER (m) 7,058; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James Bowers, Adv., Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (608) 742-2111.
National Representative: None.

RACINE

1 - LOCATION: Racine County (PMSA). E&P Map D-5. 25 mi. S of Milwaukee & 65 mi. N of Chicago, IL.

2 - TRANSPORTATION: Railroads-Chicago/Milwaukee; Amtrak.
Motor Freight Carriers-14.
Intercity Bus Lines-Wisconsin Coach Lines; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 85,725; Loc. Est. 85,028
CZ-ABC: (80) 132,532; (84) 129,300
RTZ-ABC (80) 40,600; (84) 42,100
County/PMSA 80 Cen. 173,132; Loc. Est. 178,731
City & RTZ-ABC: (80) 173,132; (84) 171,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,744; Loc. Est. 31,855
CZ-ABC: (80) 46,586; (84) 45,900
RTZ-ABC: (80) 12,832; (84) 13,500
County/PMSA 80 Cen. 59,418; Loc. Est. 62,737
City & RTZ-ABC: (80) 59,418; (84) 59,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$584,856,000
Savings & Loan	8	$361,812,000

6 - PASSENGER AUTOS: County 85,043

7 - ELECTRIC METERS: Residence City 31,287

8 - GAS METERS: Residence City 43,081

9 - PRINCIPAL INDUSTRIES: Type of Industry, Percentage of Wage Earners-Manufacturing 32%; Wholesale/Retail 15.3%; Services 12.6%; Gov't 10.6%; Agriculture 1.7%; Construction 2.6%; Transportation 2.6%; Financial 2.6%; Misc. 12.6%.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 42-93; Fall 10-85; Winter -12-65. First killing frost, Oct. 24. Last killing frost, May 11.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Areas-4 blocks on Main St.; 4 on Sixth St.
Neighborhood Shopping Centers-4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave. (West Racine); 3 blocks on Douglas (North Side); 3 on Lathrop Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shorecrest(14)	NA	Piggly Wiggly
Westgate Mall(20)	NA	ShopKo/Randalls Foods
K mart Complex	NA	K mart
Durand Complex-Zayre(19)	NA	Zayre/Sav U Foods
Western Village(13)	NA	
Regency Mall(115)	NA	Bergners, JCPenney, Boston Store, Sears
Greenridge(6)	NA	Piggly Wiggly
Spring Bay Complex(6)	NA	Kohl's Food
Pioneer Village(8)	NA	
Crossroads(3)	NA	Kohl's Dept.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon.-Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Boston Store; Bergners; Kohl's.
Discount Stores-Zayre 2; ShopKo; Target; K mart.
Variety Stores-S.S. Nelson 2.
Chain Drug Stores-Walgreens 3; Red Cross 3; Rexall; Professional Phcy. 3; Roechen's 2.
Chain Supermarkets-Open Pantry 8; PDQ 3; Roundy's & Red Bell; Piggly Wiggly 4; Sentry Food 2; Kohl's 3; Convenient Food Marts 3; Sav U Foods; White Hen Pantry; Randalls.
Other Chain Stores-Auto Supplies: Goodrich, Midwest Tire & Auto, Western Tire & Auto 2; Shoes: Kinney 2, Airstep/Footstep, Baker, Father & Son, Footlocker, Gallenkamp, Hanover, Hot Line, Stride Rite, Thom McAn; Apparel: Chess King, Park Lane Hosiery, County Seat, The Gap, Just Pants, Brauns, Brooks Fashions, Casual Corner, Foxmoor, Jean Nicole, Lerner, The Limited; Books: B. Dalton, Waldenbooks; Confections: Fanny Farmer, Bresslers 33 Flavors, Buddy Squirrel Nut Shop, Original Cookie Co., Quality Candy; Paint: Pittsburgh, Sherwin-Williams; Misc.: Neumode, Richman, Adelman's 2, Martinizing 3, Olivetti, Cards Such-The Gift Box, Things Remembered, Tivoli Imports, Camelot Music, Radio Shack, Merle Norman, Cutlery World, Jo Ann Fabrics, Kay Bee Toy & Hobby, Wicks 'N Sticks, Berman's Leather Experts.

14 - NEWSPAPERS: JOURNAL TIMES (e) 36,316; (S) 38,076; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising

Data: Dick Johnston, Adv. Sales Mgr., JOURNAL-TIMES, 212 4th St., Racine WI 53403; Tel. (414) 634-3322.
National Representative: Branham/Newspaper Sales.

RHINELANDER

1 - LOCATION: Oneida County, E&P Map C-3. County Seat. Vacation resort. In Central NE part of State, 60 mi. from N Wausau. On U.S. Hwy. 8 & State Hwys. 17 & 47.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Green Bay.
Airlines-Republic; Midstate; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 7,873; Loc. Est. 8,144
County 80 Cen. 31,216; Loc. Est. 32,817

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,020; Loc. Est. 3,274
County 80 Cen. 11,426; Loc. Est. 12,312

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$106,275,000
Savings & Loan	2	$356,600,000

6 - PASSENGER AUTOS: County 14,584

7 - ELECTRIC METERS: District 16,248

8 - GAS METERS: District 4,982

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mfg. 800 (N.A.); Package Ptg. 190 ($225); Cement Prod. 32 ($180); Potato Prod. 120 ($175); Souvenirs and Novelties (seasonal) 64 ($135); Soft Drink Bottler 50 ($200); Wood Prod. 130 ($210); Cutting Tools 400 ($215).
Principal Pay Days-Every Other Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Slightly acid, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 8 sts. Two Shopping Centers.
Neighborhood Shopping Centers-Lincoln; N Stevens; Sunrise Plaza; Oneida Plaza.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Some Fri.. Some 6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Campbell; DeByle's; Wickes; Shultz Bros.; Bon Franklin; K mart.
Variety Stores-Woolworth; Happiness Shop; Winslow; Super America.
Chain Drug Stores-Snyder Drugs.
Chain Supermarkets-Foodlane; Trig's; Cirilli's; Ray's Castle Foods.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,203; (S) 7,483; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub., Bruce Rosebrock, Adv. Dir., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.
National Representative: Scripps League Newspapers.

SHAWANO

1 - LOCATION: Shawano County, E&P Map C-4. County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake, 37 mi. from Green Bay; 60 mi. from Wausau; 55 mi. from Appleton. On Hwys. 22, 29, 47, 55.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo; Terminal Truck.
Intercity Bus Lines-Green Bay-Wausau; Cross State; Northern; Wis.-Mich. Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,013; Loc. Est. 7,375
CZ-ABC: (80) 7,013; (84) 7,100
Bal. in PMA-ABC: (80) 28,610; (84) 29,600
County 80 Cen. 35,928; Loc. Est. 36,763
Total PMA-ABC: (80) 35,623; (84) 36,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,787; Loc. Est. 2,566
County 80 Cen. 12,347; Loc. Est. 12,984
CZ-ABC: (80) 2,787; (84) 2,900
Bal. in PMA-ABC: (80) 9,167; (84) 9,600
Total PMA-ABC: (80) 11,954; (84) 12,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$155,185,000
Savings & Loan	2	NA

6 - PASSENGER AUTOS: County 16,568

7 - ELECTRIC METERS: Residence 2,898

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. Lumber; Wood Working; Paper; Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Glue; Gloves; Garments; Printing; Electric Foundry.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 50-85; Fall 35-60; Winter -10-35.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(6 Stores-Schultz Family Ctr.); Downtown business distrct.
Principal Shopping Days-Wed.; Fri., Sat.
Stores Open Evenings: Fri.

13 - RETAIL OUTLETS: Department Stores-Chaimson's; JCPenney; Lauerman's; Spurgeon's; Schultz Family Store; Farm & Home.
Chain Supermarkets-Red Owl Country Store; Super Valu; T&C; Pick 'N Save Warehouse Foods.
Other Chain Stores-Gamble's; Sears; Coast-to-Coast; Montgomery Ward.

14 - NEWSPAPERS: LEADER (e) 7,601; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Fred Williams, Adv. Dir., LEADER, 1464 E. Green Bay St., Shawano, WI 54166; Tel. (715) 526-2121.
National Representative: Papert Companies.

SHEBOYGAN

1 - LOCATION: Sheboygan County (MSA), E&P Map D-4, County Seat. On W bank of Lake Michigan, 57 mi. N of Milwaukee; 135 mi. N of Chicago. On I-43 and Wisconsin Hwys. 23, 28, 32 and 42.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-27.
Freight-1 Dock Warehouse; 2 Harbor Docks.
Intercity Bus Lines-Greyhound; Sheboygan City.
Airlines-At County Memorial Airport; American Central; Chaplin's.

3 - POPULATION:
Corp. City 80 Cen. 48,085; Loc. Est. 49,710
CZ-ABC: (80) 58,951; (84) 58,300
RTZ-ABC: (80) 101,103; (84) 104,200
County/MSA 80 Cen. 100,935; Loc. Est. 104,683
City & RTZ-ABC: (80) 160,054; (84) 162,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,510; Loc. Est. 18,930
CZ-ABC: (80) 22,011; (84) 21,900
RTZ-ABC: (80) 31,938; (84) 33,300
County/MSA 80 Cen. 35,494; Loc. Est. 37,689
City & RTZ-ABC: (80) 53,949; (84) 55,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$531,312,000
Savings & Loan	6	$361,257,862

6 - PASSENGER AUTOS: County 50,020

7 - ELECTRIC METERS: Residence 27,305

8 - GAS METERS: Residence 26,223

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Prod. 960; Furniture 1,010; Stone, Clay & Glass 820; Prim. Metal Prod. 1,300; Fab. Metal Prod. 5,275; Machinery 4,000; Other Durable Goods 580; Food Prod. 1,690; Textiles & Apparel 670; Paper Prod. 531; Printing & Pub. 404; Chem. & Plastic Prod. 1,595; Leather Prod. 830; Construction 2,000; Transp. Util. 1,370; Whol. & Ret. Trade 8,500; Fin., Ins. & Real Estate 1,542; Services 6,800; Govt. 5,335; Other Non-Farm Workers 7,540. Total Labor Force 55,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on N 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S 12th St.
Neighborhood Shopping Centers-2 blocks on N 8 St. bet. Lincoln and Bluff Ave.; 2 bet. Martin & North Ave. on N 15th St. Mixed, including new & used cars on Calumet Dr. & N 13th St. One mile on Union Ave. from S 12 St. to Hwy. 141; Indiana Ave. from S 8 to S 17 St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Memorial Mall (40)	NA	Kohl's, Sears, JCPenney
Memorial Plz.(6)	NA	Prange-Way
North Gate(15)	N	Coast-to-Coast
Plaza 8(56)	NA	Prange, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food nightly; Sunday.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; JCPenney; Sears; Kohl's; Montgomery Ward (sales agency).
Discount Stores-K mart; Prange-Way.
Variety Stores-Evans 3.
Chain Drug Stores-Roenitz 6; Walgreens 2; Union Prescription; Grube Phcy.2; South High Rexall 2.
Chain Supermarkets-Piggly Wiggly 4; Bensman Park 2; Open Pantry 2; Bill's Red Owl; Park & Save.
Other Chain Stores-Firestone; Continental Baking; Blunt; Ellis & Loewi; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; Ross Business Machines; NAPP Office Products; IBM; Household Finance; Sherwin-Williams Paint; B.C. Ziegler Co.; R.W. Baird; Beneficial Finance; Edward D.Jones, & Co.; I.M. Simon Co; Associates Financial Services; Goodyear; Hallmark Card; Maurice; Musicland; Gallenkamp Shoes; Mode-O-Day; Jean Nicole; General Nutrition Centers; Page Jewelers; Bridal Village; So-Fro Fabrics; Sheboygan Acceptance Corp.; Waldenbooks; Wisconsin Finance; Coast-to-Coast Hdwe.; Radio Shack; Fleet Feet; Neet Feet; Baubles; Bangles & Skins; DuBois Formal Wear; Brookes Company; Below The Belt; The Hay Loft; Kindy Optical; Kindt Building Center; Ace Hardware; Siefert's; Brooks; Foxmoor; Merle Norman Cosmetics; Shabree Keepsake Jewelers.

14 - NEWSPAPERS: PRESS (e) 30,201; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Richter, Gen. Adv. Mgr., PRESS, 632 Center Ave., Sheboygan, WI 53081; Tel. (414) 457-7711.
National Representative: Landon Associates.

STEVENS POINT

1 - LOCATION: Portage County, E&P Map C-4. County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis, MN. Junction point of U.S. Hwys. 10 & 51 & State Hwy. 66.

2 - TRANSPORTATION: Railroads-Soo Line; Green Bay & Western.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; American Coach Lines; Huettl.
Airlines-Republic; Midstate.

3 - POPULATION:
Corp. City 80 cen. 22,970; Loc. Est. 23,467
County 80 Cen. 57,420; Loc. Est. 59,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,560; Loc. Est. 7,547
County 80 Cen. 18,313; Loc. Est. 19,235

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$270,361,306
Savings & Loan	2	$107,379,000

6 - PASSENGER AUTOS: County 25,526

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. & Millwork 750 ($200); Paper & Pulp 1,000 ($325); Potato & Vegetable Processing 1,000 ($225); Transp. Public Util. 650 ($250); Sports Equip. & Plastics 300 ($200); Food 200 ($210); Fin., Ins., Real Estate 1,050 ($210); College 900 ($275).

10 - CLIMATE: Av. Temp.-July 72; Jan 16. First killing frost, Oct. 1. Last killing frost, May 28.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main; 2 on Strongs Ave.; 2 on Second St.; 1 on Water St.
Neighborhood Shopping Centers-(Location), No. of storesSouthside Shpg. Ctr. (Division at Church), 10; Northpoint Shopping Center (Division St. North), 11; Southside Discount Center (Church St. South), 9; East Side Shopping Center (Park Ridge Dr.), 20.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Fri. & Tues.; Food & Discount-Every Night.

13 - RETAIL OUTLETS: Department Stores-McCain's; JCPenney; Spurgeon's; ShopKo; Fleet Farm; Erzinger's; Sears (catalog); Montgomery Ward (catalog).
Chain Drug Stores-Osco; Shopko; K mart; Snyder.
Variety Stores-Woolworth; Ben Franklin; K mart.
Chain Supermarkets-IGA 3; Red Owl 2; Piggly Wiggly 2; Lila's; Thrifty; Copps Food Center; Werehouse Foods; Westgate.
Other Chain Stores-Sherwin-Williams; Coast-to-Coast Hdwe.; Seifert's (women's); Tradehome (shoes); Northern Auto Supply; Wolohan Bldg. Supplies; Mirman's Furn.; Boston Furn.; Northwest Fabrics.

14 - NEWSPAPERS: JOURNAL (e) 13,804; sworn Jan. 31, 1984.
Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Adv. Dir., JOURNAL, 1200 Third St., Stevens Point, WI 54481; Tel. (715) 344-6100.
National Representative: Branham/Newspaper Sales.

SUPERIOR

1 - LOCATION: Douglas County (In Duluth, MN-WI MSA), E&P Map A-2, County Seat. At head of Great Lakes. Two bridges connect Superior, WI & Duluth, MN. On U.S. Hwys. 2, 53; State Hwys. 13, 35 & 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort, taconite and coal shipping.

2 - TRANSPORTATION: Railroads-Burlington Northern; Soo; Chicago & Nurth Western; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.
Motor Freight Carriers-11.
Intercity Bus Lines-Duluth-Superior; Northland Greyhound; Wisconsin Northern.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,571; Loc. Est. 29,366
County 80 Cen. 44,421; Loc. Est. 45,618
MSA 80 Cen. 226,650; Loc. Est. 269,122

4 - HOUSEHOLDS:
City 80 Cen. 11,500; Loc. Est. 9,879
County 80 Cen. 16,467; Loc. Est. 17,294
MSA 80 Cen. 97,949; Loc. Est. 101,159

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$183,715,925
Savings & Loan	2	$38,631,081

6 - PASSENGER AUTOS: County 18,924

7 - ELECTRIC METERS: Residence 12,937

8 - GAS METERS: Residence 8,912

9 - PRINCIPAL INDUSTRIES: (Duluth & Superior area) Industry (Av. Wkly. Wage)-Lumber & Wood Prod. ($434); Elect. Machy. ($390); Machy. Shop ($390); Transp. Equip. ($655); Petro & Ref. ($600); Gen'l Constr. ($500); Transp. ($492); Railway Shops ($515); Trucking & Warehousing ($490).
Principal Industrial Pay Days-1st & 15th; 5th & 20th; Fri. & Sat.

10 - CLIMATE: Av. yearly temp. 38 degrees. Summer Av. 65 degrees; Precipitation 27.47.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Tower Ave.; 6 on Belknap (15th St.) St.
Neighborhood Shopping Centers-3 blocks at E 5th & 22nd Ave.; 3 at Tower & N 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E 2nd St.; 2 at Belknap & Elm.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belknap Plaza(19)	NA	North Star Drug, Red Owl
Mariner Mall(52)	NA	Prange, JCPenney, Prange-Way
Midtown Plaza	NA	K mart, Piggly Wiggly

Stores Open Evenings-Thur.; Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart; Prange; Prange-Way.
Chain Drug Stores-Allouez; East End Drug 2; Walgreens; Rexall.
Variety Stores-Woolworth; Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Piggly Wiggly; Country Market; Johns Big Dollar; Super One.
Other Chain Stores-Montgomery Ward (catalog); Hard Good & Catalog; Sears (catalog); Gamble's; Firestone; Maurice's; Chez's; Kinney; Trade Home; Hardware Hank; True Value Hdwe.; Air Step Shoes; B. Dalton Bookseller; Braun's; Brook's Fashions; Foxmoor; Lerner's; Musicland; Radio Shack; Shaak Electronics; Gordon Jewelers; Mode-O-Day; Pay Less Shoes; Crown Auto.

14 - NEWSPAPERS: TELEGRAM (e) 13,672; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Richard Crawford, Adv. Dir., TELEGRAM, 1226 Ogden Ave., Superior, WI 54880; Tel. (715) 394-4411.
National Representatives: Landon Associates.

WATERTOWN

1 - LOCATION: Dodge and Jefferson Counties, E&P Map C-5. 45 mi. W of Milwaukee, U.S. Hwy 16. Misc. light mfg.; shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

2 - TRANSPORTATION: Railroads-C.M.; St. Paul & P. main line; Chicago & Northwestern.
Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Wis./Mich. Coach Lines.
Airport-Municipal.

3 - POPULATION:
Corp. City 80 Cen. 18,113; Loc. Est. 19,525
Counties 80 Cen. 140,899; Loc. Est. 146,075
Dodge 80 Cen. 74,747; Loc. Est. 78,110
Jefferson 80 Cen. 66,152; Loc. Est. 67,965
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,174; Loc. Est. 6,551
Counties 80 Cen. 47,014; Loc. Est. 49,868
Dodge Co. 80 Cen. 24,750; Loc. Est. 26,450
Jefferson Co. 80 Cen. 22,264; Loc. Est. 23,418

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$317,381,871
Savings & Loan	2	$1,373,735,941

6 - PASSENGER AUTOS: Counties: Dodge 35,110; Jefferson 30,862.

7 - ELECTRIC METERS: Residence 7,116.

8 - GAS METERS: Residence 5,573.

9 - PRINCIPAL INDUSTRIES: Industry -Evaporating Equip.; Rubber Prod.; Coin Handling Mach.; Counting and Measuring Mach.; Plastic Containers; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Garden Tools; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Fish Processing; Mattresses; Ice Augers.
Principal Industrial Pay Days-Fri. & Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15. Last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on Church St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Chas. Fischer's; Shopko; Kohl's.
Chain Supermarkets-Piggly Wiggly; United Foods; Kohl's; Pick 'N Save.
Other Chain Stores-Elliott's; Farm & Fleet; Coast-to-Coast; River Valley Co-op; Kusel's; Grossman's; Ware Shoes; Ray's Shoes; Mode O'Day; Montgomery Ward; Walgreens; Copper Rivet; JoAnn Fabrics; Pay Less Shoes; Kline's.

14 - NEWSPAPERS: TIMES (e) 10,310; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: James M. Clifford, Gen. Mgr., TIMES, 113-115 W. Main St.; PO Box 140, Watertown, WI 53094; Tel. (414) 261-4949.
National Representative: None.

WAUKESHA

1 - LOCATION: Waukesha County (In Milwaukee PMSA). E&P Map C-5. County Seat. Agricultural & residential ctr. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State 59; 164.

2 - TRANSPORTATION: Railroads-CMStP&P; C&NW. Soo Line.
Intercity Bus Lines-Northland Greyhound; Cardinal, Wisc. Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 50,365; Loc. Est. 51,863
CZ-ABC: (80) 50,319; (84) 54,300
Bal. in PMA-ABC: (80) 108,176; (84) 122,000
County 80 Cen. 280,326; Loc. Est. 288,865
PMSA 80 Cen. 1,397,143; Loc. Est. 1,432,585
Total PMA-ABC: (80) 158,495; (84) 176,300

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,660; Loc. Est. 18,495
CZ-ABC: (80) 17,644; (84) 19,200
Bal. in PMA-ABC: (80) 33,481; (84) 38,300
County 80 Cen. 88,552; Loc. Est. 93,423
PMSA 80 Cen. 500,684; Loc. Est. 525,230
Total PMA-ABC: (80) 51,125; (84) 57,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$354,519,398

6 - PASSENGER AUTOS: County 157,673.

7 - ELECTRIC METERS: Residence 16,550.

8 - GAS METERS: Residence 10,550.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machy. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookfield Sq.	6	Sears, JCPenney, Boston Store
Fox Run(15)	NA	Jim Handy Hdwe., Sentry Foods
Westbrook(10)	NA	Kohl's Dept., A&P
Moreland Plaza(12)	NA	Red Owl Mkt., Bon Franklin
Mayfair Mall(114)	12	Gimbels, Marshall Field

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Johnson Hill's; Kohl's.
Discount Stores-K mart; Target.
Variety Stores-Ben Franklin; Schultz Bros.
Chain Drug Stores-Walgreens; Pill-N-Puff; Rexall; Stein Drug; Sentry Drug.
Chain Supermarkets-Sentry 2; SuperValu 3; Kohl's; Town & Country 2.

14 - RETAIL OUTLETS: FREEMAN (e) 23,101; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Alice Staal, Adv. Mgr., FREEMAN, 200 Park Pl.; PO Box 7, Waukesha, WI 53187; Tel. (414) 542-2501.
National Representative: Thomson Newspapers.

WAUSAU

1 - LOCATION: Marathon County (In Wausau MSA). E&P Map C-4. On Wisconsin River. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis and 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area, diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy. 51; State Hwys. 52, 29.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western.
Motor Freight Carriers-19 Interstate.
Intercity Bus Lines-Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.
Airlines-Republic, Midstate.

3 - POPULATION:
Corp. City 80 Cen. 32,426; Loc. Est. 33,301
CZ-ABC: (80) 52,770; (84) 52,800
RTZ-ABC: (80) 90,790; (84) 96,100
County/MSA 80 Cen. 111,270; Loc. Est. 114,761
City & RTZ-ABC: (80) 143,560; (84) 148,900

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,423; Loc. Est. 13,259
CZ-ABC: (80) 19,724; (84) 19,900
RTZ-ABC: (80) 29,430; (84) 31,500
County/MSA 80 Cen. 37,703; Loc. Est. 39,804
City & RTZ-ABC: (80) 49,154; (84) 51,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$386,909,223
Savings & Loan	3	$166,596,000

6 - PASSENGER AUTOS: County 52,182.

7 - ELECTRIC METERS: City 38,285.

8 - GAS METERS: City 23,057.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Goods 1,043 ($267); Paper 2,874 ($400); Chemicals 81 ($419); Stone & Glass Prod. 461 ($308); Food & Beverages 1,535 ($240); Printing 239 ($220); Lumber & Wood 3,103 ($257); Homes 2,035 ($395).
Principal Industrial Pay Days-5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4. Last killing frost, May 19.

11 - TAP WATER: Acid, hard.

12 - RETAILING: Neighborhood Shopping Areas-Wausau: West Side: Wausau Center Mall; N Third Ave.; S Third Ave.; Hwy. 29 West Menard South Side; Shopko; Grand Ave.; Rothschild: NE Side N Sixth St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(4)	NA	Rexall
Grand Ave.(7)	NA	Ben Franklin
Riverside(11)	NA	Prange Way, Radio Shack
Wausau Mall(47)	NA	Prange Way, Sears, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.: Mon. & Fri.; Food: every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward (catalog); JCPenney; Sears; H.C. Prange; K mart 2; Prange-Way; Shopko.
Variety Stores-Ben Franklin.
Chain Drug Stores-Walgreens.
Chain Supermarkets-IGA 2; Super Valu 2; Red Owl 4; Village Pantry 3.
Other Chain Stores-Fanny Farmer Candy; Firestone; Goodyear; Hoffer (Paints & Glass); Kinney (Shoes); Farm & Home Supply; St. Clair's; Sherwin-Williams (Paint); Singer Co.; Fleet Farm; Tradehome (Shoes); U.S. Royal Tires 2; Midas; Foxmoor; Hot Sam; The Limited; Modas; Baher's Shoes; Berman's; Brauns; Budd Squirrel; Camelot Music; GNC; Regis Hairstylists; Fabric Centers of America; County Seat; 16 Plus; Walgreens; Things Remembered; Kay Bee Toys.

14 - NEWSPAPERS: HERALD (e) 26,519; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard J. Barrett, Adv. Dir., DAILY HERALD, PO Box 1286, 800 Scott St., Wausau, WI 54401; Tel. (715) 842-2101.
National Representative: Gannett Newspaper Advertising Sales.

WISCONSIN RAPIDS

1 - LOCATION: Wood County. E&P Map C-4. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 34, 54 & 73.

2 - TRANSPORTATION: Railroads-Soo Line; CMStP&P; C&NW; GB&W.
Motor Freight Carriers-7.
Intercity Bus Lines-American Coach Lines.

3 - POPULATION:
Corp. City 80 Cen. 17,995; Loc. Est. 18,365
CZ-ABC: (80) 30,608; (84) 30,300
RTZ-ABC: (80) 26,619; (84) 29,900
County 80 Cen. 72,799; Loc. Est. 75,245
City & RTZ-ABC: (80) 57,227; (84) 60,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,988; Loc. Est. 7,178
CZ-ABC: (80) 11,064; (84) 11,000
RTZ-ABC: (80) 8,612; (84) 9,800
County 80 Cen. 25,067; Loc. Est. 26,509
City & RTZ-ABC: (80) 19,676; (84) 20,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$196,846,189
S&L/Credit Unions	10	$132,264,006

6 - PASSENGER AUTOS: County 35,230.

7 - ELECTRIC METERS: Residence 10,119.

8 - GAS METERS: Residence 7,732.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coated and Fine Papers 5,700 ($525); Appliances 500 ($315); Chemicals 80 ($575); Warehousing 35 ($350); Trucking 300 ($475); Potato Processing 1,075 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 38-95; Fall 5-75; Winter -25-40.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Port Edwards Town & Country(6)	4	J & K Foods
	2	Reipps, Super Valu, Leath, Snyder
Southtown	2	Ace Hdwe., Sears, Bob's Castle Foods
Rapids Mall(45)	NA	Prange's, JCPenney

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Fri.; Some Thur. & Fri.; some nights.

13 - RETAIL OUTLETS: Department Stores-Johnson-Hill; JCPenney; Coast-to-Coast; Prange's.
Variety Stores-Snyder Drug.
Discount Stores-Shopko; Holiday.
Chain Drug Stores-John E. Daly; Major Rexall; Church's 2; Union Prescription.
Chain Supermarkets-IGA 4; Red & White; Foodland 2; Bob's Castle Foods.
Other Chain Stores-Maurice's; Radio Shack; Galaxie of Sound; So-Fro Fabrics; Foxmoor Fashions; Winslows; General Nutrition; B. Dalton Books; Braun's; T Shirts Plus.

14 - NEWSPAPERS: TRIBUNE (e) 12,913; Mar. 31, 1984 ABC.

Editor & Publisher
HAS WORDS
with challengers of press freedom.

Local Contact for Advertising and Merchandising Data: Mary "Casey" Martin, Adv. Dir., TRIBUNE, 220 1st Ave., Wisconsin Rapids, WI 54494; Tel. (715) 423-7200.
National Representative: Branham/Newspaper Sales.

WYOMING SURVEYS

METROPOLITAN STATISTICAL AREA

Casper-Natrona County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	29	45	51
5-14 Years	71	77	86
15-24 Years	58	94	106
25-44 Years	78	142	159
45-64 Years	67	76	85
65 and Over	30	37	42
TOTAL	332	471	529

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1985 Est.
Bldg. Mat./Hdwe.	67	148	280
General Mdse.	84	135	247
Food	155	314	589
Automobiles	162	344	686
Gasoline Stations	99	214	445
Apparel	40	79	144
Furniture	30	68	133
Eat-Drink Places	74	146	315
Drugs	30	48	94
TOTAL SALES	817	1,654	3,285

CASPER

1 - LOCATION: Natrona County (NSA). E&P Map C-2. 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State 220, I-25.

2 - TRANSPORTATION: Railroads-BN; C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Wyo. Transportation; Continental Trailways; Greyhound.
Airlines-Western; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 51,016; Loc. Est. 59,883
CZ-ABC: (80) 55,807; (84) 61,300
RTZ-ABC: (80) 134,176; (84) 155,000
County/MSA 80 Cen. 71,856; Loc. Est. 79,377
City & RTZ-ABC: (80) 189,983; (84) 216,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,874; Loc. Est. 22,067
CZ-ABC: (80) 20,518; (84) 22,800
RTZ-ABC: (80) 45,621; (84) 53,000
County/MSA 80 Cen. 25,841; Loc. Est. 29,215
City & RTZ-ABC: (80) 66,139; (84) 75,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$650,000,000
Savings & Loan	3	$125,000,000

6 - PASSENGER AUTOS: County 47,029.

7 - ELECTRIC METERS: Residence 26,957.

8 - GAS METERS: Residence 23,287.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 6,500 ($534); Construction 3,300 ($419); Manufacturing 1,800 ($496); Trans., Comm., Util. 2,600 ($422); Wholesale/Retail 9,000 ($340); Finance, Ins., Real Estate 1,800 ($316); Services 8,300 ($302).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly Plz.(13)	2	Buttrey-Osco
Hilltop(28)	2	Albertson's, Montgomery Ward
K mart Ctr.	2	K mart, Safeway
Mountain Plaza	5	K mart, Buttrey

Plaza East	3	La Belles
Sunrise(6)	3	Bostwick
Westridge(11)	2	Albertson's
East Ridge Mall(80)	6	Sears, JCPenney, The Bon, Target

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Mon to Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Kessis; Sears; J.M. Bostwick; The Bon.
Discount Stores-K mart; Gibson; Target.
Variety Stores-Woolworth.
Chain Drug Stores-Merit; Bi-Rite; Osco 2.
Chain Supermarkets-Albertson's 2; AG Thriftway; Safeway 3; Buttrey 2.
Other Chain Stores-Firestone; Goodrich; Goodyear; Radio Shack; Zale's; Singer; Our Own Hardware; Pay 'N Pak; Coast-to-Coast.

14 - NEWSPAPERS: STAR-TRIBUNE (m) 37,665; (S) 39,704; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robin W. Hurless, Adv. Dir., STAR-TRIBUNE, 170 Star Ln.; PO Box 80, Casper, WY 82602, (307) 266-0500.
National Representative: Branham/Newspaper Sales.

CHEYENNE

1 - LOCATION: Laramie County. E&P Map D-3. State Capital and County Seat. 100 mi. N of Denver. On I-80 and 25 and Yellowstone Hwys.

2 - TRANSPORTATION: Railroads-Union Pacific; C&S; Burlington.
Airlines-Western, Frontier; Rocky Mountain.
Intercity Bus Lines-Greyhound; Trailways; Jitney Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,283; Loc. Est. 53,472
CZ-ABC. (80) 90,910; (84) 52,100
RTZ-ABC. (80) 75,698; (84) 80,600
County 80 Cen. 68,649; Loc. Est. 74,504
City & RTZ-ABC. (80) 126,608; (84) 132,700
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,239; Loc. Est. 20,905
CZ-ABC. (80) 19,059; (84) 19,700
RTZ-ABC. (80) 27,522; (84) 29,400
County 80 Cen. 25,292; Loc. Est. 28,127
City & RTZ-ABC. (80) 46,581; (84) 49,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$332,252,000
Savings & Loan	6	$289,500,000

6 - PASSENGER AUTOS: County 45,635

7 - ELECTRIC METERS: Residence 29,050

8 - GAS METERS: Residence 23,691

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Construction 1,950; Manufacturing 1,600; Trans. & Util. 4,200; Wholesale Trade 1,100; Retail Trade 5,700; Finance, Insurance, Real Estate 1,500; Services 4,400; Fed. Gov't. 2,200; Local Gov't. 6,400.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frontier Mall(80)	5	Sears, Zale's
Cole(29)	2	Cole's, Safeway
Town & Country(4)	5	Town & Country, Safeway
Pershing Sq.(3)	2	Mont. Ward
Cheyenne Plz.(35)	6	Albertson's, Pay 'n Save Drug
K mart(2)	3	K mart, Pay 'N Pak
Melton(6)	6	Safeway, Gibson's, Osco Drug
Westgate(9)	7	McDonalds, K mart

Stores Open Evenings-Shopping Centers every evening and Sunday.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Fowler's; JCPenney; Grand Central; Sears.
Discount Stores-K mart; Gibson's 2; Target.
Chain Drug Stores-Gibson's; Roedel 5; Mountain View Phcy.; Wood House 2; Osco; Pay 'n Save.
Chain Supermarkets-Safeway 4; Food 4 Less; Albertson's; Mini Mart 7; Buttrey 2.
Other Chain Stores-Fashion Bar; Ernst Home Center; Western Ranchman Outfitters.

14 - NEWSPAPERS: WYOMING EAGLE (m) 9,690; WYOMING STATE TRIBUNE (e) 11,916; WYOMING TRIBUNE-EAGLE (S) 21,926; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 110 E. 17th St., Cheyenne, WY 82001; Tel. (307) 634-3361.
National Representative: Branham/Newspaper Sales.

GILLETTE

1 - LOCATION: Campbell County, E&P Map C-1, County Seat. Open pit mining, oil wells, raising sheep & cattle, agriculture, grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90. State Hwy. 59.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-USAir; Pioneer Airline.

3 - POPULATION:
Corp. City 80 Cen. 12,134; Loc. Est. 15,478
County 80 Cen. 24,367; Loc. Est. 31,083
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,231; Loc. Est. 5,365
County 80 Cen. 8,006; Loc. Est. 10,500

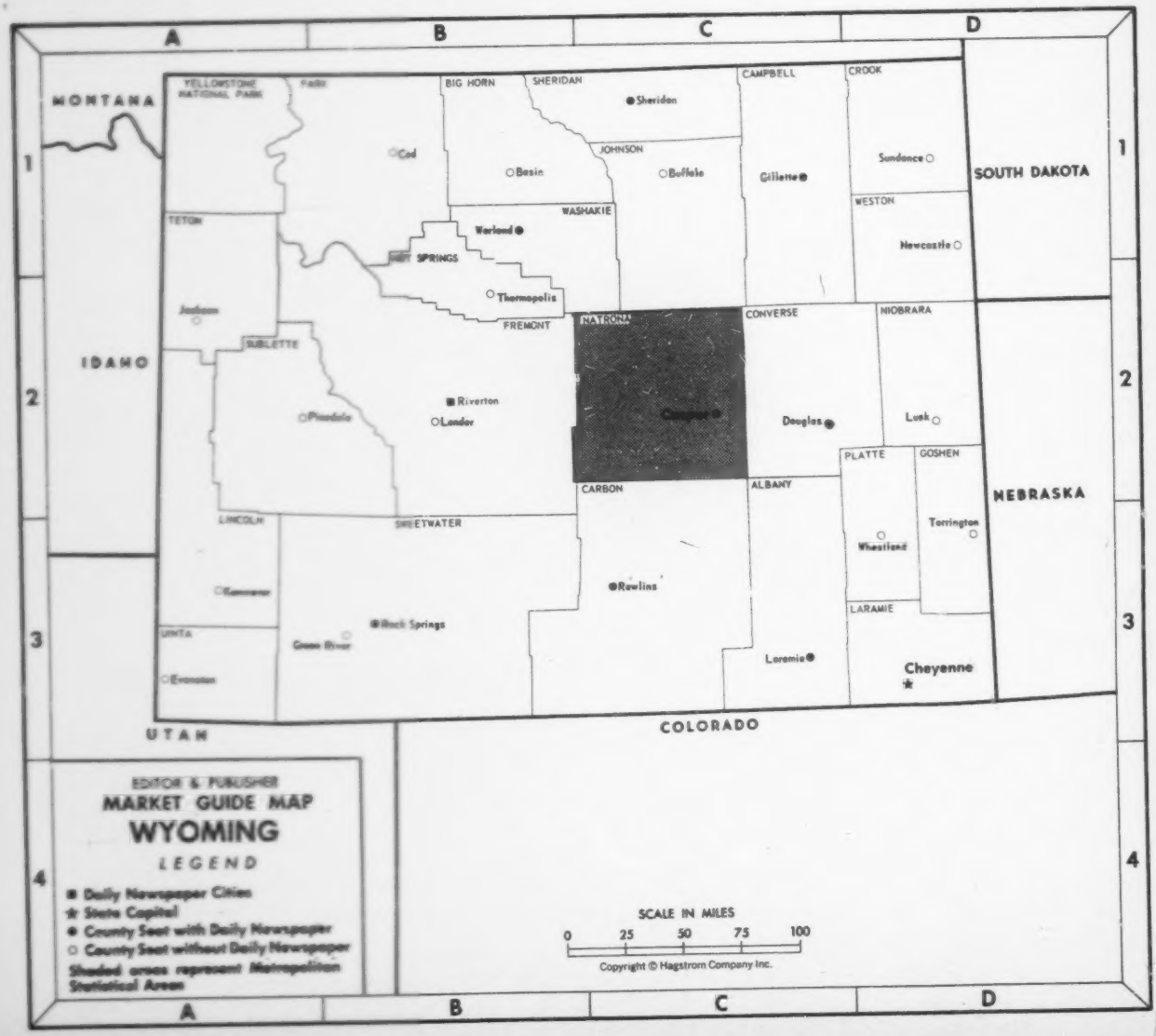
5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$263,309,000
Savings & Loan	2	$17,600,000

6 - PASSENGER AUTOS: County 17,989

7 - ELECTRIC METERS: Residence 6,184

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Coal Mining 1,585 ($305); Retail 1,253 ($134); Construction 1,108 ($267); Services with agriculture, forestry and fisheries 733 ($171); Transp., Comm. & Util. 504 ($273); Wholesale Trade 261 ($229); Finance,



Ins., Real Est. 153 ($258); Mfg. 93 ($229).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12. Last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-3 blocks on Gillette Ave.
Neighborhood Shopping Centers-Deckers Food Center; Southview; Crossroads; Homestead Mall; 1001 Plaza; Camel Plaza; Downtown Gillette; McCann Center; Powder Basin Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camel Plaza(7)	NA	C.R. Anthony, Osco
Holiday Plaza(6)	NA	Dairy Queen, IGA
Powder Basin(60)	NA	Albertson's, Alco, Pamida

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.
Discount Stores-Pamida; Alco; K mart.
Chain Drug Stores-Osco; Drug Fair.
Chain Supermarkets-Buttrey (Div. of Jewel Tea); Mini-Mart; 7-Eleven; Tiger Discounter (IGA); Decker's Food Center; Albertson's.
Other Chain Stores-Firestone; Mode O'Day; Coast-to-Coast; Farmers Co-op; Sears (catalog); Montgomery Ward (automotive & catalog store); Gambles; Goodyear; Sweetbriar; Corral West Ranchwear; Ace Hardware.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri) 6,686; (S) 7,478; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: M. Nannette Benson, Adv. Mgr., NEWS-RECORD, 1201 West 2nd St.; PO Box 3006, Gillette, WY 82716; Tel. (307) 682-9306.
National Representative: None.

LARAMIE

1 - LOCATION: Albany County, E&P Map C-3, County Seat. 134 mi. from Denver, CO; 49 mi. W of Cheyenne, WY On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado, Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Union Pacific; Greyhound; Continental Trailways.
Airlines Serving City-Frontier; Laramie Aviation; Rocky Mtn. Airways; Centennial.

3 - POPULATION:
Corp. City 80 Cen. 24,410; Loc. Est. 27,094
CZ-ABC: (80) 24,410; (84) 23,900
RTZ-ABC: (80) 16,068; (84) 18,300
County 80 Cen. 29,062; Loc. Est. 31,743
City & RTZ-ABC: (80) 40,478; (84) 42,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,943; Loc. Est. 9,651
CZ-ABC: (80) 8,943; (84) 8,900
RTZ-ABC: (80) 5,763; (84) 6,600
County 80 Cen. 10,639; Loc. Est. 11,854
City & RTZ-ABC: (80) 14,706; (84) 15,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$113,031,000
Saving & Loan	3	$44,997,000

6 - PASSENGER AUTOS: County 17,740
7 - ELECTRIC METERS: Residence 11,052
8 - GAS METERS: Residence 7,907

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Construction 49; Cement Mfg. 144; Government 225; Lumber Mfg. 60; Log Home Mfg. 36; Home Const. Mfg. 89; U.P.R.R. 400; Univ. of Wyo. 1,920.

10 - CLIMATE: Mean daily max. temp.-Jan. 25; July 76; Mean Annual precipitation 11 in; Mean Annual snowfall 41 in. Av. day last freeze, May 29.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
600 N. 3rd	NA	Safeway, Pay-N-Save, K mart, True Value
15th & Spring Creek(3)	NA	Alberts Super Mkt, Skaggs
Campus Mall(4)	NA	Independent Records, W.C. Frank, B & H Sports
Odd Fellows	NA	Center Pharm.
30th Grand	NA	Buttrey's, Alco, Osco, Payless Shoes

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kassis.
Discount Stores-Gibson's; Skaggs; Alco; Yellow Front; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Safeway; Albertson's; Ideal; Buttrey's.

14 - NEWSPAPERS: DAILY BOOMERANG (m-tues to sat) 7,630; (S) 7,881; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., DAILY BOOMERANG, 314 S. 4th St., Laramie, WY 82070; Tel. (307) 742-2176.
National Representative: Branham/Newspaper Sales.

RAWLINS

1 - LOCATION: Carbon County, E&P Map C-3, County Seat. 170 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 275 mi. N of Denver; 120 mi. S of Casper. On I-80 & U.S. 287.

2 - TRANSPORTATION: Railroads-Union Pacific main line (freight distribution only.)
Motor Freight Carriers-5.
Intercity Bus Lines-Overland Greyhound; Continental Trailways; Zanetti.

3 - POPULATION:
Corp. City 80 Cen. 11,547; Loc. Est. 13,738
County 80 Cen. 21,896; Loc. Est. 23,737
CZ-ABC: (80) 11,547; (84) 13,100
RTZ-ABC: (80) 14,687; (84) 18,000
City & RTZ-ABC: (80) 26,234; (84) 31,100

4 - HOUSEHOLDS:
City 80 Cen. 3,892; Loc. Est. 4,503
County 80 Cen. 7,475; Loc. Est. 8,343
CZ-ABC: (80) 3,892; (84) 4,500
RTZ-ABC: (80) 4,988; (84) 6,200
City & RTZ-ABC: (80) 8,880; (84) 10,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,808,000
Savings & Loan	2	$24,341,561

6 - PASSENGER AUTOS: County 11,147

7 - ELECTRIC METERS: Residence 4,300

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Union Pacific R.R.; Oil Refining; Lumbering; Coal Mining.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-76; Summer 40-84; Fall 12-58; Winter 11-41. First killing frost, Sept. 22. Last killing frost, June 8.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; Sears (catalog); Montgomery Ward (catalog); Karl's; Anthony's; Tieman's Clothes for Men.
Variety Stores-Woolworth; Western Auto; True Value.
Discount Stores-Pamida; Alco-Duckwall.
Chain Drug Stores-Bi-Rite 4; Hi-Way Merit.
Chain Supermarkets-City Market; Rawlins Super Foods.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,304; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Mark Helwick, Adv. Mgr., TIMES, 6th & Buffalo Sts.; PO Box 370, Rawlins, WY 82301; Tel. (307) 324-3411.
National Representative: Branham/Newspaper Sales.

RIVERTON

1 - LOCATION: Fremont County, E&P Map B-2. Mining, milling, mfg., agriculture, dairy, meat packing, oil and gas. West central portion of state. 123 mi. W of Casper.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-Salt Creek Freightways; DLR Freight Service; Edson Express; North Park Transit; Zanetti Bus and Fast Express; United Parcel.
Intercity Bus Lines-Zanetti; Burlington Trailways; PC Bus Lines.
Airlines-Frontier Commuter; Continental Commuter.

3 - POPULATION:
Corp. City 80 Cen. 9,247; Loc. Est. 10,264
County 80 Cen. 40,251; Loc. Est. 42,517
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,427; Loc. Est. 3,789
County 80 Cen. 13,294; Loc. Est. 14,370

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	5	$145,750,000

6 - PASSENGER AUTOS: County 20,226

7 - ELECTRIC METERS: Residence 4,205

8 - GAS METERS: Residence 4,694

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 2,885 ($507); Construction 1,133 ($358); Manufacturing 611 ($288); Transportation, Communications & Utilities 767 ($348); Real Estate 441 ($231); Wholesale Trade 533 ($305); Retail Trade 2,623 ($173); Services 4,555 ($274); Government 6,414 ($222).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 45-100; Fall 20-75; Winter 20-55. First killing frost, Oct. 5. Last killing frost, May 1.

11 - TAP WATER: Artesian, very soft, pure.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Riverton Mall	1	Safeway, K mart, Anthony's, Scund Room
N. Federal	1	Woodward's IGA, Corral West Ranchwear, Bi-Rite, Sayer

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Grocery: Safeway, evenings & Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Conrad's.
Variety/Discount Stores-Woolworth's; K mart.
Chain Drug Stores-Bi-Rite; Rexall; A&A Temple; Safeway.
Chain Supermarkets-Safeway; IGA.
Other Chain Stores-Gambles; Coast-to-Coast; NAPA Motor Parts, Inc.; Big A Auto Parts; Montgomery Ward; Sears; Valley Motor Supply; Champion Auto Stores; Riverton Builders Mart; Aldrich Lbr.; Linton's Big R; Goodyear; Michelin; Mini Mart; JB's Big Boy.

14 - NEWSPAPERS: RANGER (e-mon to fri) 6,774; sworn May 14, 1984.
Local Contact for Advertising and Merchandising Data: Robert H. Cole, Adv. Dir., RANGER, 421 E. Main, Riverton, WY 82501; Tel. (307) 856-2244.
National Representative: Branham/Newspaper Sales.

ROCK SPRINGS

1 - LOCATION: Sweetwater County, E&P Map B-3. Retail center for 5-county area; bituminous coal and trona (sodium carbonate) mining area, oil & gas. Shipping center for sheep and cattle. Wholesale center. 190 mi. E of Salt Lake City, UT; 350 mi. W of Denver, CO. On I-80 (U.S. 30) and U.S. 187 on State 430 & 1908.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Jackson.
Airlines-Commuter: Frontier; Skywest; Flightaire, Inc; Rocky Mountain Airways.

3 - POPULATION:
Corp. City 80 Cen. 19,458; Loc. Est. 21,748
CZ-ABC: (80) 19,458; (84) 21,600
RTZ-ABC: (80) 71,312; (84) 89,700
County 80 Cen. 41,723; Loc. Est. 46,634
City & RTZ-ABC: (80) 90,770; (84) 111,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,031; Loc. Est. 7,968
CZ-ABC: (80) 7,031; (84) 7,900
RTZ-ABC: (80) 23,764; (84) 30,300
County 80 Cen. 14,052; Loc. Est. 16,028
City & RTZ-ABC: (80) 30,795; (84) 38,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$308,099,452
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 21,982

7 - ELECTRIC METERS: Residence 11,872

8 - GAS METERS: Residence 9,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 5,812 ($671); Construction 3,384 ($408); Manufacturing 404 ($466); Transportation, Comm. and Util. 1,534 ($537); Wholesale and Retail Trade 3,889 ($189-422); Finance, Insurance and Real Estate 433 ($353); Agriculture, Forestry, Fisheries 4,242 ($278); Public Administrations 765 ($315).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-69; Summer 44-94; Fall 18-72; Winter 7-33. First killing frost, Sept. 28. Last killing frost, May 10.

11 - TAP WATER: Alkaline, soft in Spring to very hard in Fall and Winter; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rock Springs Plaza(38)	NA	Thrifty Drug, Sunset Sports, Anthony's, Albertson's
White Mountain (50)	NA	Herbergers, JCPenney, K mart, Ernst, Woolworth

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Herberger's; JCPenney; Sunset Sports; Anthony's.
Variety Stores-Woolworth; Sprouse Reitz; K mart; Ernst.
Discount Stores-Pamida; Thrifty.
Chain Drug Stores-Thrifty; Skaggs; Del's Bi-Rite; Ernst; College Hill Drug.
Chain Supermarkets-Safeway; Ben's; City Market; Albertson's.
Other Chain Stores-Sweetbriar; Wyoming Auto; Coast-to-Coast; Yellow Front; Anthony's; Radio Shack; Montgomery Ward; Sears; Kinney Shoes; Lerner; Gallenkamps; Maurice's; Work Wearhouse; Zale's; Schuback's; So-Fro Fabrics; General Nutrition Center; Circus World.

14 - NEWSPAPERS: ROCKET-MINER (m-tues to sat) 7,171; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Helen Pulos, Bus. Mgr., ROCKET-MINER, 215 D St.; PO Box 98, Rock Springs, WY 82901; Tel. (307) 362-3736.
National Representative: None.

SHERIDAN

1 - LOCATION: Sheridan County, E&P Map C-1, County Seat. Agricultural, mining, tourism center, Sheridan College. 25 mi. from Montana state line; 135 mi. SE of Billings, MT; 151 mi. N of Casper. On U.S. Hwys. 87, 14 and I-90.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Big Sky; Pioneer; USAir.

3 - POPULATION:
Corp. City 80 Cen. 15,146; Loc. Est. 18,385
CZ-ABC: (80) 15,146; (84) 16,600
RTZ-ABC: (80) 16,602; (84) 18,500
County 80 Cen. 25,048; Loc. Est. 28,055
City & RTZ-ABC: (80) 31,748; (84) 35,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,053; Loc. Est. 7,057
CZ-ABC: (80) 6,053; (84) 6,700
RTZ-ABC: (80) 5,753; (84) 6,500
County 80 Cen. 9,321; Loc. Est. 10,759
City & RTZ-ABC: (80) 11,806; (84) 13,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$157,163,424
Savings & Loan	3	$82,430,000

6 - PASSENGER AUTOS: County 15,389

7 - ELECTRIC METERS: Residence 6,037

8 - GAS METERS: Residence 4,511

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Construction 200 ($500); Sawmills 100 ($225); Coal 253 ($350); VA Hospital 514 ($410).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 27-106; Fall 25-100; Winter -35-77.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Area-5 blocks downtown on Main St.
Neighborhood Shopping Center-Sugarland Village (13 units).
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart, Pamida, Yellow Front until 9; Woolworth until 9 Wed. and Fri. only.

13 - RETAIL OUTLETS: Department Stores-Stevens Fryberger; J.M. McDonald; JCPenney; Montgomery Ward; Sears.
Variety Stores-Woolworth.
Discount Stores-Yellow Front; K mart; Pamida.
Chain Drug Stores-Rexall; Osco.
Chain Supermarkets-Safeway; I.G.A.; Boyd's 3; Buttreys.
Other Chain Stores-Coast-to-Coast; Sweet Briar; Mode O'Day.

14 - NEWSPAPERS: PRESS (e) 6,971; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Milton B. Chilcott, Pub., PRESS, 144 Grinnell; PO Box 2006, Sheridan, WY 82801; Tel. (307) 672-2431.
National Representative: Landon Associates.

WORLAND

1 - LOCATION: Washakie County, E&P Map B-1, County Seat. 165 mi. from Billings, MT; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16 and 20.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Airlines-Centennial.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,391; Loc. Est. 7,471
CZ-ABC: (80) 6,391; (84) 6,900
RTZ-ABC: (80) 16,344; (84) 17,000
County 80 Cen. 9,496; Loc. Est. 10,457
City & RTZ-ABC: (80) 22,735; (84) 23,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,309; Loc. Est. 2,607
CZ-ABC: (80) 2,309; (84) 2,500
RTZ-ABC: (80) 5,852; (84) 6,100
County 80 Cen. 3,275; Loc. Est. 3,715
City & RTZ-ABC: (80) 8,161; (84) 8,600

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$70,000,000
Savings & Loan	2	$16,678,000

6 - PASSENGER AUTOS: County 5,210

7 - ELECTRIC METERS: Residence 4,156

8 - GAS METERS: Residence 2,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refinery, Gasoline, Propane Butane N.A. ($175); Sugar; Betonite; Brewery; Beverages.
Principal Industrial Pay Days-5th and 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12. Last killing frost, Apr. 18.

11 - TAP WATER: Artesian well; hard, flouridated.

12 - RETAILING: Principal Shopping Center-Big Horn Ave.
Neighborhood Shopping Centers-10th and Bonine; 11th and Charles.
Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; Gamble's; JCPenney; Hart's; Montgomery Ward (catalog); Pamida; Linton's; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Supermarkets-Bury's Food Farm; IGA; Wea.

14 - NEWSPAPERS: NORTHERN WYOMING DAILY NEWS (m-tues to sat) 4,312; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Downing, Assoc. Publ., NORTHERN WYOMING DAILY NEWS, 723 Robertson Ave., Worland, WY 82401; Tel. (307) 347-3241.
National Representative: Branham/Newspaper Sales.

PUERTO RICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Aguadilla-Aguada, Aguadilla, Isabela and Moca Municipios.
Arecibo-Arecibo, Camuy, Hatillo and Quebradillas Municipios.
Mayaguez-Anasco, Cabo Rojo, Hormigueros, Mayaguez and San German Municipios.
Ponce-Juana Diaz and Ponce Municipios.

PRIMARY METROPOLITAN STATISTICAL AREAS

Caguas-Aguas Buenas, Caguas, Cayey, Cidra, Gurabo and San Lorenzo Municipios.
San Juan-Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras Loiza, Luquillo, Manati, Naranjito, Rio Grande San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

San Juan-Caguas-Include Caguas PMSA and San Juan PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1983
Under 5 Years	318	311	N.A.
5-14 Years	673	725	N.A.
15-24 Years	525	669	N.A.
25-44 Years	613	824	N.A.
45-64 Years	416	468	N.A.
65 and Over	177	191	N.A.
TOTAL			

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1983 Est.
Bldg. Mat./Hdwr	262	N.A.	N.A.
General Mdse	359	N.A.	N.A.
Food	674	N.A.	N.A.
Automobiles	475	N.A.	N.A.
Gasoline Stations	172	N.A.	N.A.
Apparel	294	N.A.	N.A.
Furniture	56	N.A.	N.A.
Eat-Drink Places	230	N.A.	N.A.
Drugs	111	N.A.	N.A.
TOTAL	2,510	N.A.	N.A.

SAN JUAN

1 - LOCATION: San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y., and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W, and bet. 18 and 18 30' N. Bounded N by the Atlantic Ocean, S by the Caribbean Sea, W by the Mona Passage, and E by the Viegues Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.
The City of San Juan is the center of the San Juan PMSA, the commercial, industrial, and transportation center of the island.

2 - TRANSPORTATION: Motor Freight Carriers-In San Juan-358; In Puerto Rico-1,698.
Bus Lines-Puerto Rico Motor Coach; Travel Service; Borinquen Tour; Will Rey, Inc; Pronto Seeing Tour; Contact of Puerto Rico; Puerto Rico Sight Seeing; Grayline; Limousine Service Group (bet. Isla Verde Airport and Condado Hotel Area).
Also Government Operated-Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon, Guaynabo, Trujillo Alto, Catano, Carolina.).
Air Transportation-American; Capitol; Delta; Eastern; Pan American; BWIA; Iberia; Avianca, Mexicana; Dominicana; Quisquellana; Air France; ALM (Dutch Antillean Airlines); Viasa; Windward Islands International.
Local Airlines-Antilles Air Boats; Air Best; Dorado Wings; Pan Island; Vieques Air Link; Prinair; Saint Thomas Tax Air; Trans Commuter Air Lines; Caribbean Islands Air Services; Helicopter Service.
Steamship Companies-26.

3 - POPULATION:
San Juan City 80 Cen. 434,849
CZ-ABC: (80) 1,036,409; (84) N/A
RTZ-ABC: (80) 265,855; (84) N/A
City & RTZ-ABC: (80) 1,302,264; (84) N/A
Commonwealth 80 Cen. 3,196,520
Aguadilla MSA 80 Cen. 152,793
Arecibo MSA 80 Cen. 160,336
Caguas PMSA 80 Cen. 265,854
Mayaguez MSA 80 Cen. 200,424
Ponce MSA 80 Cen. 232,551
San Juan PMSA 80 Cen. 1,509,406
All Municipios in Puerto Rico (80 Census)
Adjuntas 18,786
Aguada 31,567
Aguadilla 54,606
Aguas Buenas 22,429
Aibonito 22,167
Anasco 23,274
Arecibo 86,766
Arroyo 17,014
Barceloneta 18,942
Barranquitas 21,639
Bayamon 196,206
Cabo Rojo 34,045
Caguas 117,959
Camuy 24,884
Canovanas 31,880
Carolina 165,954
Catano 26,243
Cayey 41,099
Ceiba 14,944
Ciales 16,211
Cidra 28,365
Coamo 30,822
Comerico 18,212
Corozal 28,221
Culebra 1,265
Dorado 25,511
Fajardo 32,087
Florida 7,232
Guanica 18,799
Guayama 40,183
Guayanilla 21,050
Guaynabo 80,742
Gurabo 23,574
Hatillo 28,958
Hormigueros 14,030
Humacao 46,134
Isabela 37,435
Jayuay 14,722
Juana Diaz 43,505
Juncos 25,397
Lajas 21,236
Lares 26,743
Las Marias 8,747
Las Piedras 22,412
Loiza 20,867
Luquillo 14,895
Manati 36,562
Maricao 6,737
Maunabo 11,813
Mayaquez 96,193
Moco 29,185
Morovis 21,142
Naguabo 20,617
Naranjito 23,633
Orocovis 19,332
Patillas 17,774
Penuelas 19,116
Ponce 189,046
Quebradillas 19,728
Rincon 11,788
Rio Grande 34,283
Sabana Grande 20,207
Salinas 26,438
San German 32,922
San Juan 434,849
San Lorenzo 32,428
San Sebastian 35,690
Santa Isabel 19,854
Toa Alta 31,910
Toa Baja 78,246
Trujillo Alta 51,389
Utuado 34,505
Vega Alta 28,696
Vega Baja 47,115
Vieques 7,662
Villalba 20,734
Yabucoa 31,425
Yauco 37,742
Cities of 25,000 or more (80 Census)
Arecibo 48,779
Bayamon 185,087
Caguas 87,214
Carolina 147,835
Catano 26,243
Fajardo 26,928
Guaynabo 65,075
Mayaguez 82,968
Ponce 161,739
San Juan 424,600
Toa Baja 31,613
Trujillo Alta 41,141

4 - HOUSEHOLDS:
San Juan City 80 Cen. 152,266
Commonwealth 80 Cen. 989,753
CZ-ABC: (80) NA; (84) NA
RTZ-ABC: (80) NA; (84) NA
City & RTZ-ABC: (80) NA; (84) NA

5 - BANKS	NUMBER	DEPOSITS
Commercial Banks	22	N.A.
Savings & Loan	8	N.A.
Savings	NA	N.A.

NOTE: There are 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the USA and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since Banks that have their main offices in the USA do not disclose figures for local areas or branches.

6 - PASSENGER AUTOS: (Commonwealth) 925,552 (1980) San Juan 48,170 (1980).

7 - ELECTRIC METERS: Residence 232,114; Commonwealth 422,979.

8 - GAS METERS: Residence (City) 22,500

9 - PRINCIPAL INDUSTRIES: Agriculture; Mining; Construction; Food; Tobacco; Textile Mill Products; Apparel, etc.; Lumber & Wood Prods.; Furniture Fixtures; Paper Prods.; Printing & Publ.; Chemicals & Allied Prods.; Petroleum & Coal Prods.; Rubber & Plastics; Leather Prods.; Stone, Clay & Glass Prods.; Primary Metals; Fabricated Metal Prods.; Machinery (ex. elect.); Elect. Machy.; Transportation Eqpt.; Instruments; Misc. Mfg.; Transp. & Util.; Wholesale; Retail; Finance, Insurance & Real Estate; Services.

10 - CLIMATE: Av. Winter Temperature - 75. Summer - 79. Av. Annual Rainfall 61 inches; fairly even distribution; heavier normally from May to Dec.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas. Old San Juan; principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).
On Santurce-Ponce de leon Ave. from San Antonio Bridge to San Jorge St.; Jose De Diego Ave. from Ponce de Leon Ave. to the Minillas Government Center; Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St.; Roberto H. Todd from Del Carmen St. to Torres de La Vega Dr.; Ashford Ave. from Hermanos Behn Bridge to De Diego Ave.; Isla Verde in the area included between the Atlantic Ocean, Baldorioty Ave. and the Boundary line between San Juan and Carolina Municipio; Both sides of Loiza St. from Jose de Diego Ave. at Las Americas St. before Providencia St.
On Rio Piedras-Rio Piedras town principally on De Diego Robles; Brungbaugh, Arzuaaga; Georgetti; Vallejo Sts. and Ponce de Leon Ave. from Martin Pena Canal to F.D. Roosevelt Ave.; Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.
On Bayamon-Area bounded by Betances St.; W side of Barbosa St.; Baldorioty St.; E side of Degetau St.; S side of Maceo St.; E side of Palmar St.; W side of Ferrer St.; W side of Tio St.; S side of Dr. Veve St.; E side of Parque St.; Highway No. 2; Sanchez Lopez St.; N side of Dr. Veve St. and Parque St.
Shopping Center/San Juan PMSA (Car Parking Spaces) Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory 375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Berwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100.

13 - RETAIL OUTLETS: Department Stores-(San Juan PMSA) International Dept. 6; New York Dept. Stores 5; Barkers 4; Gem 3; Gonzalez Padin 3; Vaiasco 3; Sears 2; Bargain Town 2; Bates 2; Belk Lindsay; Decco; La Colombina; La California; Infanzon; La Reina; K mart 2; Barkers 15; JCPenney 2; Sears 5; Walgreens 14.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Moscoso 8; Walgreens 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.
Chain Supermarkets-Pueblo 18; Criollo 16; Coop 7; Amigo 6; Uni-Coop 5; Conchita 4; Casablanca 4; Bargain Town 2.
Auto Supplies-Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2; Labra.
Other Chain Stores-Franklins 12; National Bellas Hess 5; Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; Toms 5; Tops 4; Cabrer 4; La Esquina Famosa 4; Franks 3; Martinez 2.

14 - NEWSPAPERS: EL MUNDO (Spanish) (m) 106,947; (S) 125,958; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jose Luis Perez, Adv. Dir., EL MUNDO, PO Box 2408, San Juan, PR 00936.
National Representative: Branham International.
EL NUEVO DIA (Spanish) (m) 193,523; (S) 195,684; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Fernando Zegri, Jr., V. P. Adv., EL NUEVO DIA, PO Box S-297, San Juan, PR 00902.
National Representative: S.S. Koppe & Co.
EL VOCERO DE PUERTO RICO (Spanish) (m-mon to fri) 205,530; (sat) 165,733; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Aida Vallamil, Dir. Mktg., EL VOCERO DE PUERTO RICO, PO Box 3831, Old San Juan, PR 00904.
National Representative: None.
STAR (English) (m) 40,358; (S) 47,279; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tony Martinez, Display Adv. Mgr., STAR, PO Box 4187, San Juan, PR 00936; Tel. (809) 782-4200.
National Representative: Story & Kelly Smith.
EL REPORTERO (m-mon. to sat.) 43,000 (Pub. Statement 1983. Latest information available).

Local Contact for Advertising and Merchandising Data: Adolfo Flores, Adv. Dir., EL REPORTERO, PO Box 4234, San Juan, PR 00905; Tel. (809) 721-2560.
National Representative: None

SECTION III

Surveys of Daily Newspaper Cities

Communities in Canada where daily newspapers are published

Canadian Daily Newspaper Cities

Alberta	1
British Columbia	2
Manitoba	6
New Brunswick	7
Newfoundland	8
Nova Scotia	8
Ontario	9
Prince Edward Island	18
Quebec	18
Saskatchewan	18
Yukon	20

Note: Tables showing Population, Income and Retail Sales for Canadian markets are on pages 78 & 150 in Section IV.

Paper Weight.

"The Boston Globe is one of the country's four great and influential newspapers."

"The editorial excellence of The Globe naturally draws a high quality market. Prominent business executives, political leaders, people who read The Globe because they respect it. As a result, clients who buy space in The Globe know they're getting an ad medium that delivers influence as well as audience.

"As the sixth largest market in the U.S., Boston is extremely important. Therefore it needs a solid, well-respected newspaper like The Boston Globe."

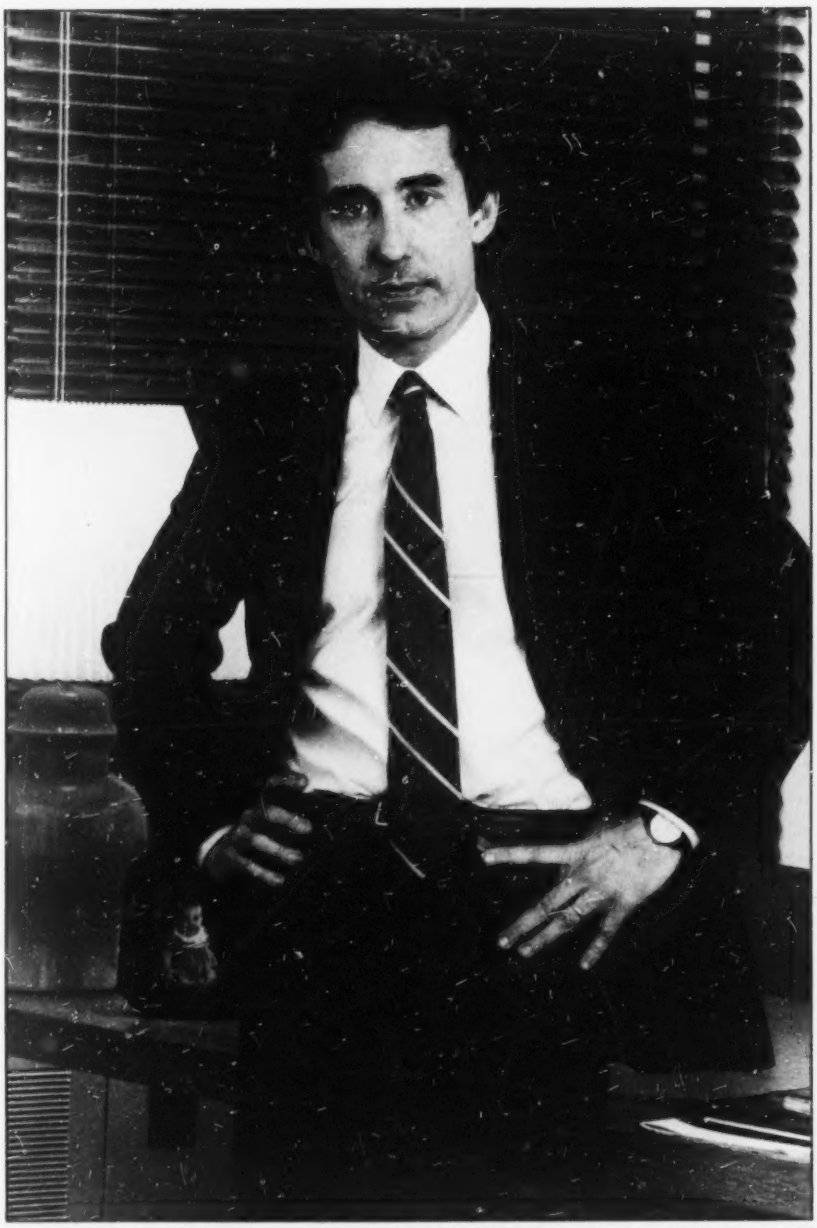
David Lehmkuhl is not alone in his high regard for The Boston Globe. In fact, The Globe has just been awarded two Pulitzer Prizes. And it has recently been named among the country's top 10 newspapers by both TIME and ADWEEK.

Knowing the print media is David Lehmkuhl's business. So when one of his clients has something to sell New England, David buys The Boston Globe. Call Paul Leahy at (617) 929-2144. And discover why New England's most successful businesses are sold on The Boston Globe.

Boston Globe Coverage of Selected Demographic Groups in Metro Boston.

	Daily	Sunday
Adult men	69	73
Adult women	59	67
Age 18-24	68	76
25-34	67	80
35-44	58	72
Professional/Technical	74	86
Manager/Admin.	74	83
Craft/Skilled Laborer	43	64
Individual income:		
$50,000+	78	92
$35,000+	76	88
College Graduate or more	79	85
Some college	67	77
2 employed in household	61	74
2 or more children in household	60	72
Own home	64	72
Own condominium	55	54
Value of home/condo:		
$125,000+	67	74
$100,000-$125,000	69	78
$75,000-$100,000	66	82

Source: Scarborough's National Newspaper Audience Ratings Study, 1983; figs. reflect 5-issue daily, 4-issue Sunday cumes.



—David Lehmkuhl, Senior Vice President/Group Media Director, NW Ayer, N.Y.

The Boston Globe

A member of Million Market Newspapers, Inc.

CANADA

Surveys of all cities and communities publishing newspapers daily in Canada

ALBERTA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	153	188	207
5-14 Years	350	354	391
15-24 Years	379	479	592
25-44 Years	500	695	767
45-64 Years	319	359	396
65 and Over	139	163	180
TOTAL	1,840	2,238	2,470

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1985
General Mdse.	561	2,602	2,796
Apparel	64	689	908
Furniture	38	289	472
Groceries	519	2,439	2,762
Lumber/Bldg. Mat.	49	89	61
Restaurants	103	1,115	974
Autos	424	3,107	3,091
Gasoline/Fuel Oil	246	776	662
Drugs	68	390	592
TOTAL SALES	2,675	13,617	14,219

Source: Census of Canada/Retail Trade

CALGARY, ALTA.

1 - LOCATION: Division 6, E&P Map B-3. Business and industrial center, distributing point. Agriculture, military center. 826 mi. W of Winnipeg; 620 mi. E of Vancouver; 201 mi. N of U.S. Border; 77 mi. E of Banff.

2 - TRANSPORTATION: Railroads-C.P.R.; C.N.R.; VIA.
Motor Freight Carriers-100.
Intercity Bus Lines-Greyhound; Cardinal; Coach Lines; Brewster; Diversified; Pacific Western; Canadian Coachways; Red Arrow.
Airlines-Air Canada; C.P. Air; W.A.; Pacific Western; Time Airways; Wardair; Lufthansa; United; American Airlines.

3 - POPULATION:
Corp. City/Met. Area 81 Cen. 592,743; Loc. Est. 655,270
CZ-ABC: (81) 592,743; (84) 642,800
RTZ-ABC: (81) 413,368; (84) 452,100
City & RTZ-ABC: (81) 1,006,111; (84) 1,094,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 212,466; Loc. Est. 242,682
Met. Area 81 Cen. 212,466; Loc. Est. 219,632
CZ-ABC: (81) 210,830; (84) 238,100
RTZ-ABC: (81) 130,090; (84) 157,000
City & RTZ-ABC: (81) 347,920; (84) 395,100

5 - BANKS	NUMBER	DEPOSITS
All Banks	11 (211 Br.)	N.A.

6 - PASSENGER AUTOS: City 377,349

7 - ELECTRIC METERS: Residence 212,558

8 - GAS METERS: Residence 246,262

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 16,800 ($506); Const. 13,200 ($630).

10 - CLIMATE: Min. & Max. Temp. (Celsius) Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

11 - TAP WATER: Slightly alkaline, moderately hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores) Beddington Mall 133; Franklin Mall 40; Mt. Royal 20; Calgary North Hill 98; Calgary Market Mall 72; Chinook 200; Westbrook 50; Macleod Mall 25; Brentwood 70; Lake Bonavista 53; Marlborough Town Square 110; Northland Village 35; Palliser Square 20; Southcentre 100; Trans Canada Mall 27; Richmond Square 35; Penny Lane 22; Toronto Dominion & Scotia Centre 130; Deerfoot Mall (95); Sunridge Mall (150).
Neighborhood Shopping Centers-Approximately 70 centers, throughout Metropolitan Calgary.
Principal Shopping Days-Department and food stores-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri. Some stores open every evening.

13 - RETAIL OUTLETS: Department Stores-The Bay 4; Eatons 3; Simpsons-Sears 3; Woodwards 3; Wosk's; Woolco 5; K mart 4; Zellers 5; Calgary Co-op 11.
Variety Stores-Woolworth 4; Kresge; Metropolitan Stores 2; Army and Navy; The Brick.
Chain Drug Stores-Douglass; Boots 9; Shoppers Drug Mart 12; Big M; Pinder's 4.
Chain Supermarkets-Canada Safeway 37; IGA 5; Calgary Co-op 11; 7-Eleven 45; Macs 65; Loaf'n Jug 7; Ranch Discount; Allwest 5; Super Valu 6; Food City 5; Jay's 2.
Other Chain Stores-Agnew-Surpass 6; Amantea; Bata 4; British Boot 5; Bourne Shoes 7; Arnold Churgin 3; Kinney 7; Roberts 3; Scholls; Spences 7; Fredella Shoe Boutique 5; Women's Wear: Dalliards 5, Country Club Casuals, Dalmys 7, Daytons 2, Penningtons 3, Melanie's Dress Shops 4, Reitmans 8, Sweet 16 7, Tall Shop 2, Holt Renfrew 2, Hurtig, Gray's Apparel 2, Fairweather 7, Rickis 7, Silk-o-Lina 3, Marks and Spencer 4; Men's Wear: Big Steel 8, Jack Fraser 6, Black Sheep Boutique Ltd. 3, McLeod Bros. 6, O'Connors, Tip Top 8, Jewelry: Ben Moss 5, Birks 5, Classic, McKenzie 3, Mappins 6, Peoples 8; Sporting Goods: Collegiate Sports 2, Sportchek 2, Edie Bauer; Other: Thriftys 8, Saan 4, Kelly's Stereo 4, Radio Shack 15, Canadian Tire 4, Laura Secord Candy 6, Lighting Unlimited 4.

14 - NEWSPAPERS: CALGARY SUN (m-mon to fri) 73,526; (S) 82,234; Mar. 31, 1984 ABC.
Local Contact for Advertising & Merchandising Data: Donald Buzzee, Adv. Dir., CALGARY SUN, 2615-12 St. N.E., Calgary, AB T2E 7W9; Tel. (403) 250-4244.
National Representative: None.
HERALD (e-mon to thur; sat) 140,969; (e-fri) 183,414; (S) 97,118; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Donald A. Babick, Adv. Dir., HERALD, 215 16th St., SE, Calgary, AB T2P 0W8; Tel. (403) 235-7175.
National Representative: Southam Newspapers.

EDMONTON, ALTA.

1 - LOCATION: Division 11, E&P Map B-3. North Saskatchewan River. 300 mi. N of U.S. border; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian Nat'l; No. Alberta; Great Slave Lake; Alberta Resources. Via Rail.
Motor Freight Carriers-90. Over 300 truck firms.
Intercity Bus Lines-Canadian Coachways; Greyhound; Western Bus Lines.
Airlines-Air Canada; CP Air; Northwest Orient; Western Airlines; Associated Helicopters; Wardair; Pacific Western; Jetair; Time Air; Northwest Territorial Airways Ltd.; Southern Frontier Airlines; Trans North Air; Wapiti Aviation.

3 - POPULATION:
Corp. City 81 Cen. 532,246; Loc. Est. 570,499
Met. Area 81 Cen. 657,057; Loc. Est. 713,797
JOURNAL:
CZ-ABC: (81) 622,980 (84) 657,500
RTZ-ABC: (81) 675,809; (84) 728,100
City & RTZ-ABC: (81) 1,298,789; (84) 1,385,600
SUN:
PMA-ABC: (81) 683,622; (84) 726,500
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 76 Cen. 198,391; Loc. Est. 172,523
Met. Area 76 Cen. N.A.; Loc. Est. 207,603
JOURNAL:
CZ-ABC: (81) 221,867; (84) 245,600
RTZ-ABC: (81) 212,323; (84) 239,000
City & RTZ-ABC: (81) 434,190; (84) 484,600
SUN:
PMA-ABC: (81) 240,469; (84) 267,100

5 - BANKS	NUMBER	EST. DEP.
Debits-$22.7 Billion Total Alberta		

6 - PASSENGER AUTOS: City 471,547

7 - ELECTRIC METERS: Residence 236,819

8 - GAS METERS: Residence Metro 255,622

9 - PRINCIPAL INDUSTRIES: (Av. Wkly. Wage)-Construction ($639); Manufacturing ($495); Transportation ($545); Finance $425.
Principal Pay Days-Fri. 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-85; Summer 33-92; Fall 14-68; Winter 31-50. First & last killing frosts, Oct. 9 and May 4.

11 - TAP WATER: Alkaline, soft; flouridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on 101 St.; 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.
Neighborhood Shopping Areas-South Edmonton; 99 St. to 109 St. on 82 Ave.; 82 Ave. to 85 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd; 102 Ave. to 109 Ave. on 124 St.
Shopping Centres-Bonnie Doon Mall (66 units); Capilano Mall (48 units); Centennial Village (85 units); McCauley Plaza (31 units); Meadowlark Park (70 units); Northwood (82 units); Southgate (122 units); Londonderry Mall (165 units); Westmount Mall (58 units); Edmonton Centre (90 units); Kingsway Garden Mall (98 units); Northtown Mall (27 units); Parkway Village (30 units); Abbotsfield Mall (20 units); Millbourne Mall (32 units); Castle Downs Town Square (10 units); St. Albert Centre (62 units); Eastgate Mall (20 units); Heritage Mall (161 units); West Edmonton Mall (426 units).
Principal Shopping Days-Department stores-Thur. Fri., Sat.; Food-Thur, Fri. evenings, Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's 4; The Bay 5; Woodward's 4; Simpsons-Sears 5; Zellers 5; Woolco 6; Woolworth; Kresge; Army & Navy 2; Macleods 2; K mart 3; Saveco 4.
Chain Drug Stores-ARP 6; Baydala 7; IDA 12; Shoppers Drug Mart 13; Sprague 9; Rexall 24; Dispensaries Ltd. 7; Boots 6; London Drugs 3; Owl Drug 6.
Chain Supermarkets-Safeway 40; IGA 10; Tomboy 5; Q-Mart 10; 7-Eleven 30; Mac's Convenient Foods 28; M&M 47; Red Rooster 30; Superstores 2.
Other Chain Stores-Shoes: Bata 5, Agnews-Surpass 11, Cedar 4, Dack's, Florsheim, Gallenkamp 3, Saan Stores 10, Kinney 6, Fredelle, Scholl's, Lewis, Villager 3. Clothing: Sally 4, Betty Shops 6, Burdines 2, Dalmy's 5, Thrifty's 7, Marks & Spencer 3, D'Allairds 4, Fairweather 5, Francine's 6, Gray's 3, Giselle 3, Pennington's 4, Reitman's 5, Ricki's 6, Sweet Sixteen 6, Town & Country 2, Big Steel 3, Black Sheep 5, Jack Fraser 3, Tip Top 7, Work Wearhouse 5. Electronics: Radio Shack 16, Kelly's Stereo Mart 6, International Stereo, Mister Sound 6, Sam the Record Man 3, A&A Records, Ikea, Leon's. Other: National Drapery; Harrisons Drapery; Montreal Drapery; Cara Shops 8; Cargo Canada; Coles 7; McBain Camera 6; Birks 4; Beau Jangles 6; MacKenzies 3; Mappins 3; Peoples 10; General Paints 2; Bapco Paint 2; Cloverdale Paint; Tower Paint 4; Sherwin-Williams 3; General Paint 4; St. Clair 3; Glidden 2; Totem Lumber 2; Crown Marts; Hometown Stores 2; Revelstoke 4; Windsor Plywood 3; Beaver Lumber 2; Factory Carpet.

14 - NEWSPAPERS: JOURNAL (e-mon to thur; sat) 169,737; (e-fri) 216,310; (S) 143,559; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Norm Weitzel, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel (403) 429-5440.
National Representative: Southam Newspapers.
SUN (m-mon to fri) 79,126; (S) 100,828; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Ken King, Adv. Dir., SUN, 9405 50 St., Edmonton, AB T5H 1R2; Tel. (403) 468-5111.
National Representative: None.

FORT McMURRAY ALTA.

1 - LOCATION: E&P Map B-4, Primary industry extraction and conversion of tar sands to crude oil. Located on Athabasca River 275 mi. NE of Edmonton. On Provincial Hwy. 63.

2 - TRANSPORTATION: Railroads-Northern Alberta.
Motor Freight Carriers-Grimshaw; Byers; Yukon Freight; Highway 63 Transport; Alltrans; MacCoshan.
Intercity Bus Lines-Greyhound; Red Arrow.
Airlines-Pacific Western; Wapiti Aviation.

3 - POPULATION:
Corp. City 81 Cen. 31,000; Loc. Est. 41,267
CZ-ABC: (81) 31,000; (84) 39,500

4 - HOUSEHOLDS:
City 81 Cen. 9,275; Loc. Est. 10,182
CZ-ABC: (81) 9,275; (84) 12,500

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.

6 - PASSENGER AUTOS: City 17,115

7 - ELECTRIC METERS: Residence 11,080

8 - GAS METERS: Residence 9,246

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Construction 2,385; Inside Oil Plant Workers 5,830; 2,500 in related Service Commerce; Average Income $9,826; Retail 2,337; Education 1,614; Government 1,493; Utilities 1,108.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av.-Spring 30; Summer 71; Fall 45; Winter -6. First killing frost, Sept. 1. Last killing frost, May 15.

11 - TAP WATER: Medium.

12 - RETAILING: Principal Shopping Area-2 (1 block three major malls each) on Franklin Avenue.
Neighborhood Shopping Centers-6.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-The Bay; The Brick Warehouse; Macleods; Canadian Tire.
Drug/Variety Stores-Hills; Fort Super Drugs; Park Plaza; Drug Mart.
Chain Food Stores-Safeway; Super A; IGA.
Other Chain Stores-Simpson-Sears; Tiremaster; Beaver Lumber; Kits Cameras; A & W; Dairy Queen; Coles Book Store; Kinney Shoes; Revelstoke; People's Jewelers; Reitman's; Fairweather's; Thrifty's: Tip Top Tailors; Bootlegger; Stereo People; Big K Music; Video Station; O.B. Allon Jewelers; Zellers.

14 - NEWSPAPERS: TODAY (e-mon to fri) 6,726; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Neil Sutcliffe, Adv. Mgr., TODAY, 9701 Franklin Ave., PO Box 4008, Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186.
National Representative: None.

GRAND PRAIRIE, ALTA.

1 - LOCATION: Census Division No. 15, E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E of B. C. border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to north, east and west.

2 - TRANSPORTATION: Railroads-Northern Alberta; Alberta Resources.
Motor Freight Carriers-12.
Interprovincial Bus Lines-Greyhound.
Airline-Canadian Pacific; Time Air; Wapiti Aviation.

3 - POPULATION:
Corp. City 81 Cen. 24,263; Loc. Est. 28,403
CZ-ABC: (81) 24,263; (84) 27,100
RTZ-ABC: (81) 84,240; (84) 86,000
City & RTZ-ABC: (81) 108,503; (84) 113,100

4 - HOUSEHOLDS:
City 81 Cen. 8,083; Loc. Est. 7,624
CZ-ABC: (81) 7,985; (84) 9,300
RTZ-ABC: (81) 24,980; (84) 25,900
City & RTZ-ABC: (81) 32,395; (84) 35,200

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N.A.

6 - PASSENGER AUTOS: City 14,138

7 - ELECTRIC METERS: Residence 5,150

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: North Canadian Forest Industries (plywood plant, lumber camps, etc.); Cellulose; Pulp Mill; Grain Elevators; Feed & Seed Plants; Wholesale Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Botting Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Govt. Telephones; Elec.; Gas; Railway; Federal and Provincial Gov. Depts.; Const. Firms; Concrete; Telecommunications; Sulphur; Higher Education; Aviation; Meat Packing; Natural Gas Plant.

10 - CLIMATE: Av. ann. temp. 36 F.; Min & Max Temp.-Min.-Jan. 9 F.; Max.- July 60 F. Av. mo. rainfall 10 in.; Av. mo. snowfall 69 in.; Total av. precip. 17 in.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 99 through 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., S and N of NAR tracks; Industrial Park at 100 Ave.-108 St.
Neighborhood Shopping Centers-Safeway Plaza; N on Clairmont Road; Towne Centre Mall-Downtown Prairie Mall, 100 St., & 177 Ave.; Patterson Place Shopping Centre 84th Ave.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Co-op; Simpson-Sears; T. Eaton.
Variety Stores-Woolworth's; Metropolitan Stores; Zeller's.
Other Chain Stores-Fields Stores; Saan; St. Clair Shop; Singer Co.; Sweet 16; MacLeod's; National Home Furniture.
Chain Supermarkets-Safeway; IGA; Alberta Grocers; Much More Stores.

14 - NEWSPAPERS: HERALD-TRIBUNE (e-mon to thur) 8,008; (e-fri) 9,863; Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Allan R. Parsons, Adv. Mgr., HERALD-TRIBUNE, 10604-100th St., Grand Prairie, AB T8V 2M5; Tel. (403) 532-1110.
National Representative: None.

LETHBRIDGE, ALTA.

1 - LOCATION: Division 2, E&P Map B-3. 135 mi. S of Calgary and 66 mi. N of the US border. On Provincial Hwy. 3 E and W (Trans-Alberta).

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-50.
Interprovincial Bus Lines-Greyhound.
Airlines-Time Airways.

3 - POPULATION:
Corp. City 81 Cen. 54,072; Loc. Est. 57,683
CZ-ABC: (81) 54,072; (84) 57,500
RTZ-ABC: (81) 104,170; (84) 108,300
City & RTZ-ABC: (81) 158,242; (84) 165,800

4 - HOUSEHOLDS:
City 81 Cen. 19,904; Loc. Est. 17,260
CZ-ABC: (81) 19,760; (84) 21,900
RTZ-ABC: (81) 31,865; (84) 34,700
City & RTZ-ABC: (81) 51,625; (84) 56,600

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$6,563,863,000
Savings & Loan	21	N.A.

6 - PASSENGER AUTOS: City 32,468

7 - ELECTRIC METERS: Residence 19,724

8 - GAS METERS: Residence 20,738

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Food Proc.; Furniture; Metal Fabrication; Rollers; Tanks; House Trailers; Commercial Trailers; Prefab. Homes; Drums; Cinder Blocks; Brewery; Macaroni; Farm Machy.; Oxygen Plant; Mfg. & Refining Edible & Non Edible Oils; Meat Packing & Dressing; Telephone Assembly; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Flour Milling; Metal Door & Windows; Higher Education.

10 - CLIMATE: Min. & Max. Temp (Celsius)-Spring 11-25; Summer 5-32; Fall -7-30; Winter -11-1. First killing frost, Oct. 9. Last killing frost, May 20.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S; 4 on 13th St. N.
Neighborhood Shopping Centers-3rd Ave. & 13th St. S; 9th Ave. & 15th St. S; Holiday Village on Mayor Magrath Dr.; on 16th Ave. S; Norbridge, 24th St. at 7th Ave. N; College Mall on Mayor Magrath Dr. at 20th Ave. S; Centre Village, 13th St. and 2nd Ave. N; Westminster, 5th Ave. and 13th St. N; Lethbridge Centre, 5th St. and 4th Ave. S; South Plaza, 16th Ave. and Mayor Magrath Dr.; Chinook Centre, 13th Ave. N; Park Meadow Mall, 23 St. & 18 Ave. N; 100 Columbia Blvd. W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Village Mall(36)	NA	Simpson-Sears, Food Giant, MacLeods
College Mall(46)	NA	Woolco, Super Valu, Canadian Tire
Lethbridge Inn Plaza(26)	NA	7-Eleven
Lethbridge Centre	NA	Woodward's
South Plaza(15)	NA	Zellers, Safeway
Chinook Centre(5)	NA	
Park Meadow(35)	NA	Safeway
West Vlg. Mall(10)	NA	Super Sam

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Woolco; Zeller's; Simpsons-Sears; MacLeod's; Woodward's.
Variety Stores-Woolworth; Saan; Kresge's; Field's; Canadian Tire.
Chain Supermarkets-Safeway 3; Super Valu; Woodward's; Valdi; Food Giant.

14 - NEWSPAPERS: HERALD (e) 28,104; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Len Sevick, Adv. Mgr., HERALD, 504-7th St., S Lethbridge, AB T1J 3Z7; Tel. (403) 328-4411.
National Representative: Thomson Newspapers.

MEDICINE HAT, ALTA.

1 - LOCATION: Division 1, E&P Map B-3. Industrial trading center for SE Alberta. On S branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads: Canadian Pacific.
Airlines-Time Airways.
Bus Lines-Greyhound.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 81 Cen. 40,380; Loc. Est. 44,813
CZ-ABC: (81) 40,380; (84) 43,000
RTZ-ABC: (81) 21,616; (84) 21,200
City & RTZ-ABC: (81) 61,996; (84) 64,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 14,901; Loc. Est. 13,431
CZ-ABC: (81) 14,730; (84) 16,500
RTZ-ABC: (81) 6,555; (84) 6,900
City & RTZ-ABC: (81) 21,285; (84) 23,400

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N.A.

6 - PASSENGER AUTOS: City 24,113

7 - ELECTRIC METERS: Residence 16,808

8 - GAS METERS: Residence 14,037

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)- Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Construction 1,200 ($200); Transportation 600 ($185); Warehouse 300 ($130); Retail 1,500 ($125); Finance 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Service 2,000 ($145); Others 2,000 ($150); Industrial composite for firms employing 20 or more ($285).
Principal Industrial Pay Days-2nd and 4th Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24. Last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, hard 140 ppm.

12 - RETAILING: Principal Shopping Center-5 blocks on 2nd and 3rd Sts.
Neighborhood Shopping Centers-4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist.; N Railway St.; Division Ave. bet. 6th & 7th Sts.; Crescent Hghts.; Dunmore Rd. SE; Southview Mall; Medicine Hat Mall.
Principal Shopping Days-Department Stores-Mon., Thur., Fri., Sat.; Food-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; K mart; The Bay.
Variety Stores-Woolworth; Kresge.
Chain Supermarkets-Safeway 3; Co-op; IGA 2; OK Economy; Red Owl Foods 2.

14 - NEWSPAPERS: NEWS (e) 14,123; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Stuart M. Warne, Advt. Mgr., NEWS, 3257 Dunmore Rd. SE, Medicine Hat, AB T1A 7E6; Tel. (403) 527-1101.
National Representative: Southam Newspapers.

RED DEER, ALTA.

1 - LOCATION: E&P Map B-3, Midway bet. Calgary and Edmonton (95 mi.). Hub for the four western Canadian Provinces; accessible to newly developing Canadian Northland, Alaska and NW U.S.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Bus Lines-Greyhound; Coachways; Red Arrow Express.
Motor Freight Carriers-40.

3 - POPULATION:
Corp. City 81 Cen. 46,393; Loc. Est. 55,151
CZ-ABC: (81) 46,393; (84) 54,400
RTZ-ABC: (81) 134,199; (84) 142,800
City & RTZ-ABC: (81) 180,592; (84) 197,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 16,168; Loc. Est. 19,185
CZ-ABC: (81) 16,050; (84) 19,800
RTZ-ABC: (81) 43,575; (84) 48,200
City & RTZ-ABC: (81) 59,620; (84) 68,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	25	N.A.

6 - PASSENGER AUTOS: City 30,180

7 - ELECTRIC METERS: Residence 17,900

8 - GAS METERS: Residence 18,300

9 - PRINCIPAL INDUSTRIES: Milk Condensery; Poultry Eviscerating Plant and Creamery; Packing Plants; Can Factory; Mfg. of Transformers; Bottling; Trailer Manufacturing; Concrete; Auto Parts Plant; Railroads; over 3,500 oil and gas wells; Brewery; Prov. Gov't 3,000; Alberta Gas Ethylene Plant; Pipeline Line Factory; 2 Steel Manufacturers.

10 - CLIMATE: Av. Temp.-May to Sept. 54. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11 - TAP WATER: Filtered soft; fluoridated; reduced from 232 ppm to 70 ppm hardness.

12 - RETAILING: Principal Shopping Centers-On Gaetz Ave. & Ross St. Other shopping centers in West Park; Eastview & Ross St.; E Parkland Shopping Mall (North Hill); Bower Place (Southhill).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bower Place(99)	NA	Woodwards, Eatons
Eastview(10)	NA	IGA, Eastview Super Drug
Parkland Mall(88)	NA	Sears, Woolco, Safeway
Plaza Center(20)	NA	Co-op
Port-O-Call(8)	NA	Safeway, Western
Pines Shopping Plaza(10)	NA	Red Rooster

Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Hudson's Bay; Simpsons-Sears; Co-op; MacLeod's; Woolco; Merit Stores; Woodwards.
Variety Stores-S.S. Kresge; London Drug.
Discount Stores: Saveco; Valdis.
Chain Stores-Safeway 2; IGA 2; Tom Boy; Co-Op; Woodwards Food Floor; Collegiate Sports; The Brick; North Star Sports; Shoppers Drugmart.

14 - NEWSPAPERS: ADVOCATE (e) 22,333; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Grainger, Adv. Mgr., ADVOCATE, 2950 Bremner Ave., PO Box 5200, Red Deer, AB T4N 5G3; Tel. (403) 343-2400.
National Representative: None.

BRITISH COLUMBIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	173	191	207
5-14 Years	422	397	431
15-24 Years	460	491	533
25-44 Years	676	831	901
45-64 Years	495	536	585
65 and Over	243	298	323
TOTAL	2,469	2,744	2,976

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1985
General Mdse.	719	2,611	2,656
Apparel	122	584	661
Furniture	99	299	417
Groceries	904	3,104	3,460
Lumber/Bldg. Mat.	36	105	110
Restaurants	205	1,535	2,893
Autos	580	2,801	2,430
Gasoline/Fuel Oil	283	885	1,017
Drugs	124	596	559
TOTAL SALES	3,744	15,190	16,436

Source: Census of Canada/Retail Trade

CRANBROOK, B. C.

1 - LOCATION: E&P Map B-3. Located on Hwys. 3 & 95, 52 mi. N of the Canadian-U.S. border, 90 mi. W of the B.C.-Alta. border. Div. No. 1, Sub-div. 8. SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway ctr.

2 - TRANSPORTATION: Railroads-C.P.R.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 15,915; Loc. Est. 16,965
CZ-ABC: (81) 15,915; (84) 17,400
RTZ-ABC: (81) 37,808; (84) 41,600
City & RTZ-ABC: (81) 53,723; (84) 59,000

4 - HOUSEHOLDS:
City 81 Cen. 5,520; Loc. Est. 4,705
CZ-ABC: (81) 5,475; (84) 6,300
RTZ-ABC: (81) 12,650; (84) 14,500
City & RTZ-ABC: (81) 18,125; (84) 20,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 8,067

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Forestry; Coal Mining; Transportation; Gold, Silver & Lead Mining; Dairy, Trucking & Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown on Baker St. Tamarack Shopping Centre, Cranbrook Mall.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TOWNSMAN (e-mon to fri) 4,418; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Carol Murray, Pub., TOWNSMAN, 31 7th Ave. South, Cranbrook, BC V1C 2J2; Tel. (604) 426-5201.
National Representative: Judy Hiron.

DAWSON CREEK, B.C.

1 - LOCATION: Peace River-Prince George Elec. Dist. (PC), E&P Map B-2. 800 mi. NE of Vancouver; 380 mi. NW of Edmonton, Alta. Major coal development underway, oil development, Forestry, farming & agriculture. Mile Zero on Alaska Hwy.

2 - TRANSPORTATION: Railroads-Canadian National; British Columbia.
Motor Freight Carriers-11.
Airlines-Pacific Western; CPAir via Fort St. John; various Charter Lines.

3 - POPULATION:
Corp. City 81 Cen. 11,373; Loc. Est. 11,684

4 - HOUSEHOLDS:
City 81 Cen. 4,095; Loc. Est. 3,326

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: City 5,903

7 - ELECTRIC METERS: Residence 4,421

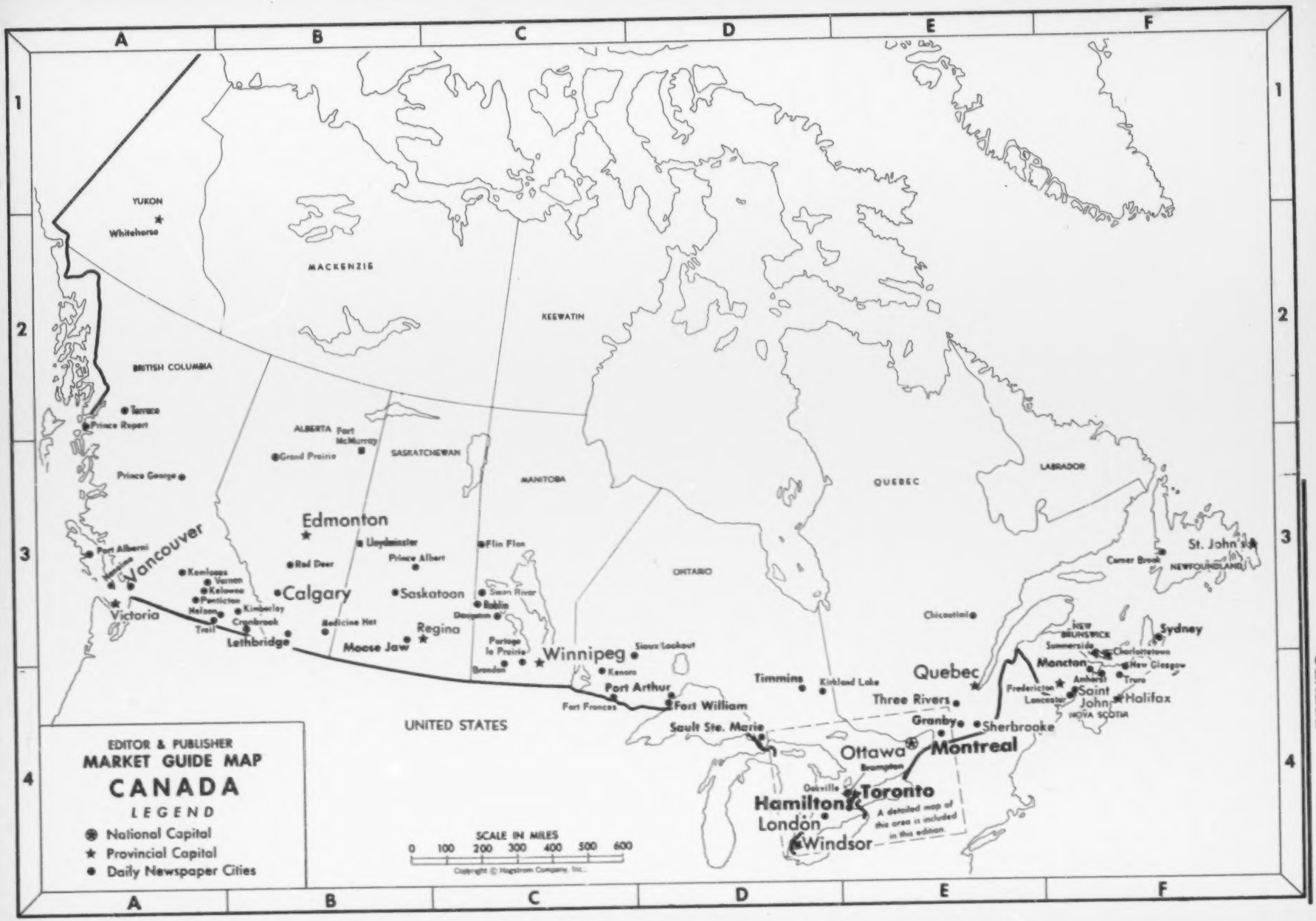
8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Lumbering; Mining; Oil Development; Farming & Ranching; Agriculture; Tourism; Transportation.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Six-year av. (Celsius)-Spring 1; Summer 14; Fall 3; Winter 13. Av. frost free days 74.

11 - TAP WATER: Akaline, hard.

12 - RETAILING: Principal Shopping Center-Dawson Mall, 38 stores.
Neighborhood Shopping Centers-Dawson Co-op; Century Place mini mall.


A
B
C
D
E
F
1
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4
YUKON
Whitehorse
MACKENZIE
KEEWATIN
BRITISH COLUMBIA
Terrace
Prince Rupert
ALBERTA
Fort McMurray
Grand Prairie
SASKATCHEWAN
MANITOBA
Prince George
QUEBEC
LABRADOR
Edmonton
Lloydminster
Flin Flon
Port Alberni
Nanaimo
Vancouver
Red Deer
Prince Albert
ONTARIO
Kamloops
Vernon
Kelowna
Penticton
Nelson
Kimberley
Trail
Victoria
Calgary
Saskatoon
Swan River
Dauphin
Dublin
Crowsnest
Medicine Hat
Regina
Moose Jaw
Lethbridge
Portage la Prairie
Brandon
Winnipeg
Sioux Lookout
Kenora
Port Arthur
Fort William
Fort Frances
Timmins
Kirkland Lake
Chicoutimi
Quebec
Three Rivers
Granby
Sherbrooke
Sault Ste. Marie
Ottawa
Montreal
Oakville
Brampton
Hamilton
Toronto
London
Windsor
A detailed map of this area is included in this edition.
UNITED STATES
St. John's
Corner Brook
NEWFOUNDLAND
NEW BRUNSWICK
Sydney
Summerside
Charlottetown
Moncton
New Glasgow
Truro
Amherst
Fredericton
Lancaster
Saint John
Halifax
NOVA SCOTIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA
LEGEND
National Capital
Provincial Capital
Daily Newspaper Cities
SCALE IN MILES
0 100 200 300 400 500 600
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Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Prairie Mall	80	Zeller's, Safeway
Fort St. John	50	Zeller's, Safeway

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Bay; Co-op; MacLeod's.
Discount Stores: Woolworth; Kresge's; Saan; Fields.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Shoppers; IDA.
Chain Supermarkets-Safeway; Co-op.
Other Chain Stores-Reitmans; Sweet 16; Kelly's Stereos; Sears; Kits Camera; Bumper to Bumper.

14 - NEWSPAPERS: PEACE RIVER BLOCK NEWS (e) 4,315; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Ralph Allen, Pub., PEACE RIVER BLOCK NEWS, PO Box 180, Dawson Creek, BC V1G 4G6; Tel. (604) 782-4888.
National Representative: None.

FORT ST. JOHN, B.C.

1 - LOCATION: Peace River-Liard Regional District, E&P Map B-2. 45 mi. NW of Dawson Creek. Tourism, gas, logging, oil wells & diversified farming.

2 - TRANSPORTATION: Railroads-B.C.R.
Motor Freight Carriers-White Pass; Canadian Freightways.
Airlines-CPAir; (connecting point Edmonton, Whitehorse, Prince George, Vancouver).
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,891; Loc. Est. 16,950
CZ-ABC: (81) 13,891; (84) 16,400
RTZ-ABC: (81) 36,375; (84) 36,300
City & RTZ-ABC: (81) 50,266; (84) 52,700

4 - HOUSEHOLDS:
City 81 Cen. 4,642; Loc. Est. 4,479
CZ-ABC: (81) 4,642; (84) 5,800
RTZ-ABC: (81) 11,361; (84) 12,000
City & RTZ-ABC: (81) 16,003; (84) 17,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	5	N.A.

6 - PASSENGER AUTOS: City 6,419

7 - ELECTRIC METERS: City 6,430

8 - GAS METERS: 5,677

9 - PRINCIPAL INDUSTRIES: Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains.

10 - CLIMATE: Min. & Max. Temp + 40 to 40 C.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Totem Mall.
Neighborhood Shopping Centers-Northgate Mall; Co-op Shopping Center.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Central; The Bay; Co-op.
Discount Stores-Save-A-Lot.
Chain Drug Stores-People's Drug Mart; Shoppers Drug.
Chain Supermarkets-Overwaitea; IGA; Safeway.
Other Chain Stores-The Bay; MacLeod's; Fields; Marshall Wells; Workwear World; Daines Western Shops; Ming Loong Stores.

14 - NEWSPAPERS: ALASKA HIGHWAY NEWS (e-mon to fri) 3,740; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Heinz Goldbach, Adv. Mgr., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.
National Representative: None.

KAMLOOPS, B.C.

1 - LOCATION: Division 6, E&P Map A-3. About 250 mi. NE of Vancouver; approx. same distance NW of Trail; 390 mi. W of Calgary.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian Nat'l Railway.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 64,048; Loc. Est. 66,485
CZ-ABC: (81) 64,048; (84) 65,500
RTZ-ABC: (81) 37,935; (84) 39,300
City & RTZ-ABC: (81) 101,983; (84) 104,800

4 - HOUSEHOLDS:
City 81 Cen. 21,841; Loc. Est. 18,191
CZ-ABC: (81) 21,690; (84) 23,800
RTZ-ABC: (81) 12,435; (84) 13,500
City & RTZ-ABC: (81) 34,125; (84) 36,800

5 - BANKS	NUMBER	DEPOSITS
All Banks	10	N.A.

6 - PASSENGER AUTOS: City 27,320

7 - ELECTRIC METERS: Residence 10,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Employees-Lumbering (268 mills) 1,500; Railways (2) 1,259; Farming & Ranching 1,200; Gov't. 1,000; Contracters (40) 400; Canning, Packing (seasonal) 300; Schools 250; Oil Refinery 125; Whlse. Distr. (18) 115; Hop Kilns (picking etc.) 100; Natural Gas 100; Pulp Mill 450; Industrial & Commercial Payroll $48,000,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Town, soft. Trading area, fairly hard; fluoridated.

12 - RETAILING: Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Chain and Department Stores-Women's Clothing 22; Men's Clothing 14; Appliance and Radio 28; Furniture 11; Drug 10; Grocery 67; Simpson-Sears; Hudson's Bay; T. Eaton; Safeway 2; Overwaitea; Super Valu 3; Woolworth; Copp's; Sweet 16; Buckerfield's; Singer Co.; Sally; Fashion First; Woodward's; Marshall Wells; Shoppers Drug Mart; Jack Fraser; People Credit Jewelers; Zeller's; Fields; Saan.

14 - NEWSPAPERS: NEWS (e-mon to fri) 22,485; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: M.L. Recchi, Adv. Mgr., NEWS, 63 W. Victoria St., Kamloops, BC V2C 6J6; Tel. (604) 372-2331.
National Representative: Southam Newspapers.

KELOWNA, B.C.

1 - LOCATION: Divisinn 3, E&P Map A-3. On Okanagan Lake; 295 mi. E of Vancouver. In Central Okanagan Regional District.

2 - TRANSPORTATION: Railroads-C.P.; C.N.R.
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound.
Airlines-B.C.; Pacific Western; Time Air.

3 - POPULATION:
Corp. City 81 Cen. 59,196; Loc. Est. 62,804
CZ-ABC: (81) 46,890; (84) 48,600
RTZ-ABC: (81) 38,347; (84) 42,400
City & RTZ-ABC: (81) 85,237; (84) 91,000

4 - HOUSEHOLDS:
City 81 Cen. 22,310; Loc. Est. 18,973
CZ-ABC: (81) 17,588; (84) 18,300
RTZ-ABC: (81) 13,577; (84) 16,600
City & RTZ-ABC: (81) 31,165; (84) 34,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: City 39,118

7 - ELECTRIC METERS: 11,000

8 - GAS METERS: 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 2,000; Office & Clerical 1,200; Transp. 288; Cons. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

10 - CLIMATE: Daily mean temperature 47. Precipitation 12.35 in. annually.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Field's; Hudson's Bay; MacLeod's; Sears; Woolco.
Variety Stores-Woolworth; Metropolitan; Saan.
Chain Drug Stores-Rexall; Western; London Drug; Shoppers Drug Mart.
Chain Supermarkets: Safeway; Shop-Easy 3; Super Valu; IGA; Overwaitea.

14 - NEWSPAPERS: COURIER (e) 16,131; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Harding, Gen. Adv. Mgr., COURIER, 550 Doyle Ave., Kelowna, BC V1Y 7V1; Tel. (604) 762-4445.
National Representative: Thomson Newspapers.

KIMBERLEY, B.C.

1 - LOCATION: Division 3, E&P Map B-3. Hwy. 95. In East Kootenay Regional District.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western Airlines.

3 - POPULATION:
Corp. City 81 Cen. 7,375; Loc. Est. 7,378

4 - HOUSEHOLDS:
City 81 Cen. 2,744; Loc. Est. 2,199

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 3,363

7 - ELECTRIC METERS: Residence 7,701

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Mining; Fertilizer Plant 429 emp.; Transp. Comm. Utilities 240 emp.; Pulp mill 250.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Field's (catalog); Simpson.
Variety Stores-MacLeod's.
Chain Drug Stores-Rexall; Tamblyn.
Chain Supermarkets-Super Valu; Overwaitea.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 2,425; sworn Mar. 31, 1983.
Local Contact for Advertising and Merchandising Data: Norman Picco, Adv. Mgr., BULLETIN, 335 Spokane St., Kimberly, BC V1A 1Y9; Tel. (604) 427-5333.
National Representative: None.

NANAIMO, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 32 mi. W of Vancouver; 70 mi. N of Victoria; on Island Hwy. Center of wood pulp prod. area.

2 - TRANSPORTATION: Railroads-E&N; CPR and B.C.; Ferries to Vancouver.
Interprovincial Bus Lines-Vancouver Island.

3 - POPULATION:
Corp. City 81 Cen. 47,069; Loc. Est. 50,619
CZ-ABC: (81) 47,069; (84) 49,100
RTZ-ABC: (81) 71,493; (84) 79,000
City & RTZ-ABC: (81) 118,562; (84) 128,100

4 - HOUSEHOLDS:
City 81 Cen. 17,739; Loc. Est. 15,227
CZ-ABC: (81) 17,555; (84) 19,000
RTZ-ABC: (81) 26,025; (84) 29,800
City & RTZ-ABC: (81) 43,580; (84) 48,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	12	$149,000,000

6 - PASSENGER AUTOS: City 24,655

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 1,350

9 - PRINCIPAL INDUSTRIES: Lumber; Logging Machinery; Pulp; Shipbldg.; Fishing; Agriculture; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco.
Chain Drug Stores-Shoppers Drug Mart 3; Central Drug 3, Nanaimo Pharmacy 2; Western.
Chain Supermarkets-Safeway 2; Super Valu 2; Overwaitea; IGA.
Stores Open Evenings-Thur. & Fri., Woolco Mon. thru Sat.

14 - NEWSPAPERS: FREE PRESS (e) 8,940; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Stanley R. Butler, Pub. & Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5; Tel. (604) 753-3451.
National Representative: Thomson Newspapers.

NELSON, B.C.

1 - LOCATION: West Kootenay Electoral District. E&P Map A-3. 450 mi. E of Vancouver; 400 mi. W of Calgary. On West Arm of Kootenay Lake; Near Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. No. 3.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Burlington Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Kaslo-Nelson; Airline Service.
Airlines-PWA.

3 - POPULATION:
Corp. City 81 Cen. 9,143; Loc. Est. 8,855
CZ-ABC: (81) 9,507; (84) 9,100
RTZ-ABC: (81) 46,757; (84) 51,200
City & RTZ-ABC: (81) 56,264; (84) 60,300

4 - HOUSEHOLDS:
City 81 Cen. 3,599; Loc. Est. 2,775
CZ-ABC: (81) 3,703; (84) 3,700
RTZ-ABC: (81) 16,987; (84) 19,500
City & RTZ-ABC: (81) 20,690; (84) 23,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: City 6,478

7 - ELECTRIC METERS: Residence 3,983

8 - GAS METERS: Residence 2,327

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Transp. 400 ($150); Lumber 900 ($175); Contracting 300 ($175); Mfg. 400 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15th. Last killing frost, Apr. 15th.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts.
Neighborhood Shopping Centers-Fairview-Nelson Ave.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Saan; MacLeod's.
Variety Stores-Woolworth.
Chain Supermarkets-Super-Valu; Safeway.

14 - NEWSPAPERS: NEWS (m-mon to fri) 6,598; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Steen O. Jorgenson, Nat'l Adv. Mgr., NEWS, 266 Baker St., Nelson, BC V1L 4H3; Tel. (604) 352-3552.
National Representative: None.

PENTICTON, B.C.

1 - LOCATION: Division 3, E&P Map A-3. On Lake Okanagan. 256 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Greyhound.
Airlines-Pacific Western; Inter City.

3 - POPULATION:
Corp. City 81 Cen. 23,181; Loc. Est. 23,851
CZ-ABC: (81) 24,043; (84) 25,400
RTZ-ABC: (81) 28,405; (84) 30,500
City & RTZ-ABC: (81) 52,448; (84) 55,900

4 - HOUSEHOLDS:
City 81 Cen. 9,143; Loc. Est. 7,711
CZ-ABC: (81) 9,676; (84) 10,200
RTZ-ABC: (81) 10,684; (84) 12,400
City & RTZ-ABC: (81) 20,360; (84) 22,600

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.

6 - PASSENGER AUTOS: City 16,705

7 - ELECTRIC METERS: 5,758

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry 312; Mfg. 420; Const. 670; Transport. Storage 700; Mining 305; Fruit & Pkg. 1,984.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Sears (catalog); Woodwards; Woolco.
Variety Stores-Woolworth; Penticton 5.
Chain Drug Stores-Rexall 2; Shoppers Drug Mart.
Chain Supermarkets-Super-Valu 2; Canada Safeway; IGA; Shop Easy; Woodwards.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,318; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: George Solomonides, Adv. Mgr., HERALD, 186 Nanaimo Ave. W., Penticton, BC V2A 1N4; Tel. (604) 492-4002.
National Representative: Thomson Newspapers.

PORT ALBERNI, B.C.

1 - LOCATION: Division 5, E&P Map A-3. 50 mi. NW of Nanaimo on Hwy. 4 and 30 mi. from the E coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber mfg.); Province's third largest deep-sea port with commercial fishery facilities.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Pacific Coach Lines Ltd.

3 - POPULATION:
Corp. City 81 Cen. 19,892; Loc. Est. 19,298
CZ-ABC: (81) 19,892; (84) 19,500
RTZ-ABC: (81) 12,666; (84) 12,700
City & RTZ-ABC: (81) 32,558; (84) 32,200

4 - HOUSEHOLDS:
City 81 Cen. 6,864; Loc. Est. 5,327
CZ-ABC: (81) 6,815; (84) 7,000
RTZ-ABC: (81) 4,070; (84) 4,300
City & RTZ-ABC: (81) 10,885; (84) 11,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 9,552

7 - ELECTRIC METERS: Residence 7,005

8 - GAS METERS: None.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Plywood & Lumber Mills; Logging; Fishing & Heavy Machy.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Areas-3 blocks on Third Ave.; Port Alberni Plaza Shopping Ctr. & Alberni Mall; 10th & Redford; Southgate Shopping Ctr.; Harbor Quay; Waterfront facility.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Woodward's; K mart; Simpson-Sears (catalog).
Chain Drug Stores-Shopper's Drug Mart; Boots.
Chain Supermarkets-Safeway; Super-Valu; Economart; Woodward's.
Other Chain Stores-Color Your World; Alberni Co-op; MacLeod's; Woolworth; Saan Stores; Kelly's Stereo Mart; Radio Shack; Kit's Camera; People's Jewelers; Revelstoke Lumber; Copp Shoes; Reitman's; Bootlegger; Sweet 16; Windsor Plywoods.

14 - NEWSPAPERS: ALBERNI VALLEY TIMES (e-mon to fri) 7,082; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Nelson, Pub., ALBERNI VALLEY TIMES, 4918 Napier St.; PO Box 400, Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171.
National Representative: None.

PRINCE GEORGE, B.C.

1 - LOCATION: E&P Map A-3. 466 mi. N of Vancouver.

2 - TRANSPORTATION: Railroads-British Columbia; Canadian National.
Airlines-C.P.A.; P.W.A.; NTAir.
Bus Lines-Greyhound; Coachways.

3 - POPULATION:
Corp. City 81 Cen. 67,559; Loc. Est. 71,233
CZ-ABC: (81) 67,559; (84) 68,400
RTZ-ABC: (81) 60,181; (84) 62,400
City & RTZ-ABC: (81) 127,740; (84) 130,800
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 22,037; Loc. Est. 18,591
CZ-ABC: (81) 21,875; (84) 22,400
RTZ-ABC: (81) 18,260; (84) 20,000
City & RTZ-ABC: (81) 40,135; (84) 42,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	27	N.A.

6 - PASSENGER AUTOS: City 27,231

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Lumbering ($411); Transp.; Gov't.; Pulp and Paper; Oil Refinery; Caustic Chemicals.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Hudson Bay; Sears; Woodward's; Woolco.
Variety Stores-Kresge; MacLeod's-Stedman's, Saan; Canadian Tire.
Chain Supermarkets-Safeway 3; Overwaitea 4; Woodward's; Super Valu 2.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 23,574; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, PO Box 5700; 150 Brunswick St., Prince George, BC V2L 4T1, Tel. (604) 562-2441.
National Representatives-Associates (London).

PRINCE RUPERT, B.C.

1 - LOCATION: Skeena-Queen Charlotte Regional District, E&P Map A-2. On Kaien Island. NW part of Hecate Strait, bet. mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian Natl. Railway; 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2 - TRANSPORTATION: Railroads-Can. Nat'l.
Motor Freight Carriers-3.
Passenger Steamship Lines-2.
Freight Steamship Lines-4.
Intercity Bus Lines-Watsun Island; Far West.
Airlines-Canadian Pacific; B.C.; Alaska Coastal; North Coast Air Serivces; Trans Provincial.

3 - POPULATION:
Corp. City 81 Cen. 16,197; Loc. Est. 16,808
CZ-ABC: (81) 16,197; (84) 17,000
RTZ-ABC: (81) 6,443; (84) 6,600
City & RTZ-ABC: (81) 22,640; (84) 23,600

4 - HOUSEHOLDS:
City 81 Cen. 5,296; Loc. Est. 4,390
CZ-ABC: (81) 5,235; (84) 5,800
RTZ-ABC: (81) 1,665; (84) 2,000
City & RTZ-ABC: (81) 6,900; (84) 7,800

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 5,064

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fishing 2,500 (N.A.); Transp. 200 (N.A.); Pulp & Paper 1,000 ($400); Mfg. 300 (N.A.); Food 190 (N.A.); Gov't. 300 (N.A.); Govt.-Owned Paper Mill (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1. Last killing frost, May 7.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-Rupert Square; Third Ave.; Pride 'O' North Mall.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri. until 9.
Stores Close-Mon.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; Field's; MacLeod's.
Chain Supermarkets-Hudson Bay; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway; Super Valu.
Other Chain Stores-Sears.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,214; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Iris M. Christison, Pub.; Mrs. Christal Case, Adv. Mgr., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781.
National Representative: None.

TERRACE, B.C.

1 - LOCATION: Kitimat-Stikine Regional District, E&P Map A-2. Manufacturing and agricultural center. 90 mi NE of Prince Rupert.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 81 Cen. 10,914; Loc. Est. 11,109

4 - HOUSEHOLDS:
City 81 Cen. 3,406; Loc. Est. 2,767

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 7,109

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sawmills; Planing Mills; Millwork Plants; Mfg. Culvert Pipe; Cedar Poles; Farming (Hay, Oats, Potatoes).
Principal Industry Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TERRACE/KITIMAT DAILY HERALD (e-mon to fri) 3,973; sworn Jan. 4, 1983.
Local Contact for Advertising and Merchandising Data: Dave Hamilton, Adv. Mgr., TERRACE/KITIMAT DAILY HERALD, 3010 Kalum St., Terrace, BC V8G 2M9; Tel. (604) 635-6357.
National Representative: None.

TRAIL, B.C.

1 - LOCATION: Dist. of West Kootenay, E&P Map A-3. On the Columbia River. 10 mi. from International boundary, in southern section of district; 410 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Airline; City Transit Service.
Airlines-Pacific Western; Arrow.

3 - POPULATION:
Corp. City 81 Cen. 9,599; Loc. Est. 9,107
CZ-ABC: (81) 11,568; (84) 11,000
RTZ-ABC: (81) 27,386; (84) 27,600
City & RTZ-ABC: (81) 38,954; (84) 38,600

4 - HOUSEHOLDS:
City 81 Cen. 3,770; Loc. Est. 2,857
CZ-ABC: (81) 4,460; (84) 4,400
RTZ-ABC: (81) 9,350; (84) 10,700
City & RTZ-ABC: (81) 13,810; (84) 15,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 9,002

7 - ELECTRIC METERS: Residence 6,457

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining-Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg. Steel; Fertilizers; Chemicals; Hardware Specialties; Zinc (Die Castings & Extruded); Chain Saws; Employment 7,500.
Principal Industrial Pay Days-8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on 3 streets; (Waneta Plaza).
Neighborhood Shopping Centers-Rossland Avenue (2 blocks); E Trail (3 blocks); Glenmerry (1 block).
Principal Shopping Days-Tues., Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Close-Most on Mon.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Simpson-Sears; Woolco.
Variety Stores-S.S. Kresge.
Chain Supermarkets-Super Valu; Safeway.
Other Chain Stores-Sally; MacLeod's; Sweet 16; Firestone.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,471; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Al Jensen, Adv. Mgr., TIMES, 1163 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551.
National Representative: None.

VANCOUVER, B.C.

1 - LOCATION: Division 15, E&P Map A-3. On Burrard Inlet. Canada's largest Pacific seaport; direct access to ocean. 45.2 cargo tons. Principal products handled: forest prod., grain, potash, propane gas sulphur, coal, flour and fish. Harbor has 98 mi. water frontage; 49 sq. mi. deep-sea anchorage. Commercial metropolis for British Columbia and Yukon financial, distributing & University. 31 mi. N of U.S. border; 140 mi. N of Seattle; 80 mi. from Victoria. Highways to Trans-Canada and U.S.

2 - TRANSPORTATION: Railroads-Terminus for Canadian National and Canadian Pacific. Terminus for Burlington Northern Inc. (serves Southern British Columbia en route to U.S.). British Columbia Railway. serves Northern and interior British Columbia.
Motor Freight Carriers-200.
Intercity Bus Lines-Greyhound; Pacific Stage; Continental Trailways; British Columbia Hydro; Kay's Transportation; SMT Coachlines; Sechelt Thunderbird Tours; Columbia Stage Lines; Gray Line, H & H; Maverick Coach; Sechelt; Squamish Coachlines; V & J Transportation; Vancouver Airline Limousines; Seabus (betw. Vanc. & N Vanc.).
Airlines-Air Canada; B.C. Airlines; United; CP Air; Japan; Quantas; Nanaimo Air Lines; Ocean Air (Port Alberni); Pacific Western; Western; Wardair Canada. Associated Airlines: Air France; British Airways; Alaska; Sabena; Lufthansa; NW Orient; Alitalia; KLM; Pan American; Japan; Air India; Air West; Irish Interntnl; Swiss Airlines; Continental; Eastern; APSA Peruvian; El Al Israel; Iberian Airlines of Spain; Olympic Airways; Pakistan International; Philippine Air Lines; Scandinavian Airlines System Inc.; TAP Portuguese Airways; Trans International World Airways; Finn Air; Transavia Holland (charter only).
Steamship Lines-67.

3 - POPULATION:
Met. Area 81 Cen. 1,268,183; Loc. Est. 1,308,214
Corp. City 81 Cen. 414,281; Loc. Est. 407,281
CZ-ABC: (81) 820,526; (84) 830,100
RTZ-ABC: (81) 612,903; (84) 668,600
City & RTZ-ABC: (81) 1,433,429; (84) 1,498,700

4 - HOUSEHOLDS:
Met. Area 81 Cen. 476,755; Loc. Est. 401,275
City 81 Cen. 173,040; Loc. Est. 137,636
CZ-ABC: (81) 327,750; (83) 344,900
RTZ-ABC: (81) 205,720; (83) 235,000
City & RTZ-ABC: (81) 533,470; (83) 579,900

5 - BANKS	NUMBER	EST. DEP.
Savings	204 br. city 370 br. metro	N.A.
Commercial	4	N.A.
Savings & Loan	39	N.A.
Trust Companies	34 br. city 41 br. metro	N.A.
Credit Unions	47	N.A.

6 - PASSENGER AUTOS: City 191,284

7 - ELECTRIC METERS: Lower Mainland 595,772

8 - GAS METERS: Residence Lower Mainland 349,554

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 62,800 ($509.40); Construc. 15,600 ($541.16); Trans., Communication & Other Utilities 56,000 ($544.39); Trade 87,500 ($342.02); Finance, Insurance & Real Estate 36,200 ($444.73); Community, Business & Personal Services 189,200 ($342.27); Industrial Aggregate 458,500 ($412.44).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-18; Summer 4-30; Fall 7-21; Winter 13-14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Granville; Pacific Centre; Rcyal Centre 9 blocks on Hastings; Vancouver Centre; Harbour Centre.
Neighborhood Shopping Centers-41st & Cambie; Oakridge Broadway & Granville; Main & Broadway; 41st & Boulevard; 41st & Victoria Dr.; 49th & Fraser; Commercial & 1st; Nanaimo & Hastings; Kingsway & Joyce; Kingsway & Knight Rd.; "King Edward Mall", King Edward at Oak St.; Mandarin Trade Centre; Arbutus Village, Arbutus & West 25th Ave.; Kingsgate Kingsway & Broadway; Park Royal; W Vancouver; Middlegate 7155 Kingsway; Brentwood Mall; Lougheed & Willingdon; Richmond Ctr.; Westview Gardens; Kennedy Height; Killarney Sq., S.C.; Lougheed Mall, Lougheed Hwy & North Rd.; Old Orchard S.C.; Delbrook, N Vancouver; Capilano Mall; N Vancouver; Guilford Town Centre, Surrey Place Centre; N Surrey; Scott Town Plaza; Scotsdale Mall; Delta; Champlain Mall, 54th & Kerr. Westwood, "Coquitlam", Coquitlam Centre, Coquitlam (at Barnet Hwy. & Lougheed Hwy.), "Lansdowne", Richmond.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Woodward's; The Bay; Eaton's; Sears; Woolco; Fields.
Variety Stores-Woolworth; Kresge's; Metropolitan; Army & Navy; K mart; Marks & Spencer; Zeller's.

Chain Drug Stores-The Bay 2; Boots 18; Collingwood 2; United 4; Fred's 2; Garlane 3; Gaynor's 2; K mart 4; London 11; Woodward's 8; Peoples 10; MacDonald's 3; Owl 6; Pay Less 3; Pharmasave 15; Regency 6; Shopper's 29.
Chain Supermarkets-Supervalu 29; Safeway 53; 7-Eleven 18; Stong's 5; High-Low 3; Mac's 56; Red & White 6; Overwaitea 6; Shop Easy 7; Lucky Dollar 3, Woodward's Food Fair 7.

14 - NEWSPAPERS: PROVINCE (m-mon to fri) 150,191; (S) 185,094; Mar. 31, 1984 ABC.
SUN (e-mon to thu) 237,364; (e-fri) 280,741; (e-sat) 282,623; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Al McNair, Gen. Adv. Mgr., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 732-2513.
National Representative: Southam Newspapers; Cresmar, Woodward, O'Mara & Ormsbee.

VERNON, B.C.

1 - LOCATION: North Okanagan Regional District, E&P Map R-12. Fruit & vegetable processing, agriculture, lumber, stock-raising area; 71 mi. SE of Kamloops.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Central Coach; Greyhound.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 81 Cen. 19,987; Loc. Est. 21,110
CZ-ABC: (81) 27,271; (84) 29,000
RTZ-ABC: (81) 50,209; (84) 54,500
City & RTZ-ABC: (81) 77,480; (84) 83,500

4 - HOUSEHOLDS:
City 81 Cen. 7,827; Loc. Est. 6,611
CZ-ABC: (81) 10,115; (84) 11,300
RTZ-ABC: (81) 17,160; (84) 19,200
City & RTZ-ABC: (81) 27,275; (84) 30,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 18,272

7 - ELECTRIC METERS: City 4,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Processing (dehydration and canning); Lumber Mills (sash & door); Farming: fruit, cattle, beef, sheep raising, dairying.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e) 8,804; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oldfield, Pub./Gen. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 6N8; Tel. (604) 545-0671.
National Representative: Thomson Newspapers.

VICTORIA, B.C.

1 - LOCATION: Vancouver Island, E&P Map A-3. Provincial Capital. Lumbering, fishing, small fruits and misc. secondary industries. Naval base and dockyard. Wholesale center. On S tip of Vancouver Island, 80 mi. from Vancouver and Seattle, WA.

2 - TRANSPORTATION: Railroads-Esquimalt & Nanaimo; Canadian National (freight).
Steamship Lines-4 also B.C. Steamship Ltd. Ferry to Seattle, Washington State Ferries to Anacortes. B.C. Government Ferries, Swartz Bay to Tsawwassen, Black Ball Ferries to Port Angeles, U.S.A.
Motor Freight Carriers-5.
Intercity Bus Lines-Vancouver Island Coach covering Vancouver Island.
Airlines-Air Canada; Air West; Victoria Flying Services; Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 64,379; Loc. Est. 64,075
Met. Area 81 Cen. 233,481; Loc. Est. 238,392
Met. Area-ABC: (81) 233,481; (84) 242,100
Bal. in RTZ-ABC: (81) 145,794; (84) 155,800
Total Met Area & RTZ-ABC: (81) 379,275; (84) 397,900

4 - HOUSEHOLDS:
City 81 Cen. 33,372; Loc. Est. 26,441
Met. Area 81 Cen. N.A.; Loc. Est. 78,575
Met. Area-ABC: (81) 94,980; (84) 99,400
Bal. in RTZ-ABC: (81) 53,500; (84) 59,200
Total Met. Area & RTZ-ABC: (81) 148,480; (84) 158,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Trust & Loan	30	N.A.
Credit Unions	27	N.A.

6 - PASSENGER AUTOS: City 102,812

7 - ELECTRIC METERS: Residence 95,750

8 - GAS METERS: Residence 4,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 4,800 ($213); Transp. & Utilities 3,800 ($204); Trade 6,600 ($151); Service 5,400 (N.A.); Industrial Composite 24,300 ($167).

10 - CLIMATE: Min & Max. Temp.-Spring 42-55; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4. Last killing frost, Mar. 4.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Area-Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.
Neighborhood Shopping Centers-Hillside 65 stores; Mayfair 42; Town and Country 25; University Heights 15; McKenzie Mall 35; Shelbourne Plaza 30; Gorge; Tillicum; Esquimalt Plaza; Hatley Park; Colwood; Langford; Sidney; Oak Bay Village; many other regional and outlying shopping centres.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Downtown-Thur. & Fri.; all shopping centers open Wed., Thur. & Fri. evenings; many shopping centers open 6 nights.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K mart.
Variety Stores-Woolworth; Metropolitan; Field's.
Chain Drug Stores-Shoppers Drug Mart 5; Rexall 4; Owl 2.
Chain Supermarkets-Safeway 10; Low Cost Stores 18; Shop Easy 5; I.G.A.; Red & White 4; United Purity 6; Lucky Dollar 5; Woodwards; Economart; Warehouse Food Stores 4; Mac's Convenience Stores 4.
Other Chain Stores-Aamco Transmission; Agnew-Surpass 2; Allied Radio Shack 5; Bata Shoe Store 2; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World 2; D'Allaird's Ltd. 2; Dalmy's Canada Ltd. 2; Fairweather; Firestone Stores; Jack Fraser Stores; Gold's Fabrics; Grassie-Firbanks Ltd. 2; Harrison Draperies & Fabrics; Ingledew's (Victoria) Ltd.; Jordans Victoria Ltd. 2; Kelly's Stereo/House of Stein; Kinney Shoes; Kits Cameras; Lords Shoes; Mariposa; Marks & Spencer; Millers; Midas Muffler Shops; Murray Goldman; The Nut House; Pennington's Large Size Shop; Peoples Jewellers 2; The Pop-Shoppe; Purdy Chocolates; Reitman's (BC); Ricki's; Roots Natural Footwear; Saba Bros.; Sally Shops (BC); Shirley K Maternity (Canada); Shore's Jewelers; Singer Co. of Canada; Speedy Muffler King; Sterling Shoes 2; Sweet Sixteen 3; Thriftys 3; Thunderbird Stores; Tip Top Tailors; Windsor Plywoods.

14 - NEWSPAPERS: TIMES-COLONIST (all day-tues to sat) 75,713; (e-mon) 25,667; (S) 53,497; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: B.E. Hobbs, Adv. Dir., TIMES-COLONIST, 2621 Douglas St.; Box 300, Victoria, BC V8W 2N4; Tel. (504) 382-7211.
National Representatives: Thomson Newspapers; Cresmer, Woodward, O'Mara & Ormsbee.

MANITOBA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	82	77	81
5-14 Years	183	161	170
15-24 Years	194	190	200
25-44 Years	253	278	293
45-64 Years	202	198	209
65 and Over	107	122	129
TOTAL	1,021	1,026	1,081

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1985
General Mdse.	335	884	968
Apparel	52	176	245
Furniture	26	90	165
Groceries	281	1,051	1,268
Lumber/Bldg. Mat.	17	25	35
Restaurants	17	336	516
Autos	225	808	874
Gasoline/Fuel Oil	95	260	394
Drugs	40	141	188
TOTAL SALES	1,346	4,338	4,653

Source: Census of Canada/Retail Trade

BRANDON, MAN.

1 - LOCATION: Division 7, E&P Map C-4.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Greyhound, Manitoba Motor Transit.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 36,242; Loc. Est. 38,410
CZ-ABC: (81) 36,242; (84) 35,600
RTZ-ABC: (81) 71,641; (84) 73,700
City & RTZ-ABC: (81) 107,883; (84) 109,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,619; Loc. Est. 13,135
CZ-ABC: (81) 13,455; (84) 13,900
RTZ-ABC: (81) 24,810; (84) 26,800
City & RTZ-ABC: (81) 38,265; (84) 40,700

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.

6 - PASSENGER AUTOS: City 17,962

7 - ELECTRIC METERS: Residence 9,210

8 - GAS METERS: 5,725

9 - PRINCIPAL INDUSTRIES: Metal Fabrication; Chemicals & Fertilizers; Electrical Components; Health Care; Railroads (4,400 employees); Meat & Poultry Processing; Power Generating.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Shopping Centers-Brandon Shopping Mall-2 mi. S of downtown-72 stores (open 9:30 a.m.-10:00 p.m.-Mon. through Sat.); Downtown area open Thur. & Fri. evening: K mart Shopping Complex-1 mile W of downtown (open 10:00 a.m. to 10:00 p.m.-Mon. through Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 a.m.-9:30 p.m. Mon. through Fri., 9:30 a.m.-6:00 p.m. Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shoppers Mall(24)	NA	Woolco, Allen-Brown Drug, Saan, Safeway
River Heights Gallery	NA NA	K mart The Bay, Eaton's, IGA, Shoppers Drug

Principal Shopping Days-Thur., Fri. (evening), Sat.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Woolco; K mart; The Bay.
Variety Stores-Woolworth; Metropolitan.
Chain Supermarkets-Safeway 2; Solo Stores; Econo-Mart; IGA 4; Economy Foods. Other Grocery Stores 50.
Other Chain Stores-Firestone; MacLeod's; Maher; Reitmans; Gallenkamp; White Cross Drugs; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Dalmys; Irene Hill; Kinney Shoes, Drapery Shoppe; Jean Junction; Orange Julius; Coles Books; Kinsey Wool; Radio Shack; Pot Pouri; Astral Photo; Sterling Shoes; Birks Jewelers; Peoples Jewelers; Japan Camera.

14 - NEWSPAPERS: SUN (e-mon-thur; sat) 18,794; (e-fri) 22,183; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: F.W. Pow, Adv. Mgr., SUN, 501 Rosser Ave., Brandon, MB R7A 5Z6; Tel. (204) 727-2451.
National Representative: Southam Newspapers (Toronto and Montreal).

DAUPHIN, MAN.

1 - LOCATION: On E&P Map C-3. Approx. 210 mi. NW of Winnipeg; 90 mi. N of Brandon.

2 - TRANSPORTATION: Railroads-Canadian Nat'l.
Intercity Bus Lines-Grey Goose; Greyhound.
Airlines-Skywest.

3 - POPULATION:
Corp. City 81 Cen. 8,971; Loc. Est. 9,129

4 - HOUSEHOLDS:
City 81 Cen. 3,546; Loc. Est. 3,275

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.

6 - PASSENGER AUTOS: 4,386

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp.-RR 383; Beverages 34; Hwy. 189; Telephone 71.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,200; sworn Aug. 8, 1983.
Local Contact for Advertising and Merchandising Data: Robert Gilroy, Pub., BULLETIN, 120-1st Ave., Dauphin, MB R7N 1A5; Tel. (204) 638-4420.
National Representative: None.

FLIN FLON, MAN.

1 - LOCATION: Retailing, resort, mining and smelting center. E&P Map S-3.

2 - TRANSPORTATION: Intercity Bus Lines-Grey Goose.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 8,971; Loc. Est. 7,965

4 - HOUSEHOLDS:
City 81 Cen. 2,819; Loc. Est. 3,275

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: City 2,649

7 - ELECTRIC METERS: 3,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining, Smelting.

10 - CLIMATE: Min. & Max. Temp.-38, 84.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REMINDER (e-mon to fri) 3,975; sworn Dec. 31, 1983.
Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St.; Box 727, Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.
National Representative: None.

PORTAGE LA PRAIRIE, MAN.

1 - LOCATION: Division 9, E&P Map C-4, 56 mi. W of Winnipeg. On Hwys. 1 and 4.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Interprovincial Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,086; Loc. Est. 13,880
CZ-ABC: (81) 13,086; (84) 13,400
RTZ-ABC: (81) 14,251; (84) 14,400
City & RTZ-ABC: (81) 27,337; (84) 27,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 4,634; Loc. Est. 4,476
CZ-ABC: (81) 4,600; (84) 5,000
RTZ-ABC: (81) 4,115; (84) 4,200
City & RTZ-ABC: (81) 8,415; (84) 9,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.

6 - PASSENGER AUTOS: City 6,539

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Flour Mills; General Farm Machy.; Clothing; Soup Plant; Pea Processing & International Shipping; Glassware Manufacturing; Electric Cable Mfg.; Fishing Equip. Mfg.; Govt. of Man. Services; Frozen Potato Chip Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-40-store mall-Woolco & Safeway.
Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-Stylerite; Canadian Tire; Robinson Stores; Federated Co-op; Woolco.
Variety Stores-Metropolitan; Saan; Daffens.
Chain Supermarkets-Safeway; Co-op.

14 - NEWSPAPERS: THE DAILY GRAPHIC (e) 4,580; Mar. 31, 1994 ABC.
Local Contact for Advertising and Merchandising Data: W. J. (Bill) Hamilton, Adv. Mgr., THE DAILY GRAPHIC, 201 Saskatchewan Ave. E, Portage La Prairie, MB R1N 3B4; Tel. (204) 857-3427.
National Representative: None.

ROBLIN, MAN.

1 - LOCATION: Division No. 16, E&P Map C-3. 150 mi. N of Brandon. Summer resort.

2 - TRANSPORTATION: Railroads-CN.
Intercity Bus Lines-Greyhound.
Airlines-N.A.

3 - POPULATION:
Corp. City 81 Cen. 1,953; Loc. Est. 2,001

4 - HOUSEHOLDS:
Corp. City 81 Cen. N.A.; Loc. Est. 721

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 1,200

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Flour Mills; Creamery; Grain Elevators; Wood Treating; Timber Products; Grain; Dairy; Stock Farms.
Principal Industry Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE ROBLIN NEWS (e-mon to fri) 2,200; sworn Jan. 1984.
Local Contact for Advertising and Merchandising Data: Joey Halasz, Pub., THE ROBLIN NEWS, Hallman Publications, Ltd., 162 Main St.; Box 239, Roblin, MB R0L 1P0; Tel. (204) 937-2517.
National Representative: None.

SWAN RIVER, MAN.

1 - LOCATION: In Churchill Elec. Dist.; E&P Map C-3. Manufacturing and agricultural area; about 300 mi. NW of Winnipeg. On Canadian Hwy. 10, 49 & 83.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Grey Goose; Manitoba Motor Transit.

3 - POPULATION:
Corp. City 81 Cen. 3,782; Loc. Est. 3,934

4 - HOUSEHOLDS:
City 81 Cen. 1,458; Loc. Est. 1,368

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 2,129

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plywood Mfg.; Brick Mfg.; Farming (livestock, grain, dairy).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REPORT (e-mon to fri) 1,200; sworn Nov. 1983.
Local Contact for Advertising and Merchandising Data: Wilfred or Dale-Marie Wiebach, Editors, REPORT, Main St.; Box 1629, Swan River, MB R0L 1Z0; Tel. (204) 734-2729.
National Representative: None.

WINNIPEG, MAN.

1 - LOCATION: Metropolitan Corp. of Greater Winnipeg. E&P Map C-4. Provincial Capital. At the junction of the Red and Assiniboine rivers, 60 mi. N of U. S. border. Largest wholesale and distribution center in western Canada; center of natural market area between Head of Lakes and Rocky Mountains.

2 - TRANSPORTATION: Railroads-Canadian Pacific/Canadian National; VIA Rail.
Intercity Bus Lines-Beaver; Eagle; Greyhound; Grey Goose; Southern Bus Lines; Winnipeg Transit.
Airlines-Air Canada; CP Air; Northwest; Pacific Western; Frontier Air; Nordair; North Central; Soundair.

3 - POPULATION:
Corp. City 81 Cen. 564,473; Loc. Est. 585,449
CZ-ABC: (81) 510,814; (84) 590,800
Bal. in PMA-ABC: (81) 196,245; (84) 201,800
Met. Area 81 Cen. 584,842; Loc. Est. 608,718
Total PMA-ABC: (81) 767,059; (84) 792,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 213,038; Loc. Est. 201,132
CZ-ABC: (81) 213,080; (84) 231,600
Bal. in PMA-ABC: (81) 61,065; (84) 65,400
Met.Area 81 Cen. N.A.; Loc. Est. 209,127
Total PMA-ABC: (81) 274,145; (84) 297,000

5 - BANKS	NUMBER	DEPOSITS
Commercial (221 Branches)	12	N.A.

6 - PASSENGER AUTOS: City 237,842 (1981)

7 - ELECTRIC METERS: Residences-combined totals Wpg. Hydro/Man. Hydro: 239,456.

8 - GAS METERS: Residences 142,800 Total Greater Wpg. Gas customers 162,209.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Weekly Wage)-Wholesale 16,600 ($377); Retail 28,400 ($227); Finance, Insurance & Real Estate 17,000 ($405); Service 24,200 ($320); Industrial Composite 129,000 ($340); Manufacturing 38,300 ($385); Durable Gonds 17,500 ($413); Non-durable goods 20,700 ($361); Construction 6,300 ($450); Transportation 14,000 ($507); Communications 6,600 ($507).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.- Mean Daily (Celsius)-Jan. 19.3; Apr. 3.4; Jul. 19.6; Oct. 6.1. Max. Temp. 40.6, Min.-45. First killing frost, Sept. 22. Last killing frost, May 23.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Centre-11 blocks on Portage Ave.; 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza; Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River W Park; Selkirk Ave.; Garden City Square; St. Vital Shopping Centre; Kildonan Place; Park W Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., & Fri.; Food-Thur. & Fri.; Shopping centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Eaton's 5; Hudson's Bay 5; Simpson-Sears 3.
Discount Stores-K mart 5; Woolco 5; Zellers 7.
Variety Stores-Woolworth; S.S. Kresge; Metropolitan.
Chain Drug Stores-Boots 5; ARP 5; Metro Drugs 18; Shoppers Drugs 10; Nieman Pharmacies 7; Woolco Pharmacies 5; Price Watchers 15.
Chain Supermarkets-Dominion 11; Economart 7; IGA 13; Loblaw's 2; Canada Safeway 31; Penner Foods 2; Tom Boy 6; Family Fare 9; Super Valu 5.
Other Chain Stores-Agnew-Surpass 4; Birk's 5; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 6; Steen & Wright; Holt-Renfrew 2; D'Allairds 4; Gray's Apparel 4; Sally Shops; Bata Shoe 5; Bowring's 2; Marshall-Wells; Radio Shack 12; Reitman's 5; MacLeod's 2; Canadian Tire 7; Firestone 6; Pennington's 6; Fairweather 4; Goodyear 8; Clifford's 5; Consumers Distributing 9; B.F. Goodrich 2; Color Your World 5.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 179,395; (e-sat) 246,530; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.W. Churchward, Adv. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1; Tel. (204) 943-9331.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers.
SUN (m-mon to fri) 42,358; (S) 48,177; sworn Mar. 29, 1983.
Local Contact for Advertising and Merchandising Data: Jim Duff, National Sales Mgr., SUN, 290 Gary St., Winnipeg, MB R3C 1H3; Tel. (204) 957-0710.
National Representative: None.

NEW BRUNSWICK SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	58	49	63
5-14 Years	130	116	151
15-24 Years	115	114	146
25-44 Years	134	156	200
45-64 Years	84	87	111
65 and Over	37	44	56
TOTAL	558	568	727

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1985
General Mdse.	159	414	498
Apparel	21	106	152
Furniture	8	40	88
Groceries	130	507	802
Lumber Bldg. Mat.	61	5	19
Restaurants	8	160	357
Autos	96	331	675
Gasoline/Fuel Oil	39	190	294
Drugs	15	32	136
TOTAL SALES	599	2,009	3,021

Source: Census of Canada-Retail Trade

FREDERICTON, N.B.

1 - LOCATION: York County. E&P Map F-4. Provincial Capital. County Seat. Location of Federal Government Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Divison Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area; lumber and pulpwood industries. Important wholesale distributing point. Situated on navigable river. 65 mi. from year round seaport; 561 mi. from Montreal; 783 mi. from Gander, Newfoundland. On Trans-Canadian Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-8.
Intercity Bus Lines-SMT (Eastern).
Airlines-Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 43,723; Loc. Est. 43,188
CZ-ABC: (81) 46,983; (84) 46,600
RTZ-ABC: (81) 67,156; (84) 70,600
City & RTZ-ABC: (81) 114,139; (84) 117,200

4 - HOUSEHOLDS:
City 81 Cen. 16,067; Loc. Est. 12,574
CZ-ABC: (81) 16,685; (84) 17,400
RTZ-ABC: (81) 20,715; (84) 22,500
City & RTZ-ABC: (81) 37,400; (84) 39,900

5 - BANKS	NUMBER	DEPOSITS
Commercial	21	N.A.
Finance & Trust	9	N.A.

6 - PASSENGER AUTOS: City 25,580

7 - ELECTRIC METERS: City 18,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Footwear 150; Millwork 200; Pulp 200; Creamery 70; Food Proc. 115; Brick & Concrete Prod. 115; Government Offices and Educational Institutions (combined) 2,450.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 60-90; Fall 40-65; Winter-10-30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Downtown Shopping Center-4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on S Side; Union & Bridge Sts.; Brookside Dr. & Sunset Dr.; in section of city across 3/4-mile wide river on North Side.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fredericton Mall	NA	Zeller's, Sobeys, Metropolitan
K mart Plaza	NA	K mart, Dominion
Devon Park	NA	Save Easy Mkt.
Oromocto Mall	10	Woolworth, Steinberg's
Regent Mall	NA	Woolco, Dominion
Brookside Mall	NA	K mart

Principal Shopping Days-Thur. & Fri.
Stores Close-N.A.

13 - RETAIL OUTLETS: Department Stores-Creaghan; Levine's; Neill's; Sears; Zellers; Metropolitan; K mart; Canadian Tire; Western Tire; Woolco.
Chain Supermarkets-Dominion 2; Sobeys 4; Steinbergs; Red & White 2; Save Easy 3.
Chain Drug Stores-Ross 3; Shoppers Drug 2; Devon Pharmacy 2; Lawtons.

14 - NEWSPAPERS: GLEANER (e) 27,232; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2; Tel. (506) 452-6671.
National Representative: None.

MONCTON, N.B.

1 - LOCATION: Westmorland County. E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway.

2 - TRANSPORTATION: Railroads-Can. Natl.
Motor Freight Carriers-31.
Intercity Bus Lines-S.M.T. (Eastern).
Airlines-Air-Canada-E.P.A.; Atlantair Ltd.

3 - POPULATION:
Corp. City 81 Cen. 54,743; Loc. Est. 54,566
CZ-ABC: (81) 78,161; (84) 79,400
RTZ-ABC: (81) 224,110; (84) 229,800
City & RTZ-ABC: (81) 302,271; (84) 309,200

4 - HOUSEHOLDS:
City 81 Cen. 19,402; Loc. Est. 15,340
CZ-ABC: (81) 26,265; (84) 27,500
RTZ-ABC: (81) 63,400; (84) 67,500
City & RTZ-ABC: (81) 89,665; (84) 95,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	30	N.A.

6 - PASSENGER AUTOS: City 28,941

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Regional HQ. C.N.R. (Offices & Shps) 6,000 emp., payroll $24 mil. ann. Manufacturing 2,342 emp., payroll approx. $17 mil. ann. Approx. 400 smaller industries.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28. Last killing frost, May 23.

11 - TAP WATER: Acidic, very soft.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 4 shopping malls: Highfield Square, Champlain Place Shopping Mall, Riverview Mall, Moncton Mall.
Neighborhood Shopping Centers-St. George St., Mountain Rd.
Principal Shopping Days-Thur. & Fri.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Lounsbury's; Creaghan's.
Variety Stores-Woolco; Metropolitan; Zeller's; K mart; 7-Eleven.
Chain Drug Stores-Good Neighbor 3; Shoppers Drug Mart 4.
Chain Supermarkets-Dominion 4; Sobey's 3; Save-Easy 3; Mountain Way 3; Dewares 3; Low Food; No Frills.
Other Chain Stores-Goodrich; Peoples Jewelers; Sally Ladies; Agnew-Surpass; Dalmy's; Reitman's; Firestone; Lewis Shoes; Fifth Avenue Stores Limited; Canadian Tire; Birks; Marks & Spencer; Tip Top Tailors; Jack Frazer's; Town and Country; Suzy Sheer; Dominion Playworld; Jean Junction; Tower Jewellers; Direct Film; D'Allairds; Penningtons; Cole's Book Stores; Braemar; Fredelle's; Nortell's; Singer; Mona Liza; Smart Set; Thrifty's; Sattah Shoe; Cara Tobacco; Consumers Distributing; Elk's; Gazebo; Krazy Tops; Merrils; Montreal Draperies; Pant City; Radioland; Cartier's; Abram's; Pantorama; Mediuck's; Sam the Record Man; Kelly's Stereo Mart; Big Steel; Fairweathers.

14 - NEWSPAPERS: TIMES-TRANSCRIPT (e) 44,807; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES-TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3; Tel. (506) 382-9321.
National Representative: Associated Media Representatives.

SAINT JOHN, N.B.

1 - LOCATION: St. John County. E&P Map F-4. County Seat. National port; on Bay of Fundy at mouth of the St. John River, 482 mi. E of Montreal. Mfg. and distribution center.

2 - TRANSPORTATION: Railroads-Canadian Pacific; VIA Rail.
Motor Freight Carriers-8.
Steamship Lines-15.
Airlines-Air Canada; Eastern Provincial.

3 - POPULATION:
Corp. City 81 Cen. 80,521; Loc. Est. 77,811

CZ-ABC: (81) 83,288; (84) 81,600
RTZ-ABC: (81) 615,115; (84) 630,600
Met. Area 81 Cen. 114,048; Loc. Est. 116,220
City & RTZ-ABC: (81) 696,403; (84) 712,200

4 - HOUSEHOLDS:
City 81 Cen. 27,665; Loc. Est. 21,148
CZ-ABC: (81) 28,085; (84) 29,100
RTZ-ABC: (81) 186,830; (84) 202,600
Met. Area 81 Cen. 30,900; Loc. Est. 29,542
City & RTZ-ABC: (81) 214,915; (84) 231,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	28	N.A.

6 - PASSENGER AUTOS: City 41,862

7 - ELECTRIC METERS: Residence 28,382

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. wkly wage N.A.)-Drydock & Shipbuilding 921; Sugar Refinery 416; Oil Refinery 450; Pulp Mill 500; Newsprint Mill 550; Port of Saint John 1,500; Paint Brush Manufacturer 180; Newspaper 200; Tea Company 200; Breweries 300; Steel/Welding 400; Telecommunications 2,500; Hospitals (2) 2,900; University/Community College 310.
Principal Pay Days-5th, 15th, 20th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-27; Summer 13-24 Fall 13-21; Winter 23-14. First killing frost, Oct. 11. Last killing frost, May 11.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on King, Charlotte, Union Street (Uptown).
Neighborhood Shopping Centers-Lancaster; Haymarket Square; Loch Lomond Mall; Prince Edward Square; Parkway Mall; Manawagonish Road Mall; McAllister Place; Brunswick Square; Westmorland Place; Chesley Place; Market Square Complex.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Centers open every evening until 10 p.m. Sears- Wed., Thur., Fri. until 9:30; Mon., Tue., Sat., until 5:30 p.m.

13 - RETAIL OUTLETS: Department Stores-Calp's Limited; Sears; K mart 2; Woolco; Towers; Pascal-Emerson; Ideal Stores; Woolworth 2; Metropolitan; Zeller's 2.
Chain Supermarkets-Sobey's 7; Mr. Grocer; Save-Easy; IGA; No Frill 3; Best For Less 3.
Other Chain Stores-Canadian Tire 2; Agnew-Surpass Shoes; Bata Shoe; Henry Birks; D'Allaird's; Dalmy's; Sally Shops; Tip-Top Tailors; Reitman's; Singer Co.; Martin Sencur; International; Brandram-Henderson; Pennington's; Fairweather's; Big Steel; Gallenkamp; Firestone; Jack Fraser; People's Jewellers; B.F. Goodrich; Radio Shack; Tibbett's Paints; Maher Shoes; Reward Shoes; O.B. Allen Jewellers; Thrifty's; Smart Set; Radioland; Sam The Record Man; Factory Shoe Outlet; Colour Your World.
Chain Drug Stores-Shoppers Drug; Lawton's; Drug City.

14 - NEWSPAPERS: THE TELEGRAPH-JOURNAL (m-mon to fri) 33,814; THE EVENING TIMES-GLOBE (e-mon to fri) 32,556; (m-sat) 65,234; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Duncan Weir, Mktg. Dir., THE TELEGRAPH-JOURNAL and THE EVENING TIMES-GLOBE, 210 Crown Street, PO Box 2350, Saint John, NB E2L 3V6; Tel. (506) 632-8888.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Bardal, Gosbee & Associates.

Editor & Publisher

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political circles.

NEWFOUNDLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	58	53	45
5-14 Years	135	120	102
15-24 Years	138	137	117
25-44 Years	167	194	165
45-64 Years	118	122	104
65 and Over	62	70	60
TOTAL	678	696	593

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1985
General Mdse.	158	456	430
Apparel	29	125	155
Furniture	22	52	76
Groceries	197	667	699
Lumber/Bldg. Mat.	19	19	18
Restaurants	8	196	199
Autos	150	553	462
Gasoline/Fuel Oil	78	256	270
Drugs	22	112	122
TOTAL SALES	851	2,772	2,586

Source: Census of Canada/Retail Trade

CORNER BROOK, NFLD.

1 - LOCATION: E&P Map F-3.

2 - TRANSPORTATION: Railroads-Can. Natl.
Steamship Lines-6.
Airlines-Air Canada; E.P.A.
Intercity Bus Lines-CN Roadcruiser.

3 - POPULATION:
Corp. City 81 Cen. 24,339; Loc. Est. 24,110
CZ-ABC: (81) 24,748; (84) 24,300
RTZ-ABC: (81) 63,281; (84) 64,900
City & RTZ-ABC: (81) 88,029; (84) 89,200

4 - HOUSEHOLDS:
City 81 Cen. 6,745; Loc. Est. 6,278
CZ-ABC: (81) 6,825; (84) 7,000
RTZ-ABC: (81) 15,910; (84) 17,600
City & RTZ-ABC: (81) 22,735; (84) 24,600

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.

6 - PASSENGER AUTOS: Province 141,607

7 - ELECTRIC METERS: Residence 8,092

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)- Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Millbrook; Broadway; West Street; Millbrook and Corner Brook Plaza. (In RTZ-375 Retail Stores).
Principal Shopping Days-Thur., Fri. and Sat.
Stores Close-Mon.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Chain Drug Stores-Rexall 2.
Discount Stores-Kearseys; Thrift Mart.

14 - NEWSPAPERS: WESTERN STAR (e) 10,927; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William Osmond, Adv. Mgr., WESTERN STAR, West St.; Box 460, Corner Brook, NF A2H 6E7; Tel. (709) 634-4348.
National Representative: Thomson Newspapers.

ST. JOHN'S, NFLD.

1 - LOCATION: E&P Map F-3. Easternmost point in Canada. Industrial center; Capital of Province.

2 - TRANSPORTATION: Railroads-C.N.R.
Motor Freight-20.
Intercity Bus Lines-St. John's; United; Fleet Line.
Airlines-Air Canada; E.P.A.; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter.

3 - POPULATION:
Corp. City 81 Cen. 83,770; Loc. Est. 83,404
CZ-ABC: (81) 83,288; (84) 81,600
RTZ-ABC: (81) 613,115; (84) 630,600
Met. Area 81 Cen. 154,820; Loc. Est. 164,794
City & RTZ-ABC: (81) 696,403; (84) 712,200

4 - HOUSEHOLDS:
City 81 Cen. 24,953; Loc. Est. 23,264
CZ-ABC: (81) 28,085; (84) 29,100
RTZ-ABC: (81) 186,830; (84) 202,600
Met. Area 81 Cen. N.A.; Loc. Est. 43,478
City & RTZ-ABC: (81) 214,915; (84) 231,700

5 - BANKS .39 Branches, Deposits N.A.

6 - PASSENGER AUTOS: Province 141,607

7 - ELECTRIC METERS: Residence 144,884

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 14,300 ($293); Food & Bev. 8,200 ($213); Trade 13,000 ($208); Industrial Composite 58,700 ($296); Constr. 2,100 ($360); Retail 9,500 ($185).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-49; Summer 50-65; Fall 33-43; Winter 6-46. First killing frost, Oct. 11. Last killing frost, June 5.

11 - TAP WATER: Soft, neutral (lime added); not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Water St.; LeMarchant Rd.; Churchill Park; Cornwall Ave.; Elizabeth Ave. E; Elizabeth Ave. W; Topsail Hwy.; Avalon Mall; Kenmount Rd.; K mart Plaza; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Bowrings; Ayres; Woolworth; Woolco; K mart; Zeller's; The Met.
Chain Supermarkets-Dominion 7; Cooper's Discount; The General 2; Consumers Co-op; Sobeys 5.

14 NEWSPAPERS: TELEGRAM (e-mon to fri) 36,307; (e-sat) 50,109 Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.T. Keeping, Adv. Mgr., TELEGRAM, 400 Topsail Rd., St. John's, NF A1E 2B8; Tel. (709) 364-6300.
National Representative: Thomson Newspapers.

NOVA SCOTIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	66	61	64
5-14 Years	158	138	144
15-24 Years	163	164	172
25-44 Years	208	236	247
45-64 Years	154	156	164
65 and Over	83	92	96
TOTAL	832	847	888

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1985
General Mdse.	187	541	681
Apparel	42	165	239
Furniture	21	66	100
Groceries	246	924	1,119
Lumber/Bldg. Mat.	8	34	50
Restaurants	16	303	583
Autos	173	633	918
Gasoline/Fuel Oil	113	270	319
Drugs	27	149	254
TOTAL SALES	971	3,545	4,722

Source: Census of Canada/Retail Trade

AMHERST, N.S.

1 - LOCATION: Cumberland County, E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-1.
Intercity Bus Lines-S.M.T.; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 9,684; Loc. Est. 9,349
CZ-ABC: (81) 9,684; (84) 9,500
RTZ-ABC: (81) 33,492; (84) 34,300
City & RTZ-ABC: (81) 43,176; (84) 43,800

4 - HOUSEHOLDS:
City 81 Cen. 3,448; Loc. Est. 2,700
CZ-ABC: (81) 3,435; (84) 3,500
RTZ-ABC: (81) 11,025; (84) 11,600
City & RTZ-ABC: (81) 14,460; (84) 15,100

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 13,274

7 - ELECTRIC METERS: Residence 3,263

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Iron Mills; Structural Steel & Boilers; Clothing; Chemicals; Polyethelene; Galvanizing; Woodworking; Tanning Oils; Plastics; Aircraft Components; Reinforcing Steel; Dairy Products; Custom Machinery; Mobile Home Mfg.; Electronics; Chewing Gum.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral.

12 - RETAILING: Shopping Centers-Cumberland Mall (20 stores); Amherst Centre Mall (30 stores).
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Margolians.
Variety Stores-Woolworth; Metropolitan; Zeller's; County Fair; K mart.
Chain Drug Stores-Rexall; Good Neighbor Drug Mart; Shoppers Drug Mart.
Chain Supermarkets-Save-Easy; Co-op Stores; Sobeys; IGA; Dominion.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,547; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
National Representative: None.

HALIFAX, N.S.

1 - LOCATION: Halifax County, E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 mi. E of Montreal.

2 - TRANSPORTATION: Railroads-C.N.; Dominion Atlantic.
Motor Freight Carriers-13.
Intercity Bus Lines-Acadian; DTS Buses Ltd.
Passenger Steamship Lines-5.
Freight Steamship Lines-Container 7; Freight 25.
Airlines-Canadian Pacific; Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 114,594; Loc. Est. 113,390
CZ-ABC: (81) 209,702; (84) 210,100
RTZ-ABC: (81) 467,652; (84) 484,700
Met. Area 81 Cen. 277,727; Loc. Est. 287,460
City & RTZ-ABC: (81) 677,354; (84) 694,800

4 - HOUSEHOLDS:
City 81 Cen. 44,640; Loc. Est. 35,711
CZ-ABC: (81) 74,325; (84) 79,100
RTZ-ABC: (81) 149,640; (84) 162,600
Met. Area 81 Cen. N.A.; Loc. Est. 82,151
City & RTZ-ABC: (81) 223,965; (84) 241,700

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: County 125,282

7 - ELECTRIC METERS: City 105,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Metro Area-Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,700 ($306); Nondurable Goods 4,200 ($309); Construction 2,900 ($364); Trans. Comm. & Util. 9,100 ($316); Trade 14,500 ($192); Finance, Insur. & Real Estate 6,100 ($258); Service 9,000 ($155); Industrial Composite 48,500 ($243).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 0-20; Summer 9-28; Fall 2-14; Winter -8-8. First killing frost, Oct. 31. Last killing frost, May 13.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: Metro Area-Principal Shopping Areas-6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.
Neighborhood Shopping Centers-Capitol Plaza (8 stores); Capitol Village Centre (7 stores); Clayton Park Plaza (5 stores); Green Street Plaza (3 stores); Shannon Plaza (8 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrinston Pl.(35)	NA	Colwell Bros., Import Bazaar
Bayers Road(80)	NA	Dominion, Zellers
Bedford Place(36)	NA	Towers, IGA

Clayton Park(12)	NA	Dominion
Dartmouth S.C.(12)	NA	Zellers, Dominion
Downsview Mall(16)	NA	Metropolitan, K mart
Halifax S.C.(74)	NA	Eatons, Kresges
Historic Prop.(31)	NA	
K mart Mall(15)	NA	K mart
Maritime Mall(32)	NA	
Micmac Mall(99)	NA	Simpson's, Eaton's
Penhorn Mall(65)	NA	Woolco, Sobeys, Sears
Quinpool Ctr.(20)	NA	Canadian Tire, Dominion
Sackville Town Centre(15)	NA	Dominion
Scotia Square(100)	NA	Woolco
Simpson's Mall(26)	NA	Simpson's, Sobeys
Spryfield Mall(21)	NA	Save-Easy, Metropolitan
Sunnyside(30)	NA	Zellers, Dominion
Woodlawn Mall(20)	NA	Save-Easy, Metropolitan

Stores Close-Sunday.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton Co.; Robert Simpson; Woolco; Towers.
Variety Stores-Woolworth; Zellers 4; Metropolitan 6; Kresges.
Chain Drug Stores-Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers Drug Mart 7; Independents 40.
Chain Supermarkets-Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
Other Chain Stores-Men's: Tip top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's, Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K, Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata Shoes, Bonita, Maher Shoes, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewelry: Birk's, Peoples Jewelry, Charm Jewelry, G.C. Murphy, Mappins.

14 - NEWSPAPERS: THE CHRONICLE-HERALD (m) 76,164; THE MAIL-STAR (e) 58,319; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: F.E. Buckland, Adv. Sales Mgr., THE CHRONICLE-HERALD and THE MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-2811.
National Representative: Newspaper Marketing Bureau.
THE DAILY NEWS (e) 17,479; sworn Nov. 1983.
Local Contact for Advertising and Merchandising Data: Tom Lusack, Adv. Mgr., THE DAILY NEWS, 2441 Agricola St., Halifax, NS B3K 4C1; Tel. (902) 425-8170.
National Representative: None.

NEW GLASGOW, N.S.

1 - LOCATION: Pictou County. E&P Map F-4. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

2 - TRANSPORTATION: Railroads-Can. Natl.
Motor Freight Carriers-3.
Intercity Bus Lines-Pictou Co. Transit; Acadian.

3 - POPULATION:
Corp. City 81 Can. 10,464; Loc. Est. 10,418
CZ-ABC: (81) 23,575; (84) 23,600
RTZ-ABC. (81) 26,775; (84) 27,500
City & RTZ-ABC. (81) 50,350; (84) 51,100

4 - HOUSEHOLDS:
City 81 Can. 3,598; Loc. Est. 2,901
CZ-ABC: (81) 7,815; (84) 7,900
RTZ-ABC: (81) 8,180; (84) 8,900
City & RTZ-ABC: (81) 15,995; (84) 16,800

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	13	N.A.

6 - PASSENGER AUTOS: County 17,735

7 - ELECTRIC METERS: Residence 7,270

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Esmers (Av. whly wage N.A.)-Railway. Cars & Parts; Heavy Machy. 2,100; Boilers & Mining Equip. 55; Bed Spring Mattresses 175; Paint N.A.; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Dairy 400; Casket Making N.A.; Coal Mining; Ship Building.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Provost and Archmedes Sts.
Neighborhood Shopping Centers-Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow; Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Malls-Mon. through Sat.; Other Stores-Wed. through Fri.

13 - RETAIL OUTLETS: Department Stores-Goodman; Zeller's; K mart; Woolco; Metropolitan.
Chain Drug Stores-Shoppers Drug Mart 2; Lawton's; Guardian; ARP 3.
Chain Supermarkets-Sobey's 4; Dominion; IGA 2; Johnson & MacDonald 2; Red & White.
Other Chain Stores-Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Maher Shoes; Reitman's; Radio Shack; People's Jewelry; Sherwin-Williams; Lindor; Jack Fraser (men's).

14 - NEWSPAPERS: THE EVENING NEWS (e) 11,324; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., NEWS, 352 East River Road, New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.
National Representative: Thomson Newspapers.

SYDNEY, N.S.

1 - LOCATION: Cape Breton County. E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

2 - TRANSPORTATION: Railroads-Intercommunication, Sydney to Glace Bay-Sydney & Louisburg RR, Sydney to North Sydney, Sydney, Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters-C.N.R.
Motor Freight Carriers-16.
Intercity Bus Lines-Acadian; Sydney & Whitney Pier; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; North Sydney; Cabot.
Airlines-Air-Canada; Eastern Provincial Airways.
Steamship Lines-12.

3 - POPULATION:
Corp. City 81 Can. 29,444; Loc. Est. 28,894
CZ-ABC: (81) 36,706; (84) 36,500
RTZ-ABC: (81) 133,382; (84) 134,800
City & RTZ-ABC. (81) 170,088; (84) 171,300

4 - HOUSEHOLDS:
City 81 Cen. 9,444; Loc. Est. 7,513
CZ-ABC. (81) 11,371; (84) 11,900
RTZ-ABC. (81) 37,659; (84) 40,700
City & RTZ-ABC. (81) 49,230; (84) 52,600

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	33	N.A.

6 - PASSENGER AUTOS: County 42,098

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Center of industrial area of Cape Breton; 12 miles from Sydney. Farming pop. of 169,865. Main industries: Steel Plant 2,000 emp.; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants. Coal 6,000 emp. Point Tupper: Heavy Water Plant, Power Plant, Oil Refinery, Pulp Mill 2,000 emp.; Heavy Water Plant at Glace Bay; Raw & Refined Limestone, Component Homes Plant.

10 - CLIMATE: Min. & Max. Temp. Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Areas-Sydney: 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; Grace Bay; 4 on Main St.; 8 on Commercial St.; New Waterford; 6 Plummer L Ave. North Sydney; 10 on Commercial St.; 2 on Bowers St. Sydney Mines; 4 on Main St.; 1 on Fraser Ave.; Port Hawkesbury; 4 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(21)	NA	K mart, Dominion
Sydney(27)	NA	Zeller's, Sobey's
Woolco(15)	NA	Woolco, Sobey's
Glace Bay(20)	NA	Sobey's, Met.
North Sydney(25)	NA	Zeller's, Peoples, Sobey's
Mayflower(60)	NA	Woolco, Simpson's, Best For Less

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Plazas-daily.

13 - RETAIL OUTLETS: Department Stores-Oak Hall; Crowell's; Simpson-Sears 4; Simpson's; Woolco; Kresge; Zellers.
Variety Stores-Woolworth 4; Metropolitan 3; People's 2; Zeller's; Woolco 2; Furniture Stores 8.
Chain Supermarkets-IGA 4; F.N.S. 26; Sobeys 6; Shores 2; Eastern Co-op 3; Red & White 3; Cosmo Metro Rahoys 3; Basic Foods 3; Best For Less 2; Lo Food 2.
Other Chain Stores-Canadian Tire; Agnew-Surpass; Woodhouse; Sally; Tip Top; Suzy Shier; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Shoppers Drug Mart 3; Radio Shack; Kelly's Stores; Reitmans 2; Singer Co.

14 - NEWSPAPERS: CAPE BRETON POST (e) 31,457; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert Marshall, Adv. Dir., CAPE BRETON POST, 255 George St., Sydney, NS B1P 1J5; Tel. (902) 564-5451.
National Representative: Thomson Newspapers.

TRURO, N.S.

1 - LOCATION: Colchester County. E&P Map F-4. County Seat. On Salmon River, 65 mi. from Halifax, 124 mi. from Moncton. On Hwys. running E, W & S. Ry. & Hwy. hub.

2 - TRANSPORTATION: Railroads-Canadian National; Dominion Atlantic.
Motor Freight Carriers-17.
Intercity Bus Lines-Acadian Coach.
Airlines-Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3 - POPULATION:
Corp. City 81 Cen. 12,552; Loc. Est. 12,470
CZ-ABC: (81) 18,982; (84) 19,100
RTZ-ABC. (81) 39,242; (84) 40,800
City & RTZ-ABC: (81) 58,244; (84) 59,900

4 - HOUSEHOLDS:
City 81 Cen. 4,755; Loc. Est. 3,850
CZ-ABC. (81) 6,810; (84) 7,200
RTZ-ABC: (81) 12,320; (84) 13,600
City & RTZ-ABC: (81) 19,130; (84) 20,800

5 - BANKS 12. Deposits N.A.

6 - PASSENGER AUTOS: County 17,434

7 - ELECTRIC METERS: Residence 5,744

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Bldg. Materials; Dairy Prod.; Railway.
Principal Industrial Pay Days-5th, 15th, 20th & 30th.

10 - CLIMATE: First killing frost, Sept. 15. Last killing frost, May 31.

11 - TAP WATER: Acid, very soft, trace of fluorine.

12 - RETAILING: Principal Shopping Centers-Inglis and Prince Sts.; Fundy Trail Shopping Centre (15 Stores); Truro Mall (30 Stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Margolian's; Walker's; K mart; Zeller's; People's.
Variety Stores-Woolworth; Metropolitan; Zeller's; Big Top.
Chain Drug Stores-MacQuarries; Lawtons; Shoppers Drug.
Chain Supermarkets-Sobey's; IGA; Save-Easy; Best for Less; LoFood.
Other Chain Stores-Canadian Tire; Goodman; Simpson-Sears; Handy Andy; Charm Jewelers; G.C. Murphy.

14 - NEWSPAPERS: NEWS (e) 8,590; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Campbell, Adv. Mgr., NEWS, 6 Louise St.; P.O. Box 220, Truro, NS B2N 5C3; Tel. (902) 893-9405.
National Representative: Thomson Newspapers.

ONTARIO SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	607	593	632
5-14 Years	1,467	1,294	1,379
15-24 Years	1,552	1,599	1,704
25-44 Years	2,267	2,525	2,695
45-64 Years	1,632	1,742	1,856
65 and Over	739	868	925
TOTAL	8,264	8,625	9,191

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
($Millions)

Kind of Business	1971	1983	1985
General Mdse.	1,874	5,340	6,064
Apparel	739	2,084	2,394
Furniture	365	889	1,112
Groceries	2,831	10,206	11,869
Lumber/Bldg. Mat.	138	250	399
Restaurants	270	4,101	9,219
Autos	1,939	7,670	11,082
Gasoline/Fuel Oil	988	3,431	3,770
Drugs	316	1,392	2,088
TOTAL SALES	12,606	41,753	52,457

Source: Census of Canada/Retail Trade

BARRIE, ONT.

1 - LOCATION: Simcoe County. E&P Maps E-4 & M-2. County Seat. Agricultural, light mfg., tourism. 60 mi. N of Toronto. On Ontario Hwys. 400, 11, 26-27, 93 (90 to Base Borden).

2 - TRANSPORTATION: Railroads-C.N., C.P. (at Midhurst, 5 miles).
Intercity Bus Lines-Grey Coach; Greer Transp.
Motor Freight Carriers-10.
Airlines-Air Canada; American; C.P.A. (Toronto Airport 40 mi.)

3 - POPULATION:
Corp. City 81 Cen. 38,423; Loc. Est. 41,464
CZ-ABC: (81) 38,423; (84) 41,200
RTZ-ABC. (81) 115,441; (84) 121,400
City & RTZ-ABC: (81) 153,864; (84) 162,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,477; Loc. Est. 14,440
CZ-ABC. (81) 13,370; (84) 15,000
RTZ-ABC. (81) 37,075; (84) 41,000
City & RTZ-ABC. (81) 50,445; (84) 56,000

5 - BANKS	NUMBER	EST. DEP.
Savings	8	$49,000,000

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Appl. 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Winter 9-54. First killing frost, Sept. 28. Last killing frost, Apr. 21.

11 - TAP WATER: From Artesian wells, alkaline, medium hard.

12 - RETAILING: Principal Shopping Areas-5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.
Neighborhood Shopping Centers-Barrie Plaza, Wellington & Anne Sts.; Simcoe Hwy. 11.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bayfield Mall(38)	NA	Miracle Food Mart
Wellington St.	NA	Woolworth
Georgian Mall(40)	NA	Sears, Dominion

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolworth; Tower; K mart; Sayvette; Walker's; Sears.
Chain Supermarkets-Loblaw's; Dominion; A&P; Power; K mart; Food City; IGA; Red & White; Super Save; Miracle Mart.
Other Chain Stores-Walkers; Sally; Evangeline; Walkwel; Maher; Burroughs; Canadian Tire; Tamblyn; Adams; Laura Secord; Cowan; Items; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

14 - NEWSPAPERS: EXAMINER (e) 12,697; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Lon Sevick, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.
National Representative: Thomson Newspapers.

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BELLEVILLE, ONT.

1 - LOCATION: Hastings County, E&P Maps E-4 & N-2. County Seat. Dairy and agricultural area. 115 mi. from Toronto; 235 mi. from Montreal. Wholesale, shopping, mfg. center. On provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2 - TRANSPORTATION: Railroads-C.N.; C.P. Div. point & repair shops for C.N.R.
Motor Freight Carriers-6.
Intercity Bus Lines-Belleville Transit; Colonial Coach; Rathbun; Smith.

3 - POPULATION:
Corp. City 81 Cen. 34,881; Loc. Est. 34,702
CZ-ABC: (81) 34,881; (84) 35,400
RTZ-ABC: (81) 109,746; (84) 111,200
City & RTZ-ABC: (81) 144,627; (84) 146,600

4 - HOUSEHOLDS:
City 81 Cen. 13,400; Loc. Est. 13,215
CZ-ABC: (81) 13,285; (84) 14,200
RTZ-ABC: (81) 36,680; (24) 39,100
City & RTZ-ABC: (81) 49,965; (84) 53,300

5 - BANKS	NUMBER	EST. DEP.
Savings & Trust	15	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Total 13,203

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Nutrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Cheese and Spices.
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24. Last killing frost, May 16.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Front St.; 1 on Bridge St.; 1 on Victoria Ave., N Front St.; Pinnacle St.
Neighborhood Shopping Centers-2 on Pinnacle St.; Belleville Plaza, Dundas St.; Westgate Plaza, Allied Towers, Trent Road; North Front St.
Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Quinte Mall(65)	NA	Town & Country, Miracle Food, Sears, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; many Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Walker Stores; Lipson's; Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers; K mart.
Variety Stores-Kresges; Woolworths.
Chain Drug Stores-Shoppers Drug Mart; Tamblyn's; IDA 6; Rexall 2; Guardian Drugs 2.
Chain Supermarkets-Loblaws 2; Dominion; A&P 2; Food City; Miracle Food Mart.
Other Chain Stores-Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear: Jack Fraser's; Coles Books; Pulvers Ladies Wear; Laura Secord; 5th Avenue; Living Lighting; Young Canada.

14 - NEWSPAPERS: INTELLIGENCER (e) 17,339; Nov. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Rabe, Adv. Dir., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171.
National Representative: Thomson Newspapers.

BRAMPTON, ONT.

1 - LOCATION: Peel County, E&P Maps E-4 and M-2. 25 mi. NW of Toronto. Hwys. 10 & 7.

2 - TRANSPORTATION: Railroads-CNR; CPR; GO Transportation.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray Coach.
Airlines-Toronto International Airport, 15 min. from downtown Brampton.

3 - POPULATION:
Corp. City 81 Cen. 149,030; Loc. Est. 182,364
CZ-ABC: (81) 149,030; (84) 165,700
RTZ-ABC: (81) 26,645; (84) 28,200
City & RTZ-ABC: (81) 175,675; (84) 193,900

4 - HOUSEHOLDS:
City 81 Cen. 44,055; Loc. Est. 53,717
CZ-ABC: (81) 43,950; (84) 51,800
RTZ-ABC: (81) 7,855; (84) 8,600
City & RTZ-ABC: (81) 51,805; (84) 60,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: 9,087

8 - GAS METERS: 4,200

9 - PRINCIPAL INDUSTRIES: Building Products; Packaging; Auto Mfg.; Roofing Supplies; Flowers; Communications Equipment; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats; 10,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Winter 27-32; Summer 39-85.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brampton Mall(33)	NA	Steinberg's Mkt.
Brampton Ctr.(4)	NA	Dominion Store
Peel Village Square(9)	NA	Shoppers Drug Mart, Dominion
Shoppers World(119)	NA	K mart, Canada Safeway, Simpsons
Bramalea City Center(160)	NA	Hudson's Bay, Eaton's
Mississauga Sq. One(170)	NA	Sears, Woolco, Hudson's Bay
Centennial Mall(20)	NA	Zeller's, Dominion
Southgate Mall(20)	NA	Steadmans

13 - RETAIL OUTLETS: Department Stores-K mart; Towers; Eaton's; Simpson's; Zeller's; Hudson's Bay, Miracle Beaucoup.
Discount Stores-Bi-Way, Stripe Discount.
Chain Drug Stores-Boots; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Safeway; IGA; Loblaws, Miracle Mart; Food City; Warehouse Foods.
Other Chain Stores-Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reitmans; Jack Fraser; Laura Secord; Maher; Agnew Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage; Lighting Unlimited; Ostranders; Stitsky's; Bonita Shoes; Aikenhead.

14 - NEWSPAPERS: TIMES (e) 6,442; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Rick Shaver, Adv. Mgr., TIMES, 33 Queen St. W., Brampton, ON L6Y 1M1; Tel. (416) 451-2020.
National Representative: Thomson Newspapers.

BRANTFORD, ONT.

1 - LOCATION: Brant County, E&P Maps E-4 & M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53 and 403.

2 - TRANSPORTATION: Railroads-C.N.; Tor., Ham. & Buffalo.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Canada Coach; Public Utilities Comm.; Burley; United Trails.

3 - POPULATION:
Corp. City 81 Cen. 74,315; Loc. Est. 78,188
CZ-ABC: (81) 74,315; (84) 74,800
RTZ-ABC: (81) 106,012; (84) 110,000
City & RTZ-ABC: (81) 180,327; (84) 184,800

4 - HOUSEHOLDS:
City 81 Cen. 26,631; Loc. Est. 27,844
CZ-ABC: (81) 26,545; (84) 27,500
RTZ-ABC: (81) 35,055; (84) 38,000
City & RTZ-ABC: (81) 61,600; (84) 65,500

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	17	N.A.
Trust Co's.	11	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 24,700

8 - GAS METERS: Residence 20,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Machinery; Refrigeration; Automotive; Textiles; Durables 10,300; Non-Durables 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Brantford Mall; Lynden Park Mall; Mohawk Plaza; Towers; Colborne Square; Fairview; Morrell Street Plaza; Pleasant Plaza; St. Paul Plaza; Greenbrier Plaza; Dunsdon Plaza.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Brantford and Lynden Park Malls and Towers Mon.-Sat. All others Thur. and Fri.

13 - RETAIL OUTLETS: Department Stores-Right House; Zeller's; Woolco 2; Towers; K mart; Sears.
Chain Drug Stores-SupeRx; Shoppers' Drug; Boots; Towers; Woolco; K mart.
Chain Supermarkets-Red & White 2; Dominion; IGA; Food City; Calbecks 5; Gordon-Guscott Super Save; Loblaws; Miracle Mart; Vickerman's; Valdi's; No Frills.
Other Chain Stores-Reitmans 3; Agnew Surpass 4; Maher's; Cole's Book Store; People's Jewellers; Pennington's; Elk's; Belinda and Brother 3; A & A Records; Black's Camera; Laura Secord 3; Muntz Stereo; Fotomat 2; Jean Junction; St. Clair Paint; Beaver Lumber; Cashway; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind.; Firestone 2; Goodyear; Uniroyal; Gallenkamp Shoes; Radio Shack 2; Jack Fraser; Japan Camera; BiWay Stores 2.

14 - NEWSPAPERS: EXPOSITOR (e) 32,500; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J.A. Muir, Adv. Mgr., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.
National Representative: Southam Newspapers.

BROCKVILLE, ONT.

1 - LOCATION: Leeds County, E&P Maps E-4 & O-2. On St. Lawrence River. 208 mi. E of Toronto; 125 mi. W of Montreal; 70 mi. S of Ottawa. Queen's Hwys. 2, 29 and 401.

2 - TRANSPORTATION: Intercity Bus Lines-Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.
Airlines-Local Class "B" Airport; Torontair.

3 - POPULATION:
Corp. City 81 Cen. 19,896; Loc. Est. 19,963
CZ-ABC: (81) 19,896; (84) 19,900
RTZ-ABC: (81) 62,256; (84) 63,600
City & RTZ-ABC: (81) 82,152; (84) 83,500
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 7,729; Loc. Est. 7,691
CZ-ABC: (81) 7,695; (84) 8,100
RTZ-ABC: (81) 20,870; (84) 22,000
City & RTZ-ABC: (81) 28,565; (84) 30,400

5 - BANKS	NUMBER	EST. DEP.
Savings	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 2,500

9 - PRINCIPAL INDUSTRIES: Abr. & Grind. Wheels; Ins. Chimneys; Concrete Prod.; Tel. Inst. & Switchboards; Wire & Cables; Elec. Tools; Pharm. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Vacuum Cleaners.
Wage Rates-Manufacturing: Unskilled $3.50-$5.00; Semi-Skilled $4.50-$6.50; Skilled $8.00-$11.50.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1. Last killing frost, May 24.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plaza on Stewart Blvd., 32 stores; Thousand Islands Mall, 30 stores.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Lipson's; Zeller's; Woolco.
Variety Stores-Woolworth.
Chain Drug Stores-IDA 3; Rexall; Shoppers' Drug; Family Pharmacy 2; Boots.
Chain Supermarkets-Dominion 2; No Frills; OK Economy; Steinberg; I.G.A.
Other Chain Stores-Kern's Jeweler; Reward Shoes 2; Lindor; Irene Hill; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Firestone; Goodyear; Singer Co.; Pro Hardware; Reitman's; Cashway; Smart Set; Domininion Hardware.

14 - NEWSPAPERS: RECORDER & TIMES (e) 14,194; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dick Powers, Adv. Mgr., RECORDER & TIMES, 23 King St. W.; PO Box 10, Brockville, ON K6V 5T8; Tel. (613) 342-4441.
National Representative: None.

CAMBRIDGE, ONT.

1 - LOCATION: Waterloo County, E&P Map E-4 & M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97 and 401.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-12.
Intercity Bus Lines-Canada Coach; Burley; Grey Coach; Cambridge Transit.

3 - POPULATION:
Corp. City 81 Cen. 77,183; Loc. Est. 80,917
CZ-ABC: (81) 77,183; (84) 79,200
RTZ-ABC: (81) 13,452; (84) 13,700
City & RTZ-ABC: (81) 90,635; (84) 92,900

4 - HOUSEHOLDS:
City 81 Cen. 25,585; Loc. Est. 26,716
CZ-ABC: (81) 25,495; (84) 26,900
RTZ-ABC: (81) 4,115; (84) 4,500
City & RTZ-ABC: (81) 29,610; (84) 31,400

5 - BANKS	NUMBER	EST. DEP.
Savings	26	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 19,986

8 - GAS METERS: Residence 12,000; Commercial 1,400; Industrial 250.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 2,610; Machy. 5,875; Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($280); Indus. ($300).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Main St., Ainslie, Dickson, & Water Sts.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ayr	11	Zehr's
K mart Centre	5	K mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers-Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Center; Bishop Gate Mall; South Cambridge Centre.
Principal Shopping Days-Thurs., Fri. & Sat.
Stores Open Evenings-Shopping centres open every evening. Downtown stores open Thurs. & Fri.

13 - RETAIL OUTLETS: Department Stores-Right House; Zeller's; Woolco; Miracle Mart; K mart.
Chain Drug Stores-Rexall; IDA; Shoppers Drug Mart; Boots.
Chain Supermarkets-Miracle Food Mart 2; Zehr's 4; Food Barn; A&P.
Other Chain Stores-Woodhouse; Canadian Tire; Firestone; Zeller's; Goodyear; Agnew-Surpass.

14 - NEWSPAPERS: REPORTER (e) 13,379; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Waterton, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.
National Representative: Thomson Newspapers.

CHATHAM, ONT.

1 - LOCATION: Kent County, E&P Maps D-4 & L-3, County Seat. On River Thames. 190 mi. W of Toronto; 50 mi. E of Detroit. On Kings Hwys. 2 and 401; Bluewater Hwy.; near KH's 3, 21 and 98.

2 - TRANSPORTATION: Railroads-C.P.; C.N.; Wabash; C&O (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Chatham; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 40,952; Loc. Est. 42,732
CZ-ABC: (81) 40,952; (84) 40,800
RTZ-ABC: (81) 66,070; (84) 66,400
City & RTZ-ABC: (81) 107,022; (84) 107,200

4 - HOUSEHOLDS:
City 81 Cen. 14,622; Loc. Est. 15,126
CZ-ABC: (81) 14,555; (84) 14,600
RTZ-ABC: (81) 22,140; (84) 23,900
City & RTZ-ABC: (81) 36,695; (84) 38,500

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Savings & Comm.	14	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 12,462

8 - GAS METERS: Residence Chatham and immediate rural areas 30,654

9 - PRINCIPAL INDUSTRIES: Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natl. Gas Distr.; Jute Bags; Comm. Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-75; Summer 57-102; Fall 31-85; Winter -3-50. Last killing frost, May 10. First killing frost, Oct. 5.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.
Neighborhood Shopping Centers-St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thames Lea(20)	2	Dominion, Zeller's, Gordon's, K mart
Nortown(12)	2	Stedman's, Gordon's
North Maple Mall(24)	3	Woolco, Dominion, Bi Way
Downtown Chatham Centre(60)	NA	Sears, Miracle Mart

Principal Shopping Days-Fri. & Sat.
Stores Close-Sun.
Stores Open Evenings-Fri.; Food Thur. & Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; K mart; Stedman's; Sears.
Discount Stores-Shoppers Drug Mart; Krazy Kelly; Valdi.
Variety Stores-Bi-Way.
Chain Drug Stores-SupeRx 4; Shoppers Drug Mart; Boots.
Chain Supermarkets-A&P; Dominion 2; IGA; Gordon's 4.
Other Chain Stores-Young's Jewellers; Singer Co.; Women's Wear: Reitman's; Men's Wear: Tip Top Tailors, Jack Fraser; Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, Kent, E. & R. Maher, Reward; Auto: Canadian Tire, Firestone, Goodyear; Furniture: Tepperman's, Capri; Misc.: Canada (paint); Beaver Lumber & Hdwe.; Cashway Lumber; Pro Hardware.

14 - NEWSPAPERS: NEWS (e) 15,675; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: John Trickett, Adv. Mgr., NEWS, PO Box 2007, Chatham, ON N7M 2G4; Tel. (519) 354-2000.
National Representative: Thomson Newspapers.

COBOURG, ONT.

1 - LOCATION: Northumberland County, E&P Map E-4, M-2. On Lake Ontario, 35 mi. E of Oshawa. Manufacturing and cultural center.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Intercity Bus Lines-Gray; Colonial; Charterway; G.O. Buses.
Airlines-At Toronto Int'l Airport.

3 - POPULATION:
Corp. City 81 Cen. 11,385; Loc. Est. 11,401
CZ-ABC: (81) 11,385; (84) 11,500
RTZ-ABC: (81) 53,581; (84) 54,600
City & RTZ-ABC: (81) 64,966; (84) 66,100

4 - HOUSEHOLDS:
Corp. City 81 Cen. 4,150; Loc. Est. 4,124
CZ-ABC: (81) 4,125; (84) 4,400
RTZ-ABC: (81) 18,255; (84) 19,400
City & RTZ-ABC: (81) 22,350; (84) 23,800

5 - BANKS	NUMBER	EST. DEP.
All	5	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Chrome Office Furn. & Fixtures; Tires; Mobile Homes; Boxes; Core; Pallets; Cocoa Mats & Matting; Rubber Mats; Metal Fabrication.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: DAILY STAR (e-mon to fri) 4,615; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dr. James Johnston, Pub., DAILY STAR, 415 King St. W; Box 400, Cobourg, ON K9A 3P9; Tel. (416) 372-0131.
National Representative: None.

CORNWALL, ONT.

1 - LOCATION: Stormont County, E&P Maps E-4 & O-2, County Seat. On St. Lawrence River; HQ. St. Lawrence Seaway; Site of Intl. St. Lawrence Power Generating Sta. 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-7.
Intericty Bus Lines-Voyageur Coach.
Water Shipping-Great Lakes and Ocean Steamships.

3 - POPULATION:
Corp. City 81 Cen. 46,144; Loc. Est. 46,328
CZ-ABC: (81) 46,144; (84) 46,900
RTZ-ABC: (81) 34,452; (84) 35,500
City & RTZ-ABC: (81) 80,596; (84) 82,400

4 - HOUSEHOLDS:
City 81 Cen. 16,228; Loc. Est. 16,191
CZ-ABC: (81) 16,130; (84) 17,400
RTZ-ABC: (81) 10,975; (84) 12,000
City & RTZ-ABC: (81) 27,105; (84) 29,400

5 - BANKS	NUMBER	EST. DEP.
Savings	7	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Province 3,700,000; Residence 16,600

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 1,700; Textiles 1,000; Men's Clothing 200; Chemicals 1,450; Other 1,850.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E Cornwall) 5 plazas.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur. & Fri.; Shpg. Plazas daily to 10 p.m.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; Sears; K mart; Reitman's.
Variety Stores-People's.
Chain Drug Stores-Fullerton's IDA 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers Drug Mart.
Chain Supermarkets-Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save; Valdi Food.
Other Chain Stores-Laura Secord; Canadian Tire; Firestone; Goodyear; Cashway; Radio Shack; Marks & Spencer; Tip Top; Elks; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Belinda & Brother Shoes; Boutique Marie Claire; Coles Books; Fairweather; Flipside Records; Fredelle Shoes; Irene Hill; Kinney Shoes; Lewis Shoes; Maher Shoes; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; St. Clair Paint & Wallpaper; Smart Set; Town & Country; Dexter Shoes.

14 - NEWSPAPERS: STANDARD-FREEHOLDER (e) 16,803; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Rick Shaver, Adv. Dir., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160.
National Representative: Thomson Newspapers.

FORT FRANCES, ONT.

1 - LOCATION: Rainy River District, E&P Map D-4, Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

2 - TRANSPORTATION: Railroads-CN; DWP.
Intercity Bus Lines-Grey Goose; Excel Motor Coach.
Motor Freight Carriers-3.
Airlines-Republic (Int'l. Falls); NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 8,906; Loc. Est. 8,651

4 - HOUSEHOLDS:
City 81 Cen. 3,257; Loc. Est. 3,134

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	1	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Agriculture; Lumbering; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated & chlorinated.

12 - RETAILING: Principal Shopping Area-5 blocks in town.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Chain Stores-Safeway; Canadian Tire; Saan; Acklands; Auto Glass; McLeods.

14 - NEWSPAPERS: BULLETIN (e-mon, tues; thurs; fri) 2,750; sworn Mar. 21, 1983.
Local Contact for Advertising and Merchandising Data: J. Cumming, Adv. Mgr., BULLETIN, 116 First St.; PO Box 339, Fort Frances, ON P9A 3M7; Tel. (807) 274-5373.
National Representative: None.

GUELPH, ONT.

1 - LOCATION: Wellington County, E&P Map E-4 & M-2, County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto, 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2 - TRANSPORTATION: Railroads-CN; CP; Junction.
Intercity Bus Lines-Canada; Elliott Coach; Grey Coach.
Motor Freight Carriers-31.
City Bus Lines-Guelph Trans. Comm.
Airlines-Waterloo Wellington; Private & Charter & Great Lakes Schedule; Guelph Air Park; Private & small charter (Wellington Waterloo Airport).

3 - POPULATION:
Corp. City 81 Cen. 71,207; Loc. Est. 74,105
CZ-ABC: (81) 71,207; (84) 72,900
RTZ-ABC: (81) 71,431; (84) 70,900
City & RTZ-ABC: (81) 142,638; (84) 143,800

4 - HOUSEHOLDS:
City 81 Cen. 25,130; Loc. Est. 26,501
CZ-ABC: (81) 25,180; (84) 26,500
RTZ-ABC: (81) 22,584; (84) 23,600
City & RTZ-ABC: (81) 47,764; (84) 50,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	38	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 22,900

8 - GAS METERS: Residence 16,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sports Equipment 200; Alum. & Zinc Castings 185; Steel Buildings 35; Nuts 296; Power Transformers 1496; Steel Wheels & Drums 246; Fiberglass 500; Metal Fluxes 230; Cigarettes 900; General Machinery 265; Wire & Cables 210. (Av. Wkly. Wage-$210).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28. Last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-on 9 Sts.; 8 blocks Macdonell; Eaton Centre; Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale; Willow West Mall; Victoria Rd. Plaza; Stone Rd. Mall; Westwood Plaza; Bullfrog Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fergus	14	Russels, Vince's IGA, Zehr's, J&M Mkt.
Elora	13	L&M Food
Acton	14	Eisen, IGA

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur., Fri. until 9.

13 - RETAIL OUTLETS: Department Stores-Budds; Sears; Zeller's County Fair 2; K mart; Biway; Eaton's.
Variety Stores-Woolworth; Bargain Harold.
Chain Drug Stores-IDA 5; Rexall; Super Save; 2; Nyal; Boots 2; Shoppers Drug Mart 2.
Chain Supermarkets-A&P 2; Dominion; Foodland; Zehr's 6; Miracle Mart; Darrigos; Valdi.
Other Chain Stores-Shoes: Aggies, Athletes Foot, Joggers Rizzo, Cord Wainer 3, Kiddie Cobbler, Gallenkamp, Belinda & Brother 2, Shoe House, Heller & Moisan, Ab Amies; Auto Supply: Canadian Tire 2, Firestone, Marsh Tire, Apple Auto Glass, Guelph Auto Electric, Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Lorraine, Robert K. Smith, Milady, Zacks, Reitmans 2, Arcade, Irene Hill, Suzy Shier 2, Browns, House of David, Alb Brown, Star, Ellens Fashions, Lees Apparel, Petticoat Lane; T.V.: Wickham's County TV, Shortreed, Loves, Japan Camera, Tip Top, Fairweather, Playtime, Thrifty's, Black's; Jewelry: Birk's, Pequegnat's, A.W. Smith, Walters, Peoples, Morse, Youngs.

14 - NEWSPAPERS: MERCURY (e) 17,549; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kohl, Pub./Gen. Mgr., MERCURY, 8-14 Macdonnell St., Guelph, ON N1H 6P7; Tel. (519) 822-4310.
National Representative: Thomson Newspapers.

HAMILTON, ONT.

1 - LOCATION: Wentworth & Halton Counties, E&P Maps E-4 & M-3. Western end Lake Ontario. County Seat. 19,230 acres, one of largest land-locked harbors on Great Lakes. 43 mi. SW of Toronto; 73 mi. W of Buffalo; 48 mi. W of Niagara Falls; 201 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20 & 403.

2 - TRANSPORTATION: Railroads-CN; CP; TH&B.
Motor Freight Carriers-100.
Intercity Bus Lines-Eastern Canadian Greyhound; Gray Coach; Canada Coach.
Steamship Lines-61.
Airlines-Air Canada; C.P.; American; B. Airways; Nordair; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France.

3 - POPULATION:
Corp. City 81 Cen. 306,434; Loc. Est. 303,615
CZ-ABC: (81) 473,903; (84) 485,500
RTZ-ABC: (81) 258,435; (84) 269,100
Met. Area 81 Cen. 542,095; Loc. Est. 553,221
City & RTZ-ABC: (81) 732,338; (84) 754,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 114,684; Loc. Est. 112,905
Met. Area 81 Cen. N.A.; Loc. Est. 198,506
CZ-ABC: (81) 169,075; (84) 180,700
RTZ-ABC: (81) 82,360; (84) 89,800
City & RTZ-ABC: (81) 251,435; (84) 270,500

5 - BANKS	NUMBER	EST. DEP.
All	140	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 151,593

8 - GAS METERS: Residence 73,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 70,600 ($387); Durable Goods 54,400 ($411); Non-durable Goods 16,300 ($311); Food & Beverages 4,400 ($289); Metal Fabricating Industries 7,800 ($387); Machy. & Electrical 5,400 ($418); Electrical Prod. 7,900 ($360); Construction 4,900 ($452); Trans. Communication & Util. 7,200 ($344); Trade 21,300 ($222); Fin., Ins. & Real Estate 5,000 ($222); Service 9,100 ($165).
Principal Pay Days-Thur. & Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23. Last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Districts-4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.
Neighborhood Shopping Districts-Ottawa St. N; Kenilworth Ave., N; Locke St. S; Westdale (King St. W); Concession St. Mountain; Barton St. E

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Plaza, Dundas(32)	5	Miracle Mart, Dominion
Greater Hamilton(70)	3	Robinson's, Sears, Dominion
Burlington Mall(80)	12	Sears, Dominion, K mart, Robinson's, Eaton's
Mountain Plz.(30)	2	Woolco

Skyway Plaza-Stoney Crk.(20)	8	Woolworth, Dominion
Skyway	14	Eames
Fennel Sq.(15)	30	Woolworth
Terminal Towers	0	
Aldershot(15)	8	Towers, Dominion, Canadian Tire
Brant Plaza(15)	10	
Roseland Plz.(20)	11	SupeRx
County Fair(5)	4	Zeller's
Appleby Mall-Burlington	10	Zeller's, Dominion
Queenston Mall	5	Miracle Mart, Canadian Tire
Eastgate Sq.(104)	5	Eaton's, Woolco, Robinson's
Jackson Sq.(110)	0	Eaton's, Marks & Spencer
Westcliffe Mall(34)	3	Home Hdwe., A&P
Gage Square(6)	NA	
Stadium Mall(7)	3	Consumer Dist.
Strath-Barton(6)	4	Family Fair
Harvard Sq.	NA	Safeway
Lime Ridge Mall(190)	5	Sears, Robinson's, Eaton's, Dominion
Fiesta Mall	7	Zeller's, Dominion,
Hopedale Mall(20)	NA	

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Most downtown chain food & shopping centers: Thur. & Fri.; Plaza food stores open 6 nights.

13 - RETAIL OUTLETS: Department Stores-Eaton's; G.W. Robinson; Sears.
Discount Stores-Towers; Zeller's; Woolco; Miracle Mart; K mart.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Rexall 3; IDA 34; Shoppers Drug Mart 5; Fair-Way 8; A.P.P. 5; Super Save 4; Parke & Park 2; Big V 7; SupeRx 12.
Chain Supermarkets-Miracle Food Marts 7; Dominion 13; IGA 17; A&P 10; Red and White 4; Safeway 3; Valdi 3; Fortino 4; No Frills 3; Min-A-Mart 3; Zehrs.
Other Chain Stores-Sally Shops; Tip-Top Tailors; Reitman's; Evangeline Shops; D'Allaird's; Agnew Surpass; Maher; Reward; Elks Men's Wear; Lindor; Auto: Canadian Tire 7, Firestone 5; Jewelery: Henry Birks and Sons, People's Credit Jewelers. Mappin's, Kern's, Bowring's.

14 - NEWSPAPERS: SPECTATOR (e) 146,919; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ray Johnston, Adv. Sales Mgr., SPECTATOR, 44 Frid St., Hamilton, ON L8N 3G3; Tel. (416) 526-3333.
National Representatives: Southam Newspapers.

KENORA, ONT.

1 - LOCATION: District of Kenora, E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

2 - TRANSPORTATION: Railroads-C.P.
Intercity Bus Lines-Greyhound.
Airlines-Norontair; Bearskin; Helitac (Helicopter Service); Walsten Air Service (Float & Ski Service).

3 - POPULATION:
Corp. City 81 Cen. 9,817; Loc. Est. 9,353
CZ-ABC: (81) 9,817; (84) 9,300
RTZ-ABC: (81) 10,482; (84) 10,800
City & RTZ-ABC: (81) 20,299; (84) 20,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 3,677; Loc. Est. 3,458
CZ-ABC: (81) 3,610; (84) 3,600
RTZ-ABC: (81) 3,230; (84) 3,300
City & RTZ-ABC: (81) 6,840; (84) 6,900

5 - BANKS	NUMBER	DEPOSITS
Banks	6	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Province 4,187

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Paper; Fresh Water Fishing; Lumber Mills; Boat Mfg.; Tourism; Mining; Crafts.

10 - CLIMATE: Min. & Max. Temp.-Spring-0-10; Summer-20-26; Fall-10-20; Winter-25-20. First killing frost, mid-Oct. Last killing frost, mid-May.

11 - TAP WATER: Lake water (treated).

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenora Shopppers Mall(15)	NA	Woolworth, Dominion
Kenora Town Centre(65)	NA	NA

Principal Shopping Days-Thur. through Sat. Major food stores and mall open 9 to 9 (summer only).

13 - RETAIL OUTLETS: Canadian Tire; Safeway; Saan; Robinsons; Loblaws; Eatons; Sears (mail order).

14 - NEWSPAPERS: MINER & NEWS (e-mon to fri) 4,602; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Bob Ponton, Adv. Mgr., MINER & NEWS, 33 Main St. S., Kenora, ON P9N 3X7; Tel. (807) 468-5555.
National Representative: None.

KINGSTON, ONT.

1 - LOCATION: Frontenac County, E&P Maps E-4 & N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Water-St. Lawrence Seaway Port.
Motor Freight Carriers-20.
Intercity Bus Lines-Voyageur Colonial, Ltd.; Charter Aircraft.
Airlines-Torontair.

3 - POPULATION:
Corp. City 81 Cen. 52,616; Loc. Est. 50,500
CZ-ABC: (81) 52,615; (84) 51,600
Bal. in PMA-ABC: (81) 31,851; (84) 78,300
RTZ-ABC: (81) 31,851; (84) 32,400
Total PMA & RTZ-ABC: (81) 160,215; (84) 162,300

4 - HOUSEHOLDS:
Corp. City 81 Cen. 22,029; Loc. Est. 20,963
CZ-ABC: (81) 21,487; (84) 22,100
Bal. in PMA-ABC: (81) 23,308; (84) 25,700
RTZ-ABC: (81) 10,745; (84) 11,000
Total PMA & RTZ-ABC: (81) 55,540; (84) 58,800

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	32	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: 21,727

8 - GAS METERS: 3,870

9 - PRINCIPAL INDUSTRIES: Industry. Number of Wage Earners (Av. Wkly. Wage)-Synthetic Fibres 2,000 ($186); Metal Processing 2,500 ($212).
Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9. Last killing frost, May.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Cataraqui Town Centre; 5 blocks on Princess St.; Kingston Shopping Centre; Frontenac Mall; 4 other plazas, 30 stores.
Neighborhood Shopping Centers-Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)	NA	K mart, Loblaw's
Kingston Centre(60)	NA	Simpsons-Sears, Loblaw's
Frontenac Centre(60)	NA	Dominion, Woolco
Cataraqui Centre(110)	8	Simpson's, Zeller's, Loblaw's

Principal Shopping Days-Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Jos. Abramsky & Sons; Zeller's; Simpsons-Sears; Cherney's; Simpsons.
Discount Stores-Sentry Stores; S&R; Woolco; K mart; Consumers Distributing; Bi-Way.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Tamblyn; Thrifty; Shoppers Drug; Boots; Guardian; Londrey's.
Chain Supermarkets-A&P: Loblaw; Dominion; IGA; Food City.
Other Chain Stores-Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; Peoples Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Very, Very, Terry, Jerry; Elk's; Frontier Fruit & Nut; Bowrings; Shorneys; Keyman Shop; Town & Country; National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World.

14 - NEWSPAPERS: WHIG-STANDARD (e) 35,813; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: A. McLaren, Adv. Dir., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000.
National Representative: Bardal, Gosbee & Associates.

KIRKLAND LAKE, ONT.

1 - LOCATION: Temiskaming County, E&P Map D-4. Mining, farming, education, distribution centre. 365 mi. from Toronto. On Hwys. II and 66.

2 - TRANSPORTATION: Railroads-Ontario-Northland and Bus.
Motor Freight Carriers-2.
Airlines: NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 12,219; Loc. Est. 11,390
CZ-ABC: (81) 12,219; (84) 12,100
RTZ-ABC: (81) 29,069; (84) 30,000
City & RTZ-ABC: (81) 41,288; (84) 42,100

4 - HOUSEHOLDS:
City 81 Cen. 4,716; Loc. Est. 4,340
CZ-ABC: (81) 4,645; (84) 4,700
RTZ-ABC: (81) 9,485; (84) 10,500
City & RTZ-ABC: (81) 14,130: (84) 15,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 5,160

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining.

10 - CLIMATE: Min. & Max Temp.-Spring 16-70; Summer 45-95; Fall 0-80; Winter 0-50.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING: Principal Shopping Center- 4 blocks on Government Road.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Variety Stores-Metropolitan; Kresge; Woolworth.
Chain Drug Stores-IDA 2; Rexall.
Chain Supermarkets-A&P; Dominion; Montemurro's; IGA.

14 - NEWSPAPERS: NORTHERN NEWS (e) 5,819; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ron Mullin, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.
National Representative: Thomson Newspapers.

KITCHENER-WATERLOO, ONT.

1 - LOCATION: Regional Municipality of Waterloo. E&P Maps D-4, M-2 & M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-34.
Intercity Bus Lines-Gray; Canada; United Trails.
Airlines-Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; Swissair; Pearson Int'l Airport (45 minutes); Nordair; Hamilton Airport (40 minutes).

3 - POPULATION:
Corp. Cities 81 Cen. 189,162; Loc. Est. 197,525
Kitchener 81 Cen. 139,734; Loc. Est. 145,899
Waterloo 81 Cen. 49,428; Loc. Est. 51,626
CZ-ABC: (81) 189,162; (84) 198,100
RTZ-ABC: (81) 123,721; (84) 127,100
City & RTZ-ABC: (81) 312,883; (84) 325,200
Met Area 81 Cen. 287,801; Loc. Est. 300,100
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 81 Cen. 68,774; Loc. Est. 71,356
Kitchener 81 Cen. 50,329; Loc. Est. 52,221
Waterloo 81 Cen. 18,445; Loc. Est. 19,135
Met. Area 81 Cen. 99,395; Loc. Est. 109,356
CZ-ABC: (81) 67,460; (84) 73,400
RTZ-ABC: (81) 38,220; (84) 41,200
City & RTZ-ABC: (81) 105,680; (84) 114,600

5 - BANKS	NUMBER	EST. DEP.
Savings	111	N.A.

6 - PASSENGER AUTOS: Regional Municipality of Waterloo 246,336 (1982)

7 - ELECTRIC METERS: Residence 88,290

8 - GAS METERS: Residence 50,553

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Managerial/administrative 12,334; Clerical 27,435; Sales 14,730; Service 16,240; Processing 9,095; Machining 8,900; Product fabricating, assembling and repairing 20,310; Construction trades 7,015.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct. Last killing frost, May.

11 - TAP WATER: Neutral, very hard; Kitchener not fluoridated; Waterloo fluoridated.

12 - RETAILING: Principal Shopping Centers-Fairview Park, 5 mi. from downtown Kitchener (95 stores); Market Square, downtown Kitchener (39 stores); King Centre, downtown Kitchener (70 stores); 8 blocks on King St., Kitchener; Waterloo Square, downtown Waterloo (52 stores); Conestoga Mall, 6 mi. from downtown Waterloo (74 stores); 3 blocks on King St., Waterloo; John Galt Shopping Centre (26 stores); Highland Shopping Centre (10 stores); Plaza 651 (10 stores); Cambridge Shoppers Mall (9 stores); South Cambridge Shopping Centre (8 stores); Bishop Gate Mall (10 stores).
Neighborhood Shopping Centers-Kitchener: Lancaster Street Plaza, Kingsdale Plaza, Belmont Plaza, Frederick Mall, Stanley Park Mall, Courtland Plaza, Forest Glen Plaza, Eastwood Square, Pioneer Park Plaza, Forest Hill Plaza, Laurentian Hills Plaza, Manitou Mall, Rosemount Centre, Highland Road Plaza, Southwood; Country Hills Plaza; Doon Village Centre; Weber St. Mall; Victoria Square Plaza; Hazelgien Plaza; Driftwood Shooping Centre. Waterloo: Towers Plaza, Westmount Place, County Fair Centre, Parkdale Plaza, Glenridge Plaza, Lincoln Plaza; Toll Gate Plaza; Beechwood Plaza; University Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food-every evening except Sunday.

13 - RETAIL OUTLETS: Department Stores-Goudies; Budds; Eaton's 2; Marks & Spencer; Robert Simpson; Sears; Robinson's 2.
Variety Stores-Woolworth; Big Top; Zeller's.
Discount Stores-Woolco; Towers 2; K mart 3.
Chain Drug Stores-Boots 7; Guardian 2; IDA 4; Shoppers Drug Mart 8; Rexall 3.
Chain Supermarkets Dutch Boy 6; Zehrs 11; Hi Way; Central; Knechtel's 3; Ram Food Market; Mr. Grocer; Miracle Food Mart; Valdis 3.
Other Chain Stores-Agnew Surpass Shoes 4; Reward Shoe 2; Singer Co.; Youngs Jewelry 2; Weston Jewelers; Walters Jewelers 4; Reitman's 4; Tip Top Tailors 4; Firestone 3; Goodrich; Uniroyal; Canadian Tire 5; Goodyear; Dunlop; Esso Centres; Fairweathers 3 (womens'); Town & Country (womens') 6; Leon's Furniture; Pennington's 2; D'Aillard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2.

14 - NEWSPAPERS: RECORD (e) 74,861; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: H.J. Baird, Adv. Dir., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.
National Representative: Bardal, Gosbee & Associates; Newspaper Marketing Bureau.

LINDSAY, ONT.

1 - LOCATION: Victoria County. E&P Maps E-4 & M-2. On the Scugog River. 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Intercity Bus Lines-Travelway Bus.

3 - POPULATION:
Corp. City 81 Cen. 13,596; Loc. Est. 14,030
CZ-ABC: (81) 13,596; (84) 14,200
RTZ-ABC: (81) 38,993; (84) 42,100
City & RTZ-ABC: (81) 52,589; (84) 56,300

4 - HOUSEHOLDS:
City 81 Cen. 5,292; Loc. Est. 5,416
CZ-ABC: (81) 5,260; (84) 5,700
RTZ-ABC: (81) 13,510; (84) 15,000
City & RTZ-ABC: (81) 18,770; (84) 20,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 300; Chemical 600; Brake Shoe 115; Die Casting 150; Rubber Mfg. 450; Gen. Mfg. 200; R.R.; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Malls (2) open Mon. through Sat. until 10 p.m.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (e) 4,545; (e-thurs) 4,558; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. McConomy, Pres./Gen. Mgr., POST, 15 William St. N., Lindsay, ON K9V 3Z9; Tel. (705) 324-2114.
National Representative: None.

LONDON, ONT.

1 - LOCATION: Middlesex County. E&P Maps D-4 & L-3. On River Thames, 110 mi. W of Toronto and 105 mi. E of Detroit.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-67.
Intercity Bus Lines-Greyhound; Gray Coach; London Charterways.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 254,280; Loc. Est. 265,181
Met. Area 81 Cen. 283,668; Loc. Est. 294,256
CZ-ABC: (81) 257,057; (84) 265,200
RTZ-ABC: (81) 548,363; (84) 568,400
City & RTZ-ABC: (81) 805,420; (84) 833,600
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 98,070; Loc. Est. 101,168
Met. Area 81 Cen. 105,595; Loc. Est. 112,880
CZ-ABC: (81) 97,433; (84) 105,700
RTZ-ABC: (81) 185,232; (84) 200,400
City & RTZ-ABC: (81) 282,665; (84) 306,100

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	81 Br.	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 78,157

8 - GAS METERS: Residence 65,685

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary 500; Manufacturing 25,000; Construction 6,500; Transportation, Communications, Utilities 7,500; Trade 23,500; Finance, Insurance, Real Estate 11,500; Services 44,000; Public Administration 7,000.
Principal Pay Days-Thur., Fri.; 1st & 15th

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

11 - TAP WATER: Lake Huron Pipeline; fluoridated.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-Wellington Square (43), Wellington King Sts.; Eastown Plaza (30), East Dundas St.; Westown Plaza (20), Oxford St. W; London Plaza (10), Adelaide St. N; Wharncliffe Plaza (8), Wharncliff-Base Line Rds.; Oakridge Mall (40); Northland Mall (20), Highbury and Huron Sts.; White Oaks (120), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plaza (13), Hamilton Rd.; Oxford Plaza (18), Oxford-Adelaide Sts.; Argyle Mall (35), Dundas-Clark Rd.; Norton Estates, Commissioners' Rd. (2); London Mall (20); Westmount Plaza (70); City Centre (24), Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Place (17), Oxford St. E; Towers Plaza (7), Wellington Road S; London Mews (70); Wonderland Mall (24), Wonderland & Southdale.
Core Shopping Area-7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.
Neighborhood Shopping Areas-6 blocks on Dundas St. E from Adelaide; 2 on Richmond St., S of Oxford; 3 on Wharncliffe, N of Wyatt; 5 on Wharncliffe, S of Elmwood; 8 on Hamilton Rd., E of Little Hill St.; 5 on Oxford, E of Gammage; 3 on Wortley, S of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard.
Stores Close-Sundays.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eatons 3; Simpsons 2; Kingsmills; Hudsons; Fairweather 3.
Discount Stores-Towers; K mart 2; Zellers 3; Woolco 3; Family Fare 2.
Variety Stores-Zellers; Woolworths 2; Metropolitan; Kresges.
Chain Drug Stores-Boots 6; Canadian Apothecary 5; Shopper's Drug 6; SuperRx 6.
Chain Supermarkets-Loblaws 6; Dominion 6; A&P 5; Miracle Mart 5; Superior 4; Foodcity 2.
Other Chain Stores-Apparel: D'Allaird's, Bonds 2, Boughners' Reitmans 5, Marks & Spencer 5, Fairweather 3; Jewelry: Birks Mappins 2, Peoples 2, Youngs 5, Morse 2, Nash 2; Furniture: Leons, Interior Trend, Deisng Plus, Pattons Place, London Furn., Common Market, Jensens, Ethan Allen; Shoes: Agnew-Surpass 3, Arliss 2, Bata 3, Belinda 3, Dacks, Fredelle 2, Kinney 2, Maher 2, Mugford 2; Bakeries: Grandma Lees 2, Hunts 4; Misc.: Coles Books 3, Oxford 2, Provident 2, Wendell Holmes 3, Classic 3.

14 - NEWSPAPERS: FREE PRESS (m) 127,877; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: G.W. Smith, Adv. Dir., FREE PRESS, PO Box 2280 London, ON N6A 4G1; Tel. (519) 679-1111.
National Representative: Newspaper Marketing Bureau.

NIAGARA FALLS, ONT.

1 - LOCATION: Regional Municipality of Niagara; E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2 - TRANSPORTATION: Railroads-C.N.; Wabash; C.P.
Motor Freight Carriers-7.
Intercity Bus Lines-Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
Airlines-Air Canada; American; United; Mohawk; Lake Central.

3 - POPULATION:
Corp. City 81 Cen. 70,960; Loc. Est. 72,324
CZ-ABC: (81) 70,960; (84) 71,100
RTZ-ABC: (81) 36,282; (84) 36,200
Met. Area 81 Cen. 304,353; Loc. Est. 307,210
City & RTZ-ABC: (81) 107,242; (84) 107,300

4 - HOUSEHOLDS:
City 81 Cen. 25,087; Loc. Est. 25,348
CZ-ABC: (81) 24,880; (84) 25,400
RTZ-ABC: (81) 12,660; (84) 13,200
Met. Area 81 Cen. N.A.; Loc. Est. 107,863
City & RTZ-ABC: (81) 37,540; (84) 38,600

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	24	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 20,810

8 - GAS METERS: Residence 16,415

9 - PRINCIPAL INDUSTRIES: Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage $162.)
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Aver. Temp.-Summer 68; Av. Annual 47; Annual Rainfall 30 inches.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Queen St. Main St.; Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
Neighborhood Shopping Centers-Stamford; Chippawa; Lundy's Lane Plaza; Dorchester Rd.; Niagara Square.
Principal Shopping Days-Thur., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur. & Fri. North End; Fri. South End.

13 - RETAIL OUTLETS: Department Stores-Rosberg's; Zeller's; Towers; Robinson's; K mart.
Variety Stores-Metropolitan.
Chain Drug Stores-Rexall 7; IDA 3; Super-Save; Shoppers Drug Mart.
Chain Supermarkets-Red & White 4; Super Save; A&P 2; Dominion 2; Miracle Food Mart; IGA; Food City; Safeway.
Other Chain Stores-Reitman's Shoes; Agnew-Surpass; Maher; Reward; Firestone; Canadian Tire; Goodyear; Dunlop; Consumers Distributing.

14 - NEWSPAPERS: REVIEW (e) 20,199; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6; Tel. (416) 358-5711.
National Representative: Thomson Newspapers.

NORTH BAY, ONT.

1 - LOCATION: Nipissing County, E&P Maps D-4 & M-1. 220 mi. N of Toronto.

2 - TRANSPORTATION: Railroads-C.N.; C.P.; O.N.R. Hdq.
Motor Freight Carriers-15.
Intercity Bus Lines-Deluxe Transp.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.
Airlines-Air Canada; First Air; Voyager; NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 51,268; Loc. Est. 51,190
CZ-ABC: (81) 51,268; (84) 51,000
RTZ-ABC: (81) 50,389; (84) 52,000
City & RTZ-ABC: (81) 101,657; (84) 103,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 17,075; Loc. Est. 17,100
CZ-ABC: (81) 17,075; (84) 17,400
RTZ-ABC: (81) 16,378; (84) 18,600
City & RTZ-ABC: (81) 33,453; (84) 36,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 15,865

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Industry 453; Manufacturing 4,334; Construction 1,461; Trans., Communications & Util. 3,376; Trade & Commerce 3,956; Fin., Ins. & Real Estate 730; Service 6,728; Public Admin. 4,158.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept. Last killing frost, June.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Main St.
Neighborhood Shopping Centers-2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Square-21 acres, 60 stores, incl. Loblaw; Woolco; Reitman; 1450 cars; Nipissing Plaza; Dominion; Zellers, 6 mi. from downtown; Widdifield Plaza 2 stores; 700 cars; North Bay Mall; K mart, A&P; 65 stores, 1,200 cars.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; some 6 nights.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Woolco; Tower's; K mart.
Variety Stores-Kresge's.
Chain Drug Stores-Boots 2; Shopper's Drug Mart 2.
Chain Supermarkets-Dominion 2; A&P 2; Loblaw's 1; IGA; Food City.
Other Chain Stores-Reward; Agnew-Surpass; Bata (men's); Tip Top Tailor's; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer Co.; Firestone.

14 - NEWSPAPERS: NUGGET (e) 23,758; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jim Davidson, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200.
National Representative: Southam Newspapers.

ORILLIA, ONT.

1 - LOCATION: Simcoe County. E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-5.
Intercity Bus Lines-Gray Coach; Stock Bros. Coach; Orillia; Midland-Penetang.
Airlines-Orillia.

3 - POPULATION:
Corp. City 81 Cen. 23,955; Loc. Est. 23,720
CZ-ABC: (81) 23,955; (84) 23,700
RTZ-ABC: (81) 33,163; (84) 34,800
City & RTZ-ABC: (81) 57,118; (84) 58,500

4 - HOUSEHOLDS:
City 81 Cen. 8,521; Loc. Est. 8,377
CZ-ABC: (81) 8,475; (84) 8,700
RTZ-ABC: (81) 11,215; (84) 11,900
City & RTZ-ABC: (81) 19,690; (84) 20,600

5 - BANKS N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 6,692

8 - GAS METERS: 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't. Services 1,100; Misc. 430. Av. Wkly. Wage $210.
Principal Pay Days-2nd & 4th; Fri.

10 - CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; not fluoridated

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaverton	20	IGA, Red & White
Coldwater	15	IGA
Gravenhurst	20	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	NA	Dominion, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-9 p.m.

13 - RETAIL OUTLETS: Department Stores-K mart; Zeller's; Woolworth; A and N.
Chain Drug Stores-Rexall; Drug City; Shoppers Drug Mart.
Chain Supermarkets-Dominion 1; Loblaws; A&P; IGA; Miracle Food Mart.

14 - NEWSPAPERS: PACKET & TIMES (e) 9,616; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peter Hinton, Adv. Dir., PACKET & TIMES, 31 Colborne St. E. Orillia, ON L3V 1T4; Tel. (705) 325-1355.
National Representative: Thomson Newspapers.

OSHAWA-WHITBY, ONT.

1 - LOCATION: Regional Municipality of Durham; E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Intercity Bus Lines-Gray; Colonial; Charterways & G.O. Buses.
Airlines-At Toronto Int'l Airport.

3 - POPULATION:
Cities 81 Cen. 154,217; Loc. Est. 168,459
Oshawa 81 Cen. 117,519; Loc. Est. 125,496
Whitby 81 Cen. 36,698; Loc. Est. 42,963
CZ-ABC: (81) 154,217; (84) 166,600
RTZ-ABC: (81) 120,134; (84) 131,200
City & RTZ-ABC: (81) 274,351; (84) 297,800
Met. Area 81 Cen. 154,217; Loc. Est. 168,460

4 - HOUSEHOLDS:
Cities 81 Cen. 51,091; Loc. Est. 55,523
Oshawa 81 Cen. 39,316; Loc. Est. 41,813
Whitby 81 Cen. 11,775; Loc. Est. 13,710
CZ-ABC: (81) 50,905; (84) 57,100
RTZ-ABC: (81) 36,615; (84) 41,800
Met. Area 81 Cen. N.A.; Loc. Est. 55,186
City & RTZ-ABC: (81) 87,520; (84) 98,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	29	N.A.
Trust Cos.	4	N.A.
Credit Unions	4	N.A.
Loan Cos.	9	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence, Oshawa 9,900

9 - PRINCIPAL INDUSTRIES: Automotive Assembly; Elec. Machy.; Leather Goods; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Pet Foods; Aluminum & Plastic Boats; Sugar; Steel.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Square.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.
Variety Stores-Kresge's; Woolworth; K mart.
Chain Drug Stores-Tamblyns 2; IDA 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Supermarkets-Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores-Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Fairweather; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels Town & Country; Family Fair; Biway; Collegiate Sports.

14 - NEWSPAPERS: TIMES (e) 22,448; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising

Data: John Kearns, Adv. Mgr., TIMES, 44 Richmond St. W., Oshawa, ON L1G 1C8; Tel. (416) 723-3474.
National Representative: Thomson Newspapers.

OTTAWA, ONT.

1 - LOCATION: Carleton County, E&P Maps E-4 & O-1. Capital City of Canada, on S side of Ottawa River; 125 mi. W of Montreal and 270 mi. E of Toronto. Commercial and industrial center.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-10.
Intercity Bus Lines-OC Transp.; Voyageur Colonial; Commission de Transport; Travelways; Abitibi Provincial; Greyhound.
Airlines-Air Canada; Eastern; C.P. Air; Laurentian; Nordair; Quebec Air; Air Atonabee; Air Ontario; First Air; Pilgrim.

3 - POPULATION:
Corp. City 81 Cen. 295,163; Loc. Est. 289,753
Met. Area 81 Cen. 717,978; Loc. Est. 736,351
CITIZEN:
PMA-ABC: (81) 717,978; (84) 749,500
LE DROIT:
CZ-ABC: (81) 614,768; (84) 633,900
RTZ-ABC: (81) 490,021; (84) 512,600
City & RTZ-ABC: (81) 1,104,789; 1,146,500

4 - HOUSEHOLDS:
City 81 Cen. 124,424; Loc. Est. 120,999
Met. Area 81 Cen. 256,390; Loc. Est. 278,831
CITIZEN:
PMA-ABC: (81) 256,390; (84) 282,300
LE DROIT:
CZ-ABC: (81) 225,379; (84) 240,600
RTZ-ABC: (81) 157,896; (84) 177,800
City & RTZ-ABC: (81) 383,275; (84) 418,400

5 - BANKS	NUMBER	DEPOSITS
Savings	125	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 186,639

8 - GAS METERS: Residence 49,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)Federal Govt. Crown Corps. etc. 100,000; High Tech Industry 350, technology firms employ over 24,000; Ins. 1,141; Food & Beverages 1,612; Clothing 3,230; Printing & Publ. 3,694; Rubber & Plastic 18; Metal Fabricating 907; Chemicals & Chemical Products 511; Scientific & Professional Equipment 1,273; Other 1,621.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-81, Summer 40-92; Fall 8-74; Winter -12-41. First killing frost, Oct. 21. Last killing frost, May 27.

11 - TAP WATER: Purified, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Sparks St.; 4 on Rideau St. plus Rideau Centre; 6 on Bank St.
Neighborhood Shopping Centers-Alta Vista; Merivale Rd.; Elmvale; Riverside; Westgate; Billings Bridge; Carlingwood; Heron Gate; Eastview; Manor Park; Alta Vista McArthur; Towers; K mart; St. Laurent; Lincoln Fields; Vista Plaza; Place du Portage; Les Galeries de Hull; Les Galleries Aylmer; Bayshore; Place Cartier-Hull; Les Promenades de L'Outaouais-Catineau.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Bay Co.; Charles Ogilvy; Eaton's; Sears.
Variety Stores-Woolworth; Kresge's; Metropolitan; R.A. Beamish; Zeller's; Giant Tiger.
Discount Stores-Towers Mart 3; K mart 5; Miracle Mart 2; Woolco 3.
Catalogue Discount Stores-Consumers Distributing.
Chain Drug Stores-Boots Drugs; IDA 16; Rexall 21; Shoppers Drug Mart; Uniprix 2; Jean Coutu 2.
Chain Supermarkets-Loblaw's 10; Steinberg's 11; A&P 4; Dominion 12; IGA 31; Provigo 9; Joanisse 4; Metro 9; Warehouse Plus 2; Superstore 2; Super Save; Richelieu.
Other Chain Stores-Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Evangeline Shops; Reitman's; Bata Shoes; Dolci's; Holt Renfrew; Singer Co.; Shoe World; Kinney Shoes; Agnew Surpass Shoes; Canadian Tire; Laura Secord Candy; Fairweather Ladies Wear; Goodyear; Firestone; Penningtons; Uniroyal; Michelin; Blacks Camera; Montreal Draperies; National Draperies; Leon's Furniture; Pascal Hdwe.; George Richards King Size Clothes; Arlington Sports; Bouclair; Liberty; Tie City; B.F. Goodrich; Dunlop Tires; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid, Ottawa Stereo Hi-Fi; Atlantique; French Shoes; Astral Photo; Merle Norman; Boots; Collegiate Sportsworld; W.H. Smith; Athlete's Foot; O.B. Ailan; Leather Attic; Mappins; Doucet.

14 - NEWSPAPERS: CITIZEN (all day-mon to fri) 183,898; (m-sat) 234,231; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd.; PO Box 5020, Ottawa, ON K2C 3M4; Tel. (613) 829-9100.
National Representatives: Southam Newspapers.
LE DROIT (French) (mon to fri) 44,433; (m-sat) 49,612; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Andre Laurin, Adv. Dir., LE DROIT, 375 Rideau St., Ottawa, ON K1N 5Y7; Tel. (613) 560-2500.
National Representatives: Vern B. Moore.

OWEN SOUND, ONT.

1 - LOCATION: Grey County, E&P Maps D-4 & M-2, County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 and 26.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Steamship Lines-Ontario Northland Transp. Co.
Motor Freight Carriers-8.
Intercity Bus Lines-Gray Coach; Charterways; Travelways.

3 - POPULATION:
Corp. City 81 Cen. 19,883; Loc. Est. 20,213
CZ-ABC: (81) 19,883; (84) 20,200
RTZ-ABC: (81) 93,321; (84) 96,800
City & RTZ-ABC: (81) 113,204; (84) 117,000

4 - HOUSEHOLDS:
City 81 Cen. 7,551; Loc. Est. 7,605
CZ-ABC: (81) 7,490; (84) 8,000
RTZ-ABC: (81) 32,210; (84) 34,800
City & RTZ-ABC: (81) 39,700; (84) 42,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 5,869

8 - GAS METERS: Residence 3,097

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machy. Shop 850 ($180); Ptg. & Publ. 465 ($200); Elec. Devices 225 ($185); Sheet Glass 450 ($195); Foam Rubber 250 ($155); Shock Absorbers 250 ($193).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.
Shopping Centers-Towers(Food City); Grey County Mall(Woolco, Loblaw's).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-McKay Bros.; Simpson-Sears; Towers.
Discount Stores-Woolco.
Variety Stores-Woolworth; People's; S.S. Kresge.
Chain Drug Stores-IDA 3; Rexall 2; Drug City.
Chain Supermarkets-Loblaws; A&P; Dominion; Food City.
Other Chain Stores-Maher; Bata; Firestone; Canadian Tire; Grafton; Reitman's 2; Superior Propane; Pro Hardware; Crest; Home Hardware; Consumers Distributing; Smart Set; Radio Shack; Colour Your World.

14 - NEWSPAPERS: SUN-TIMES (e) 20,777; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: G.D. McNaughton, Adv. Mgr., SUN-TIMES, Box 200, Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.
National Representatives: Southam Newspapers.

PEMBROKE, ONT.

1 - LOCATION: Renfrew County, E&P Maps E-4 & N-1, County Seat. Major retail and industrial center in Upper Ottawa Valley. Ottawa 97 mi. SE; North Bay 138 mi. NW; Toronto 257 mi. SW; Montreal 227 mi. SE on Hwy. 17 with connections to Hwys. 62, 60, 41.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-5.
Airlines-Pem-Air Ltd.
Intercity Bus Lines-Colonial Coach; Renfrew County Coach.

3 - POPULATION:
Corp. City 81 Cen. 14,026; Loc. Est. 13,468
CZ-ABC: (81) 15,359; (84) 15,200
RTZ-ABC: (81) 47,200; (84) 48,100
City & RTZ-ABC: (81) 62,559; (84) 63,300

4 - HOUSEHOLDS:
City 81 Cen. 5,040; Loc. Est. 4,805
CZ-ABC: (81) 5,430; (84) 5,700
RTZ-ABC: (81) 14,630; (84) 16,200
City & RTZ-ABC: (81) 20,060; (84) 21,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$18,000,000
Savings	6	incl. above
Savings & Loan	6	Incl. above

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 5,124

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood and Wood Prod. 1,494; Dept. of National Defense (Civilians 794, soldiers 3,069); Steel Furniture 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Shoosplin 450; Matches 99; Petawawa and Atomic Energy Comm ; Chalk River 2,643.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-8 blocks surrounding Pembroke St.; Petawawa Shopping Plaza; Glendale Shopping Center; Deep River; Pembroke Mall; West End Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Order Office; Dorans of Pembroke; Simpson's Order Office.
Discount Stores-Giant Tiger; Cost Plus.
Variety Stores-Woolworth.
Chain Drugs-IDA 2; Rexall; Guardian.
Chain Supermarkets-Loblaws 2; A&P; IGA 4; Red & White; IGA Foodliner; M & M; Brash's 2.
Other Chain Stores-Sally Shops (Womens'); Firestone; Canadian Tires; Shoes: Reward, Maher, Bata; Singer Co.; Woodhouse (furn.).

14 - NEWSPAPERS: OBSERVER (e) 7,154; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.
National Representative: Thomson Newspapers.

PETERBOROUGH, ONT.

1 - LOCATION: Peterborough County, E&P Maps E-4 & N-2, County Seat. On Otonabee River, part of Trent Valley Canal System. 90 mi. E of Toronto, Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7 and 7A to Ottawa.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Interprovincial Bus Lines-Voyageur Colonial.
Motor Freight Carriers-14.
Airlines-Air Atonabee.
Intercity Bus Lines-Peterborough.

3 - POPULATION:
Corp. City 81 Cen. 60,620; Loc. Est. 61,515
CZ-ABC: (81) 60,620; (84) 61,000
RTZ-ABC: (81) 70,081; (84) 72,300
City & RTZ-ABC: (81) 130,701; (84) 133,300

4 - HOUSEHOLDS:
City 81 Cen. 22,677; Loc. Est. 22,873
CZ-ABC: (81) 22,525; (84) 23,200
RTZ-ABC: (81) 23,765; (84) 26,000
City & RTZ-ABC: (81) 46,290; (84) 49,200

5 - BANKS	NUMBER	EST. DEP.
Commercial	14	N.A.
Savings & Loans	3	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 19,618

8 - GAS METERS: Res. & Comm. 5,992

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Clocks & Watches; Atomic Energy; Dairy Mchy.; Brake Lining & Flexible Hose; Outboard Motors, Power Mowers; Power Saws & Snowmobiles.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Peterborough Sq., downtown Peterborough. (Eaton major store with 65 other retail outlets); Lansdowne Place; (Sears major store with 70 other outlets).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Marks & Spencer; Eaton's; Simpson-Sears; K mart; Towers.
Variety Stores-Woolworth 2; Zeller's; Bi-Way; Pathway.
Chain Drug Stores-IDA 6; Shoppers Drug Mart 2.
Chain Supermarkets-Loblaw's; A&P 2; Dominion 2; Red & White; Sunnybrook; Food City 2; IGA; Kawartha Food.

14 - NEWSPAPERS: EXAMINER (e) 24,327; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kapyrka, Adv. Mgr., EXAMINER, PO Box 389, Peterborough, ON K9J 6Z4; Tel. (705) 745-4641.
National Representative: Thomson Newspapers.

PORT HOPE, ONT.

1 - LOCATION: Northumberland County, E&P Maps E-4 & N-2. On N shore of Lake Ontario and 401. 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-4.
Intercity Bus Lines-Colonial; Burley.

3 - POPULATION:
Corp. City 81 Cen. 9,992; Loc. Est. 10,175
CZ-ABC: (81) 9,992; (84) 10,200
RTZ-ABC: (81) 29,538; (84) 30,000
City & RTZ-ABC: (81) 39,530; (84) 40,200

4 - HOUSEHOLDS:
City 81 Cen. 3,648; Loc. Est. 3,685
CZ-ABC: (81) 3,630; (84) 3,900
RTZ-ABC: (81) 9,895; (84) 10,900
City & RTZ-ABC: (81) 13,525; (84) 14,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 2,740

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tools 230; Bathroom Fixtures 415; Conveyors 260; Refining 290; Other 505.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-3 blocks on Walton; 1 each on John, Ontario, Queen.
Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food & Dept. Fri.

13 - RETAIL OUTLETS: Department Stores-Coleman & Philip.
Variety Stores-Chainway; Stedman's.
Chain Supermarkets-Dominion; A&P; Super Save; IGA; Loblaw's.
Other Chain Stores-Canadian Tire.

14 - NEWSPAPERS: GUIDE (e-mon to fri) 3,200; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE, 56 Walton St.; Box 296, Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
National Representative: None.

ST. CATHARINES, ONT.

1 - LOCATION: E&P Maps E-4 & M-3. Regional municipality of Niagara. On Queen Elizabeth Way; on Welland Ship Canal connecting Lake Erie & Lake Ontario; 111 KM (69 mi) South of Toronto; 19 KM (12 mi.) from Niagara River. Regional government seat 19 KM (12 mi.) from U.S. border.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray; Canada; Farr.

3 - POPULATION:
Corp. City 81 Cen. 124,018; Loc. Est. 124,949
CZ-ABC: (81) 133,854; (84) 134,500
RTZ-ABC: (81) 43,062; (84) 43,800
Met. Area 81 Cen. 304,353; Loc. Est. 307,210
City & RTZ-ABC: (81) 176,916; (84) 178,300
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 44,644; Loc. Est. 44,745
CZ-ABC: (81) 47,685; (84) 48,000
RTZ-ABC: (81) 13,910; (84) 14,400
Met. Area 81 Cen. 106,485; Loc. Est. 107,863
City & RTZ-ABC: (81) 61,595; (84) 62,400

5 - BANKS	NUMBER	EST. DEP.
Commercial	37	N.A.
Savings & Loan	13	N.A.
Credit Unions	11	N.A.

6 - PASSENGER AUTOS: City 76,155; Municipal city 84,979; Province 4,187,000.

7 - ELECTRIC METERS: Residence 39,315

8 - GAS METERS: Residence 41,175

9 - PRINCIPAL INDUSTRIES: Automotive and Aeroplane Parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Building; Paper Products; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; Slate Flooring & Roofing; Structural Steel Fabrication.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 2C (35F)-12C (54F); Summer 13C (55F)-24C (76F); Fall 6C (43F)-16C (60F); Winter -4C (24F) -2C (36F). Av. yearly rainfall 61.65cm (24.27 in.); Av. yearly snowfall 97.79 cm (38.5 in.).

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Pen Centre (116); Fairview Mall (127); Lincoln Mall (17).
Neighborhood Shopping Centers-Pendale (4); Towers Plaza (5); Thorold Pine Plaza (6); Lake St. Plaza (3); Midtown Plaza (4); Linwell Plaza (7); Glenridge Plaza; K mart Plaza (4); North End Plaza (8); Corbloc (downtown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pen Centre(116)	4	Sears
Fairview Mall(27)	3	Right House
Lincoln Mall(17)	6	Woolco

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-The Right House; Eaton's; Sears; Robinson's.
Variety Stores-Kresge; Woolworth; Zeller's; Marks & Spencer; K mart; Woolco.
Chain Drug Stores-IDA 5; Crown 5; Towers (Kent); Shoppers Drug Mart 3; Woolco (Jack Austin); K mart (Boots); Super Discount; Guardian; Boots; Dominion.
Discount Stores-Woolco; K mart; Towers; Consumer's Distributing; Biway; Bargain Harold's; Pathway.
Chain Supermarkets-Red & White; Valdi's 2; Food Barn; No Frills; IGA 3; Food City; Best for Less 3; A&P 3.
Other Chain Stores-Tires: Motorcade, Firestone, Goodyear, Canadian Tire, Uniroyal, Lottridge, Direct Tire; Shoes: Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Kinney, Ruby's, Shoe World, Boot Shop, Vogue Shoes, Athlete's Foot; Naturalizer; Furniture: Sleep Factory, Carriage House, Davies, Towers, Dominion, Waterbed Co., Woodhouse; Women's: Reitman's, J. Michaels, Opus, Dalmys, Big Steel, Fairweather, Lil Anne, Braemar, Irene Hill, Smart Set, Susan Miles, Suzy Shiner, Town & Country; Thrifty's, Leather Attic, Antel's, Pennington's; Mens: Tip Top Tailors, Elks, Todd's, Jack Fraser, Moore's The Suit People; John Pomer; Stationery: Grand & Toy, Beatties, C. Cole & Co.; Crafts: Lewscraft, Kinsey Wook, Living Lighting; Records: Sunrise, Sam the Record Man, Discus; Jewelry: Birk's, B.B. Allen. Others: Buildall, Radio Shack, Laura Secord (candy), Micro Cooking Centre, For Goodness Sake, Collacutt Luggage, Classic Books, Epic Books, St. Clair Paint & Wallpaper, Provincial Gas, Joseph's Hairstyling, Eddie Black Cameras, Japan Cameras, Imperial Optical, Bright's Wines, Inniskillen Wines, Fabricland, Lizannes, Mark's Work Wearhouse, Bell Phone Centre, Brewer's Retail, LCBO.

14 - NEWSPAPERS: STANDARD (e) 41,924; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catherines, ON L2R 5G5; Tel. (416) 684-7251.
National Representative: Newspaper Marketing Bureau.

ST. THOMAS, ONT.

1 - LOCATION: Elgin County. E&P Maps D-4 & L-3. County Seat. Diversified mfg. & argic. North Shore of Lake Erie, midway between Buffalo & Detroit, Provincial Hwys. 3, 4.

2 - TRANSPORTATION: Railroads-Conrail; C&O; B&O; C.N.; C.P.; Norfolk and Western.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Can. Greyhound.
Freight Steamship Lines-4.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 28,165; Loc. Est. 28,957
CZ-ABC: (81) 28,165; (84) 29,000
RTZ-ABC: (81) 41,542; (84) 41,700
City & RTZ-ABC: (81) 69,707; (84) 70,700

4 - HOUSEHOLDS:
City 81 Cen. 10,365; Loc. Est. 10,559
CZ-ABC: (81) 10,300; (84) 11,000
RTZ-ABC: (81) 13,195; (84) 13,700
City & RTZ-ABC: (81) 23,495; (84) 24,700

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 10,200

8 - GAS METERS: Residence 6,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Prod. 100; Transp. 800; Auto Assembling 3,000; Iron & Steel Prod. 1,869; Const. 245.
Principal Pay Days-Railways 9th & 21st; Mfg. 15th & 30th. Others: Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost, Sept. 21. Last killing frost, May 10.

11 - TAP WATER: 110 ppm hardness; fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 30 Store Mall; Wellington St. E.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some on Wed. aft.
Stores Open Evenings-All Stores: Fri., Food Stores: Wed., Thur., and Fri.

13 - RETAIL OUTLETS: Department Stores-Anderson's; K mart.
Discount Stores-Jupiter.
Variety Stores-Woolworth; Zellers.
Chain Drug Stores-Super Discount Drug; Pricegard.
Chain Supermarkets-A&P; Dominion; Loblaw's 2; IGA.
Other Chain Stores-Agnew-Surpass; Singer Co.; Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone.

14 - NEWSPAPERS: TIMES-JOURNAL (e) 9,744; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: David Beattie, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.
National Representative: Thomson Newspapers.

SARNIA, ONT.

1 - LOCATION: Lambton County. E&P Maps D-4 & L-3. County Seat. 170 mi. W of Thoronat entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points E.

2 - TRANSPORTATION: Railroads-C.N.; C&O.
Motor Freight Carriers-132.
Freight Steamship Lines-12.
Intercity Bus Lines-Blue Water; Greyhound; Chatham Coach; Sarlon.
Airlines-Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 50,892; Loc. Est. 47,992
CZ-ABC: (81) 75,223; (84) 75,900
RTZ-ABC: (81) 48,222; (84) 49,900
City & RTZ-ABC: (81) 123,445; (84) 125,800

4 - HOUSEHOLDS:
City 81 Cen. 19,396; Loc. Est. 18,160
CZ-ABC: (81) 26,874; (84) 27,900
RTZ-ABC: (81) 15,586; (84) 17,600
City & RTZ-ABC: (81) 42,460; (84) 45,500

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 15,990

8 - GAS METERS: Residence 13,050

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Construction 1,500. Avg. Wage ($290).
Principal Pay Days-Fri. 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost, Oct. 22. Last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Shopping centers: Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Walker Bros.; Simpson-Sears; Zeller's; Woolco; Bi-Way; K mart; Canadian Tire; Eaton's.
Discount Stores-Sentry; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Guardian Drug; Super Save; Woolco Drug; Sentry Drug; IDA; K mart; Big V Pharmacy; Boots; Shoppers Drug Mart.
Chain Supermarkets-A&P 2; Loblaw's 2; IGA; National Grocer 11; Dominion Stores 4; Miracle Mart.

14 - NEWSPAPERS: OBSERVER (e) 23,738; March 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Doug Burgess, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.
National Representative: Thomson Newspapers.

SAULT STE. MARIE, ONT.

1 - LOCATION: Algoma District, E&P Map D-4. District Seat. On St. Mary's River bet. Lakes Superior and Huron. Steamship calling point. On Trans-Canada Hwy. 17.

2 - TRANSPORTATION: Railroads-C.P.; Algoma Central Term. pt. & Hq.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Ontario Northland;
Airlines-Air Canada; North Central; Norontair; Nordair.

3 - POPULATION:
Corp. City 81 Cen. 82,697; Loc. Est. 84,184
CZ-ABC: (81) 82,697; (84) 82,500
RTZ-ABC: (81) 18,639; (84) 19,100
City & RTZ-ABC: (81) 101,336; (84) 101,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 27,252; Loc. Est. 27,576
CZ-ABC: (81) 27,095; (84) 27,400
RTZ-ABC: (81) 6,105; (84) 6,400
City & RTZ-ABC: (81) 33,200; (84) 33,800

5 - BANKS	NUMBER	DEPOSITS
Chartered	7	N.A.
Trust Co's.	4	N.A.
Finance Co's.	5	N.A.
Investment Houses	2	N.A.
Credit Unions	5	N.A.
Insurance Co's.	29	N.A.

6 - PASSENGER AUTOS: City 69,569; District 42,933 (1982)

7 - ELECTRIC METERS: Residence 28,475 (Dist.) 11,200

8 - GAS METERS: Residence 8,332

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage-N.A.)-Steel 8,9200; Paper 475; Railway 550; Veneer & Plywood Mills 400.

10 - CLIMATE: Av. Daily Temp.(Celsius)-Spring 2; Summer 16; Fall 7; Winter -10.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Queen; 4 on Wellington W; 1 on James; 3 blocks on Bay Street (A.C.R. Station Mall); 2 on Great Northern Road.
Neighborhood Shopping Centers-Wallace Terrace; Peoples and Korah Rds; Bruce St; East End subdivisions Monterey Gardens; Churchill Plaza; Pine Plaza; K mart Plaza; Second Line; Sentry Market Mall; ACR Station Mall; Wellington Square Mall; Cambrian Mall.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Friedman's; Sears; Virene's; Woolco; K mart; Fairweather; Stedman's; Canadian Tire; Zellers.
Variety Stores-Woolworth's; Jupiter.
Chain Supermarkets-A&P 3; Dominion 4; IGA; Loblaws; Red & White 2; Safeway.

14 - NEWSPAPERS: STAR (e) 26,291; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Dave Beattie, Adv. Mgr., STAR, 145 Old Garden River Rd.; PO Box 460, Sault Ste. Marie, ON P6A 5M5; Tel. (705) 253-1111.
National Representative: Southam Newspapers.

SIMCOE, ONT.

1 - LOCATION: Regional Muncipality of Haldimand-Norfolk (west half). E&P Maps D-4 & M-3. Junction of Hwys. 3 & 24, County Seat. Industrial center. 25 mi. S of Brantford; 40 mi. SW of Hamilton; 84 mi. SW of Toronto; 175 mi. E of Windsor.

2 - TRANSPORTATION: Railroads-C.N.R.; Wabash; C.P.R.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Canada Coach; Burley.

3 - POPULATION:
Corp. City 81 Cen. 14,326; Loc. Est. 14,477
CZ-ABC: (81) 14,326; (84) 14,200
RTZ-ABC: (81) 56,568; (84) 57,200
City & RTZ-ABC: (81) 70,912; (84) 71,400

4 - HOUSEHOLDS:
City 81 Cen. 5,175; Loc. Est. 5,200
CZ-ABC: (81) 5,150; (84) 5,200
RTZ-ABC: (81) 18,680; (84) 19,600
City & RTZ-ABC: (81) 23,830; (84) 24,800

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 4,558

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Town Zone-Machinery; Canning; Textile; Farmers' Co-op Tobacco Proc.; Safety Clothing; 18 smaller.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct. Last killing frost, Mar.

11 - TAP WATER: Hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Norfolk St.; 3 on Robinson St., 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; 1 on Sydenham St.; 1 on Culvert St.
Shopping Center-At town's southern limits; No. 3 Highway East; Shopping Mall corners of Head St. and West St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Total 273.
Department Stores-Budd's; Woolworth; K mart.
Chain Supermarkets-A&P; Loblaw's; Calbeck; Miracle Mart.
Other Chain Stores-Potter & Shaw Drug; IDA; Canadian Tire; McKerlie; United Auto Parts; Uniroyal Centre; SupeRx Drug; Reitmans.
Nearby Chain Stores-Grocery: IGA 2, Red & White 3, Clover Farm 17, Calbeck's 2, Mini Marts 11; Drug: IDA, Rexall.

14 - NEWSPAPERS: REFORMER (e-mon to fri) 9,647; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: L. Koziana, Adv. Mgr., REFORMER, 105 Donly Dr. S.; PO Box 370, Simcoe, ON N3Y 4L2; Tel. (519) 426-5710.
National Representative: Thomson Newspapers.

SIOUX LOOKOUT, ONT.

1 - LOCATION: District of Kenora. On E&P Map D-3. Approx. 165 mi. NW of Port Arthur; 100 mi. N of the U.S. border.

2 - TRANSPORTATION: Railroads-Canadian Nat.
Airlines-Bearskin Airservice Ltd.; State Falls; Austin Airways.

3 - POPULATION:
Corp. City 81 Cen. 3,074; Loc. Est. 3,123

4 - HOUSEHOLDS:
City 81 Cen. 1,036; Loc. Est. 1,087

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: Province 3,800,000 (1980)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,780; sworn Aug. 6, 1983.
Local Contact for Advertising and Merchandising Data: S.M. Cummings, Pub., BULLETIN, Box 668, Sioux Lookout, ON P0V 2T0; Tel. (807) 737-2161.
National Representative: None.

SUDBURY, ONT.

1 - LOCATION: Sudbury Regional County, E&I Maps D-4 & M-1, County Seat. Shipping and wholesale center. 241 mi. NW of Toronto; 433 mi W of Montreal. On Trans-Canada Hwy.

2 - TRANSPORTATION: Railroads-C.N.; C.P.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Canadian Greyhound; Nickel Belt; Gray; Colonial; Ontario Northland.
Airlines-Air Canada; Norontair; Voyageur Airways.

3 - POPULATION:
Corp. City 81 Cen. 91,829; Loc. Est. 88,255
PMA-ABC: (81) 159,779; (84) 156,900
Met. Area 81 Cen. 149,923; Loc. Est. 145,528
RTZ-ABC: (81) 55,696; (84) 61,400
PMA & RTZ-ABC: (81) 215,475; (84) 218,300

4 - HOUSEHOLDS:
City 81 Cen. 32,263; Loc. Est. 30,766
Met. Area 81 Cen. 149,923 Loc. Est. 147,167
PMA-ABC: (81) 51,415; (84) 53,600
RTZ-ABC: (81) 17,130; (84) 20,000
PMA & RTZ-ABC: (81) 68,545; (84) 73,600

5 - BANKS	NUMBER	DEPOSITS
Savings	17	N.A.
Savings & Loan	26	N.A.
Commercial	1	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 25,871

8 - GAS METERS: Residence 8,529

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 24,116 ($209); Forests 3,600 ($186); R.R. 2,000 ($170); Constr. 3,600 ($252).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-75; Summer 37-87; Fall 35-81; Winter -15-35.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.
Neighborhood Shopping Centers-2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm W, Lorne, Regent and Eyre Sts. in W End area; Shopping Plaza in centre of city and in New Sudbury, 3 mi. E area of City; Southridge Mall (22 stores), Plaza 69, Cedar Point Plaza (20 stores), S area of city; Falcon Plaza, NE section of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
City Centre(40)	NA	Bonimart, Retiman's, Pennington's
Supermall-New Sudbury(30)	NA	Loblaw's, Woolco, Sears

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Pit Stop; Sears; Zeller's 2; Green, Ltd.; Woolco; K mart; Bonimart; Mark's & Spencer.
Variety Stores-Kresge's; Woolworth.
Chain Drug Stores-Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Woolco.
Chain Supermarkets-Dominion 4; Loblaw's 3; Miracle Food Mart; Red & White; A&P 2; IGA 4; K mart; Bonimart Foods.
Other Chain Stores-Jewelry: Birks, Morse, Kerns, Ostrander's; Auto: Canadian Tire 2, Firestone Tire, Dominion Tire, Goodyear; Women's Apparel: Reitmen's 3, Fairweathers, Pennington, Evangeline; Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2; Other: Yolles (furn.), Laura Secord (candy) 2, Singer (sewing mach.), United Cigar 3, Coles Bookstores 2, Bowrings.

14 - NEWSPAPERS: STAR (e) 29,785; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Herron, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271.
National Representative: Thomson Newspapers.

THUNDER BAY, ONT.

1 - LOCATION: Thunder Bay District, E&P Maps D-4 & N-2. District Seat. On NW shore of Lake Superior, 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; Grey Goose; Voyageur.
Airlines-Air Canda: NorOntair; Nordair; Austin Airways.

3 - POPULATION:
Corp. City 81 Cen. 112,486; Loc. Est. 113,622
CZ-ABC: (81) 112,486; (84) 110,900
Met. Area 81 Cen. 121,379; Loc. Est. 123,350
RTZ-ABC: (81) 59,409; (84) 62,300
City & RTZ-ABC: (81) 171,895; (84) 173,200
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 39,517; Loc. Est. 39,655
Met. Area 81 Cen. N.A.; Loc. Est. 42,675
CZ-ABC: (81) 39,220; (84) 39,300
RTZ-ABC: (81) 18,655; (84) 21,900
City & RTZ-ABC. (81) 57,875; (84) 61,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	71 Br.	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Mills 5,670; Grain Elevators 1,800; Forestry 450; Fishing & Trapping 85; Mining 110; Construction 3,850; Trans. & Communication 4,700; Public Util. 950; Retail 3,820; Ins. & Fin. 925; Services 15,640.
Principal Pay Days-7, 10, 15, 22, 31.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7. Last killing frost, June 4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Arthur & Cumberland Streets; 11 blocks Victoria Ave.; 3 blocks May St.; 6 blocks Algoma; 3 blocks Bay; 5 blocks Court St; 7 blocks of Red River Rd.
Neighborhood Shooping Centers-Current River District, South Algoma St.; Red River Rd.; Simpson St., Westfort District. Memorial Ave., Balmoral Ave., N Cumberland St., May St. N & S; Westfort, Edward & Arthur Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Intercity Plz.(147)	NA	Woolworth, Zellers, Simpson-Sears
Grandview Mall(23)	NA	A&P
County Fair(97)	NA	Zeller's, Dominion
Northwood Plz.(17)	NA	Zeller's, Dominion
Keskus Mall(86)	NA	Eaton's
McIntyre Plz.(18)	NA	Shoppers Drug Mart, Hudsons Bay
Green Acres(13)	NA	Colguhouns IDA
Thunder Bay(43)	NA	K mart, A&P
Centennial Sq. Ctr.(20)	NA	Canada Safeway
Victoria Mall(28)	NA	
Victoriaville Mall(144)	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-T. Eaton; Simpson-Sears; McNulty's; Zeller's 4; K mart.
Variety Stores-Woolworth; Kresge's 2; Canadian Tire 2; Saan 2; Stedmans; Western Tire.
Chain Supermarkets-Safeway 4; A&P 6; Dominion Stores 2.
Other Chain Stores-Singer Co.; Agnew Surpass; Bata Shoes; Reitman's; Reward Shoes; Penningtons; Thriftys; Tip Top Tailors; Rickis; Shop-Rite (catalog); Dalmy's; Consum. Distributing; Jack Feaser's; Drug World; Town & Country; Ladies Wear; Gallenkamp; Coles Books; A&A Record; Sam the Record; Birks Jewellers; Mappins-Birkstitt; People's Jewellers; Grafton-Fraser; Fairweather/Big Steel; Suzy Shier; Town & Country Shops; Charms 'n Things; The Pop Shoppe; Home Hardware; IDA Drugs; Dominion Hardware; Records on Wheels; Laura Secord; B.H. Emporium; Irene Hill; Marie Claire; Juniors; Elephant and Castle Pub; Boots Phcy; Kinney Shoes; Louis Shoes; Fredell Shoes; Fairweathers; Dalmy's Ladies Wear; M-M Muffins; Wismith Books; McCartneys Jewelers; Shoppers Drug Mart; Music City; Golden Griddle Pancakes; Kelsey's Pubs; Blacks Cameras; O.B. Allan Jewelers.

14 - NEWSAPAPERS: TIMES-NEWS (m) 8,704; CHRONICLE-JOURNAL (e) 28,464; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Davidson, Adv. Mgr., TIMES-NEWS/CHRONICLE JOURNAL, 75 S. Cumberland St., Thunder Bay, ON P7B 1A3; Tel. (807) 344-3535.
National Representative: Thomson Newspapers.

TIMMINS, ONT.

1 - LOCATION: Cochrane District, E&P Map D-4. Retail and wholesale distributing centre; gold and base metals, waferboard, timber and lumber, area service centre. NE part of Province, on Hwy. 101; 35 mi. off Hwy. 11; 455 mi. from Toronto.

2 - TRANSPORTATION: Railroads-Ontario Northland connects with CPR and CNR.
Motor Freight Carriers-Alary Transport; Ontario Northland Transport; Dominion Consolidated Truck Lines; Manitoulin Transport; Bolduc Mattagami Transport Ltd.; J. Logan Kerr Transport Ltd.
Intercity Bus Lines-Timmins Transit; Dalton's; Ontario Northland; Gray Coach Lines.
Airlines-Air Canada; Norontair; Austin.

3 - POPULATION:
Corp. City 81 Cen. 46,114; Loc. Est. 47,265
CZ-ABC: (81) 46,114; (84) 46,200
RTZ-ABC: (81) 15,885; (84) 16,800
City & RTZ-ABC: (81) 61,999; (84) 63,000

4 - HOUSEHOLDS:
City 81 Cen. 15,295; Loc. Est. 15,583
CZ-ABC: (81) 15,170; (84) 16,100
RTZ-ABC: (81) 5,050; (84) 5,300
City & RTZ-ABC: (81) 20,220; (84) 21,400

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	14	N.A.

6 - PASSENGER AUTOS: City 16,300 Province 3,800,000

7 - ELECTRIC METERS: Residence 17,462

8 - GAS METERS: 9,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Mining 5,170 ($442); Forestry 940 ($380); Total Labor Force 24,450 ($417).
Principal Pay Days-Tues.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-70; Summer 50-100; Fall 15-75; Winter-35-35. First killing frost, Sept. 15. Last killing frost, June 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Third Ave.; 3 on Pine St.; 2 on Cedar St.
Neighborhood Shopping Centers-Pine St. (South); Wilson Ave. (West); Midtown Plaza; The 101 Mall (21 stores); Timmins Square (55 stores); Porcupine Mall (16 stores); River Park Plaza (8 stores).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Bucovetsky's; Woolco 2; K mart.
Variety Stores-Metropolitan; S.S. Kresge; Giant Tiger.
Chain Supermarkets-Dominion 2; A&P; IGA; Mike's Supermarkets 4; Consumers Co-Op 2; Red & White.
Other Chain Stores-Shoes: Reward, Agnew Surpass, Belinda, Bata, Dolomity, Kinney, Lincoln, Gallenkamp; Jewelry: Peoples; Ladies: Dalmy's, Lindor, Irene Hill, Suzy Shier, Sally Shops, Pennington's, Reitmans; Men's: Elks Mens Shops, Jack Fraser Stores 2, Seymour's; Others: Simpson-Sears, Firestone Stores, Canadian Tire, Shoppers Drug Mart 2, Cashway Lumber, Coles Books, Radio Shack, The Furniture Place.

14 - NEWSPAPERS: PRESS (e) 13,706; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Maurice H. Switzer, Pub., PRESS, 125 Cedar St. S., Timmins, ON P4N 2G9; Tel. (705) 264-2215.
National Representative: Thomson Newspapers.

Editor & Publisher
FEATURES
syndicate news each week, and annually.

TORONTO, ONT.

1 - LOCATION: York County, E&P Maps E-4 & M-2. Provincial Capital. Commercial and industrial center. North shore of Lake Ontario, 60 mi. NW of Buffalo; 240 mi. NE of Detroit.

2 - TRANSPORTATION: Railroads-C.N.; C.P. Toronto; GO Transit; Amtrak. **Intercity Bus Lines**-Greyhound; Gray Coach; Travel Ways; Trailways of Canada; GO Transit; Voyager. **Airlines**-Air Canada; U.S.Air; American; British Airways; Canadian Pacific; Eastern; United; Alitalia; Swissair; Nordair; Quebecair; Wardair; Air France; Air Jamaica; BWIA; Cathay Pacific; KLM; Lufthansa; several charter lines. **Island Airport**-Central Airways; Air Autonoby; Voyager Airways.

3 - POPULATION:
Corp. City 81 Cen. 599,217; Loc. Est. 578,191
Sun/Star:
PMA-ABC: (81) 3,256,994; (84) 3,430,900
Globe & Mail:
PMA-ABC: (81) 5,208,277; (84) 5,414,700
Met. Area 81 Cen. 2,998,947; Loc. Est. 3,150,732
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 246,477; Loc. Est. 235,218
Sun/Star:
PMA-ABC: (81) 1,123,345; (84) 1,228,900
Globe & Mail:
PMA-ABC: (81) 1,795,380; (84) 1,942,100
Met. Area 81 Cen. N.A.; Loc Est. 1,145,787

5 - BANKS	NUMBER	EST. DEP.
8 Banks	779 Branches	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Res. Met. Area 540,000

8 - GAS METERS: Res. Met. Area 352,597

9 - PRINCIPAL INDUSTRIES: (Metro)-10 Foods and Beverages; Trans. Equipment; Electrical Prods.; Metal Fabricating; Chemical Prods.; Printing; Publishing and Allied Industries; Machy. Industries; Paper Products; Petroleum & Coal Prods.; Clothing.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-56; Summer 38-94; Fall 33-70; Winter -8-53.

11 - TAP WATER: Alkalinity 90 parts per M. Calcium Carbonate. Hardness 9.3 grs. Iron content negligible; fluoridated. Fluorine 1.0 parts per million.

12 - RETAILING: Principal Shopping Area-Downtown and Yonge-Bloor-Bay areas; Yorkdale; Fairview; Eaton's Centre; Scarborough Town Centre; Sherway; Square One.
Nearby Shopping Centers:
West:Oakville Place-Simpson's, The Bay, Food City; Bramalea City Ctr - Eaton's, The Bay; Shoppers World Brampton; Square One Ctr.-Woolco, Sears, The Bay; Cloverdale Mall-The Bay; Sherway Gardens-Eaton's, Simpson's; Rockwood Ctr.
East: Scarborough Town Ctr.- Eaton's, Simpson's, The Bay; Cearbrae Mall-Eaton's, Simpson's, Loblaws; Markham Place Sears, Eaton's; Eglinton Square- The Bay; Shopper's World Danforth, Eaton's; Warden Woods-Simpson's; Oshawa Ctr
Central: Eaton's Ctr-Eaton's, Simpson's; Dufferin Mall Eaton's; Gerrard Square-Sears; Lawrence Plaza-The Bay, Loblaws, No Frills; Yonge-Eglinton Ctr.-Eaton's, Dominion; Hudson's Bay Plz.-The Bay.
North: Yorkdale-Eaton's, Simpson's, Dominion; Fairview Mall-Simpson's, The Bay; Upper Canada Mall, Hillcrest Shopping Center-Sears, Simpson's; Don Mills Shopping Center-Eaton's, Dominion, Markville-Eaton's, Sears.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Major shopping malls open nightly.

13 - RETAIL OUTLETS: Department Stores-Eaton's; Simpson's; Sears Canada Ltd.; The Bay; Holt Renfrew.
Discount Stores-Honest Ed's; Towers; Shoppers World; K mart.
Variety Stores-Kresge; Woolworth; Zeller's.
Chain Drug Stores-IDA; Boots; Rexall; Shoppers; Top Drug Mart; Vanguard; Economy; Drug City.
Chain Supermarkets-A & P; Dominion; Food City; IGA; Knob Hill Farms; Loblaws; Miracle Food Mart; No Frills; Red and White; Safeway; Thrifty; Valdis.
Other Chain Stores-Furniture: Leon's, Pascal, The Brick, Eko, De Boer's, The Art Shoppe, Ikea, Atwoods, Lyon's, Idomo. Hardware: Home Hardware, Dominion, Pascal's, Beaver Lumber, Lansing Buildall, Pro Hardware; Reitman's, D'Allaird's, Fairview's, Town & Country, Braemar. Men's Wear: Elks, Ely, Jack Fraser, Tip Top Tailors, Studio 267, Harry Rosen, Moores. Shoes: Agnew-Surpass, Ingeborg, Bata, Town, Maher, Calderone, Ruby, Florsheim, Tara, Kinney. Candy: Chocolate Squirrel, Laura Secord, Women's Bakery, Hunt's Bakery.

14 - NEWSPAPERS: GLOBE & MAIL (m) 311,142; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: D.E. Evans, V.P.-Operations, GLOBE & MAIL, 444 Front St. W., Toronto, ON M5V 2S9; Tel. (416) 585-5411.
National Representative: Thomson Newspapers.
STAR (all day-mon to fri) 501,972; (sat) 817,639; (S) 496,276; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Norman R. Kirk, Adv. Dir., STAR, One Yonge St., Toronto, ON M5E 1E6; Tel. (416) 367-2000.
National Representatives: Newspaper Marketing Bureau.
SUN (m-mon to fri) 252,958; (S) 452,112; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tom MacMillan, Dir. of Sales, SUN, 333 King St. E, Toronto, ON M5A 3X5; Tel. (416) 947-2333.
National Representatives: Leonard Company.

WELLAND-PORT COLBORNE, ONT.

1 - LOCATION: Niagra Regional Municipality, E&P Maps E-4 & M-3. County Seat. In Niagara Peninsula on Welland Canal, 9 mi. from Lake Erie; 17 mi. from Lake Ontario.

2 - TRANSPORTATION: Railroads-Michigan Central; C.N.; C.P.; Conrail; TH&B; Wabash; Pere Marquette.
Motor Freight Carriers-7.
Freight Steamship Lines-3.
Intercity Bus Lines-Canada Coach; Greyhound; Lakeview.

3 - POPULATION:
Corp. Cities 81 Cen. 64,673; Loc. Est. 64,314
Welland 81 Cen. 45,448; Loc. Est. 45,902
Port Colborne 81 Cen. 19,225; Loc. Est. 18,412
CZ-ABC: (81) 64,673; (84) 64,300
RTZ-ABC: (81) 56,612; (84) 57,900
City & RTZ-ABC: (81) 121,285; (84) 122,200

4 - HOUSEHOLDS:
Cities 81 Cen. 22,680; Loc. Est. 22,453
Welland 81 Cen. 15,866; Loc. Est. 15,960
Port Colborne 81 Cen. 6,814; Loc. Est. 6,493
CZ-ABC: (81) 22,585; (84) 23,500
RTZ-ABC: (81) 19,165; (84) 20,400
City & RTZ-ABC: (81) 41,750; (84) 43,900

5 - BANKS	NUMBER	EST. DEP.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 3,800,000

7 - ELECTRIC METERS: Residence: Greater Welland 12,440; Port Colborne 5,800

8 - GAS METERS: Residence: Welland 12,200; Port Colborne 5,500

9 - PRINCIPAL INDUSTRIES-Industry, No. of Wage Earners (Av. Wkly. Wage N.A.) Textiles 840; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.
Principal Industrial Pay Days-Thurs., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave.; 1 on Division St.
Neighborhood Shopping Centers-Welland Plaza, Fitch St.; Lincoln Plaza, Lincoln St.; Port Colborne, 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St.; Seaway Mall on Niagara St.
Principal Shopping Days-Mon., Thurs., Fri., Sat.
Stores Close-Wed. afternoon
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog) 2; Zeller's.
Variety Stores-Woolworth 3; People's.
Chain Drug Stores-Woolco; Boots.
Chain Supermarkets-Loblaw's; A&P 3; Dominion 3; IGA 3; Miracle Food Mart.
Other Chain Stores-Canadian Tire 2; Reitman's 2; A. Leon; Davies Furn.

14 - NEWSPAPERS: TRIBUNE (e) 16,772; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tim Cote, Adv. Mgr., TRIBUNE, 228 E. Main St., Welland, ON L3B 3W8; Tel. (416) 732-2411.
National Representative: Thomson Newspapers.

WINDSOR, ONT.

1 - LOCATION: Essex County, E&P Maps D-4 & L-3. County Seat. On Detroit River, opposite Detroit, Mi. 229 mi. SW of Toronto.

2 - TRANSPORTATION: Railroads-C.N.; C.P.; Conrail; C&O; Essex Terminal; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-Canadian Greyhound; Charterways; Chatham Coach Lines; Windsor Chartabus.
Airlines-Air Canada; Nordair.
Freight & Steamship Lines-2.

3 - POPULATION:
Corp. City 81 Cen. 192,083; Loc. Est. 189,659
CZ-ABC: (81) 210,482; (84) 207,300
RTZ-ABC: (81) 160,255; (84) 163,900
Met. Area 81 Cen. 246,110; Loc. Est. 245,953
City & RTZ-ABC: (81) 370,737; (84) 371,200

4 - HOUSEHOLDS:
City 81 Cen. 70,563; Loc. Est. 68,984
CZ-ABC: (81) 75,205; (84) 77,600
Met. Area 81 Cen. N.A.; Loc. Est. 86,845
RTZ-ABC: (81) 52,270; (84) 56,200
City & RTZ-ABC: (81) 127,475; (84) 133,800

5 - BANKS	NUMBER	EST. DEP.
All Banks	80 Branches	N.A.
Trust Companies	12	N.A.

6 - PASSENGER AUTOS: Province 4,187,000

7 - ELECTRIC METERS: Residence 65,918

8 - GAS METERS: Residence 57,615

9 - PRINCIPAL INDUSTRIES: Industries, (No. of plants), No. Wage Earners-Transp. Equip. (37) 22,287; Foods & Beverages (35) 2,546; Wood (19) 227; Furniture & Fixtures (13) 102; Printing & Publishing (32) 711; Metal Fabricating (117) 4,685; Machinery (21) 1,202; Electrical Products (9) 275; Nonmetallic Mineral (12) 189; Chemical Products (16) 1,313; Other Indust. (33) 3,279; Av. Pay-Annual $11,399; Wkly. $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 90-20; Summer 100-45; Fall 90-10; Winter 60-11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Ouellette Ave. & adjacent side sts.; 10 blocks on Ottawa St.; 20 blocks on Wyandotte St. E.; 8 mi. E of Ouellette Ave. on Tecumseh Blvd.
Neighborhood Shopping Centers-6 blocks on Drouillard Rd.; 2 at Pillette & Wyandotte E.; 2 at Wyandotte & at Lauzon; 2 on Seminole at George; 3 on Howard Ave. (Remington Park); 3 on Erie St. E at Parent; 4 on Wyandotte W at Randolph; 2 on Sandwich W at Mill; 6 on University Ave. W, 1 E of Dominion St. on Grand Marais, Windsor.
Shopping Centers-Devonshire-Windsor Shopping Center, 82 units, Dorwin Plaza, Dougall Rd., 32 units, Gateway, Dougall Rd, 20 units, Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd., W, K mart, Tecumseh Rd., at Lauzon, 11 units, Eastown, 6 units, Tecumseh Rd. at Lauzon; K mart, Huron Line, 12 units, University Mall, 18 units, Tecumseh Mall, 27 units.
Retail Outlets-Food 67; Men's Wear 49; Women's Wear 82; Furniture 46; Appliances 71; Hardware 36; Bldg. Mat. 27; Auto 68; Drug 69; Jewellery 42; Tobacco 4; Stationers 10; Paint 58; Serv. Stations 120; Florists 42; Photo Supplies 10; Optometrists 14; Hearing Aids 14; Shoe Stores 42; Dry Cleaners 40; Beauty Shops 219; Floor Coverings 22; Dry Goods 36; Variety & Gift 84; Luggage 5; Book Stores 15; Upholsterers 21; Music 13; Office Supplies 11; Sporting Goods 25.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Malls open evenings, Mon. to Fri.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Gray's; Woolco 2; K mart 2; Miracle Mart; Sears; Simpsons; Zellers 2.
Variety Stores-Woolworth 2; Kresge's.
Chain Drug Stores-IDA 3; Big V 15; Shoppers Drug Mart 3; Boots 3.
Chain Supermarkets-A&P 5; Dominion 8; Red & White 3; IGA 3; Steinberg's-Miracle Marts; Gordon's 2.
Other Chain Stores-Agnew Surpass 6; Beaver Lumber; Belinda Shoes; Coles Bookstore 2; Dacks Shoes; Maher Shoes; Reward Shoes; Birks; Bond Clothes; Canadian Tire 3; Firestone 2; Goodrich; Goodyear 2; Jack Fraser's 3; Laura Secord 3; Leon's Furniture 2; People's Credit Jewelers 3.

Reitman's 6; Singer Co.; Tip Top Tailors; Black's Cameras 2; Young Canada; Kinney Shoes; Fairweather.

14 - NEWSPAPERS: STAR (e) 87,131; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Heringer, Adv. Dir., STAR, 167 Ferry St., Windsor, ON N9A 4M5; Tel. (519) 255-5711.
National Representative: Southam Newspapers.

WOODSTOCK-INGERSOLL, ONT.

1 - LOCATION: Oxford County. E&P Maps E-4 & M-3. County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

2 - TRANSPORTATION: Railroads-CN; CP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Gray Coach.

3 - POPULATION:
Corp. Cities 81 Cen. 35,097; Loc. Est. 35,312
Woodstock 81 Cen. 26,603; Loc. Est. 26,574
Ingersoll 81 Cen. 8,494; Loc. Est. 8,378
CZ-ABC: (81) 26,603; (84) 26,800
RTZ-ABC: (81) 48,830; (84) 49,500
City & RTZ-ABC: (81) 75,433; (84) 76,300

4 - HOUSEHOLDS:
Cities 81 Cen. 12,696; Loc. Est. 12,707
Woodstock 81 Cen. 9,692; Loc. Est. 9,639
Ingersoll 81 Cen. 3,004; Loc. Est. 3,068
CZ-ABC: (81) 9,655; (84) 10,000
RTZ-ABC: (81) 15,135; (84) 16,100
City & RTZ-ABC: (81) 24,790; (84) 26,100

5 - BANKS	NUMBER	DEPOSITS
Savings	9	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS: Province 4,187,000.

7 - ELECTRIC METERS: Residence Woodstock 7,654; County 27,870.

8 - GAS METERS: Residence Woodstock 4,200; Ingersoll 1,900.

9 - PRINCIPAL INDUSTRIES: Woodstock 53-Ingersoll 14-Textiles; Feed Mills; Machine Shops; Woodworking; Lumber; Paper Prod.; Cement; Heavy Machy.; No. of Wage Earners-Woodstock 8,000; Ingersoll 2,500.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-78; Summer 39-87; Fall 27-77; Winter-6-45. First killing frost, Oct. 12. Last killing frost, May 4.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Dundas St.; 2 on Peel St.; 2 on Market Square.
Neighborhood Shopping Centers-1 block on Huron St.; 2 blocks Norwich Ave.; Plaza on Springbank Drive; Plaza Norwich Ave.; Dundas St.; Blandford Shopping Center Hwy. 2.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Food Stores-Thur., Fri.; Some 6 days.

13 - RETAIL OUTLETS: Discount Stores-Towers; Woolco; Nabours.
Chain Drug Stores-IDA 2; Rexall 4; Big V 2.
Chain Supermarkets-A&P; Food City; Zehr's.
Other Chain Stores-Canadian Tire; Firestone Tire; Maher Shoes; Reward Shoes; Simpson-Sears; Woolworth; Bata Shoes; Belinda; Heath's; Consumers Distributing; Town & Country; Colour Your World; Home Hardware; Elks; Risso & Risso; People's Jewelers; Irene Hill; Reitman's; TSC Stores.

14 - NEWSPAPERS: SENTINEL-REVIEW (e) 8,678; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Sam Sacco, Adv. Mgr., SENTINEL-REVIEW, 16-18 Brock St., PO Box 1000, Woodstock, ON N4S 8A5; Tel. (519) 537-2341.
National Representative: Thomson Newspapers.

Editor & Publisher
REACHES
more people now than ever before.

PRINCE EDWARD ISLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	10	10	10
5-14 Years	24	21	22
15-24 Years	23	24	25
25-44 Years	28	32	33
45-64 Years	20	21	22
65 and Over	14	15	15
TOTAL	119	123	127

Based on Statistics Canada Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1985
General Mdse.	28	109	135
Apparel	5	15	25
Furniture	2	3	3
Groceries	32	94	107
Lumber/Bldg. Mat.	1	2	2
Restaurants	1	42	73
Autos	23	89	131
Gasoline/Fuel Oil	14	53	49
Drugs	5	15	21
TOTAL SALES	146	490	595

Source: Census of Canada Retail Trades

CHARLOTTETOWN, P.E.I.

1 - LOCATION: Queens County. E&P Map F-4. Capital of P.E.I. Agricultural, fisheries, tourism, shipping, wholesale and college center.

2 - TRANSPORTATION: Railroads-C.N.R. connected with mainland by car ferry.
Motor Freight Carriers-5.
Steamships-7 pass. & freight (2 strictly freight).
Intercity Bus Lines-Island Bus Service.
Airlines-Eastern Provincial; Air Canada.

3 - POPULATION:
Corp. City 81 Cen. 15,282; Loc. Est. 14,073
CZ-ABC: (81) 22,981; (84) 22,400
RTZ-ABC: (81) 99,525; (84) 102,700
City & RTZ-ABC: (81) 122,506; (84) 125,100

4 - HOUSEHOLDS:
City 81 Cen. 5,910; Loc. Est. 4,269
CZ-ABC: (81) 8,235; (84) 8,200
RTZ-ABC: (81) 29,425; (84) 32,400
City & RTZ-ABC: (81) 37,660; (84) 40,600

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: County 25,652.

7 - ELECTRIC METERS: Residence 45,804.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railway Shops 300; Packers 300; Constr. 1,200.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-48; Summer 65-86; Fall 36-48; Winter 17-18. First killing frost, Oct. 14. Last killing frost, May 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-7 blocks on Queen, Grafton, University Ave. and Kent St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Confederation Plaza(20)	NA	
Charlott'n(50)	NA	Towers
K mart Plaza(8)	NA	K mart, Reitman's
Royalty Mall(16)	NA	Central Farmers Co-Op
Sherwood(5)	NA	

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-R.T. Holman; Smallman's; Towers; Eatons.
Variety Stores-Woolworth; Stedmans; Metropolitan; Zeller's.
Chain Supermarkets-Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd.; Towers.
Chain Drug Stores-Rexall 2; ARP 20; Shoppers Drug Mart.
Other Chain Stores-Firestone; Agnew-Surpass; Sally Shop; Tip Top; Singer; Canadian Tire; Finacentre; Sherwin-Williams; Stedman's; K mart; Goodyear.

14 - NEWSPAPERS: GUARDIAN (m) 17,293; PATRIOT (e) 5,729; Comb. (m&e) 23,022; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Stewart Vickerson, Pub., GUARDIAN and PATRIOT, 165 Prince St., Charlottetown, PEI C1A 4R7; Tel. (902) 894-8506.
National Representative: Thomson Newspapers.

SUMMERSIDE, P.E.I.

1 - LOCATION: Prince County. E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center; fisheries and agriculture. Hwys. 1 and 1A.

2 - TRANSPORTATION: Railroads-C.N.
Intercity Bus Lines-Island Transit.
Airlines-Eastern Provincial Airways; Air Canada.

3 - POPULATION:
Corp. City 81 Cen. 7,828; Loc. Est. 7,295
CZ-ABC: (81) 12,107; (84) 11,800
RTZ-ABC: (81) 35,053; (84) 36,000
City & RTZ-ABC: (81) 47,160; (84) 47,800
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 2,612; Local Est. 1,925
CZ-ABC: (81) 3,860; (84) 3,900
RTZ-ABC: (81) 10,250; (84) 11,100
City & RTZ-ABC: (81) 14,110; (84) 15,000

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	8	N.A.

6 - PASSENGER AUTOS: County 17,492.

7 - ELECTRIC METERS: 6,732.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Fishing; Tourism (June to Sept.); Canadian Forces Base.

10 - CLIMATE: Min. & Max. Temp.-Winter 18; Summer 85.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Water; 1 block E on Central. Summer and Spring Sts.; 3 shopping malls.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-R.T. Holman; Smallman's; Zeller's; Towers.
Variety Stores-Woolworth; Metropolitan.
Chain Supermarkets-Sobey's; Save-Easy; Co-op; Towers.
Other Chain Stores-Jewelry 4; Canadian Tire; Shoppers Drug Mart; Charm Jewelers.

14 - NEWSPAPERS: JOURNAL-PIONEER (e) 11,259; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Don K. Chapman, Adv. Mgr., JOURNAL-PIONEER, PO Box 1480, Summerside, PEI C1N 4K5; Tel. (902) 436-2121.
National Representative: None.

QUEBEC SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	443	473	487
5-14 Years	1,108	923	951
15-24 Years	1,264	1,264	1,303
25-44 Years	1,759	1,965	2,025
45-64 Years	1,179	1,244	1,282
65 and Over	482	569	586
TOTAL	6,235	6,438	6,635

Based on Statistics Canada Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1985
General Mdse.	1,015	2,992	3,105
Apparel	563	1,783	2,401
Furniture	286	695	1,247
Groceries	2,046	7,974	9,060
Lumber/Bldg. Mat.	158	342	404
Restaurants	198	2,562	3,626
Autos	1,212	4,823	6,075
Gasoline/Fuel Oil	655	2,110	2,708
Drugs	228	637	1,119
TOTAL SALES	6,325	27,643	32,016

Source: Census of Canada Retail Trade

CHICOUTIMI, QUE.

1 - LOCATION: Chicoutimi County. E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area). County Seat. 120 mi. N of Quebec.

2 - TRANSPORTATION: Railroads-Can. Nat'l.
Intercity Bus Lines-Autobus Voyageur.
Airlines-Quebecair.

3 - POPULATION:
Corp. City 81 Cen. 60,064; Loc. Est. 61,197
Met. Area 81 Cen. 135,172; Loc. Est. 138,640
CZ-ABC: (81) 60,064; (84) 61,700
RTZ-ABC: (81) 131,202; (84) 134,400
City & RTZ-ABC: (81) 191,266; (84) 196,100
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 18,365; Loc. Est. 18,947
Met. Area 81 Cen. N.A.; Loc. Est. 42,274
CZ-ABC: (81) 18,140; (84) 20,000
RTZ-ABC: (81) 38,175; (84) 42,100
City & RTZ-ABC: (81) 56,315; (84) 62,100

5 - BANKS	N.A.

6 - PASSENGER AUTOS: Province 3,250,000.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Furniture; Aluminum; Paper, Pulp; Furniture & Shoes; Agriculture; Fishing Outfitters.

10 - CLIMATE: Min. & Max. Temp.-3-77.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chicoutimi Ctr.(4)	NA	Steinberg's
Place Racine(4)	NA	Gagnon Freres and Steinberg
Place du Royaume(170)	NA	Woolco, The Bay
Place du Saguenay(45)	NA	Simpson, Sears, Zeller's

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: (French) LE QUOTIDIEN DU SAGUENAY LAC-ST-JEAN (m) 31,726; PROGRES-DIMANCHE (S) 51,575; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jean Tremblay, Adv. Mgr., LE QUOTIDIEN DU SAGUENAY LAC-ST-JOHN & PROGRES-DIMANCHE, 1051 Boul Talbot, Chicoutimi, QC G7H 5C1; Tel. (418) 545-4480.
National Representatives: Landon Associates; Hal Herman Associates.

GRANBY, QUE.

1 - LOCATION: Shefford County. E&P Map E-4. 50 mi. from Montreal; On Hwy. 10. Industrial and commercial center.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-100.
Intercity Bus Lines-Voyageur; Inter Cities.

3 - POPULATION:
Corp. City 81 Cen. 38,069; Loc. Est. 38,405
CZ-ABC: (81) 49,381; (84) 50,700
RTZ-ABC: (81) 93,951; (84) 98,300
City & RTZ-ABC: (81) 143,332; (84) 149,000

4 - HOUSEHOLDS:
City 81 Cen. 13,687; Loc. Est. 13,997
CZ-ABC: (81) 17,000; (84) 18,600
RTZ-ABC: (81) 29,850; (84) 32,900
City & RTZ-ABC: (81) 46,850; (84) 51,500

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings	5	N.A.

6 - PASSENGER AUTOS: County 3,250,000.

7 - ELECTRIC METERS: Residence 14,500.

8 - GAS METERS: Residence 2,115.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prod. 957; Clothing 720; Furniture 280; Electronics 197; Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 70-90; Fall 40-50; Winter -20-25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Galeries De Granby (90 stores) between Simonds and Evangeline on Main St.
Neighborhood Shopping Centers-Court St.; St. Joseph St.; Plaza Shopping Center; Frontenac Shopping Center.
Stores Open Evenings-Thur. & Fri.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Greenberg; Harts; Woolco; Zeller's; K mart; Sears.
Chain Supermarkets-Provigo 3; Steinberg; Metro; Richelieu; Select; Unic.
Other Chain Stores-Sally Shop; Trans-Canada Shoe; J.R. Lefebre Shoes; Cite Shoes; Yellow; Woodhouse; Reitman's (furn.); Canadian Tire; Sports Experts; Radio Shack.

14 - NEWSPAPERS: LA VOIX DE L'EST (French) (m) 12,958; Mar. 24, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Gilles Gagnon, Adv. Dir., LA VOIX DE L'EST, 136 Main St., Granby, QC J2G 2V4; Tel. (514) 372-5433.
National Representative: Probec 5 (Montreal).

MONTREAL, QUE.

1 - LOCATION: E&P Maps E-4 & O-1. One of the world's largest inland ports. Shipping, transportation and industrial center of Eastern Canada. Gateway to St. Lawrence Seaway.

2 - TRANSPORTATION: Railroads-Headquarters of Via Rail; Burlington Northern; Chicago & North Western; Detroit, Toledo & Ironton; French National; Italian State; Norfolk & Western; Quebec North Shore-Labrador; Technique Industrielle; Conrail; Delaware & Hudson; Napierville Junction; Amtrak.
Motor Freight Carriers and Movers-193.
Intercity Bus Lines-Autobus Auger Leo; Autobus Concorde Ltee.; Autobus Mt. Royal; Autobus Laurentides; Autocar Rive-Sud; City of Laval Transit Commission; Greyhound; Autobus Intercite; Metropolitan Provincial; Metropolitan Sud; Voyageur Inc.
Steamship Lines-(Pass. & Frght.) 190.
Airlines-Aeroflot; Air Canada; Air France; Alitalia; British Airways; C.P. Air; Delta; El Al; USAir; Eastern; K.L.M.; Lufthansa; Nordair; Quebecair; Sabena; Scandianavian; Swissair; Iberia; Olympic; Pilgrim. Hdqrs. Int'l, Air Transport Assoc. (LAIA). Airports located in Dorval & Mirabel: A.C.H. Services Ltee.; Aer Lingus; Irish Airlines; Aerocondor; Aerolineas Argentinas; Aeromexico; Air Antonabee; Alia-Royal Jordanien; American; Air Caravane Quebec; Air India; Air Jamaica Toronto; Air Lachute; Air North; Air Panama; Air Taxi Skycom; B.W.I.A.; USAir; Amos Aviation; British Caledonian; Cubana; Execair Aviation; Finnair; First Air Reg.; Gulf Air; Japan; Lan-Chile; Lot Polish; National; Pakistan International; Pem-Air; Philippine; Quantas; Royal Air Maroc; Singapore; Tap Air Portugal; Trans Mediterranean; Varig Brazilian; Viasa Venezuelan International; Wardair Canada.
Waterborne Commerce-22,000,000 tons (approx.).

3 - POPULATION:
Corp. City 81 Cen. 980,354; Loc. Est. 907,284
Met. 81 Cen. 2,828,349; Loc. Est. 2,822,193
CZ-ABC: (81) 2,358,561; (84) 2,359,900
RTZ-ABC: (81) 1,117,761; (84) 1,176,100
City & RTZ-ABC: (81) 3,476,322; (84) 3,536,000
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 81 Cen. 417,336; Loc. Est. 387,948
Met. Area 81 Cen. N.A.; Loc. Est. 1,052,783
CZ-ABC: (81) 884,770; (84) 938,000
RTZ-ABC: (81) 355,685; (84) 397,400
City & RTZ-ABC: (81) 1,240,455; (84) 1,335,400

5 - BANKS	NUMBER	EST. DEP.
Savings	800 Branches	N.A.
Commercial	195 Branches	N.A.

6 - PASSENGER AUTOS: Province 3,250,000

7 - ELECTRIC METERS: Residence 374,958

8 - GAS METERS: Residence 154,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing 39,500 ($184); Food & Beverages 29,900 ($298); Constr. 18,000 ($449); Transp. & Comm. 97,100 ($345); Finance, Insurance & Real Estate 60,000 ($278); Trade 118,700 (Wholesale $289; Retail $200). Total-631,500 ($281 Av.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-(Celsius) Spring 7-18; Summer 14-24; Fall -2-6; Winter -11 to -4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Downtown Ste. Catherine St. (Atwater to Amherst, Approx. 1 mi.); Promenade La Cite.
Shopping Centers (Miles from Downtown)-Alexis Nihon Plaza (Downtown); Place Bonaventure (Downtown); Place Victoria (Downtown); Place Ville Marie (Downtown); Place Versailles (5); Place Longueuil (4); Fairview (15); Dorval (10); Boulevard (3); Normandie (3); West Island Mall (11); Rockland (4); Center Laval (9); Champlain (7); Cote St. Luc (5); De Salaberry (7); Domaine (5); Forest (6); Maisonneuve (3); Norgate (6); Place La Salle (5); Place Pte. Aux Trembles (10); Plaza (6); St. Remi (7); Van Horne (3); Valois (10); Village Shopping Plaza (5); Wilderton (3); Ville Jacques Cartier (3); St. Martin (9); Cote Des Neiges (4); Ile Perrot (19); Pie IX (6); Duvernay (8); Mount Royal (4); Westmount Sq. (2); Mercier (6); Galerie D'Anjou (8); Notre Dame (7); LeBazar (6); 2020 University (Dwtn.); Beaconsfield (16); Place Bourassa (8); Fleury (6); Greenfield Pk. (4); Galleries St. Laurent (6); Carrefour Laval (9); Hypermarche (9); Cavendish Mall (5); Place Vertu (7); Les Promenades St. Bruno (15); Place Newman (5).
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's 9; Simpson's 5; Ogilvy's 3; The Bay 4; Miracle Mart 15; K mart 6; Woolco 9; Boni Mart 8; Croteau 18; Greenberg's 20; Hart 3; Sears 4; Wise Bros. 6.
Variety Stores-People's 7; Rossy's 18; Woolworth 25; Zeller's 11; Kresge's 3; People's Jewellers 12; Glen Bargain 6; Pascals 13.
Chain Drug Stores-Uniprix 115; Cadieux 7; Super Pharm 5; Pharmacie Mayrand 6; Cumberland 13; Pharmaprix 14; Kane 2; Jean Coutu 24.
Chain Supermarkets-Steinberg 98; A&P 8; Dominion 75; IGA 15; Metro Richelieu 17; Four Bros. 4; Provigo 60.
Other Chain Stores-Woodhouse-Legare 32; Reitman's (womens' wear) 51; City Shoe 13; Lefebvre Shoes 16; Lewis Shoes 18; Yellow Shoes 22; Trans Canada Shoes 36; Villager Shoe 8; Troy Cleaners 6; Town & Country Cleaners 9; MacKay Smith Cleaners 13; Bette Brite Cleaners 20; Cantor's Bakeries 30; Holt Renfrew 6; Montreal Draperies 12; Harrisons Fabrics 19; Bouclair Fabrics 6; Perrette Dames 85; Tip Top Tailors 16; Handy Andy 13; Canadian Tire 26; Firestone 22; Consumer Distributors 44; Cardinal 19; Radio Shack 50; Arlington Sports 7; Beaver/Le Castor 6; Birks Jewellers 15; Sports Expert 27; Consumer Carpet 3; Consumer Glass 3.

14 - NEWSPAPERS: LE DEVOIR (French) (m-mon to fri) 32,653; (m-sat) 35,995; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jean D. Codere, Adv. Mgr., LE DEVOIR, 211 Rue du St. Sacrament, Montreal, QC H2Y 1X1; Tel. (514) 844-3361.
National Representative: None.
THE GAZETTE (m-mon to fri) 197,502; (m-sat) 271,861; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: James T. Arklay, Adv. Dir., THE GAZETTE, 250 Rue St. Antoine, Montreal, QC H2Y 3R7; Tel. (514) 282-2750.
National Representatives: Southam Newspapers (Toronto, Montreal).
LE JOURNAL DE MONTREAL (French) (m-mon to fri) 315,210; (m-sat) 340,440; (S) 316,294; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jean Claude Rannaud, Adv. Dir., LE JOURNAL DE MONTREAL, 155 Port Royal W., Montreal QC H3L 2B1; Tel. (514) 382-1312.
National Representatives: None.
LA PRESSE (French) (m-mon to fri) 199,173; (m-sat) 312,022; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Denis Belanger, Adv. Dir., LA PRESSE, 7 rue St. Jacques, Montreal QC H2Y 1K9; Tel. (514) 285-7272.
National Representatives: Hal Herman Associates.

QUEBEC, QUE.

1 - LOCATION: Quebec County, E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River; 400 mi. from Gulf of St. Lawrence; 167 mi. E of Montreal.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Northern; Canadian Pacific.
Motor Freight Carriers-59.
Intercity Bus Lines-La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ); Autobus Voyageur; Autobus La Malbaie; Autobus Laval Ltee; Autobus Nolin Inc.; Autobus Ste-Anne de Beaupre; Autobus Ste-Claire; Autobus Tremblay; Autobus Deshaies Ltee; Autobus Dupont Ltee; Autobus Fournier, Ltee; Autobus Drolet Ltee; Autobus Fortin Enr.; Autobus de la Rive-Sud Inc.
Airlines-Air Canada; Quebecair; Nordair; Quebec Aviation; Air Satellite; Les Ailes Quebecoises.

3 - POPULATION:
Corp. City 81 Cen. 166,474; Loc. Est. 157,948
Met. Area 81 Cen. 576,075; Loc. Est. 595,184
LE JOURNAL DE QUEBEC:
CZ-ABC: (81) 478,893; (84) 472,400
RTZ-ABC: (81) 235,191; (84) 253,400
City & RTZ-ABC: (81) 714,084; (84) 725,800
LE SOLEIL:
PMA-ABC: (81) 553,437; (84) 558,000
RTZ-ABC: (81) 161,521; (84) 169,700
RTZ & PMA-ABC: (81) 714,084; (84) 727,700
Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 81 Cen. 66,321; Loc. Est. 63,238
Met. Area 81 Cen. N.A; Loc. Est. 224,646
LE JOURNAL DE QUEBEC:
CZ-ABC: (81) 168,230; (84) 175,100
RTZ-ABC: (81) 68,425; (84) 81,100
City & RTZ-ABC: (81) 236,655; (84) 256,200
LE SOLEIL:
PMA-ABC: (81) 190,160; (84) 202,400
RTZ-ABC: (81) 46,495; (84) 54,400
RTZ & PMA-ABC: (81) 236,655; (84) 256,800

5 - BANKS	NUMBER	EST. DEP.
11 Banks	152 Branches	N.A.

6 - PASSENGER AUTOS: Province 3,250,000

7 - ELECTRIC METERS: Residence 73,921

8 - GAS METERS: Residence 4,290

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Employees)-Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather Prod. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Prod. 124 (1,187); Printing & Publ. 96 (1,810); Iron & Steel Prod. 61 (1,029); Non-ferrous Metal Prod. 23 (673); Cement, etc. 21 (466); Chemical Prod. 28 (1,261); Misc. Mfg. 89 (8,457).

10 - CLIMATE: Av. Max. Temp. 77; Av. Min. Temp. 3; Av. Temp. 40.

11 - TAP WATER: Acidic, very soft; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galeries Ste. Anne(26)	NA	Woolco
Place Laurier (300)	NA	Simpson-Sears, La Baie
Les Galeries de la Canardiere(20)	NA	
Place Fleur de Lys(220)	NA	Simpson-Sears, Pascal
Place Ste-Foy(110)	NA	Eaton
Galeries de la Capitale(250)	NA	Eaton, La Baie
Place Lebourgneuf (50)	NA	Le Castor
Carrefour Beauport (40)	NA	Ikea

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton 2; La Baie 2; Holt Renfrew 2; J.B. Laliberte; Simon's 2; Greenbergs; Wise Bros.; Norman & Fils 3; Simpson-Sears 3.
Discount Stores-Jupiter; Towers; Miracle Mart 2; K mart; Woolco 2.
Variety Stores-Woolworth 3; Metropolitan; Kresge's 3; Zeller's 4.
Chain Drug Stores-Ph. Brunet 5; Jean Coutu 5; Uniprix-Pharmaprix.
Chain Supermarkets-Steinberg's 11; Excel 64; Gem 46; IGA 7; Dallaire 5; Provigo 22.
Other National Chain Stores-Agnew Surpass Shoes; D'Allaird's (women's); Henry Birks (jewelry); Reitman's (women's); J.B. Lefebvre Shoes; Simard & Voyer; Trans-Canada Shoes; Willis Musical Instruments; Zeller's Legare; Dr. Scholl's; Singer Co.; Laura Secord; Sally's; Tip Top Tailor; Canadian Tire; Handy Andy; Pascal Hdwr.; Bata Shoes; Pennington (women's); Goodyear.

14 - NEWSPAPERS: LE JOURNAL DE QUEBEC (French) (m-mon to fri) 107,161; (m-sat) 105,139; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jean-Claude L'Abbee, Gen. Mgr., LE JOURNAL DE QUEBEC, 450 Bechard St., Ville de Vanier, QC G1M 2E9; Tel. (418) 683-1573.
National Representative: Quebecor.
LE SOLEIL (French) (e-mon to fri) 121,227; (e-sat) 141,649; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: P.A. Audet, Pres. & Gen. Mgr., LE SOLEIL, 390 St. Vallier St. E., Quebec, QC G1K 7J6; Tel. (418) 647-3270.
National Representative: Landon Associates; National Advertising Representatives; Hal Hermon Associates.

SHERBROOKE, QUE.

1 - LOCATION: Sherbrooke County. E&P Map E-4. County Seat. Industrial and agricultural center. 100 mi. SE of Montreal; 140 mi. SW of Quebec; 30 mi. N of Vermont border. On Provincial Hwys. 112, 143, 108, 147 & 249; Autoroutes 10, 55 & 410.

2 - TRANSPORTATION: Railroads-Canadian National; Canadian Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Corporation Municipale de Sherbrooke; Voyageur; Bourgeois; Autobus de l'Estrie; Autobus St-Louis; Autobus Dostie; Autobus Pouliot.

3 - POPULATION:
Corp. City 81 Cen. 74,075; Loc. Est. 71,564
CZ-ABC: (81) 89,211; (84) 88,500
RTZ-ABC: (81) 183,564; (84) 206,400
City & RTZ-ABC: (81) 272,775; (84) 294,900

4 - HOUSEHOLDS:
City 81 Cen. N.A.; Loc. Est. 27,209
CZ-ABC: (81) 32,575; (84) 34,300
RTZ-ABC: (81) 58,515; (84) 69,900
City & RTZ-ABC: (81) 91,090; (84) 104,200

5 - BANKS	NUMBER	DEPOSITS
Savings	7	N.A.
Charter Branches	27	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,250,000

7 - ELECTRIC METERS: Residence 46,569

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Machinery 1,300; Food 520; Chocolate 832; Aluminum Products 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear; Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp (Celsius)-Spring 6-17; Summer 15-27; Fall 6-12; Winter -30 to -11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Areas-Downtown: 3 blocks Wellington N.; 3 Wellington S.; 15 King W.; 5 King E.
Neighborhood Shopping Centers-Galeries 4 Saisons; 13e Avenue North (30 units); Place Belvedere; Galt St. W. & Belvedere St. S. (17 units); Place Dunant; Dunant St. (12 units); Centre d'Achats Sherbrooke; King St. W. (25 units); Carrefour de l'Estrie; Portland Blvd. (125 units); Plaza Rock Forest; Bourque Blvd., Rock Forest (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center d'Achats Sherbrooke(25)	NA	Zeller's, Dominion
Plaza Rock Forest(40)	NA	Woolco, Dominion, Nutri-Plus
King Street(19)	NA	Zeller's, Dominion
Place Belvedere(17)	NA	Steinberg, Miracle Mart
Plaza Sherbrooke Downtown(70)	NA	Dominion
Carrefour de l'Estrie(125)	NA	Eaton's, Pascal, Reitman's, Sears, Steinberg
Galerie Quatre Saisons(30)	NA	Zeller's, A&P
Place Dunant(12)	NA	Nutri-Plus

Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Setlakwe; Au Bon Marche; Miracle Mart; Woolco; Eaton's; Sears.
Variety Stores-Greenberg's; Zeller's.
Chain Drug Stores-Caoes 4; Center 4; Medical Arts 3; Jean Coutu; Cadieux; Cumberland; Pharmaprix; Pharmaplus; Uniprix.
Chain Supermarkets-Dominion 2; Steinbergs 3; Provigo 7; A&P; Metro Richelieu 4; Servi-Plus 4; Nutri-Plus 4.
Independent Grocers-Les Epiciers "Supreme" 40; Red & White Stores 41; Trans-Kebec 24; Normandie 23; AER 20; Cardinal 18; Alouette 9.
Other Chain Stores-Reitman's (ladies); Firestone; Yellow Sample Shoe; Trans-Canada Shoe; Lindor (ladies); Canadian Tire; United Auto Parts; Pascal; Western Tire; Goodrich; Goodyear; Arlington; Sports Experts; Princess Silk; Montreal Draperies; Astral Photo; Atlantique Image & Son;

Birks; Bowring; Centre de Rasoir; Singer; Reatrice; Colonial Electronique; Dalmys; Boiteau Luminaire; Tip Top Tailors; Legare-Woodhouse; Pennington, People's Jewellers; Lumberland; Radio Shack; Castor Bricoleur; CTR Tire; Simard & Voyer.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,455; Mar. 31, 1984 ABC.
Local Contact for Advertising & Merchandising Data: Lloyd G. Scheib, Adv. Dir., RECORD, 2850 Delorme St., Sherbrooke, QC J1K 1A1; Tel. (819) 569-9525.
National Representative: Sandy Drake & Assoc., Toronto.
LA TRIBUNE (m-mon to fri) 40,367; (m-sat) 44,519; Mar. 25, 1984 ABC.
Local Contact for Advertising & Merchandising Data: Francois Vaillancourt, Adv. Dir., LA TRIBUNE, 1950 Roy St., Sherbrooke, QC J1K 2X8; Tel. (819) 569-9201.
National Representative: Probec.

TROIS-RIVIERES, QUE.

1 - LOCATION: St. Maurice County, E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River, 85 mi. from Montreal; 88 mi. from Quebec; 91 mi. from Sherbrooke. Natural ocean port, open year round.

2 - TRANSPORTATION: Railroads-CN; CP.
Intercity Bus Lines-Provincial Transport; Transport en Commun de Trois-Rivieres.
Airlines-C.P.; C.N.

3 - POPULATION:
Corp. City 81 Cen. 50,466; Loc. Est. 48,628
Met. Area 81 Cen. 111,453; Loc. Est. 114,340
PMA-ABC: (81) 200,575; (84) 204,700
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 19,275; Loc. Est. 19,270
Met. Area 81 Cen. N.A.; Loc. Est. 40,564
PMA-ABC: (81) 68,110; (84) 74,500

5 - BANKS	NUMBER	DEPOSITS
Savings	21	N.A.
Savings & Loan	53	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 3,250,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Av. Wkly. Wage (including overtime)All Employees: Manufacturing ($491); Durable Goods ($452); Nondurable Goods ($508); Paper & Allied Industries ($601); Goods Producing Industries ($499); Transportation, Comm. & Other Utilities ($527); Service Producing Industries ($468); Industrial Aggregate ($403).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-102; Fall 30-70; Winter -20-25.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-on des Forges Blvd.; Centre Commercial Les Rivieres (105 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ctre d'Achats(8)	2	Provigo
Normanville(8)		Normanville
Trois-Rivieres W. Ctr.(150)	2	Reitman's, Woolco, Steinberg's
Les Galeries du Cap(30)	NA	Provigo, Woolco
Plaza de la Maurice	20	Steinberg, K mart, Canadian Tire

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Woolco; Pascal- Zeller's; Miracle-Mart.
Discount Stores-Bonaprix.
Variety Stores-Zeller's; Greenberg's.
Chain Drug Stores-Pharmacie PSM; Pharmacie Jean Coutu; Pharmaprix; Uniprix.
Chain Supermarkets-Steinberg's 2; A&P; Metro 11; Trans-Kebec 41; Richelieu Select 11; Supreme 16; Metropole 39; Provigo 27; IGA; Cooprix; Baribo; Axep.
Other Chain Stores-Reitman's; Trans-Canada; Laura Secord; Crown Diamond; Lowe Brothers; Lewis Shoe; Mia; Birks; Agnew-Surpass; Cartier; Fredelle; Charmco; Boiteau; Maher; Bonita; Chez Lillane; Kim; Pennington; Stokes; Au Coin des Petits; The Shoe Man; Jerome; Jacques Allard; Centre Coiffure Masculine; Woolco; Dalmys; Miracle Mart; Princess Silk; Trans-Canada Shoe; Hart's; Children Wear; Dexter Shoe; Podium; Rona; Aldo; Simard & Voyer; Naturalizer; Dalmys; Fer-Plus; Radio Shack; Sports Experts.

14 - NEWSPAPERS: LE NOUVELLISTE (French) (m) 53,043; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir., LE NOUVELLISTE, 500 St-Georges, Trois Rivieres, QC G9A 5J6; Tel. (819) 376-2501.
National Representatives: Hal Herman Associates.

SASKATCHEWAN SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1985
Under 5 Years	75	81	87
5-14 Years	173	157	168
15-24 Years	178	184	197
25-44 Years	257	246	264
45-64 Years	186	184	197
65 and Over	103	116	124
TOTAL	922	968	1,037

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1985
General Mdse.	249	861	944
Apparel	54	201	262
Furniture	25	141	153
Groceries	212	882	1,134
Lumber/Bldg. Mat.	21	38	72
Restaurants	16	324	631
Autos	243	1,158	1,113
Gasoline/Fuel Oil	111	295	242
Drugs	37	152	231
TOTAL SALES	1,188	4,740	5,329

Source: Census of Canada/Retail Trade

LLOYDMINSTER, SASK.

1 - LOCATION: Division No. 17, E&P Map B-3. 170 mi. W of Saskatoon. Manufacturing and agricultural center.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 81 Cen. 6,034; Loc. Est. 7,264

4 - HOUSEHOLDS:
City 81 Cen. 2,079; Loc. Est. 2,147

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 2,746

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Manufacturing Homes; Oil Tanks; Elevators; Flour & Feed Mills; Creamery; Refinery; Gas; Asphalt; Oil Wells; Agriculture, Grain; Livestock; Poultry; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,796; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Ken Ebert, Adv. Mgr., TIMES, 4828 44th St., Lloydminster, SK S9V 0G8; Tel. (403) 825-5522.
National Representative: None.

MOOSE JAW, SASK.

1 - LOCATION: Division 7, E&P Map B-3. Situated 434 mi. E of Calgary; 398 mi. W of Winnipeg; 112 mi. N of US border.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 33,941; Loc. Est. 35,531
CZ-ABC: (81) 33,941; (84) 34,800
RTZ-ABC: (81) 66,772; (84) 67,600
City & RTZ-ABC: (81) 100,713; (84) 102,400

4 - HOUSEHOLDS:
City 81 Cen. 12,853; Loc. Est. 11,534
CZ-ABC: (81) 12,660; (24) 13,500
RTZ-ABC: (81) 23,140; (84) 24,400
City & RTZ-ABC: (81) 35,800; (84) 37,900

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 13,664

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Meat Packing; Food Processing; Oil Refining; Men's Work Clothes; Tank Car Repairing and Cleaning Plant; Steel Rolling Mill; R.R.; Winery. Total: 2,050 employees. Av. Wkly. Wage $213.
Principal Industrial Pay Days-5, 15, 20, & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-53; Summer 37-93; Fall 8-81; Winter 8-53. First killing frost, Sept. 13. Last killing frost, May 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Areas-7 blocks on Main St.; 3 on High St.; 2 on River St.
Neighborhood Shopping Centers-4th Ave. SW between Home & Coteau Sts.; 9th Ave. NW N. of Caribou; Athabasca St. E.; 3rd Ave. to 4th Ave., both sides; 1st Ave. N.W.; Stadacona St. W. to Athabasca St. W.; Shopping Centre Complex 7 blocks from downtown area.
Principal Shopping Days-Mon. through Sat.
Stores Close-Sun.

13 - RETAIL OUTLETS: Department Stores-Army and Navy; T. Eaton; Moose Jaw Co-Op; Joyner's; Saan; Simpson-Sears; Zellers; MacLeod's; Woolco; Gallenkamp.
Variety Stores-Kresge; Metropolitan.
Chain Drug Stores-Rexall 5; White Cross; Shoppers Drug Mart.
Chain Supermarkets-Safeway 2; Co-op.
Other Chain Stores-Sally's; Women's; Tip Top Tailors; Agnew-Surpass; Reitmans; Canadian Tire.

14 - NEWSPAPERS: TIMES-HERALD (e) 9,677; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: R.G. Calvert, Pub. & Gen. Mgr., TIMES-HERALD, 44 Fairford St. W., Moose Jaw, SK S6H 1V1; Tel. (306) 692-6441.
National Representative: Thomson Newspapers.

PRINCE ALBERT, SASK.

1 - LOCATION: Division 15, E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11 and 55 and "All-Weather" Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

2 - TRANSPORTATION: Railroads-Div. Point for Can. Pac. & Can. Natl. (21 branches out of city).
Motor Freight Carriers-20.
Intercity Bus Lines-Saskatchewan Transportation Co.
Airlines-Transair; North Can Air; Athabaska (charter).

3 - POPULATION:
Corp. City 81 Cen. 31,380; Loc. Est. 33,698
CZ-ABC: (81) 31,380; (84) 32,900
RTZ-ABC: (81) 75,721; (84) 76,400
City & RTZ-ABC: (81) 106,901; (84) 109,300
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 10,806; Loc. Est. 9,941
CZ-ABC: (81) 10,680; (84) 11,800
RTZ-ABC: (81) 25,285; (84) 25,600
City & RTZ-ABC: (81) 35,965; (84) 37,300

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	3	N.A.
Commercial	7	N.A.
Trust Co.	2	N.A.

6 - PASSENGER AUTOS: City 13,836

7 - ELECTRIC METERS: Residence 7,710

8 - GAS METERS: Residence 8,163

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Manufacturing ($599); Construction ($501); Trade ($246); Industrial Composite ($368).

10 - CLIMATE: Min. & Max. Temp. Spring 30-60; Summer 55-80; Fall 20-65; Winter 30-10.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway North Plaza(65)	NA	Safeway, Sears, Eaton's, Zellers, Fields
South Hill(40)	NA	Safeway, Woolco, Reitmans, The Bay

13 - RETAIL OUTLETS: Hardware 5; Beauty Salons 29; Barbers 11; Jewelers 10; Painters 15; Plumbers 18; Radio Electric 11; Real Estate & Ins. 14; Restaurants 53; Stationery 3; Ladies Apparel 12; Childrens Wear 1; Men's Wear 12; Auto Sales & Garages 12; Service Stations 33; Bakeries 10; Shoe Stores 9; Building Materials 11; Cleaners & Dyers 7; Dairies 2; Dept. & Variety Stores 1; Drug Stores 11; Farm Implements 13; Furniture Stores 12.
Department Stores-Eaton's; Simpson-Sears; The Bay; Zellers.
Chain Drug Stores-Rexall 3; White Cross; Shopper's Drugmart; Boots.
Chain Supermarkets-Safeway 2; OK Economy 2; Red & White 6; Co-op; Save-A-Dollar 11; IGA 3.
Other Chain Stores-Agnew-Surpass; Singer Co.; Sherwin-Williams; Beaver Lbr.; Woolworth's; S.S. Kresge; Fields; Sally; Saan; McLeod's Ltd.; Firestone; North-American Lbr.; Kaufman's; Radio Shack; Reily & McCormick; Famous Furniture City; Sound City; People's Credit Jewelers; Cole's Book Store.

14 - NEWSPAPERS: HERALD (e) 10,090; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Gibb, Pub. & Gen. Mgr., HERALD, 30-10th St., Prince Albert, SK S6V 5R9; Tel. (306) 764-4276.
National Representative: Thomson Newspapers.

REGINA, SASK.

1 - LOCATION: Division 6, E&P Map B-3. Western Canada, situated 347 mi. (559 km.) W of Winnipeg; 480 mi. (773 km.) E of Calgary, Calgary; 168 mi. (270 km.) SE of Saskatoon; 510 mi. (821 km.) SE of Edmonton.

2 - TRANSPORTATION: Railroads-C.P.; C.N.; Via Rail.
Motor Freight Carriers-90.
Intercity Bus Lines-Saskatchewan Transportation; Greyhound; Moose Mountain.
Airlines-Air Canada; Norcanair; Pacific Western; Frontier Airlines.

3 - POPULATION:
Corp. City 81 Cen. 162,613; Loc. Est. 174,965
CZ-ABC: (81) 162,613; (84) 172,400
Bal. in PMA-ABC: (81) 329,189; (84) 335,000
Met. Area 81 Cen. 164,313; Loc. Est. 176,780
Total PMA-ABC: (81) 491,802; (84) 507,400
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 58,557; Loc. Est. 54,276
Met. Area 81 Cen. N.A.; Loc. Est. 54,797
CZ-ABC: (81) 58,125; (84) 64,400
Bal. in PMA-ABC: (81) 114,630; (84) 122,000
Total PMA-ABC: (81) 172,755; (84) 186,400

5 - BANKS	NUMBER	DEPOSITS
Savings	51	N.A.
Trust	18	N.A.
Loan	15	N.A.
Credit Union	20	N.A.

6 - PASSENGER AUTOS: City 81,732

7 - ELECTRIC METERS: Residence 58,500

8 - GAS METERS: Residence 48,500

9 - PRINCIPAL INDUSTRIES: Government; Steel; Meat Processing; Fertilizer; Cement; Concrete; Dairy; Sheet Metal; Refineries; Steel Tank Mfg.; Distribution Centre; Communications; Steel Pipe; Paint; Agricultural Implements; Grain Farming; Marketing; Cable & Telephone Equipt.; Gases, Dry Ice; Chemicals; Steel; Total Employed 92,000, Av. Wkly. Wage $374.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 26-25; Summer 3-37; Fall 3-28; Winter 37-5. First killing frost, Sept. 30. Last killing frost, May 6. 2,450 average hours of sunshine annually.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 11th Ave.; 3 on Broad St.; 2 on Rose St.; 3 on Hamilton St.; 3 on Scarth St.; 3 on 12th Ave. **Neighborhood Shopping Centers**-Dewdney & Retallack Sts.; Victoria & Winnipeg; 15th & Toronto; 13th Ave. W.; Gordon Rd. & Rae St.; 3 on Albert St. **Shopping Centers (No. of Stores)**-Avon Centre 14; Broad Plaza 5; Broadway 10; Cornwall Centre 75; Eatons Mall 16; Golden Mile Plaza 40; Gordon Road 11; Glen Cairn Shopping Centre 14; Hill Ave. 11; Hillsdale Centre 7; Midtown Plaza 35; Normanview 40; Northgate 70; Park Plaza 7; Regent Park 16; Regina Inn Centre 21; Riverheights 13; Scarth St. Mall 40; Southland Mall 54; Sherwood Village 40; Thirteenth Ave. Centre 9; Whitmore Park 7; Victoria Square 45.
Principal Shopping Days-Mon. through Sat.; Open Thur. evening.

13 - RETAIL OUTLETS: Department Stores-Army & Navy; T. Eaton Co.; Saan Stores Ltd.; Sears Ltd.; Sherwood Co-op Assoc. Ltd.; The Bay; Woolco; MacLeods; Robinson Stores; Zeller's 3.
Variety Stores-Kresge; Woolworth; Metropolitan; Zeller's; Robinson.
Chain Drug Stores-Boots 3; Pinders-Rexall 6; Bi-Rite 5; White Cross 4; Shoppers 2; Arp Drugs 8.
Chain Supermarkets-Safeway 7; Dominion 4; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2; Econo Mart 2; Food Barn.
Other Chain Stores-Shoes: Agnew Surpass, Bata, Kinney, Reward, Sterling, Chandler, Duet, Naturalizer, Fredelle, Maher, Julia, Lewis, Boutique Aldo, Agnew, Aggies; Jewelry: People's, Credit, Henry Birks, Mappins, O.B. Allan, Juniors Kitchen Boutique, Picadilly Gifts, Zale's, Heinrichs Gem Centre, R & R Merchants, Ben Moss; Clothing: Dalmy's, Pennington's, Jack Fraser, Thrifty's, The Pant House, Jean Junction, Sweet 16, Shirley K Maternity, D'Allaird's, Sally's, Tip Top Tailors, Reitman's, Mortons, P3, Suzy Shier, Mannequin, Ricki's, Fairweather, Cactus, Town & Country, Cojana, Smart Set, Irene Hill, Ayres, J. Michaels, Liz Porter. This is Maggie, Antels, Chantel, Addition-Elle, Modissa, Suzy Creamcheese, Boutique Marie Claire, The Loft, Big Steel Man, George Richards Kingsize Clothes, Bootlegger, Automotive: Uniroyal, Dunlop, Firestone 3, B. F. Goodrich, Goodyear 3, General, Peavy Mart, Canadian Tire 2, Triangle Auto; Other: Radio Shack, Laura Secord, Sam The Record Man, Kelly's, Bumper to Bumper 2, Classic Book Shop, Caprice Cards, Astral Photo, Willson Office Specialty, Coles Books, Mr. Sound Records & Tapes, Happy Hour Card 'n' Party Shop, A & A Records, One Hour Photo, Foot Locker (athletic supplies), Lewiscraft Hobbies & Crafts, Hans Christian Toys, The Teachers Store (educ. toys & suppl.), The Drapery Shoppe, Samco Electronics, Andrea's Bath Boutique, The Key Man, Big Brothers T-Shirts, Punchy's Posys, Kids World.

14 - NEWSPAPERS: THE LEADER-POST (e) 70,455; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Ed Schultz, Dir. Adv., THE LEADER-POST, Victoria Ave. & Park St., Regina SK S4P 3G4; Tel. (306) 565-8211.
National Representatives: Landon Associates.

SASKATOON, SASK.

1 - LOCATION: E&P Map B-3. On South Saskatchewan River. 326 mi. E of Edmonton; 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11 and 14.

2 - TRANSPORTATION: Railroads-CN; CP.
Motor Freight Carriers-5.
Intercity Bus Lines-Saskatoon Transit; Saskatchewan Transportation; Greyhound; Western Trailways.
Air Service-Ray's Flying Service; Mitchison's Flying Service.
Airlines-Air Canada; Norcanair; Pacific Western; Frontier.

3 - POPULATION:
Corp. City/Met. Area 81 Cen. 154,210; Loc. Est. 171,819
CZ-ABC: (81) 154,210; (84) 167,300
RTZ-ABC: (81) 327,178; (84) 318,600
City & RTZ-ABC: (81) 481,388; (84) 485,900

4 - HOUSEHOLDS:
City/Met. Area 81 Cen. 58,177; Loc. Est. 55,697
CZ-ABC: (81) 57,340; (84) 65,700
RTZ-ABC: (81) 103,580; (84) 109,500
City & RTZ-ABC: (81) 160,920; (84) 175,200

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	52	N.A.

6 - PASSENGER AUTOS: City 73,234

7 - ELECTRIC METERS: Residence 50,180

8 - GAS METERS: Residence 47,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 1,500; Dairy 310; Flour Mills 185; Meat Packing 784; Meats 300-400; Gasoline 100; Road Machinery 65; Iron Works 75; Brewery 155; Cereal 200; Fibreboard 28; Potash 2,000; Chemicals Mfg. 155; Garment Mfg. 600; Electronics 250. Av. Weekly Wages $198.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-89; Summer 34-93; Fall 7-75; Winter 40-35. First killing frost, Sept. 4. Last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; fluoridated, artificially softened.

12 - RETAILING: Principal Shopping Centers-Midtown Plaza (1st Ave., Idlywyld 62 units) 5 blocks on 2nd Ave.; 4 on 3rd Ave.; 3 in 21st St. E 4 on 20th Street W.
Neighborhood Shopping Centers (No. of stores)-Nutana 5 blocks; Mayfair 5 blocks; Pleasant Hill 1 block; Broadway 1 block; Grosvenor Park (45); Avalon (17); Cumberland (20); Haultain (4); Mount Royal (10); Westgate (15); Ford's (6); Co-Op (33); Churchill (13); Market Mall (75); Zeller's County Fair (4); Confederation Park Plaza (36); Wildwood Mall (30); Lawson Heights (63); Midtown Village (14); Sturdy Stone Centre (16).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-The Bay; Eaton's; Sears; Army & Navy; MacLeod's; Robinson; Saan; Zeiler's; Woolco; Co-op Center.
Variety Stores-Kresge's; Woolworth.
Chain Drug Stores-Pinders 8; Price Wathers 13; Shoppers Dry Mart 2; Others 20.
Chain Supermarkets-Safeway 8; OK Economy 12; Red & White 2; Loblaw's; Shop-Rite 12; Dominion 2; IGA 9; Economart 2; Independent 36; Super Valu 2.
Other Chain Stores-Singer; Laura Secord; Fairweather; Ricki's; Pennington's; Bata; Agnew Surpass; D'Aillards; People's Credit; Birk's; Reitmans's; United Cigar; Canadian Tire; Coles; Tip Top; Firestone; Ben Moss Jewelers; Jack Fraser; Irune Hill.

14 - NEWSPAPERS: STAR-PHOENIX (e) 58,531; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Armand M. Kraft, Adv. Mgr., STAR-PHOENIX, 204-5th Ave. N., Saskatoon SK S7K 2P1; Tel. (306) 652-9200.
National Representatives: None.

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SECTION IV

Population, income, retail sales tables

1985 estimates of population, income, retail sales, food sales—U.S. and Canada

U.S. DAILY NEWSPAPER MARKETS
Metro areas (MSAs), counties, cities

States	Pop., Income Tables	Ret. Sales Tables
Alabama	3	80
Alaska	4	81
Arizona	5	82
Arkansas	6	82
California	7	84
Colorado	10	87
Connecticut	12	88
Delaware	12	89
Dist. of Columbia	13	89
Florida	13	89
Georgia	15	91
Hawaii	18	93
Idaho	18	94
Illinois	19	94
Indiana	22	97
Iowa	24	99
Kansas	26	101
Kentucky	28	103
Louisiana	30	105
Maine	32	107
Maryland	33	107
Massachusetts	33	108
Michigan	34	109
Minnesota	36	111
Mississippi	38	112
Missouri	40	114
Montana	42	116
Nebraska	43	117
Nevada	45	118
New Hampshire	45	119
New Jersey	46	119
New Mexico	47	120
New York	47	121
North Carolina	49	123
North Dakota	52	125
Ohio	53	126
Oklahoma	55	128
Oregon	57	130
Pennsylvania	58	131
Rhode Island	61	134
South Carolina	61	134
South Dakota	62	135
Tennessee	63	136
Texas	65	138
Utah	70	143
Vermont	71	143
Virginia	71	144
Washington	74	146
West Virginia	75	147
Wisconsin	76	148
Wyoming	77	149

DAILY NEWSPAPER MARKETS—CANADA

Provinces / Metro Areas / Cities	Pop., Income Tables	Ret. Sales Tables
All Canadian markets	78	150

Every morning your ad is served to over 2,000,000 hungry readers.

No paper in Detroit is bigger for breakfast than The Detroit Free Press. Detroit's number one morning paper and the nation's fifth largest. No paper sees more bacon and eggs, pancakes, more coffee or customers every morning. And if you're an advertiser, that translates into more customers feasting their eyes on your ad. Even our Sunday Morning Free Press is bigger than ever for breakfast. It grew 7,883 in circulation over last year. So if you're looking for a place to put your ad, put it in the paper that's not only grown, but still growing. The Detroit Free Press. No wonder, every day, more and more customers and advertisers think of it as the toast of the town.

Sources: Publishers Interim Statement as filed with the Audit Bureau of Circulations. Three months ended June 30, 1984. Subject to audit. Simmons 1982 Study of Local Newspaper Ratings for the State of Michigan.

NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1983) Number of farms	FARM PRODUCTS (1983) Value of crops (Thousands)	FARM PRODUCTS (1983) Value of livestock (Thousands)
U.S. TOTALS	226,505,632	239,605,708	5.8	87,814,183	1800,448,250	2,695,837,852	11,251	30,699	2,240,406	69,516,144	69,203,192
ALABAMA	3,890,061	4,046,086	4.0	1,438,826	24,712,441	36,118,202	8,927	25,103	48,448	853,887	1,258,461
ALASKA	400,481	480,933	20.1	162,667	4,130,421	7,950,123	16,531	48,874	570	11,074	7,504
ARIZONA	2,717,866	3,064,485	12.8	1,117,341	20,043,927	32,188,058	10,504	28,808	7,334	928,120	715,510
ARKANSAS	2,285,513	2,365,784	3.5	872,616	14,224,532	21,379,928	9,037	24,501	50,525	1,499,184	1,500,283
CALIFORNIA	23,668,562	26,030,103	10.0	9,808,934	217,032,193	330,845,657	12,710	33,729	82,463	9,333,761	4,159,970
COLORADO	2,888,834	3,214,959	11.3	1,216,793	24,064,879	39,299,727	12,224	32,298	27,111	926,571	2,000,417
CONNECTICUT	3,107,576	3,222,587	3.7	1,170,470	29,818,935	45,927,801	14,252	39,239	3,754	118,316	202,327
DELAWARE	595,225	611,685	2.8	220,082	4,792,214	7,071,110	11,560	32,129	3,338	139,249	315,875
DIST. OF COLUMBIA	638,432	624,844	–2.1	255,172	6,297,014	9,957,278	15,936	39,022	N.A.	N.A.	N.A.
FLORIDA	9,739,992	11,370,896	16.7	4,525,984	73,854,063	126,235,049	11,102	27,891	36,352	3,332,605	992,765
GEORGIA	5,464,265	5,704,925	4.4	2,014,367	36,459,546	58,219,841	10,205	28,902	49,630	1,604,531	1,705,568
HAWAII	964,856	1,014,761	5.2	319,019	7,575,971	11,957,078	11,783	37,481	4,595	450,156	86,488
IDAHO	943,935	999,938	5.9	354,593	6,675,557	9,287,131	9,288	26,191	24,714	1,132,490	883,033
ILLINOIS	11,418,461	11,669,880	2.2	4,262,145	100,981,833	142,064,295	12,174	33,332	98,483	5,849,047	2,294,569
INDIANA	5,490,179	5,578,238	1.6	2,019,740	41,122,720	56,471,068	10,123	27,960	77,180	2,180,237	1,829,205
IOWA	2,913,387	2,960,202	1.6	1,103,404	22,563,979	31,502,515	10,642	28,550	115,413	3,939,756	5,395,117
KANSAS	2,363,208	2,493,178	5.5	950,018	19,942,057	29,351,234	11,773	30,895	73,315	2,201,807	3,196,060
KENTUCKY	3,661,433	3,786,029	3.4	1,348,289	24,051,119	33,919,316	8,959	25,157	101,642	1,322,886	1,475,261
LOUISIANA	4,204,417	4,429,973	5.4	1,531,178	30,387,847	46,503,290	10,497	30,371	31,628	1,369,916	483,190
MAINE	1,124,660	1,170,784	4.1	425,218	7,573,609	11,127,770	9,505	26,170	7,003	153,260	259,802
MARYLAND	4,216,446	4,410,540	4.6	1,576,286	35,119,282	53,646,929	12,163	34,034	16,183	330,503	701,951
MASSACHUSETTS	5,737,037	5,894,865	2.8	2,156,510	47,520,712	73,550,544	12,477	34,106	5,401	230,859	136,089
MICHIGAN	9,258,344	9,252,470	–.1	3,292,744	75,720,126	101,537,020	10,974	30,837	58,661	1,758,474	1,242,987
MINNESOTA	4,077,148	4,194,367	2.9	1,532,216	32,360,505	46,542,113	11,096	30,376	94,382	2,949,075	3,328,332
MISSISSIPPI	2,520,638	2,624,675	4.1	889,267	14,220,821	20,881,117	7,956	23,481	42,415	1,364,511	926,608
MISSOURI	4,917,444	5,057,361	2.8	1,901,474	37,090,171	52,940,447	10,468	27,842	112,447	1,728,714	2,259,288
MONTANA	786,415	836,185	6.3	311,090	5,555,808	8,230,250	9,843	26,456	23,570	846,939	656,364
NEBRASKA	1,570,006	1,625,328	3.5	610,550	11,718,989	17,386,350	10,697	28,477	60,243	2,007,223	4,003,129
NEVADA	799,184	936,656	17.2	367,827	6,988,767	11,134,555	11,888	30,271	2,719	71,125	153,052
NEW HAMPSHIRE	920,610	989,037	7.4	359,194	7,138,969	11,322,065	11,448	31,521	2,757	35,950	78,115
NEW JERSEY	7,364,158	7,619,929	3.5	2,721,690	67,413,242	103,726,418	13,613	38,111	8,277	406,760	136,358
NEW MEXICO	1,299,968	1,420,109	9.2	496,761	8,777,605	13,305,138	9,369	26,784	12,914	327,336	634,719
NEW YORK	17,557,288	17,907,026	2.0	6,671,021	146,080,680	222,729,468	12,438	33,388	42,207	742,552	1,929,463
NORTH CAROLINA	5,874,429	6,210,755	5.7	2,230,213	39,181,126	58,403,205	9,404	26,187	72,792	2,127,468	1,656,457
NORTH DAKOTA	652,695	702,767	7.7	253,400	4,858,010	7,930,262	11,284	31,295	36,431	2,028,479	662,654
OHIO	10,797,419	11,033,162	2.2	4,042,602	85,258,072	117,235,887	10,626	29,000	86,934	2,135,849	1,537,815
OKLAHOMA	3,025,266	3,385,101	11.9	1,293,349	23,417,809	36,776,685	10,864	28,435	72,523	1,003,405	1,688,110
OREGON	2,632,663	2,720,735	3.3	1,055,725	20,608,732	28,482,495	10,469	26,979	34,087	1,145,071	555,044
PENNSYLVANIA	11,866,728	12,180,330	2.6	4,469,226	92,658,849	134,866,103	11,072	30,177	55,535	755,574	2,220,814
RHODE ISLAND	947,154	984,861	4.0	363,526	7,379,049	10,870,531	11,038	29,903	728	19,033	12,280
SOUTH CAROLINA	3,119,208	3,333,797	6.9	1,136,554	19,595,356	28,935,926	8,680	25,459	24,929	652,591	405,348
SOUTH DAKOTA	690,178	711,493	3.1	258,325	4,550,896	7,028,331	9,878	27,207	37,148	930,181	1,655,967
TENNESSEE	4,590,750	4,800,244	4.6	1,746,417	30,451,438	44,414,212	9,252	25,432	90,565	1,023,386	906,922
TEXAS	14,228,383	16,258,417	14.3	5,819,423	116,110,200	184,290,649	11,335	31,668	185,020	3,448,249	5,522,150
UTAH	1,461,037	1,617,848	10.7	512,981	9,286,498	14,702,153	9,087	28,683	13,984	145,960	432,747
VERMONT	511,456	539,167	5.4	194,327	3,379,493	5,267,190	9,769	27,105	6,315	35,899	391,138
VIRGINIA	5,346,279	5,665,401	6.0	2,036,959	41,951,679	64,723,917	11,424	31,775	51,859	581,799	857,738
WASHINGTON	4,130,163	4,438,319	7.5	1,709,012	36,391,105	52,169,041	11,754	30,526	36,080	2,104,329	958,680
WEST VIRGINIA	1,949,644	2,007,761	3.0	729,269	13,048,900	17,518,299	8,725	24,022	18,742	54,771	172,877
WISCONSIN	4,705,335	4,877,567	3.7	1,767,241	36,225,119	51,787,397	10,617	29,304	82,199	1,062,484	4,140,446
WYOMING	470,816	529,165	12.4	192,548	4,085,363	6,126,684	11,578	31,819	8,861	114,742	478,145

NATIONWIDE SUMMARY OF RETAIL SALES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
U.S. TOTALS	722,880,663	1,294,405,582	1,414,841,889	90,350	75,054,964	48,892	170,106,907	231,949	294,993,212	138,995	296,794,205	176,458	115,796,840	140,119	64,478,146	138,578	64,311,991	368,031	134,970,552	49,568	45,244,856
ALABAMA	10,704,902	17,337,297	18,748,780	1,578	1,201,666	1,316	2,132,487	5,887	4,091,434	3,196	4,644,880	3,562	1,501,731	2,511	929,859	2,403	814,072	4,102	1,324,790	1,034	371,577
ALASKA	1,798,858	2,929,670	3,165,346	188	256,344	161	361,371	365	699,174	244	419,233	204	186,266	231	109,651	219	100,636	764	475,268	56	136,442
ARIZONA	8,169,933	17,084,548	18,954,682	900	1,087,910	520	2,265,670	2,257	4,189,746	1,487	4,008,822	1,656	1,593,685	1,332	617,675	1,638	961,231	4,134	1,960,126	455	634,852
ARKANSAS	6,383,258	10,983,239	11,947,541	1,126	804,167	748	1,306,425	3,595	2,600,329	2,255	2,921,510	2,407	980,164	1,731	567,071	1,571	496,110	3,088	786,520	634	361,519
CALIFORNIA	81,057,855	157,228,539	173,066,454	8,115	9,148,669	3,251	20,870,579	21,115	35,110,456	12,737	35,024,105	14,388	12,881,848	15,346	7,434,564	15,469	9,154,635	40,050	18,709,037	4,311	6,453,406
COLORADO	9,824,594	19,481,620	21,495,442	1,302	1,459,499	495	2,434,895	2,177	4,175,816	1,869	4,591,287	2,485	1,627,011	1,812	883,801	2,185	1,034,564	5,004	2,296,087	536	538,549
CONNECTICUT	10,428,005	19,059,171	20,851,823	1,193	946,671	571	2,351,528	3,207	4,574,083	1,538	3,621,979	2,215	1,704,057	1,940	1,038,111	2,056	896,692	5,169	1,946,740	755	619,622
DELAWARE	2,138,502	3,819,364	4,170,084	233	230,756	139	593,394	858	882,047	343	715,528	435	332,114	368	182,640	338	201,187	863	349,259	132	143,686
DIST. OF COLUMBIA	2,084,664	3,274,340	3,531,547	70	62,955	68	314,374	538	562,366	103	339,943	250	242,383	435	258,025	266	188,280	1,158	686,787	148	161,054
FLORIDA	31,413,088	67,376,061	74,953,917	4,595	3,675,925	1,922	9,105,382	11,379	15,966,980	6,069	16,045,794	7,287	6,001,992	6,830	3,106,491	6,669	3,669,880	13,673	7,606,087	1,964	2,658,210
GEORGIA	15,915,816	29,988,067	32,916,308	2,035	1,760,643	1,507	4,090,477	7,495	6,816,068	3,895	7,286,486	5,066	2,945,106	3,267	1,416,347	3,353	1,381,345	6,345	2,819,069	1,428	1,049,966
HAWAII	3,294,118	5,992,363	6,553,223	194	146,807	259	1,164,807	876	1,235,232	291	920,562	415	369,051	733	375,665	444	201,014	1,657	1,049,167	115	344,888
IDAHO	3,016,361	5,142,642	5,589,517	556	524,798	256	479,722	968	1,162,284	832	1,310,727	830	434,816	509	208,081	792	274,392	1,793	523,655	213	195,424
ILLINOIS	39,215,003	60,194,484	64,787,589	4,117	3,149,354	2,319	7,832,453	8,897	11,888,096	5,379	13,475,374	7,815	5,276,885	7,065	3,349,525	6,354	2,961,211	20,704	6,576,622	2,645	2,236,432
INDIANA	18,266,271	29,930,999	32,408,689	2,535	1,744,818	1,183	3,929,798	4,254	6,190,406	3,784	7,470,033	4,867	3,176,335	2,948	1,208,800	3,554	1,378,191	8,523	2,932,485	1,255	1,128,141
IOWA	9,832,778	14,101,603	15,085,640	2,184	1,215,529	921	1,653,448	2,529	2,877,515	2,159	3,458,275	3,424	1,540,387	2,009	578,138	2,311	682,128	6,193	1,346,297	708	419,581
KANSAS	7,696,381	12,940,857	14,047,651	1,487	935,768	623	1,677,671	2,082	2,648,764	2,027	3,395,773	2,466	1,272,155	1,681	623,912	1,929	659,122	4,268	1,186,164	592	340,079
KENTUCKY	10,491,662	16,880,572	18,246,997	1,454	1,132,411	1,080	1,924,191	5,603	4,133,573	2,736	4,036,809	3,452	1,872,089	2,045	705,973	2,065	785,496	4,413	1,463,242	910	612,778
LOUISIANA	12,417,144	21,590,042	23,505,005	1,508	1,252,053	1,045	2,948,024	5,801	5,591,468	2,429	5,215,952	2,989	1,722,266	2,476	1,189,135	2,169	1,042,158	6,382	2,068,171	1,008	767,844
MAINE	3,615,742	6,455,198	7,047,966	662	477,671	522	706,917	1,822	1,612,755	953	1,421,146	933	498,711	579	236,670	673	222,508	1,814	551,878	288	198,488
MARYLAND	14,377,108	25,047,730	27,280,232	1,128	997,602	648	3,582,086	4,055	5,783,666	1,836	5,420,569	2,465	2,417,826	2,160	1,205,455	2,094	1,177,094	5,726	2,596,528	771	974,063
MASSACHUSETTS	18,474,302	38,292,570	42,432,888	1,851	1,756,761	1,295	5,001,358	5,745	9,172,619	2,834	6,673,681	3,882	3,105,057	3,340	2,243,391	3,254	1,646,421	9,948	4,550,613	1,697	1,316,487
MICHIGAN	31,677,356	47,341,226	51,014,689	3,712	2,672,920	1,372	6,507,985	9,033	10,093,254	4,970	12,046,471	6,572	4,373,254	4,649	2,434,521	5,042	2,362,172	13,836	4,705,581	1,899	1,674,815
MINNESOTA	13,566,601	24,317,060	26,561,345	2,523	2,177,394	812	3,351,649	3,709	4,566,488	2,339	5,309,795	3,280	2,453,491	2,398	1,078,540	2,802	1,114,445	6,315	2,454,298	825	723,936
MISSISSIPPI	6,184,395	10,098,804	10,930,220	953	603,397	930	1,214,417	4,660	2,629,149	2,049	2,736,187	1,962	850,217	1,640	519,747	1,491	438,165	2,859	717,574	702	340,916
MISSOURI	15,920,087	28,252,272	30,821,907	2,298	1,732,083	1,543	3,998,444	4,910	6,082,986	4,130	6,943,389	5,008	3,053,536	2,990	1,238,756	3,028	1,259,929	8,046	2,787,337	1,106	858,466
MONTANA	2,847,520	4,849,611	5,270,986	617	474,839	217	419,132	890	1,053,472	655	1,126,104	968	528,734	552	233,213	603	222,502	2,083	551,764	215	182,535
NEBRASKA	5,145,305	7,920,634	8,525,170	1,142	584,796	447	1,052,200	1,422	1,533,486	1,258	1,831,512	1,732	923,770	988	360,623	1,191	427,776	3,189	854,702	421	228,566
NEVADA	3,069,165	6,004,874	6,615,097	287	424,602	131	721,473	578	1,213,451	476	1,383,784	641	666,627	515	275,957	468	268,681	1,356	677,985	128	318,497
NEW HAMPSHIRE	3,387,452	6,838,797	7,557,569	512	528,497	321	726,876	1,182	1,747,273	861	1,456,306	704	554,829	538	278,182	660	268,354	1,542	610,870	209	172,055
NEW JERSEY	24,286,554	43,994,852	48,093,475	2,235	1,797,925	1,048	5,512,425	9,026	10,998,299	3,151	8,444,114	5,350	3,754,611	5,623	2,653,376	4,031	2,191,150	12,985	4,623,958	1,551	1,198,802
NEW MEXICO	4,021,781	7,440,815	8,150,909	517	500,860	399	844,782	1,254	1,617,563	890	1,910,149	1,389	780,492	817	350,316	799	363,286	2,061	759,807	252	220,536
NEW YORK	50,697,785	89,964,986	98,143,118	5,449	3,356,978	2,975	11,911,831	22,873	22,244,804	6,808	14,691,417	9,245	6,077,765	13,261	5,979,791	9,255	4,332,717	32,997	10,431,911	4,027	3,135,744
NORTH CAROLINA	16,842,308	31,903,879	35,033,555	2,352	2,253,658	1,889	3,848,983	9,206	7,611,693	4,891	7,945,740	5,775	2,986,127	3,873	1,552,401	3,903	1,700,751	7,123	2,671,745	1,348	1,158,093
NORTH DAKOTA	2,249,761	4,102,497	4,488,591	634	481,599	178	400,392	693	701,462	462	1,124,226	687	422,372	484	239,150	500	190,964	1,493	411,127	169	136,385
OHIO	35,563,455	55,215,265	59,480,576	4,082	2,813,768	1,917	8,472,782	10,834	12,326,589	5,819	13,080,127	8,820	5,504,508	5,187	2,114,379	6,201	2,563,393	17,982	5,670,156	2,086	1,740,991
OKLAHOMA	9,228,116	17,883,855	19,685,695	1,369	1,150,581	782	2,170,118	3,503	4,278,414	2,843	4,946,484	3,063	1,477,942	2,195	1,088,745	2,134	895,097	5,101	1,657,276	747	450,338
OREGON	9,347,998	14,992,421	16,199,050	1,439	1,078,715	481	2,016,530	2,729	3,006,519	1,747	3,647,960	2,185	1,194,174	1,382	625,790	1,915	823,302	4,578	1,658,182	492	528,948
PENNSYLVANIA	37,244,196	59,236,933	63,948,742	4,615	2,924,450	2,357	8,106,767	14,515	13,579,893	7,087	12,816,835	8,994	5,163,184	7,640	2,909,009	6,810	2,741,066	21,361	5,590,395	2,705	1,863,954
RHODE ISLAND	2,802,147	4,641,249	5,029,529	323	243,401	184	557,800	1,107	1,087,793	538	852,603	697	407,233	567	238,331	513	186,439	1,829	496,764	232	170,613
SOUTH CAROLINA	8,350,289	14,799,383	16,145,413	1,180	1,030,425	1,020	1,776,976	5,008	3,738,460	2,545	3,462,908	3,001	1,474,247	1,999	744,342	1,929	705,233	3,796	1,239,281	740	509,612
SOUTH DAKOTA	2,184,066	3,455,108	3,728,428	598	340,699	201	303,848	776	657,220	531	821,010	861	430,761	519	166,118	525	157,836	1,580	351,636	206	139,268
TENNESSEE	13,709,641	24,344,629	26,559,026	1,793	1,569,354	1,325	3,175,575	6,849	5,565,658	3,702	6,526,261	4,090	2,353,982	2,927	1,097,672	2,801	1,150,714	5,884	2,093,904	1,125	796,129
TEXAS	45,816,345	99,755,836	111,147,329	5,176	5,526,584	2,992	13,256,711	17,011	22,557,989	11,388	27,673,910	12,747	8,817,444	8,968	5,497,881	8,850	4,911,145	22,246	9,736,399	3,102	3,170,080
UTAH	4,146,168	7,642,667	8,368,668	589	579,850	267	1,031,203	1,011	1,580,377	880	1,944,587	1,149	781,356	733	315,895	948	460,828	1,964	691,595	249	261,353
VERMONT	1,667,623	2,705,438	2,926,837	332	223,795	222	235,568	815	649,320	414	545,619	540	253,158	324	101,837	360	96,892	920	239,460	140	65,370
VIRGINIA	16,544,567	32,938,973	36,358,418	1,592	1,773,526	1,463	4,521,995	6,163	7,791,487	3,090	7,884,269	3,992	3,435,277	2,544	1,486,040	2,854	1,611,276	6,356	2,972,102	974	1,294,540
WASHINGTON	13,503,242	23,637,841	25,755,608	1,776	1,694,959	586	2,831,716	3,388	5,257,171	2,640	5,312,736	3,005	1,900,220	1,815	1,076,272	2,917	1,260,633	6,296	2,812,605	819	1,016,238
WEST VIRGINIA	5,676,173	9,059,585	9,784,661	710	666,200	708	1,247,426	2,662	2,272,226	1,189	2,219,070	1,818	901,516	913	382,712	1,062	446,495	2,727	664,973	397	302,687
WISCONSIN	14,930,207	22,731,321	24,444,862	2,307	1,592,068	1,125	2,917,351	4,310	4,796,604	2,549	5,005,805	4,043	2,148,755	2,396	845,645	2,846	1,099,788	12,889	2,708,071	938	619,725
WYOMING	1,654,015	3,003,795	3,285,095	307	288,264	151	246,895	331	589,235	357	686,359	647	445,323	334	143,925	331	132,595	866	314,501	109	94,376

EDITOR & PUBLISHER'S
POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES* AND DATA FOR 1985

ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,890,061	4,046,086	4.0	1,438,826	24,712,441	36,118,202	8,927	25,103	48,448	606,428	1,067,389
METROPOLITAN STATISTICAL AREAS											
Anniston, Al	116,936	123,559	5.7	42,284	656,134	1,042,504	8,437	24,655	733	3,784	14,758
Birmingham, Al	883,819	887,958	.5	327,574	6,280,092	8,984,083	10,118	27,426	3,674	15,409	101,624
Columbus, Ga-Al	239,196	238,804	-.2	80,593	1,586,953	2,038,799	8,538	25,297	381	6,806	3,229
Dothan, Al	122,453	127,511	4.1	44,466	879,159	1,099,771	8,625	24,733	1,537	41,221	19,231
Florence, Al	135,023	142,497	5.5	51,716	798,617	1,251,299	8,781	24,196	2,099	34,288	19,679
Gadsden, Al	103,057	104,799	1.7	38,708	514,601	866,207	8,265	22,378	998	3,764	18,506
Huntsville, Al	196,966	209,794	6.5	73,858	1,402,317	2,427,827	11,572	32,872	1,101	32,326	16,044
Mobile, Al	442,819	478,145	8.0	166,996	2,751,286	4,325,501	9,046	25,902	2,002	59,904	24,164
Montgomery, Al	272,687	287,965	5.6	101,077	1,894,156	2,823,372	9,805	27,933	1,925	29,017	34,086
Tuscaloosa, Al	137,473	140,270	2.0	49,247	886,872	1,269,435	9,050	25,777	650	5,583	6,929
COUNTIES, Cities											
AUTAUGA	32,259	33,921	5.2	11,075	221,667	312,318	9,207	28,200	453	10,227	7,785
BALDWIN	78,440	86,486	10.3	30,430	480,621	784,116	9,066	25,768	1,119	30,509	14,060
BARBOUR	24,756	25,734	4.0	9,011	114,806	177,955	6,915	19,749	587	15,225	9,195
BIBB	15,723	17,201	9.4	5,875	90,488	127,948	7,438	21,778	228	756	1,408
BLOUNT	36,459	38,297	5.0	13,740	256,742	294,456	7,689	21,431	1,338	6,610	44,610
BULLOCK	10,596	10,642	.4	3,571	47,878	65,374	6,143	18,307	342	11,026	4,617
BUTLER	21,680	23,054	6.3	8,215	123,139	161,589	7,009	19,670	593	4,289	12,653
CALHOUN	116,936	123,559	5.7	42,284	656,134	1,042,504	8,437	24,655	733	3,784	14,758
Anniston	29,523	30,028	1.7	11,318	181,177	249,069	8,295	22,006	*	*	*
CHAMBERS	39,191	40,919	4.4	14,550	214,799	312,096	7,627	21,450	409	582	5,770
Lanett	6,897	7,196	4.3	2,835	44,561	55,456	7,707	19,561	*	*	*
CHEROKEE	18,760	20,345	8.4	7,307	86,551	154,823	7,610	21,188	588	15,686	9,350
CHILTON	30,612	30,818	.7	11,123	181,984	241,966	7,851	21,754	793	6,218	4,081
CHOCTAW	16,839	16,605	-1.4	5,504	77,848	113,522	6,837	20,625	404	672	2,915
CLARKE	27,702	27,443	-.9	9,073	140,738	207,616	7,565	22,883	429	537	2,334
CLAY	13,703	14,359	4.8	5,126	67,285	99,214	6,910	19,355	466		
CLEBURNE	12,595	13,593	7.9	4,939	68,851	104,978	7,723	21,255	380		
COFFEE	38,533	41,604	8.0	14,921	273,920	367,308	8,829	24,617	944	18,453	42,076
Enterprise	18,033	20,897	15.9	7,485	149,889	192,685	9,221	25,743	*	*	*
COLBERT	54,519	56,553	3.7	20,582	318,243	495,678	8,765	24,083	686	18,291	9,668
Muscle Shoals	8,911	10,309	15.7	3,585	77,236	97,784	9,485	27,276	*	*	*
Sheffield	11,903	11,698	-1.7	4,565	76,461	102,410	8,754	22,434	*	*	*
Tuscumbia	9,137	9,667	5.8	3,463	70,149	85,636	8,859	24,729	*	*	*
CONECUH	15,884	15,692	-1.2	5,605	67,732	104,204	6,641	18,591	483	5,450	4,184
COOSA	11,377	11,794	3.7	4,197	57,769	77,733	6,591	18,521	299	149	2,142
COVINGTON	36,850	39,168	6.3	15,094	238,265	310,540	7,928	20,574	1,006	13,302	21,127
Andalusia	10,415	11,275	8.3	4,296	77,543	88,599	7,858	20,624	*	*	*
CRENSHAW	14,110	14,650	3.8	5,326	72,808	96,697	6,600	18,156	558	8,067	36,278
CULLMAN	61,642	65,032	5.5	23,703	437,192	497,311	7,647	20,981	2,303	9,962	111,049
Cullman	13,084	14,091	7.7	5,348	116,105	118,605	8,417	22,177	*	*	*
DALE	47,821	48,480	1.4	15,826	322,271	367,845	7,588	23,243	582	13,223	8,349
DALLAS	53,981	56,163	4.0	18,949	304,650	401,158	7,143	21,170	557	18,207	11,858
Selma	26,684	27,358	2.5	9,441	170,492	211,481	7,730	22,400	*	*	*
DE KALB	53,658	56,555	5.4	20,926	355,190	415,606	7,349	19,861	2,228	15,378	82,884
Fort Payne	11,485	12,105	5.4	4,653	76,924	98,021	8,098	21,066	*	*	*
ELMORE	43,390	46,109	6.3	15,404	263,346	421,814	9,148	27,383	713	10,111	9,216
ESCAMBIA	38,392	38,729	.9	13,166	201,742	302,510	7,811	22,977	542	10,892	8,279
ETOWAH	103,057	104,799	1.7	38,708	514,601	866,207	8,265	22,378	998	3,764	18,506
Gadsden	47,565	44,910	-5.6	17,846	257,135	373,234	8,311	20,914	*	*	*
FAYETTE	18,809	19,997	6.3	7,395	115,847	161,466	8,075	21,834	419	1,905	3,756
FRANKLIN	28,350	29,501	4.1	10,957	181,925	250,165	8,480	22,832	896	3,223	18,303
GENEVA	24,253	23,778	-2.0	8,658	146,093	180,803	7,604	20,883	940	22,893	21,216
GREENE	11,021	11,621	5.4	3,797	45,550	65,739	5,657	17,313	390	3,965	8,775
HALE	15,604	15,279	-2.1	4,890	67,547	90,328	5,912	18,472	481	5,919	12,917
HENRY	15,302	15,409	.7	5,511	87,998	119,234	7,738	21,636	475	26,816	6,171
HOUSTON	74,632	79,031	5.9	28,640	556,888	731,926	9,261	25,556	955	27,998	10,882
Dothan	48,750	51,624	5.9	18,835	405,259	514,144	9,959	27,297	*	*	*
JACKSON	51,407	52,364	1.9	18,593	368,183	421,155	8,043	22,651	1,295	13,110	18,014
Scottsboro	14,758	15,033	1.9	5,536	106,231	132,177	8,792	23,876	*	*	*
JEFFERSON	671,197	664,564	-1.0	249,337	4,935,318	6,952,394	10,462	27,884	556	1,647	19,705
Birmingham	284,413	272,407	-4.2	106,423	1,847,817	2,371,523	8,706	22,284	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LAMAR	16,453	16,851	2.4	6,132	92,486	134,329	7,972	21,906	447	1,584	2,728
LAUDERDALE	80,504	85,944	6.8	31,134	480,374	755,621	8,792	24,270	1,413	15,997	10,011
Florence	37,029	39,531	6.8	14,601	247,023	346,335	8,761	23,720	*	*	*
LAWRENCE	30,170	31,791	5.4	10,667	162,526	223,431	7,028	20,946	1,226	20,953	30,491
LEE	76,283	81,219	6.5	29,685	487,316	679,477	8,366	22,890	407	4,625	3,843
Auburn	28,471	30,248	6.2	10,876	190,190	238,039	7,870	21,887	*	*	*
Opelika	21,896	25,018	14.3	8,915	143,908	196,474	7,853	22,039	*	*	*
LIMESTONE	46,005	48,978	6.5	16,847	244,632	461,567	9,424	27,398	1,171	30,512	12,215
Athens	14,558	15,619	7.3	5,759	95,977	156,871	10,044	27,239	*	*	*
LOWNDES	13,253	13,381	1.0	3,878	52,005	70,100	5,239	18,076	440	4,744	13,911
MACON	26,829	27,530	2.6	8,795	137,916	174,100	6,324	19,795	401	6,125	4,122
MADISON	196,966	209,794	6.5	73,858	1,402,317	2,427,827	11,572	32,872	1,101	32,326	16,044
Huntsville	142,513	151,794	6.5	55,330	1,125,453	1,893,771	12,476	34,227	*	*	*
MARENGO	25,047	25,588	2.2	8,587	134,282	195,476	7,639	22,764	622	6,764	7,493
MARION	30,041	32,402	7.9	12,039	186,366	253,645	7,828	21,069	748	3,170	7,855
MARSHALL	65,622	70,484	7.4	26,017	391,396	635,997	9,023	24,445	1,664	6,127	73,757
MOBILE	364,379	391,659	7.5	136,566	2,270,665	3,541,385	9,042	25,932	883	29,395	10,104
Chickasaw	7,402	7,382	-.3	2,952	51,848	71,561	9,694	24,242	*	*	*
Mobile	200,452	221,678	10.6	80,384	1,362,128	1,998,728	9,016	24,865	*	*	*
Prichard	39,541	41,262	4.4	13,116	162,177	204,484	4,956	15,590	*	*	*
MONROE	22,651	23,604	4.2	7,784	128,569	173,805	7,363	22,328	540	7,036	5,392
MONTGOMERY	197,038	207,935	5.5	74,598	1,409,143	2,089,240	10,048	28,007	759	8,679	17,085
Montgomery	177,857	187,693	5.5	68,215	1,298,366	1,953,953	10,410	28,644	*	*	*
MORGAN	90,231	96,479	6.9	34,635	716,001	1,010,966	10,479	29,189	1,353	7,029	30,701
Decatur	42,002	44,910	6.9	16,630	361,378	448,986	9,997	26,999	*	*	*
PERRY	15,012	15,330	2.1	4,803	68,816	86,705	5,656	18,052	422	8,270	8,585
PICKENS	21,481	22,619	5.3	7,590	113,498	146,412	6,473	19,290	525	4,399	23,912
PIKE	28,050	29,313	4.5	10,246	165,820	204,894	6,990	19,997	733	14,519	16,392
Troy	12,587	13,154	4.5	4,501	82,635	98,698	7,503	21,928	*	*	*
RANDOLPH	20,075	21,199	5.6	7,695	97,388	141,086	6,655	18,335	695	542	20,094
RUSSELL	47,356	46,771	-1.2	16,510	306,637	399,393	8,539	24,191	314	6,770	3,138
ST. CLAIR	41,205	42,715	3.7	14,846	255,897	372,949	8,731	25,121	661	3,791	13,744
SHELBY	66,298	72,704	9.7	24,739	445,334	769,950	10,590	31,123	516	2,477	9,595
SUMTER	16,908	17,140	1.4	5,513	81,380	114,368	6,673	20,745	475	3,594	8,020
TALLADEGA	73,826	77,406	4.8	26,042	348,150	575,977	7,441	22,117	630	4,225	15,139
Sylacauga	12,708	13,586	6.9	5,002	72,157	109,824	8,084	21,956	*	*	*
Talladega	19,128	20,922	9.4	6,698	91,095	136,632	6,531	20,399	*	*	*
TALLAPOOSA	38,676	41,690	7.8	14,813	211,749	321,361	7,708	21,695	391	1,129	7,423
Alexander City	13,807	15,767	14.2	5,265	80,681	111,745	7,087	21,224	*	*	*
TUSCALOOSA	137,473	140,270	2.0	49,247	886,872	1,269,435	9,050	25,777	650	5,583	6,929
Northport	14,291	16,789	17.5	5,660	106,073	163,122	9,716	28,820	*	*	*
Tuscaloosa	75,143	76,909	2.4	27,668	520,900	674,149	8,766	24,366	*	*	*
WALKER	68,660	69,678	1.5	24,912	386,801	594,334	8,530	23,857	603	884	13,970
Jasper	11,894	12,712	6.9	4,742	84,861	113,202	8,905	23,872	*	*	*
WASHINGTON	16,821	18,200	8.2	5,867	83,449	129,355	7,107	22,048	466	1,786	11,063
WILCOX	14,755	15,359	4.1	4,710	63,662	87,646	5,706	18,608	399	4,177	4,622
WINSTON	21,953	22,205	1.1	8,063	138,385	179,075	8,065	22,209	625	370	40,120

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Alabama 1983 Cash Receipts as follows: From Crops $853,887,000; from Livestock & Livestock Products $1,258,461,000; Total $2,112,348,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	400,481	480,933	20.1	162,667	4,130,421	7,950,123	16,531	48,874	570	6,010	5,389
METROPOLITAN STATISTICAL AREAS											
Anchorage, Ak	173,017	207,061	19.7	73,926	2,031,761	3,914,114	18,903	52,946	223	3,733	3,691
COUNTIES, Cities											
ALEUTIAN ISLAND	7,768	7,585	-2.4	1,527	34,427	74,115	9,771	48,536	28	6	235
ANCHORAGE	173,017	207,061	19.7	73,926	2,031,761	3,914,114	18,903	52,946	223	3,733	3,691
Anchorage	173,017	207,061	19.7	73,926	2,025,760	3,942,076	19,038	53,325	*	*	*
BETHEL	10,999	14,294	30.0	3,571	57,851	123,461	8,637	34,573	N.A.	N.A.	N.A.
BRISTOL BAY	1,094	1,232	12.6	310	11,585	19,813	16,082	63,913	N.A.	N.A.	N.A.
DILLINGHAM	4,616	6,176	33.8	1,686	36,885	68,045	11,018	40,359	N.A.	N.A.	N.A.
FAIRBANKS NORTH STAR	53,983	62,204	15.2	21,771	330,808	995,733	16,008	45,737	170	1,935	684
Fairbanks	22,645	26,094	15.2	9,314	405,833	478,993	18,356	51,427	*	*	*
HAINES	1,680	1,956	16.4	622	15,616	24,944	12,753	40,103	N.A.	N.A.	N.A.
JUNEAU	19,528	24,773	26.9	9,221	233,097	497,229	20,071	53,924	12	25	12
Juneau	19,528	24,773	26.9	9,221	218,622	466,351	18,825	50,575	*	*	*
KENAI PENINSULA	25,282	33,444	32.3	11,679	186,014	508,338	15,200	43,526	137	311	767
Kenai	3,533	5,776	63.5	1,790	11,040	48,270	8,357	26,966	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
KETCHIKAN GATEWAY	11,316	12,855	13.6	4,659	162,240	237,972	18,512	51,078	N.A.	N.A.	N.A.
Ketchikan	7,198	8,300	15.3	3,027	106,451	153,773	18,527	50,800	*	*	*
KOBUK	4,831	4,651	-3.7	1,120	24,087	50,226	10,799	44,845	N.A.	N.A.	N.A.
KODIAK ISLAND	9,939	10,505	5.7	3,285	107,665	164,352	15,645	50,031	N.A.	N.A.	N.A.
Kodiak	4,756	5,533	16.3	1,680	60,007	93,524	16,903	55,669	*	*	*
MATANUSKA-SUSITNA	17,766	29,206	64.4	9,764	129,057	410,282	14,048	42,020	N.A.	N.A.	N.A.
NOME	6,537	7,522	15.1	2,074	32,652	65,471	8,704	31,568	N.A.	N.A.	N.A.
NORTH SLOPE	4,199	6,002	42.9	1,484	62,449	86,310	14,380	58,160	N.A.	N.A.	N.A.
PRINCE OF WALES-OUTER KETCHIKAN	3,822	4,667	22.1	1,462	39,312	63,094	13,519	43,156	N.A.	N.A.	N.A.
SITKA	7,803	7,262	-6.9	2,335	70,415	127,660	17,579	54,672	N.A.	N.A.	N.A.
Sitka	7,803	7,262	-6.9	2,335	70,415	127,890	17,611	54,771	*	*	*
SKAGWAY-YAKUTAT-ANGOON	3,478	3,666	5.4	1,128	24,663	48,682	13,279	43,158	N.A.	N.A.	N.A.
SOUTHEAST FAIRBANKS	5,770	6,812	18.1	2,078	42,098	72,830	10,691	35,048	N.A.	N.A.	N.A.
VALDEZ-CORDOV	8,348	9,579	14.7	3,214	155,484	165,036	17,229	51,349	N.A.	N.A.	N.A.
WADE HAMPTON	4,665	5,231	12.1	1,136	14,528	31,789	6,077	27,983	N.A.	N.A.	N.A.
WRANGELL-PETERSBURG	6,167	7,102	15.2	2,487	74,192	124,777	17,569	50,172	N.A.	N.A.	N.A.
YUKON-KOYUKU	7,873	7,148	-9.2	2,128	53,535	75,850	10,611	35,644	N.A.	N.A.	N.A.

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alaska 1983 Cash Receipts as follows: From Crops $11,074,000; from Livestock & Livestock Products $7,504,000; Total $18,578,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,717,866	3,064,485	12.8	1,117,341	20,043,927	32,188,058	10,504	28,808	7,334	806,847	720,067
METROPOLITAN STATISTICAL AREAS											
Phoenix, Az	1,508,030	1,714,294	13.7	639,232	11,832,777	20,079,975	11,713	31,413	2,403	317,880	309,677
Tucson, Az	531,263	599,620	12.9	227,954	4,245,963	6,596,382	11,001	28,937	539	24,313	20,828
COUNTIES, Cities											
APACHE	52,083	52,189	.2	13,058	188,408	242,884	4,654	18,600	296	616	12,932
COCHISE	86,717	91,419	5.4	32,011	496,738	725,161	7,932	22,653	785	25,190	20,320
Bisbee	7,154	6,922	-3.3	3,005	40,985	57,773	8,346	19,226	*	*	*
Douglas	13,058	14,111	8.1	4,325	56,792	70,819	5,019	16,374	*	*	*
Sierra Vista	25,968	27,346	5.3	8,289	177,645	214,712	7,852	25,903	*	*	*
COCONINO	74,947	80,729	7.7	24,379	468,092	608,944	7,543	24,978	232	817	12,048
Flagstaff	34,641	41,732	20.5	10,400	214,171	241,895	5,796	23,259	*	*	*
GILA	37,080	41,694	12.4	14,886	246,030	307,818	7,383	20,678	163	89	3,508
GRAHAM	22,862	24,272	6.2	7,186	104,463	151,256	6,232	21,049	308	16,908	13,587
GREENLEE	11,406	11,562	1.4	3,778	71,035	104,412	9,031	27,637	121	879	2,984
LA PAZ											
MARICOPA	1,508,030	1,714,294	13.7	639,232	11,832,777	20,079,975	11,713	31,413	2,403	317,880	309,677
Chandler	29,673	33,824	14.0	10,883	185,690	331,393	9,798	30,451	*	*	*
Mesa	152,453	173,776	14.0	68,530	1,240,601	2,204,126	12,684	32,163	*	*	*
Phoenix	764,911	871,895	14.0	313,960	5,748,123	9,246,190	10,605	29,450	*	*	*
Scottsdale	88,622	101,017	14.0	44,105	1,013,872	1,624,560	16,082	36,834	*	*	*
Sun City	40,664	57,515	41.4	23,838	405,208	677,259	11,775	28,411	*	*	*
Tempe	106,743	121,672	14.0	42,195	849,233	1,450,651	11,923	34,380	*	*	*
MOHAVE	55,693	70,201	26.0	27,430	464,759	624,042	8,889	22,750	223	5,019	9,359
Kingman	9,257	11,668	26.0	3,687	63,598	86,420	7,407	23,439	*	*	*
NAVAJO	67,709	70,290	3.8	19,662	330,521	430,958	6,131	21,918	331	1,604	26,604
PIMA	531,263	599,620	12.9	227,954	4,245,963	6,596,382	11,001	28,937	539	24,313	20,828
Tucson	330,537	373,067	12.9	143,116	2,470,030	3,509,312	9,407	24,521	*	*	*
PINAL	90,918	99,744	9.7	32,267	470,263	708,408	7,102	21,955	605	136,133	187,620
Casa Grande	14,971	18,722	25.1	5,750	80,698	117,040	6,251	20,355	*	*	*
SANTA CRUZ	20,459	22,651	10.7	6,809	105,061	157,731	6,964	23,165	133	378	3,965
Nogales	15,683	17,364	10.7	4,854	67,934	106,793	6,150	22,001	*	*	*
YAVAPAI	68,145	84,636	24.2	34,185	501,668	709,950	8,388	20,768	474	833	17,460
Prescott	20,055	24,908	24.2	9,177	147,097	196,883	7,904	21,454	*	*	*
YUMA	90,554	101,184	11.7	34,504	518,149	740,137	7,315	21,451	721	276,186	79,175
Yuma	42,481	47,467	11.7	14,794	248,993	347,591	7,323	23,495	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arizona 1983 Cash Receipts as follows: From Crops $928,120,000; from Livestock & Livestock Products $715,510,000; Total $1,643,630,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,285,513	2,363,784	3.5	872,616	14,224,532	21,379,928	9,037	24,501	50,525	1,355,703	1,433,455
METROPOLITAN STATISTICAL AREAS											
Fayetteville-Springdale, Ar	99,735	104,836	5.1	38,973	677,300	1,043,584	9,954	26,777	2,784	3,845	202,341
Fort Smith, Ar-Ok	162,571	170,504	4.9	63,465	1,038,047	1,567,778	9,195	24,703	2,768	10,575	45,298
Little Rock-North Little Rock, Ar	474,204	496,398	4.7	182,550	3,735,489	5,438,830	10,957	29,794	3,103	83,294	47,078
Memphis, Tn-Ar-Ms	912,887	947,222	3.8	334,198	6,459,150	9,533,732	10,065	28,527	2,588	139,502	15,911
Pine Bluff, Ar	90,718	91,447	.8	31,842	641,211	808,537	8,842	25,392	497	51,480	1,657
Texarkana, Tx-Ar	113,067	116,335	2.9	43,469	522,024	1,107,315	9,518	25,474	1,645	14,153	40,834
COUNTIES, Cities											
ARKANSAS	24,175	23,676	-2.1	8,963	164,409	221,279	9,346	24,688	636	83,801	606
Stuttgart	10,941	10,978	.3	4,107	84,078	108,836	9,914	26,500	*	*	*
ASHLEY	26,538	27,109	2.2	9,506	132,042	232,452	8,575	24,453	335	26,788	901
BAXTER	27,409	29,881	9.0	12,568	173,010	289,186	9,678	23,010	519	175	10,228
BENTON	78,115	86,996	11.4	32,943	514,557	901,477	10,362	27,365	2,457	3,797	150,551
Bentonville	8,756	11,365	29.8	4,141	71,265	120,982	10,645	29,216	*	*	*
Rogers	17,429	22,593	29.6	8,322	130,139	212,311	9,397	25,512	*	*	*
BOONE	26,067	26,471	1.5	10,210	166,446	241,871	9,137	23,690	1,161	316	16,523
Harrison	9,567	10,898	13.9	4,478	70,802	99,519	9,132	22,224	*	*	*
BRADLEY	13,803	13,454	-2.5	5,092	59,687	100,780	7,491	19,792	332	2,480	5,289
CALHOUN	6,079	6,419	5.6	2,359	25,318	46,445	7,236	19,688	146	246	895
CARROLL	16,203	17,127	5.7	6,979	98,750	153,279	8,950	21,963	1,081	649	47,962
CHICOT	17,793	18,402	3.4	6,448	77,180	116,666	6,340	18,093	419	50,800	4,655
CLARK	23,326	23,415	.4	8,367	117,325	200,550	8,565	23,969	460	5,489	4,511
Arkadelphia	10,005	10,131	1.3	3,302	64,803	83,657	8,258	25,335	*	*	*
CLAY	20,616	20,676	.3	8,162	114,567	151,968	7,350	18,619	793	47,361	2,923
CLEBURNE	16,909	18,651	10.3	7,324	91,851	162,286	8,701	22,158	726		
CLEVELAND	7,868	8,129	3.3	2,967	32,701	64,723	7,962	21,814	272	475	11,088
COLUMBIA	26,644	27,908	4.7	10,355	163,868	239,462	8,580	23,125	477	1,046	14,604
Magnolia	11,909	12,821	7.7	4,711	88,009	124,756	9,731	26,482	*	*	*
CONWAY	19,505	19,894	2.0	7,153	117,549	172,168	8,654	24,069	746	4,085	31,837
CRAIGHEAD	63,218	63,556	.5	23,163	442,233	572,881	9,014	24,733	1,020	61,308	4,187
Jonesboro	31,530	31,699	.5	11,713	253,620	306,494	9,669	26,167	*	*	*
CRAWFORD	36,892	38,935	5.5	13,646	206,388	325,221	8,353	23,833	943	5,651	24,935
CRITTENDEN	49,097	45,440	-7.5	14,908	266,864	380,056	8,364	25,493	334	70,689	687
West Memphis	28,138	26,042	-7.5	8,455	178,873	238,685	9,165	28,230	*	*	*
CROSS	20,434	21,039	3.0	7,060	119,083	163,755	7,783	23,195	497	57,264	1,493
DALLAS	10,515	10,324	-1.8	3,770	48,445	85,200	8,253	22,599	143	483	642
DESHA	19,760	19,756		6,833	103,053	151,266	7,657	22,138	427	53,691	612
DREW	17,910	18,271	2.0	6,540	82,733	156,069	8,542	23,864	424	16,829	2,755
FAULKNER	46,192	50,459	9.2	17,515	295,031	470,070	9,316	26,838	1,169	5,031	16,729
Conway	20,375	22,257	9.2	7,446	145,197	212,296	9,538	28,511	*	*	*
FRANKLIN	14,705	16,070	9.3	5,873	82,283	131,825	8,203	22,446	739	1,577	42,235
FULTON	9,975	10,491	5.2	4,102	44,019	76,272	7,270	18,594	828	230	11,934
GARLAND	69,916	73,915	5.7	30,481	428,941	733,413	9,922	24,061	372	403	11,019
Hot Springs	35,166	36,891	4.9	15,670	207,986	297,241	8,057	18,969	*	*	*
GRANT	13,008	13,417	3.1	4,809	64,629	125,528	9,356	26,103	255	304	2,871
GREENE	30,744	31,718	3.2	11,973	190,437	253,897	8,005	21,206	917	35,015	2,444
Paragould	15,214	15,696	3.2	6,266	108,839	143,674	9,154	22,929	*	*	*
HEMPSTEAD	23,635	23,719	.4	8,877	134,286	197,793	8,339	22,282	834	3,495	82,977
Hope	10,290	11,133	8.2	4,159	64,475	93,367	8,387	22,449	*	*	*
HOT SPRING	26,819	27,414	2.2	10,221	151,303	235,926	8,606	23,082	512	645	5,404
Malvern	10,163	11,195	10.2	4,375	71,141	98,175	8,770	22,440	*	*	*
HOWARD	13,459	13,809	2.6	5,111	80,544	115,331	8,352	22,565	674	453	49,397
INDEPENDENCE	30,147	33,898	12.4	12,719	181,228	291,214	8,591	22,896	976	12,489	30,039
Batesville	8,263	9,955	20.5	4,041	55,558	88,849	8,925	21,987	*	*	*
IZARD	10,768	11,535	7.1	4,727	55,521	95,330	8,264	20,167	679		
JACKSON	21,646	21,473	-.8	7,953	129,481	169,571	7,897	21,322	475	54,810	2,120
Newport	8,339	8,272	-.8	3,119	53,176	68,270	8,253	21,888	*	*	*
JEFFERSON	90,718	91,447	.8	31,842	641,211	808,537	8,842	25,392	497	51,480	1,657
Pine Bluff	56,576	56,555		20,338	428,181	486,895	8,609	23,940	*	*	*
JOHNSON	17,423	19,042	9.3	7,214	91,120	158,064	8,301	21,911	663	1,331	17,182
LAFAYETTE	10,213	10,345	1.3	3,778	52,237	75,190	7,268	19,902	277	9,062	18,894
LAWRENCE	18,447	19,126	3.7	7,272	103,936	136,460	7,135	18,765	781	35,164	3,255
LEE	15,539	15,721	1.2	5,105	39,446	81,827	5,205	16,029	512	50,912	640
LINCOLN	13,369	13,048	-2.4	3,971	59,452	86,263	6,611	21,723	420	29,645	7,442
LITTLE RIVER	13,952	13,765	-1.4	4,789	76,443	122,565	8,904	25,593	413	4,888	7,777
LOGAN	20,144	21,896	8.7	7,931	100,312	169,913	7,760	21,424	1,058	1,700	27,042
LONOKE	34,518	35,223	2.0	12,057	200,348	305,671	8,678	25,352	984	62,514	25,325
MADISON	11,373	12,027	5.8	4,514	52,807	89,265	7,422	19,775	1,232	601	58,530
MARION	11,334	12,739	12.4	4,964	59,280	107,704	8,455	21,697	570	130	8,217
MILLER	37,766	38,802	2.7	14,315	218,588	320,709	8,265	22,404	515	9,667	19,023
Texarkana, Ark.-Texarkana, Tex.	52,730	54,581	3.5	21,483	272,866	554,689	10,163	25,820	*	*	*
MISSISSIPPI	59 517	57,743	-3.0	19,750	302,226	420,187	7,277	21,275	727	93,502	697
Blytheville	24,314	23,344	-4.0	7,767	137,351	184,825	7,917	23,796	*	*	*
MONROE	14,052	13,650	-2.9	4,886	69,948	90,535	6,633	18,529	369	38,357	1,786
MONTGOMERY	7,771	7,911	1.8	3,063	38,199	57,254	7,237	18,692	443	111	15,401
NEVADA	11,097	11,041	-.5	4,079	55,400	85,576	7,751	20,980	501	955	30,132
NEWTON	7,756	8,260	6.5	2,977	30,847	49,831	6,033	16,739	582	56	4,372

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ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
OUACHITA	30,541	31,747	3.9	11,985	152,499	273,252	8,607	22,799	259	409	7,254
Camden	15,356	16,074	4.7	6,260	82,807	143,751	8,943	22,963	*	*	*
PERRY	7,266	7,753	6.7	2,773	31,708	56,611	7,560	21,136	381	1,858	9,148
PHILLIPS	34,772	33,669	-3.2	11,400	153,140	212,864	6,322	18,672	544	62,720	2,189
Helena	9,598	8,869	-7.6	3,189	46,219	61,276	6,909	19,215	*	*	*
West Helena	11,367	11,200	-1.5	3,825	59,304	87,145	7,781	22,783	*	*	*
PIKE	10,373	10,665	2.8	4,090	54,343	86,471	8,108	21,142	417	1,212	19,137
POINSETT	27,032	26,733	-1.1	9,684	156,153	208,467	7,798	21,527	641	80,293	925
POLK	17,007	18,520	8.9	7,107	86,488	137,712	7,436	19,377	840	197	50,100
Mena	5,154	5,996	16.3	2,506	30,663	44,545	7,429	17,775	*	*	*
POPE	39,003	43,040	10.4	15,577	239,459	405,286	9,416	26,018	909	2,658	52,951
Russellville	14,000	16,830	20.2	6,115	101,070	155,265	9,225	25,391	*	*	*
PRAIRIE	10,140	10,244	1.0	3,778	54,590	78,713	7,391	20,040	489	49,435	5,966
PULASKI	340,613	354,043	3.9	133,653	2,869,279	4,035,905	11,399	30,197	529	15,078	2,820
Jacksonville	27,589	32,430	17.5	10,440	198,222	269,239	8,302	25,789	*	*	*
Little Rock	158,461	164,720	3.9	65,103	1,440,126	2,069,663	12,565	31,791	*	*	*
North Little Roc.	64,419	69,580	8.0	27,156	573,919	797,332	11,459	29,361	*	*	*
RANDOLPH	16,834	16,605	-1.4	6,218	96,334	134,207	8,082	21,584	760	14,618	9,558
ST. FRANCIS	30,858	30,906	.2	10,303	142,527	206,001	6,665	19,994	472	50,447	851
Forrest City	13,803	14,548	5.4	4,910	76,506	109,785	7,546	22,359	*	*	*
SALINE	52,881	56,673	7.2	19,325	370,831	627,184	11,067	32,455	421	671	2,204
Benton	17,437	19,264	10.5	7,027	137,707	203,829	10,581	29,007	*	*	*
SCOTT	9,685	10,070	4.0	3,789	42,926	67,220	6,675	17,741	661	124	22,044
SEARCY	8,847	9,274	4.8	3,488	38,584	59,597	6,426	17,086	710	226	8,929
SEBASTIAN	94,930	98,457	3.7	38,194	694,528	992,483	10,080	25,985	814	2,085	12,812
Fort Smith	71,384	74,036	3.7	29,534	568,028	669,246	9,039	22,660	*	*	*
SEVIER	14,060	13,975	-.6	5,199	78,287	118,254	8,462	22,746	567	472	34,902
De Queen	4,594	4,980	8.4	1,930	31,529	44,500	8,936	23,057	*	*	*
SHARP	14,607	15,621	6.9	6,270	80,645	128,923	8,253	20,562	549	459	7,283
STONE	9,022	9,941	10.2	3,714	37,968	67,343	6,774	18,132	558	80	17,114
UNION	49,988	49,998		19,193	275,889	466,927	9,339	24,328	390	157	30,422
El Dorado	25,270	25,271		10,870	167,589	267,565	10,588	24,615	*	*	*
VAN BUREN	13,357	14,404	7.8	5,553	65,602	118,589	8,233	21,356	579	293	15,100
WASHINGTON	99,735	104,836	5.1	38,973	677,300	1,043,584	9,954	26,777	2,784	3,845	202,341
Fayetteville	36,604	41,610	13.7	15,581	272,801	375,877	9,033	24,124	*	*	*
Springdale	23,458	27,631	17.8	10,246	182,052	284,242	10,287	27,742	*	*	*
WHITE	50,835	54,195	6.6	19,213	304,869	442,995	8,174	23,057	1,651	24,186	32,446
Searcy	13,612	14,511	6.6	4,892	103,285	145,365	10,018	29,715	*	*	*
WOODRUFF	11,222	11,359	1.2	4,186	57,336	77,385	6,813	18,487	325	42,414	333
YELL	17,026	17,823	4.7	6,767	95,725	144,194	8,090	21,308	953	3,816	44,201

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Arkansas 1983 Cash Receipts as follows: From Crops $1,499,184,000; from Livestock & Livestock Products $1,500,283,000; Total $2,999,467,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	23,668,562	26,030,103	10.0	9,808,934	217,032,193	330,843,637	12,710	33,729	82,463	8,158,495	4,331,207
METROPOLITAN STATISTICAL AREAS											
Anaheim-Santa Ana, Ca	1,931,570	2,146,474	11.1	787,334	22,981,077	31,083,880	14,481	39,480	574	140,068	11,012
Bakersfield, Ca	403,089	462,510	14.7	166,018	3,919,517	5,291,954	11,442	31,876	2,133	946,668	127,393
Chico, Ca	143,851	165,930	15.3	68,017	1,129,297	1,626,217	9,801	23,909	1,785	137,270	14,475
Fresno, Ca	515,013	575,885	11.8	206,630	4,851,655	5,667,207	9,841	27,427	7,394	1,110,175	385,459
Los Angeles-Long Beach, Ca	7,477,657	8,014,655	7.2	3,023,071	47,492,956	98,274,884	12,262	32,508	2,331	167,061	52,242
Modesto, Ca	265,902	305,581	14.9	112,452	2,287,368	3,007,017	9,840	26,740	4,611	232,539	322,877
Oakland, Ca	1,762,631	1,885,256	7.0	737,905	18,100,943	27,203,698	14,430	36,866	1,701	84,122	33,638
Oxnard-Ventura,	529,899	584,490	10.3	197,123	5,972,238	8,056,057	13,783	40,868	2,064	348,431	54,906
Redding, Ca	115,715	131,868	14.0	50,636	940,199	1,377,940	9,691	25,238	990	14,430	13,227
Riverside-San Bernardino, Ca	1,557,080	1,814,628	16.5	664,720	13,016,870	19,287,837	10,629	29,016	5,980	340,432	757,889
Sacramento, Ca	1,099,814	1,248,588	13.5	488,750	13,787,976	16,134,972	12,923	33,013	4,871	272,536	111,432
Salinas-Seaside-Monterey, Ca	290,444	315,328	8.6	107,281	2,954,539	3,582,948	11,363	33,398	1,347	623,476	114,345
San Diego, Ca	1,861,846	2,082,422	11.8	777,314	17,902,595	25,873,852	12,435	33,286	6,180	263,547	129,127
San Francisco, Ca	1,490,090	1,592,263	6.9	678,921	16,868,134	24,843,776	15,603	36,593	603	73,134	38,109
San Jose, Ca	1,295,071	1,387,880	7.2	507,495	15,772,758	23,160,721	16,688	45,637	1,518	79,774	30,856
Santa Barbara-Santa Maria-Lompoc, Ca	298,660	329,787	10.4	124,206	3,171,566	4,202,401	12,743	33,834	1,524	184,362	43,579

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION EAP estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 86	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME EAP 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME EAP 1985 estimate (Thousands)	INCOME Income per capita	INCOME EAP 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Santa Cruz, Ca	188,141	209,132	11.2	82,603	1,741,446	2,663,787	12,737	32,248	820	100,404	6,852
Santa Rosa-Petaluma, Ca	299,827	332,413	10.9	131,183	3,193,044	4,212,637	12,673	32,113	3,073	70,699	112,219
Stockton, Ca	347,342	410,447	18.2	152,730	3,602,292	4,134,182	10,121	27,200	4,475	364,728	228,499
Vallejo-Fairfield-Napa, Ca	334,402	369,947	10.6	134,147	4,469,270	5,162,907	13,956	38,487	1,997	142,840	22,650
Visalia-Tulare-Porterville, Ca	245,751	277,761	13.0	94,241	2,435,113	2,959,603	10,655	31,405	5,568	599,123	363,866
Yuba City, Ca	101,979	111,366	9.2	40,910	765,654	1,026,836	9,220	25,100	1,912	223,951	22,968
COUNTIES, Cities											
ALAMEDA	1,105,379	1,176,430	6.4	468,575	10,723,599	16,095,078	13,681	34,349	739	46,735	12,391
Alameda	63,852	64,256	.6	27,922	670,818	962,396	14,978	34,467	*	*	*
Dublin	13,496	14,325	6.1	4,345	220,541	217,190	15,162	49,986	*	*	*
Fremont	131,945	157,490	19.4	54,184	1,391,053	2,263,415	14,372	41,773	*	*	*
Hayward	94,342	101,535	7.6	38,528	882,230	1,341,942	13,217	34,830	*	*	*
Livermore	48,349	57,482	18.9	19,739	493,682	799,257	13,904	40,491	*	*	*
Newark	32,126	34,306	6.8	10,082	277,793	468,619	13,660	46,481	*	*	*
Oakland	339,288	349,490	3.0	154,465	3,004,820	4,225,133	12,089	27,353	*	*	*
Pleasanton	35,160	44,592	26.8	14,764	403,400	710,549	15,934	48,127	*	*	*
ALPINE	1,097	1,348	22.9	522	8,907	15,129	11,223	28,983	5		
AMADOR	19,314	22,479	16.4	9,031	169,286	230,061	10,234	25,475	359	2,110	5,409
BUTTE	143,851	165,930	15.3	68,017	1,129,297	1,626,217	9,801	23,909	1,785	137,270	14,475
Chico	26,601	34,639	30.2	13,872	205,017	361,197	7,341	18,829	*	*	*
Oroville	8,683	10,806	24.5	4,903	73,887	97,449	9,018	19,875	*	*	*
CALAVERAS	20,710	27,384	32.2	10,942	175,423	279,861	10,220	25,577	405	602	5,581
COLUSA	12,791	15,189	18.7	5,721	107,147	157,499	10,369	27,530	662	116,034	4,884
Colusa	4,075	4,998	22.7	1,827	44,353	52,396	10,483	28,679	*	*	*
CONTRA COSTA	657,252	708,826	7.8	269,330	7,377,346	11,108,620	15,672	41,245	962	37,387	21,247
Antioch	43,599	54,304	24.7	19,647	421,613	633,515	12,034	33,263	*	*	*
Martinez	22,582	27,543	22.0	10,667	246,445	391,138	14,201	36,668	*	*	*
Pinole	14,253	16,035	12.5	5,638	147,472	232,108	15,722	44,716	*	*	*
Pittsburg	33,034	41,378	25.3	14,773	276,474	468,693	11,327	31,726	*	*	*
Richmond	74,676	78,226	4.8	30,125	630,202	825,092	10,548	27,389	*	*	*
San Ramon									*	*	*
Walnut Creek	53,643	65,230	21.6	29,346	811,287	1,223,101	18,751	41,679			
DEL NORTE	18,217	18,808	3.2	7,266	127,499	161,390	8,581	22,212	119	6,405	4,374
EL DORADO	85,812	103,283	20.4	40,422	805,071	1,136,363	11,486	29,349	721	2,845	3,914
South Lake Tah.	20,681	29,002	40.2	14,012	249,093	269,260	9,284	19,216	*	*	*
FRESNO	515,013	575,885	11.8	206,630	4,851,655	5,667,207	9,841	27,427	7,394	1,110,175	385,459
Fresno	217,289	244,375	12.5	95,025	2,171,071	2,727,137	11,160	28,699	*	*	*
GLENN	21,350	22,981	7.6	8,534	169,357	220,792	9,608	25,872	1,125	86,187	40,997
HUMBOLDT	108,024	113,138	4.7	44,698	777,740	1,069,840	9,456	23,933	876	4,431	38,655
Eureka	24,153	25,183	4.3	10,519	184,642	231,747	9,203	22,031	*	*	*
IMPERIAL	92,110	103,052	11.9	32,547	943,183	806,378	7,825	24,776	797	353,458	388,363
Brawley	14,946	17,381	16.3	5,291	149,060	118,969	6,845	22,485	*	*	*
El Centro	23,996	29,517	23.0	9,540	292,320	243,207	8,240	25,493	*	*	*
INYO	17,895	19,316	7.9	8,025	150,253	193,610	10,023	24,126	97	982	3,756
Bishop	3,333	3,500	5.0	1,577	26,472	35,050	10,014	22,226	*	*	*
KERN	403,089	462,510	14.7	166,018	3,919,517	5,291,954	11,442	31,876	2,133	946,668	127,393
Bakersfield	105,735	121,325	14.7	45,606	1,205,022	1,684,260	13,882	36,931	*	*	*
Ridgecrest	15,929	18,278	14.7	7,122	178,032	227,119	12,426	31,890	*	*	*
Taft	5,316	6,745	26.9	2,815	58,965	81,204	12,039	28,847	*	*	*
KINGS	73,738	81,487	10.5	26,827	617,845	688,790	8,453	25,675	1,187	341,697	136,715
Hanford	20,958	26,250	25.3	9,416	215,039	240,533	9,163	25,545	*	*	*
LAKE	36,366	47,025	29.3	20,362	250,801	401,460	8,537	19,716	824	16,752	2,454
Lakeport	3,673	5,241	42.6	1,841	27,069	48,251	9,206	26,209	*	*	*
LASSEN	21,661	24,914	15.0	8,809	165,848	228,296	9,163	25,916	418	7,450	11,127
LOS ANGELES	7,477,657	8,014,655	7.2	3,023,071	47,492,956	98,274,884	12,262	32,508	2,331	167,061	52,242
Arcadia	45,994	50,787	10.4	20,289	604,930	854,741	16,830	42,128	*	*	*
Baldwin Park	50,554	55,970	10.7	15,676	219,529	416,062	7,434	26,541	*	*	*
Bell	25,450	29,384	15.5	10,546	164,254	231,474	7,878	21,949	*	*	*
Burbank	84,625	87,849	3.8	38,021	869,296	1,223,149	13,923	32,170	*	*	*
Covina	33,751	38,096	12.9	14,046	321,350	576,093	15,122	41,015	*	*	*
Downey	82,602	84,822	2.7	34,126	867,044	1,182,508	13,941	34,651	*	*	*
Glendale	139,060	152,308	9.5	66,616	1,446,256	2,081,024	13,663	31,239	*	*	*
Glendora	38,500	41,096	6.7	13,919	299,884	591,460	14,392	42,493	*	*	*
Hermosa Beach	18,070	19,692	9.0	10,356	220,324	331,740	16,846	32,034	*	*	*
Huntington Park	46,223	55,637	20.4	18,530	378,659	742,897	13,353	40,092	*	*	*
Long Beach	361,334	387,356	7.2	168,906	3,303,432	4,761,229	12,292	28,189	*	*	*
Los Angeles	2,966,763	3,263,277	10.0	1,290,649	26,322,949	38,462,744	11,787	29,801	*	*	*
Manhattan Beac	31,542	31,582	.1	13,537	428,140	663,747	21,017	49,032	*	*	*
Maywood	21,810	25,921	18.8	8,016	124,436	193,820	7,477	24,179	*	*	*
Palmdale	12,277	13,105	6.7	5,246	81,037	161,431	12,318	30,772	*	*	*
Pasadena	118,072	129,158	9.4	54,099	1,174,139	1,678,976	12,999	31,035	*	*	*
Pomona	92,742	102,284	10.3	34,982	649,909	916,291	8,958	26,193	*	*	*
Quartz Hill									*	*	*
Redondo Beach	57,102	60,755	6.4	27,151	644,979	1,005,008	16,542	37,016	*	*	*
San Fernando	17,731	19,639	10.8	6,034	108,912	161,374	8,217	26,744			
San Fernando Valley	1,281,595	1,399,694	9.2	502,008	10,740,600	11,613,117	8,297	23,133	*	*	*
San Gabriel Valley	263,315	294,812	12.0	95,860	2,087,623	2,365,729	8,025	24,679	*	*	*
San Pedro	62,108	70,161	13.0	25,785	218,721	497,320	7,088	19,287	*	*	*
Santa Monica	88,314	94,254	6.8	48,887	1,026,478	1,517,933	16,100	31,050	*	*	*
South Bay	567,177	613,294	8.1	238,113	5,418,874	7,637,579	12,453	32,075	*	*	*
South Gate	66,784	77,348	15.8	26,953	463,343	673,624	8,709	24,993	*	*	*
Torrance	131,497	138,513	5.3	53,839	1,483,493	2,170,197	15,668	40,309	*	*	*
West Covina	80,094	92,897	16.0	31,255	811,170	1,221,953	13,154	39,096	*	*	*
Whittier	68,872	71,201	3.4	28,082	727,374	987,348	13,867	35,159	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1930 U.S. Census	POPULATION E&P estimate Jan. 1, 1966	POPULATION % Pop. Change 66 vs 60	HOUSE-HOLDS 1966 number of households	DISPOSABLE PERSONAL INCOME E&P 1966 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1965 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1965 estimate income per household	FARM PRODUCTS (1962) Number of farms	FARM PRODUCTS (1962) Value of crops (Thousands)	FARM PRODUCTS (1962) Value of livestock (Thousands)
MADERA	63,116	75,150	19.1	25,807	571,837	697,933	9,287	27,045	1,704	191,064	85,716
Madera	21,732	29,184	34.3	9,765	205,598	231,109	7,919	23,667	*	*	*
MARIN	222,952	231,750	3.9	95,452	2,984,275	4,305,265	18,577	45,104	274	2,117	36,322
San Rafael	44,700	49,845	11.5	21,207	591,196	831,135	16,674	39,192	*	*	*
MARIPOSA	11,108	13,582	22.3	5,323	84,192	124,330	9,154	23,357	250	45	8,350
MENDOCINO	66,738	73,458	10.1	28,567	477,370	674,328	9,180	23,605	1,084	22,747	8,421
Ukiah	12,035	14,462	20.2	5,251	68,576	113,706	8,001	22,035	*	*	*
MERCED	134,560	152,781	13.5	52,164	1,337,665	1,377,426	9,016	26,406	2,951	252,496	402,901
Merced	36,499	41,579	13.9	15,343	405,776	410,654	9,876	26,765	*	*	*
MODOC	8,610	10,814	25.6	4,187	69,376	98,134	9,075	23,438	536	25,390	20,439
MONO	8,577	9,071	5.8	3,796	78,389	110,523	12,184	29,116	70	3,014	4,219
MONTEREY	290,444	315,328	8.6	107,281	2,954,539	3,582,948	11,363	33,398	1,347	623,476	114,345
Monterey	27,558	30,662	11.3	12,786	341,259	386,692	12,611	30,243	*	*	*
Salinas	80,479	98,349	22.2	32,953	823,797	959,956	9,761	29,131	*	*	*
NAPA	99,199	107,815	8.7	41,294	1,444,392	1,667,478	15,466	40,381	1,087	60,270	8,057
Napa	50,879	62,543	22.9	23,637	733,796	791,707	12,659	33,494	*	*	*
NEVADA	51,645	67,785	31.3	27,127	458,422	731,878	10,797	26,980	363	585	3,233
Grass Valley	6,697	9,823	46.7	4,144	70,810	68,451	6,968	16,518	*	*	*
Nevada City	2,431	3,282	35.0	1,296	23,562	35,436	10,797	27,343	*	*	*
ORANGE	1,931,570	2,146,474	11.1	787,334	22,981,077	31,083,880	14,481	39,480	574	140,068	11,0x2
Anaheim	219,494	239,095	8.9	89,485	2,504,906	3,287,709	13,751	36,740	*	*	*
Brea	27,913	34,891	25.0	13,755	406,207	570,682	16,356	41,489	*	*	*
Costa Mesa	82,291	95,673	16.3	38,673	963,847	1,248,269	13,047	32,278	*	*	*
Fullerton	102,034	121,198	18.8	46,091	1,310,907	1,634,083	13,483	35,453	*	*	*
Huntington Beac	170,505	212,102	24.4	77,814	1,672,059	1,504,897	7,095	19,340	*	*	*
La Habra	45,232	51,703	14.3	19,304	527,873	649,584	12,564	33,650	*	*	*
Newport Beach	63,473	77,002	21.3	37,744	1,255,559	1,666,415	21,641	44,150	*	*	*
San Clemente	27,325	34,468	26.1	16,396	376,994	558,851	16,214	34,085	*	*	*
Santa Ana	204,023	248,123	21.6	80,247	1,761,172	2,353,157	9,484	29,324	*	*	*
PLACER	117,247	136,527	16.4	51,487	1,417,229	1,736,862	12,722	33,734	1,335	11,996	21,110
Auburn	7,540	9,446	25.3	3,611	91,687	99,494	10,533	27,553	*	*	*
Roseville	24,347	31,875	30.9	10,556	258,703	288,447	9,049	27,325	*	*	*
PLUMAS	17,340	19,289	11.2	7,643	149,450	190,584	9,880	24,936	112	1,114	3,106
RIVERSIDE	663,923	778,020	17.2	294,698	5,605,520	8,369,820	10,758	28,401	3,907	306,859	312,323
Banning	14,020	17,736	26.4	6,719	100,491	139,251	7,856	20,725	*	*	*
Beaumont	6,818	8,817	29.3	3,166	66,138	88,611	10,050	27,988	*	*	*
Corona	37,791	49,844	31.9	14,187	283,296	404,589	8,117	28,518	*	*	*
Hemet	23,211	32,176	38.6	15,175	184,103	277,117	8,613	18,261	*	*	*
Indio	21,611	25,267	16.9	8,013	168,829	247,683	9,803	30,910	*	*	*
Palm Springs	32,366	37,841	16.9	24,552	560,999	779,588	20,602	31,753	*	*	*
Palm Desert	11,801	13,797	16.9	10,179	134,566	157,450	11,412	15,468	*	*	*
Riverside	170,391	219,665	28.8	71,080	1,401,141	1,857,047	8,454	26,126	*	*	*
SACRAMENTO	783,381	886,559	13.2	350,757	10,292,287	11,834,727	13,349	33,741	1,845	75,660	76,755
Sacramento	275,741	324,033	17.5	138,477	3,437,529	3,493,806	10,782	25,230	*	*	*
SAN BENITO	25,005	28,608	14.4	9,323	224,466	276,878	9,678	29,698	645	47,990	27,134
Hollister	11,488	15,082	31.3	4,965	100,744	145,283	9,633	29,261	*	*	*
SAN BERNARDIN	893,157	1,036,608	16.1	370,022	7,411,330	10,918,007	10,532	29,506	2,073	33,573	445,566
Barstow	17,690	20,594	16.4	6,789	151,575	205,499	9,979	30,269	*	*	*
Fontana	37,107	43,200	16.4	14,109	285,652	427,763	9,902	30,318	*	*	*
Ontario	88,820	103,405	16.4	31,673	652,336	954,798	9,234	30,145	*	*	*
Redlands	43,619	55,646	27.6	18,987	407,689	555,044	9,975	29,233	*	*	*
San Bernardino	118,794	138,300	16.4	47,046	839,845	1,092,944	7,903	23,231	*	*	*
Upland	47,647	63,298	32.8	21,445	485,880	703,222	11,110	32,792	*	*	*
Victorville	14,220	16,554	16.4	6,173	195,061	228,024	13,775	36,939	*	*	*
SAN DIEGO	1,861,846	2,082,422	11.8	777,314	17,902,595	25,873,852	12,425	33,286	6,180	263,547	129,127
El Cajon	73,892	93,813	27.0	36,821	707,662	938,781	10,007	25,496	*	*	*
Escondido	62,480	69,945	11.9	28,686	588,497	869,430	12,430	30,309	*	*	*
Oceanside	76,698	85,862	11.9	35,311	721,217	1,118,011	13,021	31,662	*	*	*
San Diego	875,504	980,108	11.9	358,838	8,446,007	11,648,278	11,885	31,581	*	*	*
Vista	35,834	45,708	27.6	18,390	342,189	484,592	10,602	26,351	*	*	*
SAN FRANCISCO	678,974	747,330	10.1	340,849	6,922,443	10,386,467	13,898	30,472	7	1,452	
San Francisco	678,974	747,330	10.1	340,849	6,922,107	10,386,467	13,898	30,472	*	*	*
SAN JOAQUIN	347,342	410,447	18.2	152,730	3,602,292	4,134,182	10,121	27,200	4,475	364,728	228,499
Lodi	35,221	45,890	30.3	18,307	410,670	453,807	9,889	24,789	*	*	*
Manteca	24,925	29,436	18.1	10,268	286,468	354,553	12,045	34,530	*	*	*
Stockton	149,779	176,886	18.1	68,698	1,566,448	1,799,375	10,173	26,193	*	*	*
SAN LUIS OBISPO	155,345	182,138	17.2	70,955	1,575,584	2,005,371	11,010	28,263	1,754	87,401	47,259
Paso Robles	9,163	11,941	30.3	4,715	89,640	131,472	11,010	27,884	*	*	*
San Luis Obispo	34,252	44,219	29.1	16,976	361,981	391,551	8,855	23,065	*	*	*
SAN MATEO	588,164	613,183	4.3	242,620	6,961,416	10,152,044	16,556	41,843	322	69,565	1,787
Redwood City	54,965	56,835	3.4	24,286	605,857	858,713	15,109	35,358	*	*	*
San Mateo	77,660	80,088	3.2	35,333	990,336	1,391,862	17,379	39,393	*	*	*
SANTA BARBARA	298,660	329,787	10.4	124,206	3,171,566	4,202,401	12,743	33,834	1,524	184,362	43,579
Lompoc	26,267	29,581	12.6	10,855	248,352	298,090	10,077	27,461	*	*	*
Santa Barbara	74,542	84,923	13.9	37,797	857,151	1,088,102	12,813	28,788	*	*	*
Santa Maria	29,685	48,137	21.3	17,778	386,637	468,756	9,738	26,367	*	*	*
SANTA CLARA	1,295,071	1,387,880	7.2	507,495	15,772,758	23,160,721	16,688	45,637	1,518	79,774	30,856
Gilroy	21,641	23,141	6.9	7,708	213,491	342,905	14,818	44,487	*	*	*
Palo Alto	55,225	58,476	5.9	25,110	854,998	1,148,383	19,639	45,734	*	*	*
San Jose	629,546	673,182	6.9	233,888	7,008,297	10,776,056	16,008	46,074	*	*	*
Saratoga	29,261	32,612	11.5	10,621	535,386	661,670	20,289	62,298	*	*	*
SANTA CRUZ	188,141	209,132	11.2	82,603	1,741,446	2,663,787	12,737	32,248	820	100,404	6,852
Santa Cruz	41,483	51,602	24.4	20,511	357,341	490,400	9,504	23,909	*	*	*
Watsonville	23,663	30,631	29.4	10,478	202,125	292,998	9,565	27,962	*	*	*
SHASTA	115,715	131,868	14.0	50,636	940,199	1,277,940	9,691	25,238	990	14,430	13,227
Redding	41,995	47,857	14.0	19,138	368,708	525,825	10,987	27,475	*	*	*
SIERRA	3,073	3,725	21.2	1,563	25,060	37,012	9,936	23,680	61	402	2,243
SISKIYOU	39,732	44,912	13.0	17,691	298,769	413,697	9,211	23,385	796	33,653	25,959
Yreka City	5,916	7,023	18.7	2,692	58,869	67,233	9,573	24,975	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
SOLANO	235,203	262,132	11.4	92,853	3,024,878	3,495,429	13,335	37,645	910	82,570	14,593
Fairfield	58,099	65,038	11.9	21,014	695,739	755,879	11,622	35,970	*	*	*
Sui Sun	11,087	15,661	41.3	5,113	130,483	181,728	11,604	35,542	*	*	*
Vacaville	43,367	48,547	11.9	17,029	457,374	602,895	12,419	35,404	*	*	*
Vallejo	80,188	89,764	11.9	33,573	1,059,317	1,081,997	12,054	32,228	*	*	*
SONOMA	299,827	332,413	10.9	131,183	3,193,044	4,212,637	12,673	32,113	3,073	70,699	112,219
Petaluma	33,834	42,333	25.1	14,973	369,758	454,549	10,737	30,358	*	*	*
Santa Rosa	83,205	92,447	11.1	37,287	971,275	1,188,065	12,851	31,863	*	*	*
STANISLAUS	265,902	305,581	14.9	112,452	2,287,368	3,007,017	9,840	26,740	4,611	232,539	322,877
Modesto	106,105	122,688	15.6	46,531	1,054,320	1,370,916	11,174	29,462	*	*	*
Turlock	26,291	36,009	37.0	14,337	247,149	326,405	9,065	22,767	*	*	*
SUTTER	52,246	59,681	14.2	22,168	438,359	617,707	10,350	27,865	1,283	159,380	7,315
Yuba City	18,736	24,064	28.4	10,235	176,141	246,338	10,237	24,068	*	*	*
TEHAMA	38,868	45,030	15.8	17,426	297,484	406,998	9,038	23,356	1,424	36,470	45,583
Corning	4,745	6,154	29.7	2,329	45,887	54,944	8,925	23,591	*	*	*
Red Bluff	9,490	12,132	27.8	4,643	79,754	104,525	8,616	22,512	*	*	*
TRINITY	11,858	13,580	14.5	5,282	93,795	124,131	9,141	23,501	134	65	*
TULARE	245,751	277,761	13.0	94,241	2,435,115	2,959,603	10,655	31,405	5,568	599,123	363,866
Porterville	19,707	25,791	30.9	8,827	207,136	251,187	9,739	28,457	*	*	*
Tulare	22,475	25,494	13.4	8,709	233,263	280,904	11,018	32,254	*	*	*
Visalia	49,729	56,407	13.4	20,756	571,208	639,453	11,336	30,808	*	*	*
TUOLUMNE	33,920	38,448	13.3	15,109	270,537	368,003	9,571	24,357	254	193	7,310
Sonora	3,239	3,761	16.1	1,179	28,490	35,584	9,461	30,182	*	*	*
VENTURA	529,899	584,490	10.3	197,123	5,972,235	8,056,057	13,783	40,868	2,064	348,431	54,906
Camarillo	37,732	48,809	29.4	17,840	512,900	551,126	11,291	30,893	*	*	*
Oxnard	108,195	134,927	24.7	42,465	999,112	1,325,023	9,820	31,203	*	*	*
Port Hueneme	17,803	21,398	20.2	7,918	180,575	245,808	11,487	31,044	*	*	*
San Buenaventura	74,474	90,083	21.0	35,988	957,631	1,229,452	13,648	34,163	*	*	*
Santa Paula	20,552	23,914	16.4	8,064	185,521	240,933	10,075	29,878	*	*	*
Simi Valley	77,500	84,171	8.6	23,867	842,901	1,132,591	13,456	47,454	*	*	*
Thousand Oaks	77,797	84,493	8.6	29,475	1,145,485	1,728,291	20,455	58,636	*	*	*
Ventura	74,474	76,188	2.3	30,957	989,580	1,277,299	16,765	41,260	*	*	*
YOLO	113,374	122,217	7.8	46,084	1,273,389	1,377,020	11,267	29,881	970	182,025	9,653
Davis	36,640	45,114	23.1	17,557	464,996	488,309	10,824	27,813	*	*	*
Woodland	30,233	36,830	21.8	13,426	357,590	406,549	11,039	30,281	*	*	*
YUBA	49,733	51,685	3.9	18,742	327,295	409,129	7,916	21,830	629	64,571	15,653
Marysville	9,898	10,607	7.2	4,624	90,005	106,039	9,997	22,932	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of California 1983 Cash Receipts as follows: From Crops $9,333,761,000; from Livestock & Livestock Products $4,159,970,000; Total $13,493,731,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,888,834	3,214,959	11.3	1,216,793	24,064,879	39,299,727	12,224	32,298	27,111	847,277	2,092,482
METROPOLITAN STATISTICAL AREAS											
Boulder-Longmont, Co	189,625	212,745	12.2	80,109	1,568,715	2,868,379	13,483	35,806	761	12,799	34,033
Colorado Springs, Co	309,424	346,564	12.0	125,048	2,617,014	3,774,020	10,890	30,181	760	6,462	18,643
Denver, Co	1,427,855	1,587,297	11.2	615,213	12,431,965	22,172,586	13,969	36,041	1,976	71,286	70,758
Fort Collins-Loveland, Co	149,184	170,492	14.3	64,013	1,367,228	1,945,606	11,412	30,394	1,129	17,345	68,979
Greeley, Co	123,438	135,263	9.6	48,448	1,007,945	1,245,625	9,209	25,711	3,059	123,824	705,356
Pueblo, Co	125,972	128,025	1.6	47,282	758,045	1,017,458	7,947	21,519	630	10,298	26,039
COUNTIES, Cities											
ADAMS	245,944	271,822	10.5	96,064	1,838,154	3,209,006	11,806	33,405	763	41,331	54,914
ALAMOSA	11,799	12,549	6.4	4,314	75,991	99,688	7,944	23,108	306	18,887	3,592
Alamosa	6,830	7,170	5.0	2,423	45,470	55,648	7,761	22,967	*	*	*
ARAPAHOE	293,621	360,396	22.7	134,373	2,889,250	5,726,311	15,889	42,615	301	11,435	3,579
ARCHULETA	3,664	4,566	24.6	1,567	23,294	35,238	7,717	22,488	128	221	6,824
BACA	5,419	5,368	-1.0	2,039	34,842	40,933	7,625	20,075	643	21,067	39,835
BENT	5,945	5,875	-1.2	2,040	33,820	45,226	7,698	22,170	301	8,501	29,844
BOULDER	189,625	212,745	12.2	80,109	1,568,715	2,868,379	13,483	35,806	761	12,799	34,033
Boulder	76,685	86,507	12.8	32,756	612,453	1,003,301	11,598	30,630	*	*	*
Longmont	42,942	57,259	33.3	20,895	331,302	613,732	10,719	29,372	*	*	*
CHAFFEE	13,227	13,386	1.2	4,901	103,231	123,741	9,243	25,248	135	828	2,903
Salida	4,870	5,217	7.1	1,928	35,670	46,676	8,947	24,210	*	*	*
CHEYENNE	2,153	2,231	3.6	919	16,612	20,537	9,205	22,347	307	19,754	16,928

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CLEAR CREEK	7,308	7,753	6.1	3,061	79,362	108,454	13,989	35,201	7		
CONEJOS	7,794	8,028	3.0	2,455	30,652	37,693	4,695	15,354	435	8,864	16,350
COSTILLA	3,071	3,376	9.9	1,133	13,074	16,278	4,822	14,367	192	10,140	1,502
CROWLEY	2,988	3,392	13.5	1,345	16,854	22,018	6,491	16,370	218	4,472	85,431
CUSTER	1,528	1,754	14.8	727	10,042	13,932	7,943	19,164	130	645	4,523
DELTA	21,225	25,335	19.4	9,786	133,252	204,468	8,071	20,894	937	11,559	13,815
DENVER	491,396	504,666	2.7	223,548	4,047,226	6,449,737	12,780	28,852	36	2,709	60
Denver	491,396	504,666	2.7	223,548	4,047,226	6,449,737	12,780	28,852	*	*	*
DOLORES	1,658	1,724	4.0	613	11,622	13,847	8,032	22,589	152	3,849	1,891
DOUGLAS	25,153	33,575	33.5	10,845	288,281	520,756	15,510	48,018	401	5,311	10,116
Castle Rock	3,921	6,509	66.0	2,343	27,137	100,956	15,510	43,088	*	*	*
EAGLE	13,171	16,873	28.1	6,815	148,809	241,751	14,328	35,473	124	179	5,378
ELBERT	6,850	8,276	20.8	2,812	50,530	87,200	10,536	31,010	611	5,766	19,313
EL PASO	309,424	346,564	12.0	125,048	2,617,014	3,774,020	10,890	30,181	760	6,462	18,643
Colorado Spring	214,821	240,606	12.0	93,897	1,947,943	2,856,867	11,874	30,426	*	*	*
FREMONT	28,676	32,478	13.3	11,899	177,374	258,497	7,959	21,724	368	1,403	5,268
Canon City	13,037	16,766	28.6	6,064	80,720	126,237	7,529	20,817	*	*	*
GARFIELD	22,514	29,442	30.8	11,036	213,803	339,224	11,522	30,738	407	1,920	10,135
Glenwood Sprin.	4,637	6,064	30.8	2,551	42,403	70,909	11,693	27,797	*	*	*
GILPIN	2,441	3,015	23.5	1,256	18,435	40,220	13,340	32,022	15		
GRAND	7,475	8,536	14.2	3,313	75,432	101,197	11,855	30,545	138	610	3,468
GUNNISON	10,689	11,666	9.1	4,326	84,558	118,166	10,129	27,315	170	349	8,791
Gunnison	5,785	6,946	20.1	1,773	43,872	65,347	9,408	36,857	*	*	*
HINSDALE	408	638	56.4	214	5,703	5,704	8,940	26,654	19		
HUERFANO	6,440	6,956	8.0	2,677	35,846	48,817	7,018	18,236	252	590	7,632
JACKSON	1,863	1,819	-2.4	712	20,394	19,257	10,587	27,046	123	1,629	10,395
JEFFERSON	371,741	416,838	12.1	150,383	3,369,054	6,266,776	15,034	41,672	475	10,500	2,089
Golden	12,237	15,119	23.6	6,339	123,674	209,230	13,839	33,007	*	*	*
KIOWA	1,936	1,819	-6.1	712	13,504	17,945	9,865	25,204	327	14,430	9,199
KIT CARSON	7,599	7,825	3.0	2,967	56,138	70,816	9,050	23,858	763	52,384	91,127
LAKE	8,830	8,060	-8.7	2,840	78,001	94,139	11,680	33,148	17		
Leadville	3,879	3,320	-14.4	1,144	34,398	38,463	11,585	33,622	*	*	*
LA PLATA	27,424	31,043	13.2	11,486	201,948	304,937	9,823	26,549	625	2,264	9,690
Durango	11,649	14,007	20.2	4,413	80,626	109,314	7,804	24,771	*	*	*
LARIMER	149,184	170,492	14.3	64,013	1,367,228	1,945,606	11,412	30,394	1,129	17,345	68,979
Fort Collins	64,632	73,863	14.3	25,909	550,732	751,148	10,169	28,992	*	*	*
Loveland	30,244	34,564	14.3	12,570	265,457	376,504	10,893	29,953	*	*	*
LAS ANIMAS	14,897	15,577	4.6	5,739	84,820	109,045	7,000	19,001	484	1,149	12,996
Trinidad	9,663	9,963	3.1	3,381	55,978	68,957	6,921	20,395	*	*	*
LINCOLN	4,663	4,767	2.2	1,940	33,757	45,873	9,623	23,646	466	14,213	34,455
LOGAN	19,800	20,546	3.8	7,680	149,769	205,812	10,017	26,798	908	33,302	98,087
Sterling	11,385	12,239	7.5	4,739	92,818	124,129	10,142	26,193	*	*	*
MESA	81,530	101,829	24.9	38,389	660,377	1,078,343	10,590	28,090	1,310	13,893	22,211
Grand Junction	27,956	39,584	41.6	16,815	243,504	349,558	8,831	20,788	*	*	*
MINERAL	804	811	.9	306	5,825	7,805	9,624	25,507	14	3	197
MOFFAT	13,133	15,261	16.2	5,502	122,848	185,794	12,174	33,768	296	3,219	10,723
Craig	8,133	11,004	35.3	3,989	76,091	134,744	12,245	33,779	*	*	*
MONTEZUMA	16,510	19,523	18.2	6,967	113,237	167,343	8,572	24,019	622	5,235	5,792
Cortez	7,095	9,076	27.9	3,313	52,708	79,943	8,808	24,130	*	*	*
MONTROSE	24,352	26,490	8.8	9,472	173,714	245,819	9,280	25,952	808	13,110	34,057
Montrose	8,722	10,687	22.5	3,997	68,360	99,876	9,346	24,988	*	*	*
MORGAN	22,513	23,634	5.0	8,614	161,188	231,750	9,806	26,904	846	40,507	126,452
Fort Morgan	8,768	9,887	12.8	3,681	67,742	97,919	9,904	26,601	*	*	*
OTERO	22,567	22,378	-.8	8,052	126,244	155,672	6,956	19,333	536	15,523	74,790
La Junta	8,338	8,500	1.9	3,061	51,254	60,345	7,099	19,714	*	*	*
Rocky Ford	4,804	4,735	-1.4	1,714	27,468	31,742	6,704	18,519	*	*	*
OURAY	1,925	2,392	24.3	942	15,540	23,798	9,949	25,263	85	206	2,166
PARK	5,333	6,653	24.8	2,407	45,059	71,502	10,747	29,706	146	384	1,725
PHILLIPS	4,542	4,681	3.1	1,844	33,868	44,362	9,477	24,057	427	43,806	32,541
PITKIN	10,338	11,143	7.8	5,043	139,439	183,161	16,437	36,320	67	98	2,154
PROWERS	13,070	13,751	5.2	5,024	82,539	106,310	7,731	21,160	518	27,278	115,426
Lamar	7,713	8,075	4.7	2,948	48,969	62,004	7,679	21,033	*	*	*
PUEBLO	125,972	128,025	1.6	47,282	753,045	1,017,458	7,947	21,519	630	10,298	26,039
Pueblo	101,686	103,343	1.6	38,534	621,303	803,874	7,779	20,861	*	*	*
RIO BLANCO	6,255	7,435	18.9	2,599	55,818	85,254	11,467	32,803	184	1,436	9,326
RIO GRANDE	10,511	11,578	10.2	4,023	67,336	91,970	7,944	22,861	352	35,948	5,388
ROUTT	13,404	14,287	6.6	5,445	126,653	196,590	13,760	36,105	362	2,386	13,098
SAGUACHE	3,935	4,072	3.5	1,435	19,636	25,231	6,196	17,583	244	25,604	9,057
SAN JUAN	833	1,276	53.2	535	6,426	12,230	9,585	22,860	1		
SAN MIGUEL	3,192	3,030	-5.1	1,220	24,796	28,593	9,437	23,437	78	522	2,756
SEDGWICK	3,266	3,238	-.9	1,324	23,365	29,749	9,187	22,469	253	20,368	19,348
SUMMIT	8,848	10,552	19.3	4,374	103,931	157,044	14,883	35,904	24	28	901
TELLER	8,034	10,321	28.5	3,778	69,229	117,133	11,349	31,004	65	49	440
WASHINGTON	5,304	5,608	5.7	2,155	36,952	50,922	9,080	23,630	854	40,085	32,221
WELD	123,438	135,263	9.6	48,448	1,007,945	1,245,625	9,209	25,711	3,059	123,824	705,356
Greeley	53,006	58,083	9.6	21,611	471,748	538,257	9,267	24,907	*	*	*
YUMA	9,682	9,955	2.8	3,886	68,378	89,025	8,943	22,909	996	81,600	98,533

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Colorado 1983 Cash Receipts as follows: From Crops $926,571,000; from Livestock & Livestock Products $2,000,417,000; Total $2,926,988,000.* —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CONNECTICUT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,107,576	3,222,587	3.7	1,170,470	29,818,935	45,927,801	14,252	39,239	3,754	102,057	183,268
METROPOLITAN STATISTICAL AREAS											
Bridgeport-Milford, Ct	438,557	450,917	2.8	169,523	5,896,219	6,786,675	15,051	40,034	N.A.	N.A.	N.A.
Bristol, Ct	73,762	77,989	5.7	28,157	690,785	1,011,184	12,966	35,912	N.A.	N.A.	N.A.
Danbury, Ct	170,369	183,801	7.9	63,674	2,472,759	2,976,327	16,193	46,743	N.A.	N.A.	N.A.
Hartford, Ct	743,143	778,535	4.8	290,256	8,573,437	10,186,563	13,084	35,095	N.A.	N.A.	N.A.
Middletown, Ct	81,582	87,664	7.5	32,443	1,085,517	1,254,282	14,308	38,661	N.A.	N.A.	N.A.
New Britain, Ct	142,241	144,444	1.5	54,774	1,396,162	1,902,012	13,168	34,725	N.A.	N.A.	N.A.
New Haven-Meriden, Ct	390,172	399,433	2.4	150,622	4,646,393	5,180,695	12,970	34,395	N.A.	N.A.	N.A.
New London-Norwich, Ct-R.I.	250,839	256,470	2.2	92,547	3,085,934	3,880,151	15,129	41,926	N.A.	N.A.	N.A.
Norwalk, Ct	126,692	131,088	3.5	47,193	1,472,483	2,141,330	16,335	45,374	N.A.	N.A.	N.A.
Stamford, Ct	198,854	203,745	2.5	75,929	2,741,400	3,491,135	17,135	45,979	N.A.	N.A.	N.A.
Waterbury, Ct	204,968	209,943	2.4	77,281	2,416,113	2,662,406	12,682	34,451	N.A.	N.A.	N.A.
COUNTIES, Cities											
FAIRFIELD	807,143	835,779	3.5	299,828	9,949,732	13,345,574	15,968	44,511	275	4,452	4,497
Bridgeport	142,546	139,928	-1.8	53,341	1,221,141	1,473,185	10,528	27,618	*	*	*
Danbury	60,470	68,341	13.0	25,081	658,983	929,403	13,599	37,056	*	*	*
Greenwich	59,578	61,549	3.3	22,643	924,676	1,195,732	19,427	52,808	*	*	*
Norwalk	77,767	79,688	2.5	29,656	930,796	1,234,834	15,496	41,639	*	*	*
Stamford	102,453	102,466		39,374	1,345,918	1,705,823	16,648	43,324	*	*	*
Trumbull	32,989	35,087	6.4	10,643	409,892	561,990	16,017	52,804	*	*	*
HARTFORD	807,766	839,161	3.9	310,701	7,780,003	11,437,112	13,629	36,841	712	44,419	19,756
Bristol	57,370	60,468	5.4	22,094	519,470	765,445	12,659	34,645	*	*	*
Enfield	42,695	42,246	-1.1	13,318	351,782	527,607	12,489	39,616	*	*	*
Hartford	136,392	129,990	-4.7	52,555	985,562	1,254,288	9,649	23,866	*	*	*
Manchester	49,761	52,527	5.6	19,810	493,916	724,540	13,794	36,574	*	*	*
New Britain	73,840	71,332	-3.4	28,694	634,791	857,141	12,016	29,872	*	*	*
LITCHFIELD	156,769	166,931	6.5	61,113	1,362,289	2,224,293	13,325	36,396	640	4,795	24,603
Torrington	30,987	32,477	4.8	12,472	245,436	365,819	11,264	29,331	*	*	*
MIDDLESEX	129,017	137,574	6.6	50,550	1,219,567	2,054,038	14,930	40,634	289	8,690	7,167
Middletown	39,040	42,902	9.9	15,034	339,153	514,373	11,989	34,214	*	*	*
NEW HAVEN	761,337	783,402	2.9	288,339	5,903,364	10,379,507	13,249	35,998	440	17,786	8,846
Ansonia	19,039	18,442	-3.1	6,877	136,908	239,434	12,983	34,817	*	*	*
Meriden	57,118	59,394	4.0	22,551	434,999	769,740	12,960	34,133	*	*	*
Milford	50,898	52,340	2.8	17,581	409,622	717,994	13,718	40,839	*	*	*
Naugatuck	26,456	29,216	10.4	10,495	198,277	350,837	12,008	33,429	*	*	*
New Haven	126 109	123,346	-2.2	48,384	798,342	1,237,856	10,036	25,584	*	*	*
Wallingford	37,274	39,235	5.3	13,591	293,355	537,875	13,709	39,576	*	*	*
Waterbury	103,266	103,450	.2	39,985	714,934	1,165,906	11,270	29,159	*	*	*
NEW LONDON	238,409	243,302	2.1	86,038	2,030,122	3,737,429	15,361	43,439	573	15,308	52,987
New London	26,842	26,560	-7.9	9,878	226,378	344,194	12,959	34,845	*	*	*
Norwich	38,074	35,070	-7.9	13,203	305,228	481,606	13,733	36,477	*	*	*
TOLLAND	114,823	117,828	2.6	38,447	990,038	1,667,696	14,154	43,376	308	3,179	19,660
Vernon	27,974	29,134	4.1	10,893	264,056	409,743	14,064	37,615	*	*	*
WINDHAM	92,312	98,610	6.8	35,454	583,820	1,082,152	10,974	30,523	517	3,428	45,752
Willimantic	14,652	15,789	7.8	5,934	89,876	96,428	6,107	16,250	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Connecticut 1983 Cash Receipts as follows: From Crops $118,316,000; from Livestock & Livestock Products $202,327,000; Total $320,643,000.*—Included in county totals.
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DELAWARE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	595,225	611,685	2.8	220,082	4,792,214	7,071,110	11,560	32,129	3,338	110,276	260,286
METROPOLITAN STATISTICAL AREAS											
Wilmington, De-N.J-Md	524,108	543,174	3.6	193,577	4,345,418	6,535,170	12,031	33,760	1,640	59,364	53,283
COUNTIES, Cities											
KENT	98,219	100,411	2.2	34,544	600,467	949,353	9,455	27,482	1,009	41,335	32,112
Dover	23,507	24,032	2.2	7,966	175,436	265,824	11,061	33,370	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

DELAWARE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
NEW CASTLE	399,002	408,627	2.4	147,302	3,573,257	5,121,919	12,534	34,772	688	20,385	6,786
Newark	25,247	28,258	11.9	8,219	207,175	287,669	10,180	35,000	•	•	•
Wilmington	70,195	66,524	-5.2	28,089	531,256	668,078	10,043	23,784	•	•	•
SUSSEX	98,004	102,647	4.7	36,236	618,490	999,838	9,741	26,149	1,841	48,556	221,408
Milford	5,366	5,632	5.3	1,607	30,643	42,672	7,550	26,554	•	•	•

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Delaware 1983 Cash Receipts as follows: From Crops $139,249,000; from Livestock & Livestock Products $315,875,000; Total $455,124,000.*—Included in county totals.
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DIST. OF COLUMBIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	638,432	624,844	-2.1	255,172	6,297,014	9,957,278	15,936	39,022	N.A.	N.A.	N.A.
METROPOLITAN STATISTICAL AREAS											
Washington, D.C-Md-Va	3,250,392	3,452,711	6.2	1,281,060	39,599,992	56,254,365	16,290	43,912	5,981	79,751	131,933
COUNTIES, Cities											
DISTRICT OF COLUMBIA	638,432	624,844	-2.1	255,172	6,297,014	9,957,278	15,936	39,022	N.A.	N.A.	N.A.
Washington	638,432	624,844	-2.1	255,172	6,297,014	9,957,278	15,936	39,022	•	•	•

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	9,739,992	11,370,896	16.7	4,525,984	73,854,063	126,235,049	11,102	27,891	36,352	2,516,069	1,002,040
METROPOLITAN STATISTICAL AREAS											
Bradenton, Fl	148,442	178,742	20.4	77,207	1,235,668	1,903,548	10,650	24,655	707	96,749	23,184
Daytona Beach, Fl	258,762	322,429	24.6	136,673	1,820,424	3,100,331	9,616	22,684	1,037	45,996	13,634
Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,014,043	1,151,924	13.6	487,734	9,497,393	15,495,978	13,452	31,771	479	27,991	17,256
Fort Myers-Cape Coral, Fl	205,266	258,526	25.9	107,405	1,732,168	2,796,831	10,818	26,040	349	33,865	1,875
Fort Pierce, Fl	151,196	188,552	24.7	75,398	1,179,839	2,058,171	10,916	27,297	713	147,486	27,051
Fort Walton Beach, Fl	109,920	122,036	11.0	42,945	646,898	1,270,619	10,412	29,587	371	3,790	4,773
Gainesville, Fl	171,371	193,952	13.2	71,710	1,492,937	1,794,039	9,250	25,018	1,505	15,233	36,883
Jacksonville, Fl	722,230	788,341	9.2	292,444	4,459,049	8,303,947	10,533	28,395	1,204	40,705	77,963
Lakeland-Winter Haven, Fl	321,632	365,312	13.6	134,665	2,121,719	3,239,983	8,924	24,208	2,337	190,477	40,718
Melbourne-Titusville-Palm Bay, Fl	272,959	327,421	20.0	126,221	1,425,074	4,059,918	12,400	32,165	540	14,579	4,182
Miami-Hialeah, Fl	1,625,979	1,881,839	15.7	730,077	12,169,850	21,245,976	11,290	29,101	1,483	173,007	6,636
Naples, Fl	85,791	107,468	25.3	43,945	898,099	1,365,494	12,706	31,073	196	61,333	5,084
Ocala, Fl	122,488	155,145	26.7	59,600	813,103	1,288,367	8,304	21,617	1,557	26,020	32,508
Orlando, Fl	700,699	832,406	18.8	311,160	5,431,536	9,231,310	11,090	29,667	2,287	225,322	32,552
Panama City, Fl	97,740	109,895	12.4	40,424	541,414	1,041,052	9,473	25,753	93	797	484
Pensacola, Fl	289,782	319,367	10.2	113,559	1,859,491	2,959,798	9,268	26,064	1,001	20,521	8,455
Sarasota, Fl	202,251	250,371	23.8	113,591	1,805,213	3,133,342	12,515	27,584	317	7,517	6,662
Tallahassee, Fl	190,220	209,737	10.3	75,839	1,918,834	2,008,492	9,567	26,457	714	27,249	8,893
Tampa-St. Petersburg-Clearwater, Fl	1,613,961	1,876,986	16.3	790,367	12,045,530	20,969,059	11,172	26,531	4,505	175,215	184,164
West Palm Beach-Boca Raton-Delray, Fl	573,125	717,180	25.1	301,518	4,987,176	9,832,188	13,737	32,675	800	519,451	15,328
COUNTIES, Cities											
ALACHUA	151,348	172,157	13.7	64,602	1,398,657	1,635,490	9,500	25,316	1,106	13,873	21,323
Gainesville	81,371	92,559	13.7	32,671	750,598	836,665	8,931	25,308	•	•	•

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREA COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate (as of July 1, 1985)	POPULATION % Pop. Change (85 vs 80)	HOUSEHOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
BAKER	14,389	16,912	10.6	4,850	71,526	127,732	7,553	26,336	232	5,445	11,914
BAY	97,740	109,895	12.4	40,424	541,414	1,041,052	9,473	25,753	93	797	484
Panama City	33,346	38,287	14.8	13,619	174,092	289,767	7,568	21,277	*	*	*
BRADFORD	20,023	21,795	8.8	7,108	94,280	158,549	7,275	22,306	399	1,362	15,560
BREVARD	272,959	327,421	20.0	136,221	1,425,074	4,059,918	12,400	32,165	540	14,579	4,182
Cocoa	10,926	10,642	-2.6	5,642	53,245	142,618	13,401	25,278	*	*	*
BROWARD	1,014,043	1,151,924	13.6	467,734	9,497,393	15,495,978	13,452	31,771	479	27,991	17,256
Fort Lauderdale	153,256	183,197	19.5	83,833	1,580,342	2,226,204	12,152	26,555	*	*	*
Hollywood	117,188	139,994	19.5	57,334	1,056,800	1,543,289	11,024	26,918	*	*	*
Pompano Beach	52,618	59,831	13.7	32,866	676,535	1,206,324	20,162	36,704	*	*	*
CALHOUN	9,294	9,781	5.2	3,487	41,184	77,305	7,904	22,169	169	6,712	1,031
CHARLOTTE	59,115	76,786	29.9	35,185	528,024	865,149	11,267	24,589	139	8,748	4,476
Punta Gorda	6,797	10,431	53.5	5,048	63,715	121,992	11,695	24,166	*	*	*
CITRUS	54,703	73,238	37.5	32,743	375,795	675,492	8,979	20,630	293	2,085	3,948
CLAY	67,052	81,531	21.6	27,218	421,411	889,298	10,907	32,673	244	848	27,486
Orange Park	8,766	11,464	30.8	3,767	64,626	128,357	11,197	34,074	*	*	*
COLLIER	85,791	107,468	25.3	43,945	898,099	1,365,494	12,706	31,073	196	61,333	5,084
Naples	17,581	25,261	43.7	12,044	312,228	413,739	16,379	34,352	*	*	*
COLUMBIA	35,399	38,343	8.3	13,586	262,200	324,287	8,458	23,869	573	6,673	8,944
Lake City	9,237	9,284	.5	3,484	75,666	73,921	7,962	21,217	*	*	*
DADE	1,625,979	1,881,839	15.7	730,077	12,169,850	21,245,976	11,290	29,101	1,483	173,007	6,636
Florida City	6,176	7,840	27.0	2,623	56,046	88,514	11,290	33,745	*	*	*
Homestead	20,668	27,445	32.8	11,061	128,363	223,516	8,144	20,208	*	*	*
Miami	346,931	409,604	18.1	162,711	2,066,521	3,234,767	7,897	19,880	*	*	*
DE SOTO	19,039	21,813	10.6	7,223	113,058	155,645	7,407	21,549	541	22,256	13,941
DIXIE	7,751	8,840	14.0	3,104	30,610	59,097	6,685	19,039	118	654	1,279
DUVAL	570,981	605,613	6.1	228,239	3,522,088	6,345,665	10,478	27,803	470	4,668	26,526
Jacksonville	540,898	579,045	7.1	216,900	3,412,569	5,797,737	10,013	26,730	*	*	*
ESCAMBIA	233,794	256,764	9.5	91,835	1,513,546	2,373,909	9,271	25,850	522	8,191	4,704
Pensacola	57,619	61,948	7.5	23,712	414,137	594,494	9,597	25,071	*	*	*
FLAGLER	10,913	15,353	40.7	6,351	80,764	167,428	10,905	26,362	103	8,431	1,289
FRANKLIN	7,661	8,623	12.6	3,203	31,424	61,044	7,079	19,058	5		
GADSDEN	41,565	43,005	3.5	12,895	227,281	277,675	6,457	21,534	404	24,989	5,219
GILCHRIST	5,767	7,393	28.2	2,620	41,931	54,729	7,403	20,889	329	4,192	23,121
GLADES	5,992	6,083	1.6	2,348	34,188	43,326	7,120	18,452	170	14,153	16,804
GULF	10,658	10,969	2.9	3,885	51,756	86,530	7,889	22,273	39		
HAMILTON	8,761	9,157	4.5	3,175	52,096	62,082	6,780	19,553	278	7,796	5,366
HARDEE	19,379	21,186	9.3	7,006	106,418	158,892	7,500	22,679	954	42,477	16,245
HENDRY	18,599	23,047	23.9	7,629	128,623	192,645	8,359	25,252	298	89,411	22,837
HERNANDO	44,469	65,348	47.0	26,994	311,053	581,527	8,899	21,543	463	5,866	22,850
Brooksville	5,582	9,286	66.4	3,288	38,145	81,594	8,787	24,816	*	*	*
HIGHLANDS	47,526	55,960	17.7	23,074	315,233	486,681	8,697	21,092	564	59,111	27,352
HILLSBOROUGH	646,960	734,393	13.5	279,343	4,698,281	7,989,295	10,879	28,600	2,748	122,958	96,080
Tampa	271,523	304,207	12.0	119,465	1,858,211	2,697,914	8,869	22,583	*	*	*
HOLMES	14,723	16,070	9.1	5,873	84,418	111,688	6,950	19,017	579	6,403	17,947
INDIAN RIVER	59,896	76,784	28.2	31,044	489,715	938,513	12,223	30,232	422	69,805	4,805
Vero Beach	16,176	23,426	44.8	10,643	184,165	320,293	13,673	30,094	*	*	*
JACKSON	39,154	40,919	4.5	14,345	237,750	300,353	7,340	20,938	960	30,608	15,176
Marianna	7,074	7,597	7.4	2,783	41,156	60,397	7,950	21,702	*	*	*
JEFFERSON	10,703	11,085	3.6	3,686	61,637	78,250	7,059	21,229	314	11,219	10,493
LAFAYETTE	4,035	4,174	3.4	1,537	26,536	32,341	7,748	21,042	308	5,463	32,746
LAKE	104,870	124,167	18.4	50,955	772,987	1,210,698	9,751	23,760	1,637	181,209	15,507
Leesburg	13,191	16,519	25.2	6,471	107,683	144,347	8,738	22,307	*	*	*
LEE	205,266	258,326	25.9	107,405	1,732,168	2,796,831	10,818	26,040	349	33,865	1,875
Cape Coral	32,103	50,936	58.7	19,664	569,346	624,666	12,264	31,767	*	*	*
Fort Myers	36,638	52,378	43.0	18,156	241,197	316,477	6,042	17,431	*	*	*
LEON	148,655	166,732	12.2	62,944	1,691,553	1,728,817	10,369	27,466	310	2,260	3,674
Tallahassee	81,548	96,862	18.8	37,653	917,581	1,080,423	11,154	28,694	*	*	*
LEVY	19,870	24,830	25.0	9,413	91,021	179,351	7,223	19,054	476	7,072	5,988
LIBERTY	4,260	4,478	5.1	1,639	18,463	34,936	7,802	21,315	81	313	363
MADISON	14,894	15,461	3.8	5,325	86,990	101,902	6,591	19,137	595	13,156	19,472
MANATEE	148,442	178,742	20.4	77,207	1,235,668	1,903,548	10,650	24,655	707	96,749	23,184
Bradenton	30,170	41,507	37.6	16,046	221,044	323,516	7,794	20,162	*	*	*
MARION	122,488	153,145	25.7	59,600	813,103	1,288,367	8,304	21,617	1,557	26,020	52,508
Ocala	37,170	47,080	26.7	15,802	267,381	392,799	8,343	24,858	*	*	*
MARTIN	64,014	79,549	24.3	33,348	565,888	952,602	11,975	28,565	280	66,951	12,677
Stuart	9,467	14,155	49.5	6,263	163,814	182,356	12,883	29,116	*	*	*
MONROE	63,098	69,866	10.6	30,132	557,349	787,020	11,274	26,119	11		
Key West	24,292	24,060	-1.0	8,050	155,764	180,837	7,522	22,464	*	*	*
NASSAU	32,894	36,970	12.4	12,715	192,548	388,627	10,512	30,564	304	846	20,786
OKALOOSA	109,920	122,036	11.0	42,945	646,898	1,270,619	10,412	29,587	371	3,790	4,773
Fort Walton Beach	20,839	23,654	13.6	7,726	135,780	250,474	10,589	32,420	*	*	*
OKEECHOBEE	20,264	23,933	28.0	9,226	140,152	204,563	7,888	22,172	326	5,404	85,028
ORANGE	471,660	539,287	14.3	202,603	3,642,858	5,841,832	10,833	28,834	1,320	186,286	11,588
Orlando	128,394	146,803	14.3	56,544	966,245	1,473,223	10,035	26,054	*	*	*
OSCEOLA	49,287	71,959	46.0	28,147	326,563	684,472	9,512	24,318	464	20,908	18,862
PALM BEACH	573,123	717,180	25.1	301,518	4,987,176	9,852,188	13,737	32,675	800	519,451	15,328
Boca Raton	49,505	62,080	25.4	26,379	609,072	1,110,819	17,893	42,110	*	*	*
Palm Beach	9,729	12,664	30.2	9,184	264,694	388,677	30,691	42,321	*	*	*
West Palm Beach	62,530	82,129	31.3	31,521	417,745	706,407	8,601	22,411	*	*	*
PASCO	194,123	245,423	26.4	106,724	1,240,934	2,416,593	9,847	22,643	1,072	36,729	44,440
PINELLAS	728,409	831,822	14.2	377,306	5,795,262	9,981,644	12,000	26,455	222	9,662	794
Clearwater	85,450	97,702	14.3	44,330	752,335	1,276,662	13,067	28,799	*	*	*
St. Petersburg	236,893	284,440	20.1	123,287	1,697,431	2,641,096	9,285	21,080	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
POLK	321,652	365,31[illegible]	13.6	134,665	2,121,719	3,259,983	8,924	24,208	2,357	190,477	40,718
Lake Wales	8,466	9,7[illegible]	15.3	3,784	59,038	86,051	8,818	22,741	*	*	*
Lakeland	47,406	57,642	21.6	23,311	366,139	478,742	8,305	20,537	*	*	*
Winter Haven	21,119	23,974	13.5	10,217	183,532	263,027	10,971	25,744	*	*	*
PUTNAM	50,549	57,957	14.7	21,763	252,943	451,769	7,795	20,759	549	14,407	6,588
Palatka	10,175	12,140	19.3	3,771	42,542	65,093	5,362	17,261	*	*	*
ST. JOHNS	51,303	64,227	25.2	24,272	323,002	680,357	10,593	28,031	186	34,343	3,165
St. Augustine	11,985	14,745	23.0	5,285	73,819	126,834	8,602	23,999	*	*	*
ST. LUCIE	87,182	109,003	25.0	42,050	613,951	1,105,569	10,143	26,292	433	80,535	14,374
Fort Pierce	33,802	45,086	33.4	16,677	203,834	298,651	6,624	17,908	*	*	*
Port St Lucie	14,690	18,319	24.7	6,589	128,382	185,801	10,143	28,199	*	*	*
SANTA ROSA	55,988	63,303	13.1	21,724	345,945	585,849	9,255	26,968	479	12,330	3,751
SARASOTA	202,251	250,371	23.8	113,591	1,805,213	3,133,342	12,515	27,584	317	7,517	6,662
Sarasota	48,868	66,525	36.1	28,001	406,248	582,488	8,756	20,802	*	*	*
SEMINOLE	179,752	221,160	23.0	80,410	1,462,115	2,705,006	12,231	33,640	503	18,128	2,102
Sanford	23,176	32,436	40.0	12,057	151,134	240,373	7,411	19,936	*	*	*
SUMTER	24,272	28,247	16.4	10,378	141,349	212,270	7,515	20,454	658	7,457	15,651
SUWANNEE	22,287	25,522	14.5	9,220	150,700	194,777	7,632	21,125	1,030	17,903	36,303
TAYLOR	16,532	18,129	9.7	6,599	81,881	154,247	8,508	23,374	180	666	1,595
UNION	10,166	11,391	12.0	2,583	52,180	66,903	5,873	25,901	216	2,715	6,586
VOLUSIA	258,762	322,429	24.6	136,673	1,820,424	3,100,331	9,616	22,684	1,037	45,996	13,634
Daytona Beach	54,176	73,798	36.2	31,133	353,204	517,519	7,013	16,623	*	*	*
De Land	15,354	21,404	39.4	8,218	99,727	136,711	7,322	19,069	*	*	*
WAKULLA	10,887	11,869	9.0	4,223	94,036	100,977	8,508	23,911	96	502	956
WALTON	21,300	24,623	15.6	9,645	105,569	216,059	8,775	22,401	470	6,514	13,709
WASHINGTON	14,509	17,146	18.2	6,447	62,142	123,965	7,230	19,228	424	3,804	6,295

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1983 Cash Receipts as follows: From Crops $3,332,605,000; from Livestock & Livestock Products $992,765,000; Total $4,325,370,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,464,265	5,704,925	4.4	2,014,367	36,459,546	58,219,841	10,205	28,902	49,630	1,175,065	1,583,611
METROPOLITAN STATISTICAL AREAS											
Albany, Ga	112,662	111,225	-1.3	37,321	763,718	1,005,073	9,036	26,930	385	40,446	9,050
Athens, Ga	130,015	137,556	5.8	49,681	857,604	1,297,493	9,432	26,116	1,761	8,632	144,712
Atlanta, Ga	2,138,078	2,274,605	6.4	828,402	16,141,593	29,064,915	12,778	35,086	5,785	20,532	194,926
Augusta, Ga-S.C	345,918	369,657	6.9	126,922	2,443,189	3,451,345	9,337	27,193	1,257	14,434	19,228
Chattanooga, Tn-	426,540	433,704	1.7	158,059	2,488,112	3,890,901	8,971	24,617	2,200	5,581	30,422
Columbus, Ga-Al	239,196	238,804	-.2	80,593	1,586,953	2,038,799	8,538	25,297	381	6,806	3,229
Macon-Warner Robins, Ga	264,420	266,617	.8	93,411	2,161,813	2,673,870	10,029	28,625	825	31,691	19,162
Savannah, Ga	220,553	223,532	1.4	80,482	1,408,892	2,203,045	9,856	27,373	352	7,170	3,055
COUNTIES, Cities											
APPLING	15,565	15,713	1.0	5,307	75,200	107,186	6,821	20,197	653	13,493	16,980
ATKINSON	6,141	6,303	2.6	2,149	27,776	39,431	6,256	18,349	267	6,964	16,678
BACON	9,379	9,208	-1.8	3,158	45,830	65,173	7,078	20,637	422	9,717	10,468
BAKER	3,808	2,891	-24.1	1,003	16,257	19,728	6,824	19,669	178	16,835	3,945
BALDWIN	34,686	38,446	10.8	11,766	221,676	354,602	9,223	30,138	148	655	1,792
Milledgeville	12,176	13,496	10.8	4,247	77,177	116,435	8,627	27,416	*	*	*
BANKS	8,702	9,753	12.1	3,514	43,701	91,752	9,408	26,110	414	490	22,642
BARROW	21,293	23,230	9.1	8,242	121,807	198,510	8,545	24,085	421	317	31,637
BARTOW	40,760	44,053	8.1	15,434	224,254	354,793	8,054	22,988	463	4,399	20,065
Cartersville	9,247	9,599	3.8	3,718	62,396	83,904	8,741	22,567	*	*	*
BEN HILL	16,000	16,344	2.2	6,029	90,768	119,191	7,293	19,770	232	9,023	1,813
BERRIEN	13,525	13,692	1.2	4,799	74,365	114,296	8,348	23,817	556	19,161	7,185
BIBB	151,085	150,426	-.4	54,252	1,205,972	1,466,932	9,752	27,039	167	1,118	3,251
Macon	116,860	113,208	-3.1	42,279	920,273	1,040,884	9,194	24,619	*	*	*
BLECKLEY	10,767	10,628	-1.3	3,566	75,226	104,591	9,841	29,330	249	9,281	2,791
BRANTLEY	8,701	9,288	6.7	3,083	44,163	68,344	7,358	22,168	345	2,667	16,470
BROOKS	15,255	15,867	4.0	5,324	70,711	102,595	6,466	19,270	521	23,988	20,419
BRYAN	10,175	10,926	7.4	3,495	54,028	84,688	7,751	24,231	93	1,998	478
BULLOCH	35,785	38,052	6.3	12,426	210,019	325,425	8,552	26,189	702	32,948	15,676
Statesboro	14,866	15,964	7.4	5,038	105,683	197,333	12,361	39,169	*	*	*
BURKE	19,349	19,358		6,428	111,562	156,922	8,106	24,412	390	27,266	7,499
BUTTS	13,665	14,476	5.9	4,413	71,633	123,362	8,522	27,954	171	485	1,618
CALHOUN	5,717	5,673	-.8	1,836	25,883	33,528	5,910	18,261	135	22,641	2,142
CAMDEN	13,371	17,541	31.2	5,991	85,058	148,330	8,456	24,759	59	73	696
CANDLER	7,518	7,956	5.8	2,772	41,282	60,013	7,543	21,650	261	7,778	8,561
CARROLL	56,346	60,354	7.1	20,972	303,208	499,663	8,279	23,825	868	594	26,605
Carrollton	14,078	15,415	9.5	5,618	88,897	129,517	8,402	23,054	*	*	*
CATOOSA	36,991	40,431	9.3	14,219	204,784	327,361	8,097	23,023	315	507	9,020
CHARLTON	7,343	7,636	4.0	2,357	35,375	53,758	7,040	22,808	130	663	6,952

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CHATHAM	202,226	203,229	.5	73,876	1,299,266	2,029,287	9,985	27,469	59	2,429	717
Savannah	141,634	142,336	.5	51,824	851,408	1,336,833	9,392	25,796	*	*	*
CHATTAHOOCHEE	21,732	20,600	-5.2	2,745	87,998	101,666	4,935	37,037	18	36	91
CHATTAOGA	21,856	22,328	2.2	8,174	115,554	165,660	7,419	20,267	292	1,258	3,712
CHEROKEE	51,699	60,917	17.8	20,476	328,546	646,327	10,610	31,565	611	1,991	39,414
CLARKE	74,498	77,884	4.5	28,594	542,377	747,769	9,601	26,151	102	1,706	12,410
Athens	42,549	43,425	2.1	15,694	286,827	351,839	8,102	22,419	*	*	*
CLAY	3,553	2,480	-30.2	899	14,756	15,036	6,063	16,725	94	7,637	1,416
CLAYTON	150,357	156,257	3.9	54,071	1,066,094	1,962,573	12,560	36,296	81	184	204
Jonesboro	4,132	4,310	4.3	1,470	32,512	52,157	12,101	35,481	*	*	*
CLINCH	6,660	6,578	-1.2	2,139	31,860	43,460	6,607	20,318	115	934	1,802
COBB	297,694	338,067	13.6	125,039	2,446,580	4,926,048	14,571	39,396	264	824	2,376
Marietta	30,805	37,321	21.2	16,158	261,651	420,364	11,263	26,016	*	*	*
COFFEE	26,894	28,561	6.2	9,755	145,078	202,040	7,074	20,711	833	25,362	47,357
COLQUITT	35,376	36,833	4.1	13,008	198,442	286,294	7,773	22,009	867	38,172	21,095
Moultrie	15,708	17,121	9.0	6,244	100,182	137,153	8,011	21,966	*	*	*
COLUMBIA	40,118	45,666	13.8	15,117	315,638	491,586	10,765	32,519	222	966	2,705
1COLUMBUS CONSOL. GOVT. 1Columbus											
COOK	13,490	12,933	-4.1	4,476	71,236	95,724	7,402	21,386	380	17,610	4,413
COWETA	39,268	42,880	9.2	14,938	250,372	407,413	9,501	27,274	376	2,414	4,135
CRAWFORD	7,684	7,484	-2.6	2,342	41,811	56,889	7,601	24,291	153	4,711	2,539
CRISP	19,489	19,669	.9	6,838	113,579	144,645	7,354	21,153	226	20,938	3,601
Cordele	11,184	11,545	3.2	3,628	56,814	69,193	5,993	19,072	*	*	*
DADE	12,318	11,932	-3.1	3,970	51,202	79,337	6,649	19,984	183	273	1,906
DAWSON	4,774	5,449	14.1	1,967	22,262	41,723	7,657	21,211	192	287	15,414
DECATUR	25,495	27,722	8.7	9,371	136,345	198,024	7,143	21,132	484	29,788	9,046
DE KALB	483,024	489,764	1.4	180,921	4,020,491	6,967,565	14,226	38,512	95	259	307
DODGE	16,955	17,939	5.8	6,464	106,090	152,444	8,498	23,584	482	12,057	6,528
DOOLY	10,826	10,304	-4.8	3,458	50,350	65,221	6,330	18,861	304	36,138	3,844
DOUGHERTY	100,978	98,313	-2.6	33,195	688,295	882,709	8,979	26,592	199	14,239	3,697
Albany	74,550	72,582	-2.6	24,971	486,710	675,563	9,308	27,054	*	*	*
DOUGLAS	54,573	53,965	-1.1	17,226	360,687	606,792	11,244	35,225	151	329	2,040
EARLY	13,158	12,954	-1.6	4,381	67,058	90,421	6,980	20,639	389	29,395	5,836
ECHOLS	2,297	2,224	-3.2	712	9,822	14,341	6,448	20,142	110	1,827	743
EFFINGHAM	18,327	20,303	10.8	6,606	109,626	173,758	8,558	26,303	293	4,741	2,338
ELBERT	18,758	19,300	2.9	6,953	103,675	150,148	7,780	21,595	368	2,882	7,921
EMANUEL	20,795	20,336	-2.2	7,028	113,638	164,330	8,081	23,382	519	13,630	7,250
EVANS	8,428	9,101	8.0	3,191	41,898	66,216	7,276	20,751	211	6,651	5,002
FANNIN	14,748	14,909	1.1	5,718	66,381	99,738	6,690	17,443	233	394	1,301
FAYETTE	29,043	39,287	35.3	12,867	244,644	564,750	14,375	43,891	253	553	2,556
FLOYD	79,800	80,827	1.3	29,708	486,998	732,574	9,063	24,659	504	2,752	8,910
Rome	29,654	29,407	-.8	11,515	187,170	250,272	8,511	21,734	*	*	*
FORSYTH	27,958	31,419	12.4	10,957	181,740	352,214	11,210	32,145	631	578	52,207
FRANKLIN	15,185	15,881	4.6	5,841	72,682	119,398	7,518	20,441	665	1,058	35,883
FULTON	589,904	591,229	.2	232,705	4,484,566	7,128,963	12,058	30,635	379	2,329	5,017
2Atlanta	425,022	386,274	-9.1	153,686	2,705,912	3,989,374	10,328	25,958	*	*	*
Roswell	23,337	23,147	-.8	8,292	205,703	288,621	12,469	34,807	*	*	*
GILMER	11,110	12,071	8.6	4,428	51,876	84,683	7,015	19,124	272	759	13,551
GLASCOCK	2,382	2,666	11.9	1,032	14,894	22,788	8,548	22,081	96	1,046	1,190
GLYNN	54,981	55,131	.3	20,506	398,956	570,474	10,348	27,820	55	87	229
Brunswick	17,605	16,596	-5.7	5,960	99,683	130,011	7,834	21,814	*	*	*
GORDON	30,070	31,923	6.2	11,294	171,525	262,614	8,226	23,253	578	3,707	39,718
GRADY	19,845	20,082	1.2	6,943	104,461	134,189	6,682	19,327	625	15,982	16,937
GREENE	11,391	11,794	3.5	3,992	53,025	76,778	6,510	19,233	236	805	12,680
GWINNETT	166,903	202,966	21.6	69,356	1,234,879	2,857,932	14,081	41,207	492	1,512	10,374
Lawrenceville	8,928	12,778	43.1	4,592	80,806	177,784	13,913	38,716	*	*	*
HABERSHAM	25,020	26,634	6.5	9,245	125,641	202,503	7,603	21,904	409	499	40,080
HALL	75,649	79,928	5.7	28,429	471,119	790,630	9,892	27,811	874	207	90,839
Gainesville	15,280	16,030	4.9	6,044	129,471	182,950	11,413	30,270	*	*	*
HANCOCK	9,466	9,201	-2.8	2,850	35,509	53,993	5,868	18,945	151	587	1,360
HARALSON	18,422	20,172	9.5	7,319	98,113	161,521	8,007	22,069	321	391	10,821
HARRIS	15,464	16,302	5.4	5,641	94,350	154,586	9,483	27,404	255	679	1,931
HART	18,585	19,214	3.4	6,652	99,081	149,190	7,765	22,428	548	3,092	18,009
HEARD	6,520	6,941	6.5	2,466	28,866	53,847	7,758	21,836	190	297	2,760
HENRY	36,309	40,883	12.6	13,546	246,875	459,319	11,235	33,908	426	1,782	3,537
HOUSTON	77,605	79,518	2.5	26,989	692,014	886,274	11,146	32,838	295	13,993	5,565
Warner Robins	39,893	44,342	11.2	15,708	392,885	464,380	10,473	29,563	*	*	*
IRWIN	8,988	9,128	1.6	3,165	49,439	70,769	7,753	22,360	419	26,010	7,160
JACKSON	25,343	26,821	5.8	9,445	138,186	239,460	8,928	25,353	782	1,148	70,387
JASPER	7,553	12,820	69.7	4,517	47,938	101,934	7,951	22,567	232	570	11,656
JEFF DAVIS	11,473	11,664	1.7	3,982	60,579	93,179	7,989	23,400	394	12,575	11,124
JEFFERSON	18,403	18,228	-1.0	6,014	105,079	137,650	7,552	22,888	391	15,450	8,225
JENKINS	8,841	9,157	3.6	3,073	47,528	67,268	7,346	21,890	251	7,915	18,455
JOHNSON	8,660	8,940	3.2	3,170	55,873	86,005	9,620	27,131	304	5,375	2,328
JONES	16,579	17,417	5.1	5,742	143,014	167,821	9,635	29,227	184	343	8,017
LAMAR	12,215	12,606	3.2	4,298	67,216	104,788	8,313	24,381	238	933	4,518
LANIER	5,654	5,564	-1.6	1,833	27,191	36,603	6,579	19,969	172	7,767	3,260
LAURENS	36,990	37,527	1.5	12,967	263,146	366,679	9,771	28,278	803	19,282	9,852
Dublin	16,083	16,857	4.8	5,823	129,062	166,786	9,894	28,643	*	*	*
LEE	11,684	12,912	10.5	4,126	75,423	122,364	9,477	29,657	186	26,207	5,353
LIBERTY	37,583	43,479	15.7	11,513	173,177	280,583	6,453	24,371	61	180	858
LINCOLN	6,949	6,673	-4.0	2,239	37,597	52,364	7,847	23,387	182	163	5,228
LONG	4,524	4,913	8.6	1,752	22,426	42,673	8,686	24,357	104	1,009	1,475

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GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LOWNDES	67,972	68,859	1.3	23,583	405,815	567,182	8,237	24,050	548	15,318	4,882
Valdosta	37,596	40,905	8.8	14,204	235,856	306,984	7,505	21,613	*	*	*
LUMPKIN	10,762	11,767	9.3	3,811	51,201	83,125	7,064	21,812	289	175	32,502
MCDUFFIE	18,546	19,577	5.6	6,877	107,574	156,362	7,987	22,737	216	1,975	3,462
MCINTOSH	8,046	8,346	3.7	2,766	34,302	53,060	6,358	19,183	29	8	91
MACON	14,003	13,982	-.2	4,488	72,341	90,750	6,490	20,221	267	20,403	10,974
MADISON	17,747	19,113	7.7	6,791	92,454	149,721	7,833	22,047	582	2,181	35,036
MARION	5,297	5,957	12.5	1,964	25,167	36,802	6,178	18,738	147	2,798	5,640
MERIWETHER	21,229	21,176	-.3	7,038	115,964	172,032	8,124	24,443	380	1,301	8,839
MILLER	7,038	6,883	-2.2	2,445	36,384	48,410	7,033	19,800	342	19,686	6,251
MITCHELL	21,114	23,143	9.6	7,319	107,702	161,091	6,961	22,010	578	44,203	11,049
MONROE	14,610	15,272	4.5	5,022	91,329	134,717	8,821	26,825	172	423	11,706
MONTGOMERY	7,011	6,774	-3.4	2,137	33,520	45,176	6,669	21,140	274	5,270	2,752
MORGAN	11,572	12,462	7.7	4,010	59,298	96,433	7,738	24,048	355	3,422	28,919
MURRAY	19,685	20,329	3.3	6,958	106,903	163,430	8,039	23,488	310	1,146	7,679
MUSCOGEE	170,108	171,433	.8	61,338	1,192,318	1,537,740	8,970	25,070	49		
Columbus	169,441	170,761	.8	61,095	1,186,765	1,530,846	8,965	25,057	*	*	*
NEWTON	34,489	37,315	8.2	12,247	200,646	353,996	9,487	28,905	286	821	9,802
OCONEE	12,427	13,738	10.5	4,851	84,587	160,543	11,686	33,095	295	3,597	26,879
OGLETHORPE	8,929	9,608	7.6	3,293	45,529	76,458	7,958	23,218	351	1,745	21,648
PAULDING	26,042	28,694	10.2	9,904	148,403	272,214	9,487	27,485	296	184	11,178
PEACH	19,151	19,256	.5	6,428	120,813	152,843	7,937	23,778	179	16,237	2,329
PICKENS	11,652	12,448	6.8	4,622	62,557	98,916	7,946	21,401	228	88	14,946
PIERCE	11,897	12,766	7.3	4,318	61,565	91,190	7,143	21,119	491	12,498	11,512
PIKE	8,937	9,376	4.9	3,078	48,897	84,131	8,973	27,333	292	1,818	3,463
POLK	32,386	33,210	2.5	12,063	166,791	258,317	7,778	21,414	127	1,315	4,034
PULASKI	8,950	9,020	.8	3,163	52,969	67,189	7,449	21,242	188	13,518	2,970
PUTNAM	10,295	11,028	7.1	3,803	64,175	95,893	8,695	25,215	167	207	17,497
QUITMAN	2,357	1,898	-19.5	603	8,297	9,676	5,098	16,046	34	1,922	238
RABUN	10,466	11,346	8.4	4,322	49,992	90,728	7,996	20,992	143	293	3,125
RANDOLPH	9,599	10,666	11.1	3,614	42,587	64,366	6,035	17,810	162	17,717	4,173
RICHMOND	181,629	191,619	5.5	64,747	1,316,172	1,704,852	8,897	26,331	139	2,128	1,804
Augusta	47,532	43,850	-7.8	18,368	318,648	335,228	7,645	18,251	*	*	*
ROCKDALE	36,747	40,939	11.4	13,325	252,169	499,699	12,206	37,501	128	349	1,186
Conyers	6,567	8,236	25.4	3,017	55,276	103,122	12,521	34,180	*	*	*
SCHLEY	3,433	3,124	-9.0	1,014	18,132	20,374	6,522	20,093	111	3,233	2,002
SCREVEN	14,043	13,657	-2.8	4,786	85,293	110,911	8,121	23,174	409	15,941	7,715
SEMINOLE	9,057	8,795	-2.9	3,053	52,858	65,475	7,445	21,446	232	17,358	6,025
SPALDING	47,899	49,860	4.1	17,414	307,167	450,828	9,042	25,889	262	1,638	3,673
Griffin	20,728	20,438	-1.4	7,682	145,231	187,629	9,180	24,424	*	*	*
STEPHENS	21,763	22,002	1.1	8,063	115,489	176,022	8,000	21,831	221	136	7,693
STEWART	5,896	5,875	-.4	1,938	25,418	29,946	5,097	15,452	111		
SUMTER	29,360	30,400	3.5	10,132	174,775	230,219	7,573	22,722	360	30,298	9,534
Americus	16,120	16,721	3.7	5,565	99,802	125,163	7,485	22,491	*	*	*
TALBOT	6,536	6,267	-4.1	2,035	33,080	45,269	7,223	22,245	144	1,280	1,585
TALIAFERRO	2,032	1,812	-10.8	710	9,708	11,221	6,193	15,804	82	59	3,764
TATTNALL	18,134	17,923	-1.2	5,607	85,692	111,631	6,228	19,909	631	16,096	27,929
TAYLOR	7,902	8,129	2.9	2,864	59,151	91,305	11,232	31,880	204	6,546	4,137
TELFAIR	11,445	10,912	-4.7	3,865	68,620	90,613	8,304	23,445	425	8,143	10,562
TERRELL	12,017	11,737	-2.3	3,870	59,175	79,160	6,744	20,455	229	23,497	2,914
THOMAS	38,098	38,874	2.0	13,488	218,260	334,867	8,614	24,827	540	20,753	7,565
Thomasville	18,463	19,019	3.0	6,805	116,279	166,826	8,772	24,515	*	*	*
TIFT	32,862	33,600	2.2	11,343	200,964	256,886	7,645	22,647	393	29,154	6,771
Tifton	13,749	14,958	8.8	5,131	106,070	126,468	8,455	24,648	*	*	*
TOOMBS	22,592	22,705	.5	7,959	120,161	164,671	7,253	20,690	407	13,275	6,939
TOWNS	5,638	6,029	6.9	2,263	26,920	41,110	6,819	18,166	176	263	2,035
TREUTLEN	6,087	6,078	-.2	2,142	46,762	74,921	12,327	34,977	195	3,374	1,547
TROUP	50,003	51,642	3.3	18,625	300,247	453,799	8,787	24,365	291	394	4,733
La Grange	24,204	25,520	5.4	9,332	154,900	220,939	8,658	23,678	*	*	*
West Point	4,294	4,470	4.1	1,723	30,964	41,413	9,263	24,035	*	*	*
TURNER	9,510	9,418	-1.0	3,160	51,001	66,043	7,012	20,900	324	20,597	4,807
TWIGGS	9,354	9,534	1.9	2,961	54,944	69,175	7,256	23,362	149	2,954	1,132
UNION	9,390	10,812	15.1	4,042	39,479	68,627	6,347	16,978	307	588	9,463
UPSON	25,998	25,936	-.2	9,485	154,805	219,182	8,451	23,108	243	1,047	6,058
WALKER	56,470	55,242	-2.2	19,760	292,427	414,888	7,510	20,996	584	1,692	9,860
WALTON	31,211	32,457	4.0	10,755	174,294	286,410	8,824	26,630	462	3,983	13,665
WARE	37,180	36,210	-2.6	12,830	209,700	297,978	8,229	23,225	394	6,770	4,542
Waycross	19,371	19,079	-1.5	7,189	117,934	157,372	8,248	21,891	*	*	*
WARREN	6,583	6,261	-4.9	2,033	30,576	40,552	6,477	19,947	168	1,109	5,217
WASHINGTON	18,842	19,300	2.4	6,442	106,474	138,264	7,164	21,463	379	10,598	6,341
WAYNE	20,750	21,213	2.2	7,254	121,728	138,453	8,884	25,979	416	7,691	2,694
WEBSTER	2,341	2,117	-9.6	710	11,945	14,031	6,628	19,762	106	7,696	3,089
WHEELER	5,155	4,841	-6.1	1,726	28,961	34,617	7,151	20,056	260	5,595	5,253
WHITE	10,120	11,405	12.7	4,034	50,350	87,319	7,656	21,646	320	464	27,405
WHITFIELD	65,780	65,867	.1	23,156	416,328	616,855	9,365	26,639	422	1,277	13,310
Dalton	20,743	21,837	5.3	8,282	154,693	210,889	9,657	25,464	*	*	*
WILCOX	7,682	7,810	1.7	2,757	39,039	54,712	7,005	19,845	304	14,143	3,712
WILKES	10,951	11,505	5.1	4,202	59,057	88,893	7,726	21,155	382	598	15,253
WILKINSON	10,368	11,013	6.2	3,695	62,954	85,814	7,792	23,224	162	1,063	932
WORTH	18,064	19,519	8.1	6,481	96,020	147,040	7,533	22,688	557	32,271	9,096

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Georgia 1983 Cash Receipts as follows: From Crops $1,604,531,000; from Livestock & Livestock Products $1,705,568,000; Total $3,310,099,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

HAWAII POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	964,856	1,014,761	5.2	319,019	7,575,971	11,957,078	11,783	37,481	4,595	456,068	102,540
METROPOLITAN STATISTICAL AREAS											
Honolulu, HI	762,874	784,676	2.9	243,845	6,280,962	9,477,993	12,079	38,869	976	83,413	60,615
COUNTIES, Cities											
HAWAII	92,053	105,609	14.7	34,714	575,449	1,063,487	10,070	30,636	2,539	182,179	24,247
Hilo	35,269	44,938	27.4	13,084	228,419	394,781	8,785	30,173	*	*	*
North Kona	13,748	19,293	40.3	8,518	110,369	194,281	10,070	22,808	*	*	*
South Kona	5,914	7,671	29.7	2,364	44,020	77,247	10,070	32,676	*	*	*
HONOLULU	762,874	784,676	2.9	243,845	6,280,962	9,477,993	12,079	38,869	976	83,413	60,615
Honolulu	365,048	397,283	8.8	144,563	3,555,091	5,072,018	12,767	35,085	*	*	*
KAUAI	39,082	43,374	11.0	13,832	242,604	464,401	10,707	33,574	410	65,798	5,159
Lihue	4,000	4,947	23.7	1,659	29,036	56,717	11,465	34,187	*	*	*
MAUI	70,847	81,102	14.5	26,628	476,956	951,197	11,728	35,722	670	124,678	12,519
Wailuku	10,674	13,256	24.2	3,301	476,956	157,959	11,916	47,852	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1983 Cash Receipts as follows: From Crops $450,156,000; from Livestock & Livestock Products $86,488,000; Total $536,644,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	943,935	999,938	5.9	354,593	6,675,557	9,287,131	9,288	26,191	24,714	1,151,294	1,069,388
METROPOLITAN STATISTICAL AREAS											
Boise City, Id	173,036	188,357	8.9	70,966	1,536,674	2,184,420	11,597	30,781	1,408	18,842	56,813
COUNTIES, Cities											
ADA	173,036	188,357	8.9	70,966	1,536,674	2,184,420	11,597	30,781	1,408	18,842	56,813
Boise City	102,160	111,205	8.9	45,329	993,733	1,329,271	11,953	29,325	*	*	*
ADAMS	3,347	3,347		1,225	22,170	26,715	7,982	21,808	218	473	7,317
BANNOCK	65,421	66,331	1.4	23,483	465,917	691,634	10,427	29,453	617	15,300	9,737
Pocatello	46,340	46,985	1.4	17,468	345,322	493,758	10,509	28,266	*	*	*
BEAR LAKE	6,931	7,230	4.3	2,358	42,893	60,193	8,325	25,527	451	3,250	10,748
BENEWAH	8,292	8,650	4.3	3,176	60,412	84,223	9,737	26,519	222		
BINGHAM	36,489	37,484	2.7	11,351	213,946	296,645	7,914	26,134	1,447	107,806	66,095
Blackfoot	10,065	11,127	10.6	3,736	70,773	90,928	8,172	24,338	*	*	*
BLAINE	9,841	12,495	27.0	5,241	87,724	130,457	10,441	24,892	236	8,072	13,327
BOISE	2,999	3,043	1.5	1,123	21,685	26,440	8,689	23,544	73	561	1,644
BONNER	24,163	26,171	8.3	9,880	147,596	201,878	7,714	20,433	559	1,174	6,346
Sandpoint	4,460	5,031	12.8	1,624	27,053	36,173	7,190	22,274	*	*	*
BONNEVILLE	65,980	67,753	2.7	22,598	493,968	691,084	10,200	30,582	976	62,096	17,094
Idaho Falls	39,590	42,732	7.9	15,141	324,588	434,483	10,168	28,696	*	*	*
BOUNDARY	7,289	7,868	7.9	2,777	41,405	54,628	6,943	19,672	301	6,947	3,461
BUTTE	3,342	3,347	.1	1,123	20,652	24,455	7,307	21,776	247	11,565	7,450
CAMAS	818	811	-.9	306	6,444	6,331	7,806	20,690	121	8,246	2,996
CANYON	83,756	89,175	6.5	31,225	542,346	762,347	8,549	24,415	2,127	99,082	133,985
Caldwell	17,699	20,706	17.0	7,610	125,543	166,740	8,053	21,911	*	*	*
Nampa	25,112	29,191	16.2	10,827	165,047	212,219	7,270	19,601	*	*	*
CARIBOU	8,695	8,715	.2	2,754	57,139	78,029	8,953	28,333	455	25,048	10,877
CASSIA	19,427	20,141	3.7	6,553	119,567	157,496	7,820	24,034	870	97,914	48,610
Burley	8,761	9,358	6.8	3,207	57,578	73,497	7,854	22,918	*	*	*
CLARK	798	704	-11.8	202	5,083	3,953	5,615	19,569	82	11,350	6,213
CLEARWATER	10,390	10,439	.5	3,775	77,710	98,579	9,443	26,114	219	3,056	1,587
CUSTER	3,385	5,540	63.7	2,145	21,482	40,739	7,354	18,993	240	1,713	9,819
ELMORE	21,565	21,690	.6	7,040	124,481	154,373	7,117	21,928	307	40,246	81,456
FRANKLIN	8,895	9,608	8.0	2,984	45,309	70,539	7,342	23,639	650	7,666	34,287
FREMONT	10,813	10,954	1.3	3,369	61,673	77,546	7,079	23,018	547	44,362	19,808
GEM	11,972	11,845	-1.1	4,280	77,558	104,940	8,859	24,519	543	9,471	13,036
GOODING	11,874	13,115	10.5	4,745	78,471	104,517	7,969	22,027	740	25,450	68,033
IDAHO	14,769	15,243	3.2	5,422	96,627	124,281	8,153	22,922	751	16,758	18,633
JEFFERSON	15,304	15,634	2.2	4,701	81,733	112,381	7,188	23,906	842	43,718	31,301
JEROME	14,840	15,940	7.4	5,657	92,429	136,618	8,571	24,150	867	48,327	82,260
KOOTENAI	59,770	66,576	11.4	24,680	436,905	626,682	9,413	25,392	615	13,122	3,469
Coeur d'Alene	20,054	24,646	22.9	8,860	140,432	176,338	7,155	19,903	*	*	*
LATAH	28,749	30,735	6.9	11,307	207,173	279,735	9,102	24,740	662	35,756	3,716
Moscow	16,513	18,951	14.8	6,606	121,891	158,837	8,381	24,044	*	*	*
LEMHI	7,460	8,304	11.3	3,096	46,608	63,514	7,649	20,515	337	734	12,100
LEWIS	4,118	3,834	-6.9	1,422	29,588	31,323	8,170	22,027	219	17,949	2,144

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LINCOLN	3,436	3,565	3.8	1,230	20,281	25,936	7,275	21,086	348	15,830	34,400
MADISON	19,480	21,055	8.1	5,556	98,845	129,563	6,154	23,319	551	43,506	8,746
MINIDOKA	19,718	20,677	4.9	6,665	117,514	166,362	8,046	24,961	955	57,522	24,066
NEZ. PERCE	33,220	33,238	.1	12,853	258,587	328,438	9,881	25,553	433	32,573	5,245
Lewiston	27,986	28,843	3.1	11,233	218,618	278,134	9,643	24,760	*	*	*
ONEIDA	3,258	3,464	6.3	1,231	16,837	23,926	6,907	19,436	373	10,964	6,622
OWYHEE	8,272	8,767	6.0	2,873	41,347	57,364	6,543	19,967	598	27,870	59,905
PAYETTE	15,722	16,852	7.2	6,169	94,287	128,823	7,644	20,882	606	18,092	27,071
POWER	6,844	6,897	.8	2,348	43,080	62,152	9,011	26,470	348	50,870	10,638
SHOSHONE	19,226	18,498	-3.8	6,817	138,209	166,630	9,008	24,443	51		
Kellogg	3,417	3,077	-10.0	1,193	26,472	27,418	8,911	22,982	*	*	*
Wallace	1,736	1,458	-16.0	616	12,861	13,134	9,008	21,321	*	*	*
TETON	2,897	3,290	13.6	1,035	14,930	21,413	6,509	20,689	270	16,583	6,605
TWIN FALLS	52,927	56,558	6.9	20,863	376,845	536,790	9,491	25,729	1,609	78,504	70,175
Twin Falls	26,209	30,443	16.2	11,640	205,154	275,151	9,038	23,638	*	*	*
VALLEY	5,604	6,841	22.1	2,609	41,260	64,119	9,373	24,576	126	867	5,536
WASHINGTON	8,803	9,157	4.0	3,380	50,167	68,920	7,526	20,391	497	12,059	26,017

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Idaho 1983 Cash Receipts as follows: From Crops $1,132,490,000; from Livestock & Livestock Products $883,033,000; Total $2,015,523,000.*—Included in county totals.
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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	11,418,461	11,669,880	2.2	4,262,145	100,981,833	142,064,295	12,174	33,332	98,483	5,020,577	2,198,720
METROPOLITAN STATISTICAL AREAS											
Alton-Granite City, IL	268,209	272,830	1.7	100,604	2,481,985	2,952,933	10,823	29,352	2,473	76,948	40,143
Aurora-Elgin, IL	315,607	327,084	3.6	113,236	3,122,083	4,226,521	12,922	37,325	1,528	100,459	47,452
Bloomington-Normal, IL	119,149	120,468	1.1	43,282	1,240,538	1,571,297	13,043	36,304	2,126	179,485	26,453
Champaign-Urbana-Rantoul, IL	168,392	174,629	3.7	62,557	1,725,253	2,004,675	11,480	32,046	1,871	146,852	13,195
Chicago, IL	6,059,091	6,195,294	2.2	2,267,356	50,299,626	80,490,716	12,992	35,500	1,890	95,292	47,765
Davenport-Rock Island-Moline, Ia-IL	383,958	391,314	1.9	145,516	3,521,449	4,357,161	11,135	29,943	3,787	158,759	179,104
Decatur, IL	131,375	130,337	-.8	49,444	1,191,358	1,479,020	11,348	29,913	916	80,021	5,110
East St. Louis-Belleville, IL	298,086	306,040	2.7	107,056	2,423,526	2,883,222	9,421	26,932	2,417	77,193	70,574
Joliet, IL	355,042	360,387	1.5	119,157	3,412,675	4,596,609	12,755	38,576	1,987	131,239	22,813
Kankakee, IL	102,926	102,843	-.1	36,005	809,231	985,153	9,579	27,362	1,173	92,518	13,615
Lake County, IL	440,372	468,275	6.3	153,644	4,830,925	6,762,354	14,441	44,013	513	24,857	9,508
Peoria, IL	365,864	362,210	-1.0	133,229	4,078,114	3,707,687	10,236	27,829	3,581	203,632	63,933
Rockford, IL	279,514	285,916	2.3	104,557	2,419,691	3,148,280	11,011	30,111	1,541	65,103	49,501
St. Louis, Mo-IL	1,809,519	1,824,364	.8	670,853	14,525,396	22,170,472	12,152	33,048	4,774	72,226	71,752
Springfield, IL	187,789	191,765	2.1	76,138	1,773,265	2,405,317	12,543	31,592	1,892	150,055	42,761
COUNTIES, Cities											
ADAMS	71,622	73,432	2.5	28,015	737,596	737,131	10,038	26,312	1,707	51,543	52,916
Quincy	42,352	41,732	-1.5	16,914	451,684	425,770	10,202	25,173	*	*	*
ALEXANDER	12,264	12,592	2.7	5,009	76,014	96,876	7,693	19,340	246	9,723	1,340
Cairo	5,931	5,901	-.5	2,419	41,301	45,858	7,771	18,957	*	*	*
BOND	16,224	16,779	3.4	6,245	140,386	157,931	9,412	25,289	824	23,456	16,280
BOONE	28,630	30,168	5.4	10,568	245,870	324,992	10,773	30,752	608	31,168	17,608
Belvidere	15,176	16,630	9.6	6,196	139,640	179,695	10,805	29,002	*	*	*
BROWN	5,411	5,709	5.5	2,258	47,454	48,426	8,482	21,446	481	13,345	10,556
BUREAU	39,114	39,773	1.7	14,913	311,011	433,320	10,895	29,057	1,629	122,985	45,552
Spring Valley	5,822	6,046	3.8	2,276	57,568	63,861	10,563	28,058	*	*	*
CALHOUN	5,867	5,875	.1	2,142	48,004	49,668	8,454	23,188	542	7,282	13,486
CARROLL	18,779	18,959	1.0	7,246	187,028	192,231	10,139	26,529	846	36,363	71,336
CASS	15,084	15,098	.1	5,814	131,486	158,319	10,486	27,231	550	37,847	21,880
Beardstown	6,338	6,414	1.2	2,448	55,579	67,049	10,454	27,389	*	*	*
CHAMPAIGN	168,392	174,629	3.7	62,557	1,725,253	2,004,675	11,480	32,046	1,871	146,852	13,195
Champaign	58,133	61,005	4.9	22,782	613,885	674,113	11,050	29,590	*	*	*
Urbana	35,978	39,054	8.5	13,335	358,338	394,381	10,098	29,575	*	*	*
CHRISTIAN	36,446	36,592	.4	14,183	328,356	394,295	10,775	27,801	1,161	99,693	11,326
Taylorville	11,386	11,687	2.6	4,730	122,218	141,682	12,123	29,954	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CLARK	16,913	17,373	2.7	6,852	151,991	183,956	10,589	26,847	938	43,120	16,575
Casey	3,026	3,125	3.3	1,325	28,644	32,236	10,316	24,329	*	*	*
CLAY	15,283	16,331	6.9	6,371	121,221	147,068	9,005	23,084	894	28,187	10,331
Flora	5,379	5,810	8.0	2,316	46,982	52,552	9,045	22,691	*	*	*
CLINTON	32,617	33,645	3.2	11,460	254,617	319,377	9,493	27,869	1,154	31,184	51,447
COLES	52,992	53,458	.9	19,812	478,351	551,786	10,322	27,851	915	57,678	9,642
Charleston	19,355	21,151	9.3	6,902	162,027	187,565	8,868	27,175	*	*	*
Mattoon	19,055	18,804	-1.3	8,341	203,513	229,303	12,194	27,491	*	*	*
COOK	5,253,190	5,324,137	1.4	1,965,224	40,594,672	66,676,863	12,524	33,928	428	24,897	2,825
Chicago	3,005,072	2,855,259	-5.0	1,089,378	25,321,393	31,480,412	11,025	28,898	*	*	*
CRAWFORD	20,818	21,677	4.1	8,606	208,145	250,307	11,547	29,085	726	34,880	11,558
Robinson	7,285	7,646	5.0	3,272	82,580	91,750	12,000	28,041	*	*	*
CUMBERLAND	11,062	11,041	-.2	4,079	94,065	110,484	10,007	27,086	818	27,435	14,738
DE KALB	74,624	75,778	1.5	25,428	796,701	810,768	10,699	31,885	1,150	88,918	59,738
De Kalb	33,099	33,692	1.8	9,976	324,578	305,638	9,072	30,637	*	*	*
DE WITT	18,108	18,249	.8	7,144	182,863	209,933	11,504	29,386	629	51,580	4,227
Clinton	8,014	8,326	3.9	3,405	79,948	94,555	11,357	27,769	*	*	*
DOUGLAS	19,774	19,756	-.1	7,445	192,372	226,847	11,482	30,470	845	65,179	12,308
DU PAGE	658,177	715,780	8.8	249,002	8,220,248	11,703,901	16,351	47,003	207	19,612	1,138
Wheaton	43,043	52,887	22.9	18,258	573,542	786,329	14,868	43,068	*	*	*
EDGAR	21,725	22,009	1.3	8,679	188,930	218,439	9,925	25,169	1,045	73,142	16,309
Paris	9,885	9,958	.7	4,085	85,328	98,724	9,914	24,167	*	*	*
EDWARDS	7,961	8,114	1.9	3,267	68,133	83,547	10,297	25,573	422	14,205	11,428
EFFINGHAM	30,944	32,036	3.5	11,365	282,088	334,251	10,434	29,411	1,261	32,622	26,716
Effingham	11,270	12,702	12.7	4,920	124,702	140,857	11,089	28,629	*	*	*
FAYETTE	22,167	23,213	4.7	8,609	186,499	208,642	8,988	24,235	1,463	42,317	14,162
FORD	15,265	15,518	1.7	6,024	147,187	176,992	11,406	29,381	804	65,827	11,424
Paxton	4,258	4,269	.3	1,653	42,551	48,910	11,457	29,589	*	*	*
FRANKLIN	43,201	44,628	3.3	18,114	313,018	434,588	9,738	23,992	672	19,784	4,626
Benton	7,778	8,586	10.4	3,557	75,751	85,684	9,980	24,089	*	*	*
West Frankfort	9,437	10,094	7.0	4,185	88,258	98,217	9,730	23,469	*	*	*
FULTON	43,687	42,585	-2.5	16,394	325,860	438,270	10,292	26,734	1,440	54,400	28,107
Canton	14,626	14,487	-1.0	5,803	122,017	156,637	10,812	26,992	*	*	*
GALLATIN	7,590	8,173	7.7	3,188	59,447	77,070	9,430	24,175	333	28,952	3,537
GREENE	16,661	16,829	1.0	6,430	142,920	145,564	8,650	22,638	912	39,679	26,592
GRUNDY	30,582	31,152	1.9	11,339	312,894	348,172	11,177	30,706	606	52,347	5,882
Morris	8,833	9,371	6.1	3,799	93,172	103,384	11,032	27,213	*	*	*
HAMILTON	9,172	9,795	6.8	4,006	67,075	91,774	9,369	22,909	687	25,099	5,742
HANCOCK	23,877	24,472	2.5	9,404	175,026	242,448	9,907	25,781	1,507	61,901	42,466
HARDIN	5,383	5,593	3.9	2,252	34,271	44,007	7,868	19,541	216	979	965
HENDERSON	9,114	9,012	-1.1	3,466	69,000	91,423	10,145	26,377	562	32,763	20,862
HENRY	57,968	57,305	-1.2	20,895	531,387	592,237	10,335	28,343	1,853	87,549	103,974
Kewanee	14,508	13,676	-5.7	5,491	134,703	133,914	9,792	24,388	*	*	*
IROQUOIS	32,976	33,934	2.9	12,784	302,828	356,822	10,515	27,912	1,899	154,604	38,149
Watseka	5,543	5,853	5.6	2,264	52,852	61,712	10,544	27,258	*	*	*
JACKSON	61,522	65,049	5.7	24,839	489,400	619,219	9,519	24,929	814	24,009	6,627
Carbondale	26,414	29,994	13.6	10,747	199,947	227,316	7,579	21,152	*	*	*
Murphysboro	9,866	10,302	4.4	4,131	80,335	100,300	9,736	24,280	*	*	*
JASPER	11,318	11,925	5.4	4,310	105,102	125,052	10,487	29,014	1,017	39,946	21,324
JEFFERSON	36,354	38,545	6.0	15,192	284,229	392,776	10,190	25,854	1,168	24,476	9,614
Mount Vernon	16,995	18,400	8.3	7,745	156,677	200,897	10,918	25,939	*	*	*
JERSEY	20,538	21,373	4.1	7,377	201,244	212,487	9,942	28,804	738	26,928	16,274
JO DAVIESS	23,520	23,617	.4	8,571	230,597	239,353	10,135	27,926	1,142	16,954	61,919
East Dubuque	2,194	2,089	-4.8	678	17,896	21,172	10,135	31,227	*	*	*
JOHNSON	9,624	10,318	7.2	3,702	67,095	89,515	8,676	24,180	532	5,038	9,027
KANE	278,405	289,680	4.0	100,685	2,738,246	3,792,147	13,091	37,663	912	58,681	31,097
Aurora	81,293	84,688	4.2	30,057	766,326	1,019,891	12,043	33,932	*	*	*
Elgin	63,981	66,653	4.2	25,443	654,159	874,720	13,123	34,380	*	*	*
KANKAKEE	102,926	102,843	-.1	36,005	809,231	985,153	9,579	27,362	1,173	92,518	13,615
Kankakee	30,141	29,659	-1.6	11,103	245,660	258,514	8,716	23,283	*	*	*
KENDALL	37,202	37,404	.5	12,551	383,837	434,374	11,613	34,609	616	41,778	16,355
KNOX	61,607	60,631	-1.6	23,130	512,874	661,255	10,906	28,589	1,301	65,632	46,557
Galesburg	35,305	34,193	-3.2	13,412	301,548	374,916	10,965	27,954	*	*	*
LAKE	440,372	468,275	6.3	153,644	4,830,925	6,762,354	14,441	44,013	513	24,857	9,508
North Chicago	38,774	36,933	-4.8	6,795	224,986	254,134	6,881	37,400	*	*	*
Waukegan	67,653	71,869	6.2	26,076	649,508	819,761	11,406	31,437	*	*	*
LA SALLE	109,139	102,851	-5.8	38,933	1,013,284	1,151,022	11,191	29,564	2,146	144,365	30,959
La Salle	10,347	9,598	-7.2	3,874	98,177	103,323	10,765	26,671	*	*	*
Ogelsby	3,979	3,645	-8.4	1,352	38,590	39,250	10,768	29,031	*	*	*
Ottawa	18,166	16,814	-7.5	6,473	189,360	199,684	11,876	30,849	*	*	*
Peru	10,886	9,806	-9.9	3,665	107,137	112,643	11,487	30,735	*	*	*
Streator	14,795	13,516	-8.7	5,212	137,357	145,353	10,754	27,888	*	*	*
LAWRENCE	17,807	18,518	4.0	7,272	151,876	191,267	10,329	26,302	501	26,684	3,827
Lawrenceville	5,652	5,753	1.8	2,444	52,211	59,801	10,395	24,468	*	*	*
LEE	36,328	36,933	1.7	13,278	385,046	401,494	10,871	30,238	1,230	91,026	34,075
Dixon	15,659	14,580	-6.9	5,396	179,463	173,510	11,901	32,155	*	*	*
LIVINGSTON	41,381	42,106	1.8	14,810	407,578	491,014	11,661	33,154	1,835	143,281	32,483
Pontiac	11,227	11,794	5.1	3,916	108,187	125,881	10,673	32,145	*	*	*
LOGAN	31,802	32,485	2.1	11,956	301,900	357,569	11,007	29,907	1,024	86,328	17,052
Lincoln	16,327	15,967	-2.2	6,126	161,367	186,164	11,659	30,389	*	*	*
MCDONOUGH	37,236	39,007	4.8	13,431	272,237	353,762	9,069	26,339	1,109	62,444	22,822
Macomb	19,632	20,548	4.7	6,252	147,772	183,516	8,931	29,353	*	*	*
MCHENRY	147,724	155,377	5.2	53,130	1,484,706	2,109,952	13,580	39,713	1,255	50,783	43,802
Crystal Lake	18,590	21,814	17.3	7,333	215,121	286,023	13,112	39,005	*	*	*
Woodstock	11,725	13,275	13.2	4,971	125,731	164,531	12,394	33,098	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MCLEAN	119,149	120,468	1.1	43,282	1,240,538	1,571,297	13,043	36,304	2,126	179,485	26,453
Bloomington	44,189	46,683	5.6	20,066	508,229	610,151	13,070	30,407	*	*	*
Normal	35,672	40,192	12.7	11,068	345,819	434,472	10,810	39,255	*	*	*
MACON	131,375	130,337	-.8	49,444	1,191,398	1,479,020	11,348	29,913	916	80,021	5,110
Decatur	94,081	93,338	-.8	36,844	876,318	1,047,615	11,224	28,434	*	*	*
MACOUPIN	49,384	50,567	2.4	19,218	491,278	510,332	10,092	26,555	1,754	69,457	46,917
MADISON	247,671	251,457	1.5	93,227	2,280,741	2,740,446	10,898	29,395	1,735	50,020	23,869
Alton	34,171	31,833	-6.9	12,675	295,199	314,024	9,865	24,775	*	*	*
East Alton	7,123	7,108	-.2	3,026	70,041	83,286	11,717	27,523	*	*	*
Edwardsville	12,460	13,427	7.8	5,281	135,195	163,385	12,168	30,938	*	*	*
Wood River	12,446	12,197	-2.0	4,862	125,037	144,689	11,863	29,759	*	*	*
MARION	43,523	45,861	5.4	17,851	386,049	484,950	10,574	27,167	1,179	34,084	11,937
Central City	1,377	1,544	12.1	551	4,483	9,117	5,905	16,546	*	*	*
Centralia	15,126	15,879	5.0	6,377	157,328	181,201	11,411	28,415	*	*	*
MARSHALL	14,479	14,272	-1.4	5,197	116,821	137,139	11,012	30,240	656	42,654	10,655
MASON	19,492	18,909	-3.0	7,227	176,064	204,336	10,806	28,273	672	56,890	8,431
MASSAC	14,990	15,562	3.8	6,144	119,940	132,147	9,777	24,764	480	9,156	6,675
MENARD	11,700	11,649	-.4	4,283	93,463	135,553	11,636	31,649	520	39,320	13,950
MERCER	19,286	19,807	2.7	7,158	141,104	212,021	10,704	29,620	1,058	54,500	32,267
MONROE	20,117	21,199	5.4	7,592	183,438	243,177	11,471	32,031	783	24,491	22,536
MONTGOMERY	31,686	33,197	4.8	12,916	296,784	340,594	10,260	26,370	1,398	66,400	25,444
Litchfield	7,204	7,558	4.9	2,983	63,019	77,295	10,227	25,912	*	*	*
MORGAN	37,502	37,925	1.1	14,189	403,382	404,049	10,654	28,476	1,074	61,700	27,418
Jacksonville	20,284	20,356	.4	7,581	225,024	213,466	10,487	28,158	*	*	*
MOULTRIE	14,546	14,823	1.9	5,417	135,126	160,818	10,849	29,688	597	43,238	10,057
OGLE	46,338	46,959	1.3	17,051	503,542	520,434	11,083	30,523	1,406	75,523	70,751
PEORIA	200,466	196,080	-2.2	73,845	2,218,517	1,997,858	10,189	27,055	1,161	56,476	14,793
Peoria	124,160	119,892	-3.4	46,767	1,416,311	1,226,062	10,226	26,216	*	*	*
PERRY	21,714	22,125	1.9	8,582	174,740	246,590	11,145	28,733	700	19,349	6,855
Du Quoin	6,594	6,660	1.0	2,732	66,363	73,567	11,046	26,928	*	*	*
Pickneyville	3,319	3,347	.8	1,402	33,709	37,329	11,153	26,626	*	*	*
PIATT	16,581	16,402	-1.1	6,014	166,735	196,764	11,996	32,718	640	69,094	7,042
PIKE	18,896	19,518	3.3	7,777	167,771	175,559	8,995	22,574	1,291	46,340	52,250
POPE	4,404	4,812	9.3	1,752	42,970	38,651	8,032	22,061	338	3,911	3,285
PULASKI	8,840	8,708	-1.5	3,364	50,364	63,994	7,349	19,023	285	10,404	3,319
PUTNAM	6,085	6,078	-.1	2,244	51,243	72,413	11,914	32,270	261	17,144	6,679
RANDOLPH	35,566	35,890	.9	12,247	334,636	367,978	10,253	30,046	1,173	27,053	21,330
RICHLAND	17,587	19,361	10.1	7,631	144,396	201,467	10,406	26,401	697	*	*
Olney	9,026	9,973	10.5	4,179	83,289	111,363	11,166	26,648	*	*	*
ROCK ISLAND	165,968	171,383	3.3	65,181	1,673,080	1,929,422	11,258	29,601	837	26,300	21,378
East Moline	20,907	21,620	3.4	8,253	220,414	252,913	11,698	30,645	*	*	*
Moline	46,278	47,783	3.3	19,128	509,228	582,997	12,201	30,479	*	*	*
Rock Island	46,928	46,632	-.6	18,141	466,598	502,251	10,771	27,686	*	*	*
ST. CLAIR	265,469	272,395	2.6	95,596	2,168,909	2,563,845	9,412	26,820	1,263	46,009	19,127
Belleville	42,150	43,190	2.5	16,922	429,445	485,519	11,241	28,692	*	*	*
SALINE	27,360	30,695	12.2	12,608	209,710	296,065	9,645	23,482	550	20,968	3,516
Eldorado	5,198	6,570	26.4	2,745	52,747	60,183	9,160	21,925	*	*	*
Harrisburg	9,322	10,356	11.1	4,201	78,272	100,751	9,729	23,983	*	*	*
SANGAMON	176,089	180,116	2.3	71,855	1,679,802	2,269,764	12,602	31,588	1,372	110,735	28,811
Springfield	100,054	102,343	2.3	43,408	1,001,912	1,301,569	12,718	29,985	*	*	*
SCHUYLER	8,365	8,302	-.8	3,262	73,625	80,913	9,746	24,805	657	23,896	14,125
SCOTT	6,142	6,536	6.4	2,570	55,581	62,346	9,539	24,259	454	20,975	9,553
SHELBY	23,923	24,023	.4	9,081	207,453	245,828	10,233	27,071	1,599	73,835	19,528
Shelbyville	5,259	5,657	7.6	2,175	44,734	56,985	10,073	26,200	*	*	*
STARK	7,389	7,288	-1.4	2,751	56,113	79,437	10,900	28,876	474	42,883	8,943
STEPHENSON	49,536	50,786	2.5	19,530	526,286	561,687	11,060	28,760	1,434	35,558	93,241
Freeport	26,266	26,074	-.7	10,929	299,453	292,200	11,207	26,736	*	*	*
TAZEWELL	132,078	132,240	.1	47,842	1,507,685	1,374,404	10,393	28,728	1,251	75,738	24,297
Pekin	33,967	35,379	4.2	13,986	391,857	331,560	9,372	23,707	*	*	*
UNION	16,851	18,767	11.4	7,226	135,081	184,927	9,854	25,592	650	12,323	5,395
VERMILION	95,222	93,299	-2.0	35,755	904,750	979,420	10,498	27,393	1,390	110,115	13,357
Danville	38,985	36,277	-7.0	14,688	398,108	402,147	11,085	27,379	*	*	*
WABASH	13,713	14,244	3.9	5,530	133,962	161,899	11,366	29,276	323	19,472	4,900
Mount Carmel	8,908	9,686	8.7	3,796	94,474	112,426	11,607	29,617	*	*	*
WARREN	21,943	21,778	-.8	8,055	164,488	219,404	10,075	27,238	987	60,175	39,594
Monmouth	10,706	10,437	-2.5	3,918	83,184	103,994	9,964	26,543	*	*	*
WASHINGTON	15,472	16,069	3.9	6,041	138,350	160,538	9,991	26,575	1,057	37,440	29,237
Wamac	1,665	1,913	14.9	769	16,009	19,112	9,991	24,853	*	*	*
WAYNE	18,059	19,519	8.1	7,819	145,998	196,587	10,072	25,142	1,239		
WHITE	17,864	19,084	6.8	7,808	161,362	215,186	11,276	27,560	684	37,351	8,112
Carmi	6,264	6,840	9.2	2,882	64,956	77,944	11,395	27,045	*	*	*
WHITESIDE	65,970	64,986	-1.5	23,538	724,204	762,588	11,735	32,398	1,328	73,534	62,193
Rock Falls	10,624	10,659	.3	3,846	116,931	117,745	11,047	30,615	*	*	*
Sterling	16,273	16,124	-.9	6,242	201,312	199,576	12,378	31,973	*	*	*
WILL	324,460	329,235	1.5	107,818	3,099,781	4,248,437	12,904	39,404	1,381	78,892	16,931
Joliet	77,956	79,729	2.3	29,541	760,584	869,790	10,909	29,443	*	*	*
WILLIAMSON	56,538	59,395	5.1	23,691	444,328	592,103	9,969	24,993	674	7,476	3,843
Herrin	10,708	11,861	10.8	4,567	108,149	120,346	10,146	26,351	*	*	*
Marion	14,031	16,076	14.6	6,698	124,132	159,237	9,905	23,774	*	*	*
WINNEBAGO	250,884	255,748	1.9	93,989	2,173,821	2,823,288	11,039	30,038	933	33,935	31,893
Rockford	139,712	138,045	-1.2	53,563	1,239,728	1,498,307	10,854	27,973	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Rockton	2,313	2,491	7.3	961	24,793	27,389	11,040	28,501	*	*	*
South Beloit	4,088	4,330	5.9	1,746	40,474	44,411	10,257	25,436	*	*	*
WOODFORD	33,320	33,890	1.7	11,942	351,912	335,425	9,897	29,061	1,169	71,418	24,843

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1983 Cash Receipts as follows: From Crops $5,849,047,000; from Livestock & Livestock Products $2,224,569,000; Total $8,143,616,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,490,179	5,578,238	1.6	2,019,740	41,122,720	56,471,068	10,123	27,960	77,180	2,237,382	1,679,917
METROPOLITAN STATISTICAL AREAS											
Anderson, In	139,336	135,099	-3.1	49,879	863,237	1,260,466	9,330	25,270	1,126	46,473	13,070
Bloomington, In	96,387	102,473	4.2	36,365	908,232	1,072,958	10,471	29,505	619	3,812	4,442
Cincinnati, Oh-Ky-In	1,401,403	1,441,619	2.9	528,976	12,961,181	16,236,309	11,263	30,694	5,626	65,966	33,746
Elkhart-Goshen, In	137,330	141,343	2.9	51,147	1,043,733	1,406,473	9,951	27,499	1,678	28,154	60,489
Evansville, In-Ky	276,252	285,009	3.2	107,936	2,212,437	3,077,221	10,797	28,510	2,266	70,850	21,223
Fort Wayne, In	354,156	353,813	-.1	128,717	2,677,861	3,654,597	10,329	28,392	3,764	86,013	71,348
Gary-Hammond, I.	642,781	642,188	-.1	220,730	4,952,762	6,553,567	10,205	29,690	1,299	59,127	17,422
Indianapolis, In	1,166,929	1,203,383	3.1	444,929	9,300,182	13,394,603	11,131	30,105	6,450	238,190	97,985
Kokomo, In	103,715	101,377	-2.3	37,379	774,496	1,080,207	10,655	28,899	1,370	72,701	36,913
Lafayette, In	121,702	126,220	3.7	43,718	1,210,754	1,377,656	10,915	31,512	945	51,657	20,968
Louisville, Ky-In	956,844	962,772	.6	353,555	6,491,621	10,238,766	10,635	28,959	6,322	79,532	86,202
Muncie, In	128,587	126,088	-2.0	45,024	844,589	1,138,760	9,031	25,292	965	34,569	12,319
South Bend-Mishawaka, In	241,617	244,493	1.2	90,145	1,766,310	2,549,590	10,428	28,283	1,006	30,245	16,412
Terre Haute, In	137,247	138,935	1.2	51,656	1,091,303	1,314,828	9,464	25,454	1,397	45,075	13,115
COUNTIES, Cities											
ADAMS	29,619	30,252	2.1	10,119	200,954	269,327	8,903	26,616	1,230	27,042	44,139
Decatur	8,649	8,948	3.5	3,380	59,619	77,819	8,697	23,023	*	*	*
ALLEN	294,335	293,813	-.2	107,495	2,268,091	3,080,574	10,485	28,658	1,776	44,621	32,791
Fort Wayne	172,028	168,321	-2.2	67,333	1,310,445	1,629,585	9,681	24,202	*	*	*
BARTHOLOMEW	65,088	65,266	.3	23,566	510,868	737,498	11,300	31,295	794	29,700	12,802
Columbus	30,292	30,375	.3	11,878	263,934	355,914	11,717	29,964	*	*	*
BENTON	10,218	10,462	2.4	3,886	79,001	100,282	9,585	25,806	628	61,175	8,327
BLACKFORD	15,570	15,605	.2	5,814	105,212	138,295	8,862	23,787	412		
Hartford City	7,622	7,323	-3.9	2,886	52,431	64,554	8,815	22,368	*	*	*
BOONE	36,446	39,474	8.3	14,104	290,055	451,426	11,436	32,007	935	43,407	18,020
Lebanon	11,456	13,429	17.2	5,359	97,934	144,548	10,764	26,973	*	*	*
BROWN	12,377	12,576	1.6	4,595	84,967	119,175	9,476	25,936	232	1,341	1,016
CARROLL	19,722	19,655	-.3	7,139	143,079	190,235	9,679	26,647	868	43,126	67,470
CASS	40,936	41,265	.8	15,310	311,143	403,058	9,768	26,326	946	39,223	25,726
Logansport	17,731	17,023	-4.0	6,966	137,182	167,507	9,840	24,046	*	*	*
CLARK	88,838	89,629	.9	32,254	465,391	926,450	10,336	28,724	848	13,810	7,258
Jeffersonville	21,220	22,090	4.1	8,411	115,062	215,451	9,753	25,615	*	*	*
CLAY	24,862	25,371	2.0	9,705	187,921	229,243	9,036	23,621	719	24,017	8,415
Brazil	7,832	7,842	-.1	3,146	56,188	69,121	8,814	21,971	*	*	*
CLINTON	31,545	31,948	1.3	11,844	223,848	297,960	9,326	25,157	828		
Frankfort	15,168	15,472	2.0	5,959	110,062	141,535	9,148	23,751	*	*	*
CRAWFORD	9,820	10,056	2.4	3,681	52,661	73,623	7,321	20,001	481	1,930	3,617
DAVIESS	27,836	29,706	6.7	10,893	197,847	243,893	8,210	22,390	1,207	32,516	46,135
Washington	11,325	12,056	6.5	5,030	93,727	109,270	9,064	21,724	*	*	*
DEARBORN	34,291	36,763	7.2	12,748	210,173	352,807	9,597	27,675	905	4,369	4,922
DECATUR	23,841	23,922	.3	8,367	192,438	264,038	11,037	31,557	818	31,917	30,057
Greensburg	9,254	9,637	4.1	3,539	82,988	110,334	11,449	31,177	*	*	*
DE KALB	33,606	33,753	.4	11,836	224,598	315,749	9,355	26,677	974	20,343	16,852
Auburn	8,122	8,606	6.0	3,254	60,059	81,923	9,519	25,176	*	*	*
DELAWARE	128,587	126,088	-2.0	45,024	844,589	1,138,760	9,031	25,292	965	34,569	12,319
Muncie	77,216	75,715	-2.0	27,871	488,451	722,795	9,546	25,934	*	*	*
DUBOIS	34,238	35,616	4.0	11,985	229,469	329,951	9,264	27,530	1,019	16,419	91,169
Jasper	9,097	9,728	6.9	3,553	74,673	100,892	10,371	28,396	*	*	*
ELKHART	137,330	141,343	2.9	51,147	1,043,733	1,406,473	9,951	27,499	1,678	28,154	60,489
Elkhart	41,305	41,447	.3	17,013	341,945	414,366	9,997	24,356	*	*	*
Goshen	19,665	21,213	7.9	8,011	150,935	200,457	9,450	25,023	*	*	*
FAYETTE	28,272	28,052	-.8	10,195	169,725	232,510	8,289	22,806	495	11,710	14,505
Connersville	17,023	16,573	-2.7	6,349	101,860	132,647	8,004	20,893	*	*	*

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 85 vs 80	HOUSE-HOLDS 1986 number of households	INCOME E&P 1980 estimate (Thousands)	INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
FLOYD	61,169	64,976	6.2	23,514	331,621	701,446	10,795	29,831	475	3,645	2,569
New Albany	37,103	36,641	4.1	15,048	201,030	385,344	9,972	25,608	*	*	*
FOUNTAIN	17,033	19,967	4.9	7,589	126,485	182,923	9,161	24,104	707	33,847	7,432
FRANKLIN	19,612	20,925	6.7	6,782	134,571	187,816	8,976	27,693	1,043	12,720	18,484
FULTON	19,335	19,691	1.8	7,561	157,563	207,306	10,528	27,418	817	25,181	19,233
Rochester	5,050	5,381	6.6	2,056	40,148	55,897	10,388	27,187	*	*	*
GIBSON	33,156	35,764	7.9	13,578	240,388	367,252	10,269	27,048	895	42,017	17,933
Princeton	8,976	10,630	18.4	4,432	76,262	113,021	10,632	25,501	*	*	*
GRANT	80,934	79,554	-1.7	28,324	517,812	721,978	9,075	25,490	876		
Marion	35,874	33,260	-7.3	12,666	234,802	302,767	9,103	23,904	*	*	*
GREENE	30,416	31,762	4.4	12,400	226,632	287,259	9,044	23,166	1,071		
Bloomfield	2,705	2,906	7.4	1,254	20,015	26,994	9,289	21,526	*	*	*
Linton	6,315	7,106	12.5	3,011	45,372	62,603	8,810	20,791	*	*	*
HAMILTON	82,381	86,823	5.4	29,751	738,685	1,181,932	13,613	39,727	843	31,992	12,355
Noblesville	12,056	14,806	22.8	5,444	96,201	144,861	9,784	26,609	*	*	*
HANCOCK	43,939	44,989	2.4	15,335	342,156	513,639	11,417	33,495	773	31,087	12,412
Greenfield	11,299	12,328	9.1	4,469	91,690	126,809	10,286	28,375	*	*	*
HARRISON	27,276	29,548	8.3	10,190	170,247	254,697	8,620	24,995	1,438	12,768	21,513
HENDRICKS	69,804	76,369	9.4	25,662	556,928	895,237	11,723	34,886	997	31,842	13,918
HENRY	53,336	50,915	-4.5	18,510	328,470	444,812	8,736	24,031	1,054	33,405	20,962
New Castle	20,056	18,524	-7.6	7,242	127,735	160,056	8,640	22,101	*	*	*
HOWARD	86,896	84,881	-2.3	31,266	625,739	896,025	10,556	28,658	784	31,080	19,899
Kokomo	47,808	48,709	1.9	19,264	344,599	476,835	9,789	24,753	*	*	*
HUNTINGTON	35,596	34,371	-3.5	12,313	249,492	327,651	9,533	26,610	927		
Huntington	16,202	15,637	-3.5	5,872	120,888	151,021	9,658	25,719	*	*	*
JACKSON	36,523	37,833	3.6	13,821	279,773	369,887	9,777	26,763	1,026	25,325	55,552
Seymour	15,050	16,563	10.1	6,309	125,683	163,774	9,888	25,959	*	*	*
JASPER	26,138	27,053	3.5	8,804	204,686	286,026	10,573	32,488	877	60,188	34,956
Rensselaer	4,944	5,265	6.5	2,060	38,653	58,224	11,059	28,265	*	*	*
JAY	23,239	22,662	-2.5	8,453	145,107	194,590	8,587	23,020	1,062	27,802	25,452
Portland	7,074	6,869	-2.9	2,742	46,794	57,896	8,429	21,115	*	*	*
JEFFERSON	30,419	31,065	2.1	10,832	228,736	293,097	9,435	27,058	1,055	14,008	6,718
Madison	12,472	12,385	-.7	4,719	110,737	131,555	10,622	27,878	*	*	*
JENNINGS	22,854	23,458	2.6	7,770	158,393	216,238	9,218	27,830	751	13,518	17,717
JOHNSON	77,240	80,970	4.8	27,375	596,613	897,160	11,080	32,773	737	25,496	12,500
Edinburg	4,856	5,098	5.0	1,774	38,022	54,678	10,725	30,822	*	*	*
Franklin	11,563	12,261	6.0	4,049	80,915	104,578	8,539	25,828	*	*	*
KNOX	41,838	43,324	3.6	16,585	311,771	394,285	9,101	23,774	882	51,177	17,654
Bicknell	4,713	5,409	14.8	2,308	35,257	47,991	8,872	20,793	*	*	*
Vincennes	20,857	22,139	6.1	8,391	160,021	197,388	8,916	23,524	*	*	*
KOSCIUSKO	59,555	60,340	1.3	21,847	494,517	642,106	10,641	29,391	1,442	34,921	80,295
Warsaw	10,647	12,300	15.5	3,616	99,011	94,837	7,710	26,227	*	*	*
LAGRANGE	25,550	26,197	2.5	8,177	152,433	206,772	7,893	25,287	1,415	23,395	59,291
LAKE	522,965	515,455	-1.4	178,031	3,959,901	5,149,315	9,990	28,924	622	30,379	8,973
East Chicago	39,786	35,585	-10.6	12,996	272,335	335,852	9,438	25,843	*	*	*
Gary	151,953	137,571	-9.5	47,961	994,772	1,182,840	8,598	24,663	*	*	*
Hammond	93,714	85,011	-9.3	31,866	729,819	877,475	10,322	27,536	*	*	*
LA PORTE	108,632	110,494	1.7	39,222	795,765	1,140,572	10,322	29,080	982	47,655	21,954
La Porte	21,796	21,948	.7	8,661	171,541	238,819	10,881	27,574	*	*	*
Michigan City	36,850	36,065	-2.1	12,727	256,741	334,825	9,284	26,308	*	*	*
LAWRENCE	42,472	42,453	-.1	16,014	277,159	373,473	8,797	23,322	962	8,151	9,381
Bedford	14,410	14,403	-.1	6,072	113,387	146,119	10,145	24,064	*	*	*
MADISON	139,336	135,099	-3.1	49,879	863,237	1,260,466	9,330	25,270	1,126	46,473	13,070
Anderson	64,695	59,484	-8.1	23,664	403,337	535,299	8,999	22,621	*	*	*
Elwood	10,867	10,334	-4.9	3,935	61,703	91,393	8,844	23,226	*	*	*
MARION	765,233	778,877	1.8	299,405	6,309,505	8,479,407	10,887	28,321	400	14,150	4,582
Indianapolis	700,807	686,960	-2.0	264,106	5,735,415	7,621,393	11,094	28,857	*	*	*
MARSHALL	39,155	40,919	4.5	14,755	266,044	393,551	9,618	26,672	1,182	30,537	26,398
Plymouth	7,693	8,064	4.8	3,022	52,648	76,092	9,436	25,179	*	*	*
MARTIN	11,001	10,939	-.6	3,875	64,191	84,244	7,701	21,740	390	3,598	12,185
MIAMI	39,820	37,335	-6.3	13,205	260,029	320,258	8,578	24,253	924	27,837	34,806
Peru	13,764	12,703	-7.7	5,037	96,283	113,172	8,909	22,468	*	*	*
MONROE	98,387	102,473	4.2	36,365	908,232	1,072,958	10,471	29,505	619	3,812	4,442
Bloomington	51,646	58,565	13.4	19,367	424,191	461,327	7,877	23,820	*	*	*
MONTGOMERY	35,501	36,470	2.7	13,703	264,979	356,811	9,784	26,039	976	50,726	28,227
Crawfordsville	13,325	13,390	.5	5,350	107,180	135,178	10,095	25,266	*	*	*
MORGAN	51,999	55,179	6.1	18,789	377,219	567,626	10,287	30,211	803	19,074	8,950
Martinsville	11,311	12,963	14.6	4,784	87,353	128,403	9,905	26,840	*	*	*
NEWTON	14,844	15,011	1.1	5,309	118,009	159,681	10,638	30,077	504	46,532	8,903
NOBLE	35,443	35,904	1.3	12,660	234,239	325,452	9,065	25,707	1,146	21,664	28,164
Kendallville	7,299	7,656	4.9	2,609	50,503	69,273	9,048	26,552	*	*	*
OHIO	5,114	5,521	8.0	2,059	38,528	55,104	9,981	26,763	316	2,546	1,765
ORANGE	18,677	19,315	3.4	7,163	105,318	142,480	7,377	19,891	655	7,593	10,422
OWEN	15,840	17,071	7.8	6,277	111,444	149,379	8,750	23,798	748	7,658	5,351
Spencer	2,732	3,131	14.6	1,151	18,705	27,398	8,751	23,804	*	*	*
PARKE	16,372	18,028	10.1	6,805	108,723	154,995	8,597	22,777	640	22,993	12,271
PERRY	19,346	19,466	.6	7,042	117,851	163,318	8,390	23,192	570	3,383	6,301
PIKE	13,465	13,924	3.4	5,320	102,956	135,754	9,750	25,518	413	12,917	5,953
PORTER	119,816	126,733	5.8	42,699	992,861	1,404,252	11,080	32,887	677	28,748	8,449
Chesterton	8,531	10,189	19.4	3,635	74,805	112,898	11,080	31,059	*	*	*
Valparaiso	22,247	24,881	11.8	8,518	187,618	240,263	9,656	28,207	*	*	*
POSEY	26,414	27,240	3.1	9,619	191,146	281,298	10,327	29,244	616	39,551	12,205
Mount Vernon	7,656	8,411	9.9	3,197	59,173	87,439	10,396	27,350	*	*	*
PULASKI	13,258	13,381	.9	4,898	102,989	132,346	9,891	27,020	775	40,614	15,341
PUTNAM	29,163	29,964	2.7	9,919	220,856	283,161	9,450	28,547	985	26,961	18,157
Greencastle	8,403	8,384	-.2	2,651	56,425	73,509	8,768	27,729	*	*	*
RANDOLPH	29,997	29,450	-1.8	10,798	178,539	247,023	8,388	22,877	1,208	36,913	20,247
Union City	3,908	3,789	-3.1	1,489	26,046	31,521	8,319	21,169	*	*	*
Winchester	5,659	5,649	-.2	2,254	38,516	47,307	8,374	20,988	*	*	*

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
RIPLEY	24,398	25,444	4.3	8,811	166,819	226,572	8,905	25,715	1,165	19,264	13,321
RUSH	19,604	20,343	3.8	7,168	143,642	181,683	8,931	25,346	883	36,664	30,794
Rushville	6,113	6,022	-1.5	2,273	42,553	52,691	8,750	23,181	*	*	*
ST. JOSEPH	241,617	244,493	1.2	90,145	1,766,310	2,549,590	10,428	28,283	1,006	30,245	16,412
Mishawaka	40,224	43,234	7.5	16,268	301,939	438,256	10,137	23,990	*	*	*
South Bend	109,727	102,481	-6.6	41,105	816,182	1,062,657	10,369	25,852	*	*	*
SCOTT	20,422	20,690	1.3	7,045	133,465	177,456	8,577	25,189	464		
SHELBY	39,887	40,700	2.0	14,508	289,021	408,176	10,029	28,135	962	41,142	15,248
Shelbyville	14,989	15,236	1.6	5,783	111,087	148,904	9,773	23,749	*	*	*
SPENCER	19,361	20,605	6.4	7,085	143,301	199,877	9,700	28,211	831	19,622	15,851
STARKE	21,997	22,205	.9	7,757	150,984	195,379	8,799	25,187	493	22,176	6,432
STEUBEN	24,694	26,329	6.6	9,657	171,489	253,501	9,628	26,250	651	13,255	14,636
SULLIVAN	21,107	21,400	1.4	8,270	159,415	197,712	9,239	23,907	660	29,245	5,837
Sullivan	4,774	4,892	2.5	2,111	34,694	45,165	9,232	21,395	*	*	*
SWITZERLAND	7,153	7,884	10.2	2,886	46,927	63,669	8,076	22,061	715	6,814	5,879
TIPPECANOE	121,702	126,220	3.7	43,718	1,210,754	1,377,656	10,915	31,512	945	51,657	20,968
Lafayette	43,011	43,481	1.1	18,136	457,514	447,745	10,297	24,688	*	*	*
West Lafayette	21,247	23,273	9.5	8,068	246,896	276,069	11,862	34,218	*	*	*
TIPTON	16,819	16,496	-1.9	6,113	148,757	184,182	11,165	30,130	586	41,621	17,014
Tipton	5,004	4,810	-3.9	1,919	40,798	52,475	10,910	27,345	*	*	*
UNION	6,860	6,998	2.0	2,553	43,188	56,562	8,083	22,155	339	11,603	11,921
VANDERBURGH	167,515	170,116	1.6	67,093	1,371,006	1,821,275	10,706	27,146	408	15,480	3,495
Evansville	130,496	127,759	-2.1	52,150	1,035,368	1,296,404	10,147	24,859	*	*	*
VERMILLION	18,229	18,242	.1	7,141	129,693	164,534	9,020	23,041	375	17,714	4,614
Clinton	5,267	5,225	-.8	2,227	37,054	46,510	8,901	20,885	*	*	*
VIGO	112,385	113,564	1.0	41,951	903,382	1,085,585	9,559	25,877	678	21,058	4,700
Terre Haute	61,125	56,770	-7.1	22,112	472,550	505,085	8,897	22,842	*	*	*
WABASH	36,640	36,577	-.2	12,954	267,985	333,694	9,123	25,760	939	27,283	60,466
Wabash	12,985	12,733	-2.0	4,818	100,742	120,030	9,427	24,913	*	*	*
WARREN	8,976	9,128	1.7	3,267	61,009	86,436	9,469	26,457	530		
WARRICK	41,474	45,343	9.3	15,559	325,400	517,280	11,408	33,246	517	15,819	5,523
WASHINGTON	21,932	22,793	3.9	8,093	128,302	175,658	7,707	21,705	1,222	15,643	24,216
WAYNE	76,058	75,988	-.1	28,253	493,492	666,406	8,770	23,587	1,000	32,275	26,370
Richmond	41,349	39,845	-3.6	15,745	269,691	346,841	8,705	22,029	*	*	*
WELLS	25,401	25,761	1.4	9,291	181,119	256,035	9,939	27,557	970	35,073	18,954
Bluffton	8,705	9,064	4.1	3,622	66,072	89,427	9,866	24,690	*	*	*
WHITE	23,867	23,915	.2	9,079	175,787	229,499	9,596	25,278	883	58,312	26,189
Monticello	5,162	5,344	3.5	1,804	39,980	51,668	9,668	28,641	*	*	*
WHITLEY	26,215	26,247	.1	9,386	185,172	258,274	9,840	27,517	1,014	21,049	21,705
Columbia City	5,091	5,199	2.1	2,031	36,366	49,522	9,525	24,383	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Indiana 1983 Cash Receipts as follows. From Crops $2,180,237,000; from Livestock & Livestock Products $1,829,205,000; Total $4,009,442,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,913,387	2,960,202	1.6	1,103,494	22,563,979	31,502,515	10,642	28,550	115,413	3,771,826	5,116,460
METROPOLITAN STATISTICAL AREAS											
Cedar Rapids, Ia	169,775	171,564	1.1	64,305	1,369,662	2,080,469	12,126	32,353	1,810	56,889	47,499
Davenport-Rock Island-Moline, Ia-Il	383,958	391,314	1.9	145,516	3,521,449	4,357,161	11,135	29,943	3,787	158,759	179,104
Des Moines, Ia	367,561	377,709	2.8	145,328	3,072,882	4,747,617	12,570	32,666	3,712	124,137	92,945
Dubuque, Ia	93,745	93,621	-.1	30,905	754,419	851,201	9,092	27,543	1,708	15,467	120,196
Iowa City, Ia	81,717	86,000	5.2	32,928	687,328	999,029	11,617	30,340	1,508	40,002	66,154
Omaha, Ne-Ia	585,907	605,506	3.3	222,460	4,426,897	7,076,883	11,688	31,812	3,582	132,382	280,853
Sioux City, Ia-Ne	117,457	118,869	1.2	44,210	863,408	1,217,996	10,247	27,550	1,957	73,502	101,646
Waterloo-Cedar Falls, Ia	162,781	165,146	1.5	59,228	1,381,156	1,781,744	10,709	30,083	2,639	89,890	93,991
COUNTIES, Cities											
ADAIR	9,509	9,201	-3.2	3,582	72,675	91,513	8,859	22,884	1,065	26,759	44,283
ADAMS	5,731	5,564	-2.9	2,241	37,906	48,824	8,775	21,787	737	16,108	31,255
ALLAMAKEE	15,108	15,547	2.9	5,524	85,849	123,121	7,919	22,288	1,134	11,905	66,348
APPANOOSE	15,511	14,962	-3.5	6,005	99,293	121,398	8,127	20,249	900		
Centerville	6,558	6,338	-3.4	2,642	43,048	51,319	8,097	19,424	*	*	*
AUDUBON	8,559	8,614	.6	3,367	63,783	84,182	9,773	25,002	905	29,524	63,082
BENTON	23,649	23,719	.3	8,877	170,539	249,913	10,536	28,153	1,585	66,985	71,198
Vinton	5,040	5,161	2.4	2,149	39,748	52,812	10,233	24,575	*	*	*
BLACK HAWK	137,961	139,529	1.1	50,223	1,195,922	1,515,770	10,863	30,181	1,352	55,082	48,152
Evansdale	4,798	4,721	-1.6	1,621	43,014	51,763	10,964	31,933	*	*	*
Waterloo	75,985	77,119	1.5	29,602	667,514	828,977	10,749	28,004	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
BOONE	26,184	27,037	3.3	10,335	195,539	290,310	10,738	28,090	1,153	59,071	43,782
Boone	12,602	13,096	3.9	5,301	102,678	147,878	11,292	27,896	*	*	*
BREMER	24,820	25,617	3.2	9,005	185,234	265,974	10,383	29,536	1,287	34,808	45,839
BUCHANAN	22,900	23,343	1.9	8,072	151,468	218,229	9,349	27,035	1,403	51,248	61,687
BUENA VISTA	20,774	21,677	4.3	8,298	188,652	241,989	11,163	29,162	1,185	58,562	79,704
BUTLER	17,668	17,409	-1.5	6,419	116,042	165,943	9,532	25,852	1,467	48,887	61,608
CALHOUN	13,542	13,475	-.5	5,201	93,709	138,271	10,261	26,585	1,164	62,862	53,058
CARROLL	22,951	23,110	.7	8,163	183,650	234,498	10,147	28,727	1,396	47,143	139,383
Carroll	9,705	10,338	6.5	3,653	87,509	109,228	10,566	29,901	*	*	*
CASS	16,932	17,605	4.0	6,966	143,472	175,328	9,959	25,169	1,087	35,329	52,836
Atlantic	7,789	8,099	4.0	3,325	61,483	82,569	10,195	24,833	*	*	*
CEDAR	18,635	18,865	1.2	7,045	150,837	208,598	11,057	29,609	1,323	60,021	65,847
CERRO GORDO	48,458	49,307	1.8	19,609	380,830	533,225	10,814	27,193	1,045	61,184	39,078
Mason City	30,144	30,550	1.3	11,771	228,730	308,045	10,083	26,170	*	*	*
CHEROKEE	16,238	16,322	.5	6,226	142,453	178,266	10,922	28,633	1,214		
Cherokee	7,004	6,880	-1.8	2,692	58,863	76,277	11,087	28,335	*	*	*
CHICKASAW	15,437	15,619	1.2	5,616	102,024	144,053	9,223	25,650	1,180	33,730	51,176
CLARKE	8,612	9,304	8.0	3,705	61,527	79,650	8,561	21,498	766	10,060	18,682
CLAY	19,576	19,445	-.7	7,544	151,790	228,974	11,775	30,352	1,045	51,948	62,028
Spencer	11,726	12,399	5.7	4,797	94,729	140,992	11,371	29,392	*	*	*
CLAYTON	21,098	21,633	2.5	7,975	131,135	192,380	8,893	24,123	1,725	25,196	107,251
CLINTON	57,122	57,043	-.1	20,910	450,601	629,805	11,041	30,120	1,570	64,062	83,218
Clinton	32,828	31,716	-3.4	12,235	276,574	357,436	11,270	29,214	*	*	*
CRAWFORD	18,935	19,518	3.1	7,061	144,138	192,376	9,856	27,245	1,511		
DALLAS	29,513	30,036	1.8	11,237	220,607	345,744	11,511	30,768	1,208	58,083	38,374
DAVIS	9,104	9,578	5.2	3,590	63,584	83,260	8,693	23,192	954	14,739	22,612
DECATUR	9,794	10,056	2.7	3,681	57,650	75,873	7,545	20,612	769	12,865	24,939
DELAWARE	18,933	19,982	5.5	6,774	123,201	178,820	8,949	26,398	1,481	34,561	118,825
DES MOINES	46,203	45,446	-1.6	17,628	379,389	515,187	11,336	29,225	815	37,625	20,261
Burlington	29,529	27,495	-6.9	10,886	240,154	308,105	11,206	28,303	*	*	*
DICKINSON	15,629	15,939	2.0	6,337	120,823	176,799	11,092	27,899	652	33,323	44,966
DUBUQUE	93,745	93,621	-.1	30,905	754,419	851,201	9,092	27,543	1,708	15,467	120,196
Dubuque	62,321	62,228	-.2	21,735	537,679	575,917	9,255	26,497	*	*	*
EMMET	13,336	13,055	-2.1	4,890	90,994	135,152	10,353	27,638	714	42,394	28,353
Estherville	7,518	7,028	-6.5	2,732	39,090	73,543	10,464	26,919	*	*	*
FAYETTE	25,488	26,095	2.4	9,608	164,439	243,221	9,321	25,314	1,641	47,553	98,913
Oelwein	7,564	7,647	1.1	2,997	56,432	72,771	9,516	24,281	*	*	*
FLOYD	19,597	19,336	-1.3	7,236	139,013	189,553	9,803	26,196	1,097	51,012	36,304
Charles City	8,778	8,392	-4.4	3,309	68,923	89,517	10,667	27,053	*	*	*
FRANKLIN	13,036	13,076	.3	5,204	90,233	134,287	10,270	25,805	1,168	64,281	66,060
FREMONT	9,401	9,425	.3	3,673	75,480	89,236	9,468	24,295	771	38,588	31,669
GREENE	12,119	11,838	-2.3	4,685	91,850	117,846	9,955	25,154	1,054	65,450	40,811
GRUNDY	14,366	14,062	-2.1	5,296	112,686	163,164	11,603	30,809	1,135		
GUTHRIE	11,983	12,062	.7	4,796	83,236	112,602	9,335	23,478	1,105	32,851	44,104
HAMILTON	17,862	17,612	-1.4	6,725	135,122	192,065	10,905	28,560	1,158	67,458	83,799
Webster City	8,572	8,509	-.7	3,254	71,771	91,764	10,784	28,200	*	*	*
HANCOCK	13,833	13,562	-2.0	5,094	93,809	140,432	10,355	27,568	1,176	62,051	53,079
HARDIN	21,776	23,272	6.9	9,042	160,852	241,092	10,360	26,664	1,208	59,098	73,996
HARRISON	16,348	16,649	1.8	6,234	122,669	152,981	9,189	24,540	1,192	53,164	31,937
HENRY	18,890	19,518	3.3	7,163	131,679	192,772	9,877	26,912	963	34,778	38,056
Mount Pleasant	7,322	7,753	5.9	2,862	57,175	75,318	9,715	26,317	*	*	*
HOWARD	11,114	11,258	1.3	4,186	77,501	104,100	9,247	24,869	1,055	30,002	40,386
HUMBOLDT	12,246	12,265	.2	4,796	92,604	132,258	10,783	27,577	848	51,722	36,641
IDA	8,908	9,027	1.3	3,471	81,816	85,976	9,524	24,770	874		
IOWA	15,429	15,511	.5	5,817	113,985	168,958	10,893	29,046	1,150	37,126	69,669
JACKSON	22,503	23,517	4.5	8,199	155,437	224,548	9,548	27,387	1,422	20,063	71,696
JASPER	36,425	36,809	1.1	14,189	277,086	395,535	10,746	27,876	1,589	55,025	80,812
Newton	15,292	15,260	-.2	6,279	134,922	183,056	11,996	29,154	*	*	*
JEFFERSON	16,316	16,649	2.0	6,029	117,266	150,082	9,014	24,893	894	26,358	26,932
Fairfield	9,428	10,011	6.2	3,594	69,769	87,221	8,713	24,269	*	*	*
JOHNSON	81,717	86,000	5.2	32,928	687,328	999,029	11,617	30,340	1,508	40,002	66,154
Iowa City	50,508	55,214	9.3	20,850	415,015	568,362	10,294	27,260	*	*	*
JONES	20,401	20,365	-.2	7,140	138,490	196,771	9,662	27,559	1,307		
KEOKUK	12,921	13,200	2.2	5,111	84,604	123,388	9,348	24,142	1,193		
KOSSUTH	21,891	21,669	-1.0	7,951	151,220	214,136	9,882	26,932	1,885	111,625	90,681
LEE	43,106	43,605	1.2	16,334	332,602	470,135	10,782	28,783	1,060	27,856	37,077
Fort Madison	13,520	13,391	-1.0	5,123	110,330	150,163	11,214	29,312	*	*	*
Keokuk	13,536	13,085	-3.3	5,318	109,536	148,022	11,312	27,834	*	*	*
LINN	169,775	171,564	1.1	64,305	1,369,662	2,080,469	12,126	32,353	1,810	56,889	47,499
Cedar Rapids	110,243	111,172	.8	43,129	922,584	1,343,845	12,088	31,159	*	*	*
Marion	19,474	20,519	5.4	7,446	168,021	265,176	12,923	35,613	*	*	*
LOUISA	12,055	12,504	3.7	4,503	88,576	126,186	10,092	28,023	699	35,144	22,555
LUCAS	10,313	10,795	4.7	4,306	69,638	94,360	8,741	21,914	769	8,499	18,997
LYON	12,896	12,758	-1.1	4,587	97,224	120,819	9,470	26,339	1,391	40,340	103,894
MADISON	12,597	12,671	.6	4,796	89,061	123,361	9,736	25,722	1,154	21,353	35,228
MAHASKA	22,507	23,866	6.0	9,240	146,899	223,842	9,379	24,225	1,265	35,013	81,195
Oskaloosa	10,629	10,917	2.7	4,426	79,857	111,924	10,252	25,288	*	*	*
MARION	29,669	30,936	4.3	11,167	222,313	307,602	9,943	27,546	1,231	24,206	47,753
MARSHALL	41,652	43,222	3.8	16,482	329,704	478,293	11,066	29,019	1,201	55,252	44,302
Marshalltown	26,938	28,386	5.4	11,028	223,390	314,187	11,068	28,490	*	*	*
MILLS	13,406	13,940	4.0	4,916	114,548	140,106	10,051	28,500	684	32,189	31,253
MITCHELL	12,329	12,149	-1.5	4,485	87,343	121,735	10,020	27,143	1,011	36,414	39,521
MONONA	11,692	11,649	-.4	4,589	89,023	110,146	9,455	24,002	933	51,498	41,184
MONROE	9,209	9,331	1.3	3,676	61,995	81,773	8,764	22,245	761	7,088	22,053
MONTGOMERY	13,413	13,482	.5	5,409	115,459	137,414	10,192	25,405	769		

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IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MUSCATINE	40,436	43,182	6.8	15,620	329,063	482,290	11,169	30,877	1,005	34,395	37,346
Muscatine	23,467	25,060	6.8	9,196	194,717	272,995	10,894	29,686	*	*	*
O'BRIEN	16,972	17,591	3.6	6,653	134,766	178,305	10,136	26,801	1,337	32,525	112,898
OSCEOLA	8,371	8,194	-2.1	3,055	58,882	82,322	10,047	26,947	833	38,512	49,760
PAGE	19,063	19,046	-.1	7,547	147,757	182,104	9,561	24,129	1,057	37,901	42,372
Shenandoah	6,274	6,450	2.8	2,724	46,838	62,805	9,737	23,056	*	*	*
PALO ALTO	12,721	12,772	.4	4,796	88,717	125,210	9,803	26,107	1,015	60,024	46,656
PLYMOUTH	24,743	25,168	1.7	8,888	202,988	254,961	10,130	28,686	1,874	55,585	135,157
Le Mars	8,276	8,478	2.4	3,126	60,267	83,214	9,815	26,620	*	*	*
POCAHONTAS	11,369	11,454	.7	4,388	79,618	117,327	10,243	26,738	1,105	67,498	45,194
POLK	303,170	311,580	2.8	121,898	2,593,851	3,999,616	12,837	32,835	1,110	42,510	17,489
Des Moines	191,003	190,646	-.2	77,491	1,556,444	2,237,171	11,735	28,870	*	*	*
POTTAWATTAMIE	86,500	88,660	2.5	32,612	744,766	946,200	10,672	29,014	1,828	76,892	111,607
Council Bluffs	56,449	55,616	-1.5	21,282	493,076	586,778	10,551	27,572	*	*	*
POWESHIEK	19,306	19,466	.8	7,144	139,497	189,767	9,749	26,569	1,152		
RINGGOLD	6,112	6,419	5.0	2,564	40,446	49,825	7,762	19,433	776	14,104	27,886
SAC	14,118	14,192	.5	5,511	119,014	145,150	10,228	26,338	1,146	51,264	96,912
SCOTT	160,022	162,626	1.6	59,440	1,316,982	1,835,502	11,287	30,880	1,097	44,905	53,752
Bettendorf	27,381	27,760	1.4	9,571	268,842	379,239	13,625	39,519	*	*	*
Davenport	103,264	107,480	4.1	40,948	831,617	1,103,967	10,271	26,960	*	*	*
SHELBY	15,043	15,330	1.9	5,519	115,743	149,998	9,785	27,178	1,317	45,416	69,779
SIOUX	30,813	31,021	.7	10,307	216,991	293,665	9,467	28,492	2,100	52,214	271,779
STORY	72,326	73,003	.9	24,498	543,776	760,264	10,414	31,034	1,248	66,947	43,047
Ames	45,775	49,105	7.3	15,430	345,668	460,919	9,386	29,872	*	*	*
Nevada	5,912	6,428	8.7	2,537	55,511	74,406	11,575	29,328	*	*	*
TAMA	19,533	19,669	.7	7,348	132,856	189,537	9,636	25,794	1,308	57,353	56,991
TAYLOR	8,353	8,636	3.4	3,478	53,538	72,457	8,390	20,833	890	17,603	25,993
UNION	13,858	14,330	3.4	5,627	96,394	130,115	9,080	23,123	772		
Creston	8,429	8,844	4.9	3,614	63,390	84,784	9,587	23,460	*	*	*
VAN BUREN	8,626	8,614	-.1	3,265	52,073	67,383	7,822	20,638	883	17,377	22,149
WAPELLO	40,241	40,446	.5	16,022	302,874	401,749	9,933	25,073	959		
Ottumwa	27,381	26,251	-4.1	10,742	213,762	276,922	10,549	25,779	*	*	*
WARREN	34,878	36,093	3.5	12,283	258,424	402,257	11,145	32,749	1,394	23,544	37,082
WASHINGTON	20,141	20,503	1.8	7,561	148,911	204,302	9,964	27,020	1,238	44,444	89,808
Washington	6,584	6,850	4.0	2,782	51,595	66,878	9,763	24,040	*	*	*
WAYNE	8,199	8,317	1.4	3,471	56,021	66,870	8,040	19,263	824	15,090	23,937
WEBSTER	45,953	45,460	-1.1	17,226	339,487	486,669	10,705	28,252	1,357	82,686	42,090
Fort Dodge	29,423	28,101	-4.5	10,886	228,835	311,264	11,077	28,593	*	*	*
WINNEBAGO	13,010	12,642	-2.8	4,887	91,502	123,321	9,755	25,234	847	43,867	23,693
WINNESHIEK	21,876	22,676	3.7	7,575	142,888	191,434	8,442	25,272	1,724	20,563	97,020
WOODBURY	100,884	101,684	.8	38,068	712,849	1,022,731	10,058	26,866	1,579	56,865	89,254
Sioux City	82,003	80,409	-2.0	30,410	594,466	835,572	10,392	27,477	*	*	*
WORTH	9,075	9,012	-.7	3,568	67,159	93,580	10,384	26,228	798	38,910	29,522
WRIGHT	16,319	15,989	-2.0	6,316	133,959	172,500	10,789	27,312	1,009	73,453	35,056

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1983 Cash Receipts as follows: From Crops $3,939,756,000; from Livestock & Livestock Products $5,395,117,000; Total $9,334,873,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,363,208	2,493,178	5.5	950,018	19,942,057	29,351,234	11,773	30,895	73,315	2,102,611	4,011,187
METROPOLITAN STATISTICAL AREAS											
Kansas City, Mo-	1,433,372	1,482,320	3.4	564,300	12,100,384	18,368,517	12,392	32,551	10,702	144,873	155,473
Lawrence, Ks	67,640	71,815	6.2	26,187	634,047	732,030	10,193	27,954	896	10,331	17,912
Topeka, Ks	154,916	159,892	3.2	62,623	1,264,601	2,008,035	12,559	32,065	937	13,232	9,787
Wichita, Ks	411,313	448,402	9.0	173,264	3,188,442	5,673,375	12,652	32,744	3,041	57,393	119,991
COUNTIES, Cities											
ALLEN	15,654	16,388	4.7	6,455	86,936	168,791	10,300	26,149	735	11,735	11,967
Iola	6,938	7,537	8.6	2,890	53,087	77,862	10,331	26,942	*	*	*
ANDERSON	8,749	9,056	3.5	3,585	45,059	91,249	10,076	25,453	797	15,341	14,358
ATCHISON	18,397	18,662	1.4	6,534	147,471	170,491	9,136	26,093	788	12,644	14,250
Atchison	11,407	10,923	-4.3	3,812	95,813	107,481	9,840	28,195	*	*	*
BARBER	6,548	7,289	11.3	2,997	64,086	82,839	11,365	27,641	517	20,351	32,072
BARTON	31,343	34,301	9.4	13,297	321,448	413,977	12,069	31,133	962	34,036	83,804
Great Bend	16,608	18,455	11.1	7,215	189,538	239,518	12,978	33,197	*	*	*
BOURBON	15,969	16,924	6.0	6,979	92,441	179,737	10,620	25,754	882	8,621	17,910
Fort Scott	8,893	9,390	5.6	3,942	67,716	98,876	10,530	25,083	*	*	*
BROWN	11,955	11,521	-3.6	4,578	97,721	106,838	9,273	23,337	826	28,394	32,280
Hiawatha	3,702	3,760	1.6	1,530	25,710	34,756	9,244	22,716	*	*	*
BUTLER	44,782	49,968	11.6	18,591	300,063	601,187	12,031	32,338	1,376	15,903	86,053
Augusta	6,968	8,385	20.3	3,188	65,351	101,438	12,098	31,819	*	*	*
El Dorado	10,510	10,708	1.9	4,540	78,798	133,868	12,502	29,486	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION EAP estimate Jan. 1, 1996	POPULATION % Pop. Change 90 vs 96	HOUSE-HOLDS 1996 number of households	DISPOSABLE PERSONAL INCOME EAP 1996 estimate (Thousands)	DISPOSABLE PERSONAL INCOME EAP 1995 estimate (Thousands)	INCOME Income per capita	INCOME EAP 1995 estimate income per household	FARM PRODUCTS (1992) Number of farms	FARM PRODUCTS (1992) Value of crops (Thousands)	FARM PRODUCTS (1992) Value of livestock (Thousands)
CHASE	3,309	3,238	-2.2	1,324	29,563	33,707	10,410	25,451	295	3,453	25,215
CHAUTAUQUA	5,016	5,430	8.1	2,265	43,657	52,274	9,643	23,079	451	4,805	10,944
CHEROKEE	22,304	22,966	3.0	9,104	135,760	199,576	8,690	21,923	939	18,655	5,898
Columbus	3,426	3,569	4.2	1,551	23,607	30,692	8,600	19,789	o	o	o
CHEYENNE	3,678	3,753	2.0	1,634	33,516	43,884	11,693	26,857	546	24,061	27,811
CLARK	2,599	2,986	14.9	1,244	25,090	34,376	11,512	27,633	308	9,002	41,548
CLAY	9,802	9,722	-.8	3,874	62,727	91,801	9,443	23,697	719	17,728	30,850
Clay Center	4,948	4,898	-1.0	2,086	36,868	46,592	9,512	22,553	o	o	o
CLOUD	12,494	12,244	-2.0	4,788	81,097	110,307	9,009	23,038	736	19,363	15,207
Concordia	6,847	6,506	-5.0	2,431	50,691	58,994	9,068	24,267	o	o	o
COFFEY	9,370	9,766	4.2	3,789	53,279	108,650	11,125	28,673	671	13,410	16,220
COMANCHE	2,554	2,528	-1.0	1,018	23,312	28,055	11,098	27,559	239	11,213	12,708
COWLEY	36,824	39,298	6.7	15,413	262,764	439,438	11,182	28,511	1,101	19,219	60,336
Arkansas City	13,291	14,065	6.5	5,946	134,352	158,257	11,252	26,616	o	o	o
Winfield	10,736	11,060	3.0	4,330	112,786	128,337	11,604	29,639	o	o	o
CRAWFORD	37,916	40,066	5.7	16,626	251,085	360,132	8,988	21,661	913	13,915	13,879
Pittsburg	18,770	19,089	1.3	8,052	133,232	185,702	9,769	23,063	o	o	o
DECATUR	4,509	4,913	9.0	1,938	43,416	54,286	11,049	27,725	516	18,964	32,593
DICKINSON	20,175	20,604	2.1	8,174	132,594	204,284	9,915	24,992	1,149	25,605	39,063
Abilene	6,572	6,665	1.4	2,759	51,099	69,168	10,378	25,070	o	o	o
DONIPHAN	9,268	9,432	1.8	3,471	73,801	82,665	8,764	23,816	630	25,629	12,177
DOUGLAS	67,640	71,815	6.2	26,187	634,047	732,030	10,190	27,954	896	10,331	17,912
Lawrence	52,738	59,146	12.2	21,829	501,097	588,318	9,440	25,577	o	o	o
EDWARDS	4,271	4,144	-3.0	1,730	42,798	45,196	10,906	26,123	402	28,932	38,372
ELK	3,918	4,072	3.9	1,742	34,912	36,738	9,022	21,090	467	3,369	12,272
ELLIS	26,098	28,911	10.8	10,630	236,885	322,011	11,138	30,293	790	13,277	23,109
Hays	16,301	18,603	14.1	7,297	164,342	220,388	11,847	30,203	o	o	o
ELLSWORTH	6,640	6,926	4.3	2,871	58,160	70,831	10,227	24,671	537	13,521	8,802
FINNEY	23,825	28,205	18.4	9,880	242,651	330,133	11,705	33,414	558	60,472	164,284
Garden City	18,256	23,204	27.1	7,997	188,661	249,703	10,761	31,225	o	o	o
FORD	24,315	27,318	12.4	10,233	223,338	311,525	11,404	30,437	836	34,873	167,226
Dodge City	18,001	21,913	21.7	8,199	170,787	243,294	11,103	29,674	o	o	o
FRANKLIN	21,813	22,924	5.1	8,718	127,904	252,361	11,089	28,947	1,087	11,904	21,073
Ottawa	11,016	11,561	4.9	4,542	68,491	126,171	10,914	27,779	o	o	o
GEARY	29,832	30,000	.5	10,407	296,040	371,833	12,394	35,729	299	4,882	9,039
Junction City	19,305	19,581	1.4	7,705	209,211	259,172	13,236	33,637	o	o	o
GOVE	3,726	3,536	-5.1	1,322	31,250	34,774	9,834	26,304	548	17,385	61,707
GRAHAM	3,995	4,406	10.3	1,753	37,130	45,159	10,249	25,761	495	14,646	13,930
GRANT	6,977	6,667	-4.5	2,339	61,624	78,801	11,820	33,690	276	30,367	109,917
GRAY	5,138	5,289	2.9	1,843	43,078	56,500	10,683	30,657	532	35,099	100,256
GREELEY	1,845	1,717	-6.9	610	19,163	18,490	10,763	30,295	277	17,847	94,296
GREENWOOD	8,764	9,157	4.5	3,892	76,229	93,267	10,185	23,964	651	4,125	27,393
HAMILTON	2,514	2,536	.9	1,021	21,504	26,444	10,427	25,900	270	16,418	41,113
HARPER	7,778	8,143	4.7	3,484	58,274	85,392	10,487	24,510	660	31,203	28,083
HARVEY	30,531	32,329	5.9	12,011	228,686	356,478	11,027	29,679	923	24,633	32,465
Newton	16,332	17,810	9.0	6,998	133,938	200,282	11,245	28,620	o	o	o
HASKELL	3,814	3,746	-1.8	1,325	31,971	39,879	10,646	30,097	324	48,748	295,439
HODGEMAN	2,289	2,449	7.9	925	23,341	27,737	11,326	29,986	466	16,406	58,127
JACKSON	11,644	12,114	4.0	4,407	105,289	119,352	9,852	27,082	1,156	8,153	18,661
JEFFERSON	15,207	16,345	7.5	5,862	99,075	179,336	10,972	30,593	1,047	11,261	13,863
JEWELL	5,241	5,165	-1.5	2,141	42,828	48,699	9,429	22,746	808	23,507	26,496
JOHNSON	270,269	294,363	8.9	109,076	3,231,161	4,921,806	16,720	43,123	766	12,229	12,579
Olathe	37,258	48,485	30.1	16,555	368,052	623,121	12,852	37,639	o	o	o
KEARNY	3,435	3,797	10.5	1,343	27,992	41,915	11,039	31,210	297	23,012	115,697
KINGMAN	8,960	9,245	3.2	3,579	62,473	96,592	10,448	26,989	860	24,597	17,331
KIOWA	4,046	4,289	6.0	1,748	41,637	48,882	11,397	27,965	304	15,747	10,681
LABETTE	25,682	26,762	4.2	10,449	142,195	273,016	10,276	26,320	1,064	13,952	41,463
Parsons	12,898	13,376	3.7	5,316	78,688	144,432	10,798	27,169	o	o	o
LANE	2,472	2,536	2.6	1,021	24,809	28,686	11,312	28,096	335	16,204	63,527
LEAVENWORTH	54,809	57,322	4.6	18,450	513,396	610,790	10,655	33,105	1,237	9,487	14,120
Leavenworth	33,656	39,060	16.1	12,665	297,663	362,519	9,281	28,634	o	o	o
LINCOLN	4,145	4,275	3.1	1,844	34,835	43,466	10,167	23,572	615	16,012	14,311
LINN	8,254	8,549	3.6	3,381	45,595	85,610	10,014	23,331	772	9,500	12,281
LOGAN	3,478	3,550	2.1	1,429	30,284	37,376	10,528	26,151	379	13,913	10,629
LYON	35,108	37,923	8.0	14,611	349,594	438,616	11,566	30,020	965	10,157	40,352
Emporia	25,287	28,378	12.2	11,033	258,148	319,096	11,244	28,922	o	o	o
MCPHERSON	26,855	27,980	4.2	10,550	291,490	308,502	11,026	29,242	1,476	23,149	33,938
McPherson	11,733	12,783	8.8	5,012	101,197	149,489	11,694	29,826	o	o	o
MARION	13,522	13,692	1.3	5,411	87,008	133,292	9,735	24,634	1,184	21,218	38,666
MARSHALL	12,720	13,577	6.7	5,549	101,714	144,477	10,641	26,037	1,149	28,785	27,856
MEADE	4,788	4,868	1.7	1,940	41,776	50,890	10,454	26,232	489	38,328	42,464
MIAMI	21,618	23,302	7.8	8,437	131,226	277,715	11,918	32,916	1,223	11,409	13,582
MITCHELL	8,117	8,332	2.6	3,375	74,853	90,366	10,848	26,773	842	24,352	27,215
Beloit	4,367	4,618	5.7	1,840	37,542	50,631	10,964	27,517	o	o	o
MONTGOMERY	42,281	44,876	6.1	17,968	290,163	428,635	9,774	24,412	1,021	11,474	15,323
Coffeyville	15,185	16,162	6.4	6,479	108,042	156,545	9,686	24,162	o	o	o
Independence	10,598	11,400	7.6	4,865	82,922	119,629	10,491	24,590	o	o	o
MORRIS	6,419	7,652	19.2	3,123	62,430	74,662	9,757	23,907	371	6,338	36,100
Council Grove	2,381	2,818	18.4	1,056	18,418	27,496	9,757	26,038	o	o	o
MORTON	3,454	3,782	9.5	1,338	33,231	40,282	10,651	30,106	235	14,134	7,056
NEMAHA	11,211	11,941	6.5	4,418	90,000	105,162	8,807	23,800	1,158	18,519	43,108
NEOSHO	16,967	20,432	7.7	8,022	129,853	200,313	9,804	24,971	802	12,096	16,205
Chanute	10,506	11,429	8.8	4,663	76,407	115,740	10,127	24,821	o	o	o
NESS	4,498	4,681	4.1	1,946	40,464	53,833	11,505	27,673	666	20,847	14,579
NORTON	6,689	6,912	3.3	2,763	55,013	68,372	9,892	24,746	517	18,333	16,321
Norton	3,400	3,386	-.4	1,374	26,696	33,527	9,902	24,481	o	o	o

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KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
OSAGE	15,319	16,099	5.1	6,052	99,044	167,351	10,395	27,652	989	12,024	18,609
OSBORNE	5,959	5,761	-3.3	2,442	52,857	56,970	9,889	23,329	637	16,635	17,530
OTTAWA	5,971	6,085	1.9	2,450	39,928	58,120	9,551	23,722	589	17,062	22,253
PAWNEE	8,065	8,796	9.1	3,501	78,949	102,539	11,657	29,288	568	30,387	35,548
Larned	4,811	5,405	12.3	2,282	47,504	63,802	11,804	27,959	*	*	*
PHILLIPS	7,406	7,397	-.1	2,958	60,448	78,413	10,601	26,509	647	16,276	18,767
POTTAWATOMIE	14,782	15,592	5.5	5,846	131,751	159,695	10,242	27,308	869	9,783	30,358
PRATT	10,275	11,376	10.7	4,643	104,780	138,221	12,150	29,770	547	30,805	47,996
Pratt	6,885	7,725	12.2	3,191	67,695	94,655	12,279	29,726	*	*	*
RAWLINS	4,105	4,275	4.1	1,639	35,673	44,260	10,353	27,004	621	20,894	13,300
RENO	64,983	66,274	2.0	25,747	481,970	731,816	11,042	28,423	1,638	47,067	50,622
Hutchinson	40,284	41,084	2.0	16,567	310,623	462,750	11,264	27,932	*	*	*
REPUBLIC	7,569	7,383	-2.5	3,156	60,343	70,986	9,615	22,492	923	30,765	47,632
RICE	11,900	11,961	.5	4,694	83,667	129,185	10,801	27,521	643	26,563	34,774
Lyons	4,134	4,032	-2.5	1,681	34,568	44,919	11,141	26,722	*	*	*
RILEY	63,505	62,883	-1.0	19,470	512,143	542,893	8,633	27,884	583	7,969	17,994
Manhattan	32,644	34,980	7.2	13,462	337,442	348,951	9,975	25,921	*	*	*
ROOKS	7,006	7,564	8.0	2,984	62,321	80,047	10,583	26,825	528	16,385	14,065
RUSH	4,516	4,456	-1.3	1,835	41,500	45,804	10,279	24,961	584	17,031	10,366
RUSSELL	8,868	9,376	5.7	3,898	95,278	112,512	12,000	28,864	590	15,449	10,696
Russell	5,427	5,783	6.6	2,312	53,874	71,027	12,282	30,721	*	*	*
SALINE	48,905	51,223	4.7	20,094	374,647	570,263	11,133	28,380	763	18,899	25,163
Salina	41,843	45,497	8.7	18,076	333,205	502,135	11,037	27,779	*	*	*
SCOTT	5,782	5,665	-2.0	2,139	51,163	63,675	11,240	29,769	416	26,553	199,300
SEDGWICK	366,531	398,434	8.7	154,673	2,886,379	5,072,188	12,730	32,793	1,665	41,690	33,938
Derby	9,786	11,743	20.0	3,747	121,451	169,344	14,421	45,195	*	*	*
Haysville	8,006	9,613	20.1	2,938	90,225	125,803	13,087	42,819	*	*	*
Wichita	279,835	304,183	8.7	123,974	2,263,652	3,821,935	12,565	30,829	*	*	*
SEWARD	17,071	18,389	7.7	6,788	165,470	220,725	12,003	32,517	277	19,525	106,648
Liberal	14,911	16,551	11.0	6,108	145,324	192,787	11,648	31,563	*	*	*
SHAWNEE	154,916	159,892	3.2	62,623	1,264,601	2,008,035	12,559	32,065	937	13,232	9,787
Topeka	115,266	113,309	-1.7	46,945	955,078	1,395,570	12,316	29,728	*	*	*
SHERIDAN	3,544	3,666	3.4	1,333	27,701	34,954	9,535	26,222	571	28,568	30,327
SHERMAN	7,759	7,585	-2.3	2,851	68,547	81,171	10,702	28,471	550	43,278	26,147
Goodland	5,708	5,698	-.2	2,127	48,846	61,697	10,828	29,007	*	*	*
SMITH	5,947	5,875	-1.2	2,447	42,767	52,925	9,009	21,629	761	22,394	32,088
STAFFORD	5,539	5,927	7.0	2,469	54,864	63,145	10,654	25,575	557	33,354	30,608
STANTON	2,339	2,449	4.7	822	21,299	23,095	9,430	28,096	231	30,446	48,910
STEVENS	4,736	4,550	-3.9	1,730	47,645	55,441	12,185	32,047	325		
SUMNER	24,928	26,765	7.4	10,489	186,281	307,206	11,478	29,288	1,386	52,659	19,143
Wellington	8,212	8,898	8.4	3,686	70,181	102,876	11,562	27,910	*	*	*
THOMAS	8,451	8,621	2.0	3,165	82,116	97,274	11,283	30,734	628	42,787	35,132
Colby	5,344	6,101	10.0	2,190	50,078	71,325	11,691	32,568	*	*	*
TREGO	4,165	4,376	5.1	1,742	38,277	48,146	11,002	27,638	497	12,434	43,832
WABAUNSEE	6,867	6,998	1.9	2,655	60,924	72,729	10,393	27,393	678	6,540	33,928
WALLACE	2,045	2,145	4.9	823	14,894	19,560	9,119	23,767	338	21,492	11,573
WASHINGTON	8,543	8,188	-4.2	3,256	61,376	75,358	9,203	23,144	1,032	26,627	41,576
WICHITA	3,041	2,827	-7.0	1,016	23,767	28,608	10,120	28,157	341	26,034	133,204
WILSON	12,128	11,948	-1.5	4,893	77,257	104,513	8,747	21,360	680	13,421	10,855
WOODSON	4,600	4,898	6.5	1,952	24,183	45,498	9,289	23,308	402	6,338	16,408
WYANDOTTE	172,335	173,882	.9	65,937	1,299,544	1,831,134	10,531	27,771	216		
Kansas City	161,148	158,492	-1.7	60,633	1,213,017	1,716,267	10,829	28,306	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Kansas 1983 Cash Receipts as follows: From Crops $2,201,807,000; from Livestock & Livestock Products $3,196,060,000. Total $5,397,867,000 * —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,661,433	3,796,029	3.4	1,348,289	24,051,119	33,919,316	8,959	25,157	101,642	1,253,934	979,146
METROPOLITAN STATISTICAL AREAS											
Cincinnati, Oh-Ky-In	1,401,403	1,441,619	2.9	528,976	12,961,181	16,236,309	11,263	30,694	5,626	65,966	33,746
Clarksville-Hopkinsville, Tn-Ky	150,220	157,617	4.9	50,781	854,235	1,155,661	7,332	22,758	2,594	66,757	24,037
Evansville, In-Ky	276,252	285,009	3.2	107,936	2,212,437	3,077,221	10,797	28,510	2,266	70,850	21,223
Huntington-Ashland, W.V-Ky-Oh	336,410	342,144	1.7	124,752	2,264,060	2,981,219	8,713	23,897	3,457	11,912	11,344
Lexington-Fayette, Ky	318,136	323,586	1.7	119,400	2,259,432	3,504,004	10,829	29,347	5,875	128,981	228,096

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1995	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1995 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1995 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Louisville, Ky-In	956,844	962,772	.6	353,555	6,491,621	10,238,766	10,635	28,959	6,322	79,532	86,202
Owensboro, Ky	85,949	88,981	3.5	32,248	508,293	925,200	10,398	28,690	1,497	45,321	8,725
COUNTIES, Cities											
ADAIR	15,233	15,997	5.0	5,949	79,311	109,713	6,858	18,442	1,605	10,311	15,754
ALLEN	14,128	14,882	5.3	5,644	80,582	117,495	7,895	20,818	1,290	9,381	10,734
ANDERSON	12,567	13,476	7.2	4,933	102,722	130,242	9,665	26,402	851	6,796	6,335
BALLARD	8,798	8,491	-3.5	3,256	50,584	73,001	8,597	22,420	527	15,801	5,282
BARREN	34,009	35,645	4.8	13,225	217,766	298,404	8,372	22,564	2,461	24,655	27,763
Glasgow	12,958	14,549	12.3	5,316	96,363	124,061	8,527	23,337	*	*	*
BATH	10,025	10,723	7.0	3,804	53,852	72,541	6,765	19,070	959	12,141	5,670
BELL	34,330	35,137	2.4	12,063	166,759	219,581	6,249	18,203	56	51	274
Middlesborough	12,251	12,751	4.1	4,807	80,639	98,629	7,735	20,518	*	*	*
BOONE	45,842	50,053	9.2	16,692	471,210	552,365	11,036	33,092	962	8,651	5,065
BOURBON	19,405	19,568	.8	7,144	122,049	175,536	8,971	24,571	1,061	28,714	42,428
BOYD	55,513	54,769	-1.4	20,281	402,441	522,172	9,534	25,747	231	451	3,347
Ashland	27,064	25,509	-5.8	10,356	214,124	252,642	9,904	24,396	*	*	*
BOYLE	25,066	26,503	5.7	9,645	196,736	242,277	9,141	25,119	855	10,753	9,660
Danville	12,942	14,496	12.0	5,399	115,656	134,587	9,284	24,928	*	*	*
BRACKEN	7,738	7,701	-.5	2,754	47,097	59,625	7,743	21,650	752	11,966	5,069
BREATHITT	17,004	17,133	.8	5,409	70,718	106,966	6,243	19,776	356	1,825	337
BRECKINRIDGE	16,861	17,257	2.3	6,234	89,656	121,659	7,050	19,515	1,539	21,873	12,623
BULLITT	43,346	45,077	4.0	13,931	233,721	405,838	9,003	29,132	688	4,205	5,510
BUTLER	11,064	11,722	5.9	4,207	50,250	79,613	6,792	18,924	733	7,804	4,453
CALDWELL	13,473	14,041	4.2	5,429	79,114	120,365	8,572	22,171	661	12,814	8,113
CALLOWAY	30,031	31,240	4.0	11,575	176,638	265,350	8,494	22,924	949	24,727	5,415
Murray	14,248	15,230	6.9	5,179	89,546	126,597	8,312	24,444	*	*	*
CAMPBELL	83,317	82,855	-.6	29,367	829,364	996,269	12,024	33,925	545	2,230	1,895
CARLISLE	5,487	5,578	1.7	2,144	29,262	46,443	8,326	21,662	445	9,787	5,724
CARROLL	9,270	9,897	6.8	3,698	66,150	85,464	8,635	23,111	420	6,951	1,678
CARTER	25,060	26,271	4.8	8,918	150,711	181,191	6,897	20,317	1,088	5,843	3,776
CASEY	14,818	15,940	7.6	5,760	74,000	94,727	5,943	16,446	1,682	12,097	10,049
CHRISTIAN	66,878	67,091	.3	20,200	380,290	470,770	7,017	23,305	1,400	49,859	14,255
Hopkinsville	27,318	27,405	.3	10,034	196,043	237,385	8,662	23,658	*	*	*
CLARK	28,322	29,167	3.0	10,537	198,019	296,230	10,156	28,113	1,018	16,666	15,035
Winchester	15,216	16,663	9.5	6,435	113,070	162,104	9,728	25,191	*	*	*
CLAY	22,752	23,938	5.2	7,383	95,300	128,091	5,351	17,349	614	3,844	883
CLINTON	9,321	10,013	7.4	3,600	38,695	51,993	5,193	14,443	848	3,880	4,770
CRITTENDEN	9,207	9,331	1.3	3,676	51,373	76,730	8,223	20,873	559	6,412	4,999
CUMBERLAND	7,289	8,101	11.1	3,097	39,398	52,686	6,504	17,012	687		
DAVIESS	85,949	88,981	3.5	32,248	508,293	925,200	10,398	28,690	1,497	45,321	8,725
Owensboro	54,450	58,622	7.7	22,324	341,958	585,854	9,994	26,243	*	*	*
EDMONSON	9,962	10,723	7.6	3,701	44,572	64,782	6,041	17,504	786	4,861	3,988
ELLIOTT	6,908	6,998	1.3	2,348	35,115	44,295	6,330	18,865	606	3,263	504
ESTILL	14,495	15,287	5.5	5,335	87,276	107,621	7,040	20,173	529	3,185	1,440
FAYETTE	204,165	206,562	1.2	78,601	1,495,662	2,368,908	11,468	30,138	976	26,251	82,134
1Lexington	204,165	206,562	1.2	78,601	1,496,616	2,404,585	11,641	30,592	*	*	*
FLEMING	12,323	13,056	5.9	4,723	74,360	93,798	7,184	19,860	1,295	16,822	16,237
FLOYD	48,764	50,191	2.9	16,979	261,026	364,235	7,257	21,452	110	314	106
FRANKLIN	41,830	44,834	7.2	17,374	408,322	500,514	11,164	28,808	849	10,903	3,960
Frankfort	25,973	27,839	7.2	11,480	276,367	325,939	11,708	28,392	*	*	*
FULTON	8,971	8,479	-5.5	3,353	43,993	66,754	7,873	19,909	255	16,680	1,372
Fulton	3,137	2,910	-7.2	1,269	19,725	23,235	7,985	18,310	*	*	*
GALLATIN	4,842	4,985	3.0	1,741	29,694	41,738	8,373	23,974	347	5,312	1,147
GARRARD	10,853	11,984	10.4	4,537	75,930	93,084	7,767	20,517	1,049	12,568	12,825
GRANT	13,308	14,535	9.2	4,946	89,789	125,459	8,632	25,366	1,206	12,509	4,422
GRAVES	34,049	33,615	-1.3	13,047	198,938	297,431	8,848	22,797	1,537	34,026	10,265
Mayfield	10,705	10,549	-1.5	4,478	72,778	102,382	9,705	22,863	*	*	*
GRAYSON	20,854	22,243	6.7	7,909	103,372	152,819	6,870	19,322	1,661	11,411	12,567
GREEN	11,043	11,505	4.2	4,305	60,446	77,424	6,730	17,985	1,399	12,275	12,764
GREENUP	39,132	39,331	.5	13,368	250,441	353,231	8,981	26,424	857	4,162	2,594
HANCOCK	7,742	8,158	5.4	2,772	46,349	68,551	8,403	24,730	562	7,462	1,929
HARDIN	88,917	94,115	5.8	27,203	490,509	678,830	7,213	24,954	1,922	17,824	16,716
Elizabethtown	15,380	16,279	5.8	6,292	126,351	176,052	10,815	27,980	*	*	*
HARLAN	41,889	42,845	2.3	14,615	215,987	295,751	6,903	20,236	27		
Harlan	3,024	2,935	-3.0	1,215	19,269	22,320	7,605	18,370	*	*	*
HARRISON	15,166	16,462	8.5	6,073	88,282	126,085	7,659	20,762	1,253	21,087	9,282
HART	15,402	16,433	6.7	5,959	73,979	106,101	6,457	17,805	1,607	15,983	15,618
HENDERSON	40,849	42,310	3.6	15,665	324,885	457,368	10,810	29,197	725		
Henderson	24,834	26,741	7.7	10,481	216,673	291,980	10,919	27,858	*	*	*
HENRY	12,740	13,810	8.4	5,046	95,405	112,820	8,169	22,358	1,108	17,649	10,819
HICKMAN	6,065	6,078	.2	2,345	36,620	53,504	8,803	22,816	377	15,477	4,686
HOPKINS	46,174	47,903	3.7	17,713	299,909	459,635	9,595	25,949	688		
Madisonville	16,979	18,562	9.4	7,253	130,809	187,476	10,089	25,848	*	*	*
JACKSON	11,996	12,868	7.3	4,421	52,904	68,867	5,352	15,577	946	5,849	3,245
JEFFERSON	684,793	677,925	-1.0	255,759	4,922,734	7,376,823	10,881	28,843	725	8,228	4,123
Louisville	298,840	263,681	-11.8	109,005	1,932,323	2,555,091	9,690	23,440	*	*	*
JESSAMINE	26,653	27,777	4.2	9,218	172,144	256,010	9,217	27,773	930	13,922	9,471
JOHNSON	24,432	26,490	8.4	9,163	130,018	199,400	7,527	21,761	263	829	554
KENTON	137,058	138,073	.7	50,003	1,343,647	1,562,839	11,319	31,255	617	3,386	2,278
Covington	49,013	47,434	-3.2	18,920	391,139	408,811	8,619	21,607	*	*	*
KNOTT	17,940	18,851	5.1	5,950	79,263	118,186	6,269	19,863	34	17	39
KNOX	30,239	31,443	4.0	10,653	135,015	182,052	5,790	17,089	446		
LARUE	11,983	12,868	7.4	4,729	67,089	93,607	7,274	19,794	1,011	10,598	13,493
LAUREL	38,982	42,692	9.5	14,531	234,543	320,298	7,503	22,042	1,393	7,774	5,128
LAWRENCE	14,121	15,230	7.9	5,145	76,338	106,822	7,014	20,762	405	1,396	3,007

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KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LEE	7,754	8,376	8.0	2,982	36,480	52,059	6,215	17,458	240	936	183
LESLIE	14,882	15,809	6.2	5,031	60,880	92,423	5,846	18,371	53	112	19
LETCHER	30,687	31,601	3.0	10,639	153,626	209,152	6,619	19,659	49	20	37
LEWIS	14,545	15,171	4.3	5,022	83,857	92,135	6,073	18,346	980	9,021	5,504
LINCOLN	19,053	19,263	1.1	6,838	103,954	132,801	6,894	19,421	1,611	13,679	21,862
LIVINGSTON	9,219	9,563	3.7	3,687	50,877	82,769	8,655	22,449	405	6,691	4,993
LOGAN	24,138	25,140	4.2	9,221	148,106	207,172	8,241	22,467	1,495	39,464	13,215
LYON	6,490	6,484	-.1	2,244	39,480	56,923	8,779	25,367	320	3,516	2,948
MCCRACKEN	61,310	62,064	1.2	24,502	424,664	618,049	9,958	25,224	555	8,563	2,933
Paducah	29,315	28,381	-3.2	12,095	202,713	262,067	9,234	21,667	*	*	*
MCCREARY	15,634	16,635	6.4	5,343	55,310	78,425	4,714	14,678	125		
MCLEAN	10,090	10,360	2.7	3,886	68,786	74,613	7,202	19,200	655		
MADISON	53,352	55,902	4.8	18,144	364,689	440,598	7,882	24,283	1,712	21,121	14,260
Richmond	21,705	22,742	4.8	6,998	154,197	181,429	7,978	25,926	*	*	*
MAGOFFIN	13,515	14,506	7.3	4,628	66,006	89,931	6,200	19,432	531		
MARION	17,910	17,829	-.5	5,711	99,424	120,427	6,755	21,087	1,181	12,909	17,684
MARSHALL	25,637	25,856	.9	9,799	164,879	245,256	9,485	25,029	714	7,715	3,432
MARTIN	13,925	14,679	5.4	4,515	65,711	114,036	7,769	25,257	18	22	28
MASON	17,760	18,402	3.6	6,857	127,472	153,267	8,329	22,352	932	17,750	12,030
Maysville	7,983	8,613	7.9	3,475	54,771	71,801	8,336	20,662	*	*	*
MEADE	22,854	21,926	-4.1	7,120	127,258	164,604	7,507	23,119	888	9,105	7,947
MENIFEE	5,117	5,637	10.2	1,857	26,020	31,232	5,541	16,819	405	2,671	435
MERCER	19,011	19,387	2.0	7,153	118,432	159,108	8,207	22,244	1,209	14,273	16,846
METCALFE	9,484	10,449	10.2	3,712	48,592	67,292	6,440	18,128	1,096	10,382	10,624
MONROE	12,353	12,693	2.8	4,702	60,274	81,083	6,388	17,244	1,225	7,231	12,159
MONTGOMERY	20,046	20,633	2.9	7,265	138,085	160,056	7,757	22,031	874	12,647	6,993
MORGAN	12,103	13,086	8.1	4,425	60,173	77,887	5,952	17,602	899	6,409	1,676
MUHLENBERG	32,238	32,658	1.3	11,639	197,336	293,235	8,979	25,194	714	8,389	7,482
NELSON	27,584	29,038	5.3	9,436	182,998	232,279	7,999	24,616	1,486	13,235	22,436
NICHOLAS	7,157	7,419	3.7	2,762	46,731	56,893	7,669	20,598	786	12,045	6,094
OHIO	21,765	21,785	.1	7,854	121,727	183,973	8,445	23,424	1,172	14,354	3,958
OLDHAM	28,094	30,591	8.9	9,167	181,965	333,418	10,899	36,372	496	9,047	17,780
OWEN	8,924	9,723	9.0	3,606	56,920	71,766	7,381	19,902	1,102	15,714	5,939
OWSLEY	5,709	5,564	-2.5	1,935	21,442	26,688	4,797	13,792	399	2,660	244
PENDLETON	10,989	11,273	2.6	3,987	74,382	90,230	8,004	22,631	1,026	11,808	5,395
PERRY	33,763	34,630	2.6	11,143	173,126	247,154	7,137	22,180	42	141	141
PIKE	81,123	83,415	2.8	28,026	451,278	646,818	7,754	23,079	53	37	55
POWELL	11,101	11,955	7.7	3,909	63,418	79,381	6,640	20,307	373	2,253	576
PULASKI	45,803	47,613	4.0	17,308	263,879	358,060	7,520	20,688	2,488	14,761	16,528
Somerset	10,649	11,196	5.1	3,844	71,052	82,767	7,393	21,531	*	*	*
ROBERTSON	2,270	2,565	13.0	930	12,492	17,133	6,680	18,423	336	5,091	1,541
ROCKCASTLE	13,973	14,548	4.1	5,121	69,497	86,109	5,919	16,815	960	6,045	4,198
ROWAN	19,049	19,619	3.0	6,345	121,257	141,321	7,203	22,273	556	3,224	1,523
RUSSELL	13,708	15,637	14.1	5,799	69,804	100,776	6,445	17,378	1,257	6,733	9,768
SCOTT	21,813	22,110	1.4	7,555	140,401	206,673	9,347	27,356	1,165	22,738	19,218
SHELBY	23,328	25,026	7.3	8,740	185,942	240,094	9,594	27,471	1,652	27,829	27,449
SIMPSON	14,673	15,026	2.4	5,519	97,195	137,233	9,133	24,866	707	21,732	7,004
SPENCER	5,929	5,984	.9	2,144	38,079	50,250	8,397	23,438	651	8,943	9,319
TAYLOR	21,178	22,083	4.3	8,196	125,049	179,079	8,109	21,850	1,135	10,801	15,728
TODD	11,874	11,635	-2.0	4,176	67,846	92,502	7,950	22,151	788	26,917	12,350
TRIGG	9,384	9,534	1.6	3,574	58,387	86,001	9,020	24,063	532	13,577	7,349
TRIMBLE	6,253	6,173	-1.3	2,139	42,370	50,351	8,157	23,540	620	7,740	2,092
UNION	17,821	19,099	7.2	6,066	125,984	147,638	7,730	24,339	471		
WARREN	71,828	82,348	14.6	29,532	505,823	775,184	9,414	26,249	2,113	21,277	16,620
Bowling Green	40,450	46,374	14.6	16,786	297,282	402,376	8,677	23,971	*	*	*
WASHINGTON	10,764	10,196	-5.3	3,455	63,984	80,027	7,849	23,163	1,191	12,953	14,669
WAYNE	17,022	18,403	8.1	6,484	70,797	103,446	5,621	15,954	1,082	7,698	10,188
WEBSTER	14,832	34,876	135.1	13,098	101,129	252,395	7,237	19,270	594	19,160	3,109
WHITLEY	33,396	35,618	6.7	12,533	170,155	235,920	6,624	18,824	438	1,110	1,852
Corbin	8,075	9,074	12.4	3,742	67,339	80,905	8,916	21,621	*	*	*
WOLFE	6,698	6,795	1.4	2,450	28,912	41,165	6,058	16,802	510	3,163	589
WOODFORD	17,778	18,402	3.5	6,345	131,157	200,647	10,904	31,623	725	20,690	59,810

FARM PRODUCTS: From 1982 U.S. Census of Agriculture; U.S.D. of A., Economic Research Service Bulletin indicates State of Kentucky 1983 Cash Receipts as follows: From Crops $1,322,886,000; from Livestock & Livestock Products $1,475,261,000; Total $2,798,127,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,204,417	4,429,973	5.4	1,531,178	30,387,847	46,503,290	10,497	30,371	31,628	935,173	403,031
METROPOLITAN STATISTICAL AREAS											
Alexandria, La.	135,282	136,682	1.0	46,544	1,061,887	1,324,472	9,690	28,456	1,026	25,750	7,735

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1996	POPULATION % Pop. Change 86 vs 96	HOUSE-HOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1995 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1995 estimate income per household	FARM PRODUCTS (1992) Number of farms	FARM PRODUCTS (1992) Value of crops (Thousands)	FARM PRODUCTS (1992) Value of livestock (Thousands)
Baton Rouge, La	493,973	511,418	3.5	174,332	3,796,011	6,088,049	11,904	34,922	1,497	13,343	22,827
Houma-Thibodaux, La	176,876	194,868	10.2	62,194	1,429,118	2,004,859	10,288	32,236	504	31,980	2,054
Lafayette, La	190,231	217,536	14.4	73,862	1,734,745	2,740,159	12,596	37,098	1,158	28,067	5,490
Lake Charles, La	167,048	179,600	7.5	62,530	1,289,141	2,046,899	11,397	32,735	817	25,197	3,734
Monroe, La	139,241	139,442	.1	48,765	846,361	1,386,781	9,945	28,438	454	11,040	3,161
New Orleans, La	1,256,353	1,311,386	4.4	471,613	9,537,348	14,984,757	11,427	31,773	881	12,628	7,435
Shreveport, La	333,015	341,162	2.4	123,833	2,306,942	3,790,618	11,111	30,611	1,110	22,055	14,502
COUNTIES, Cities											
ACADIA	56,427	60,107	6.5	19,930	334,639	526,627	8,761	26,424	887	47,853	2,215
Crowley	16,036	17,035	6.2	5,861	104,356	152,826	8,971	26,075	*	*	*
ALLEN	21,390	22,053	3.1	7,775	118,454	185,888	8,429	23,908	435	14,416	3,207
ASCENSION	50,068	54,995	9.8	17,527	339,346	610,297	11,097	34,820	299	10,678	1,512
ASSUMPTION	22,084	23,925	8.3	7,308	139,789	207,424	8,670	28,383	110	21,488	113
AVOYELLES	41,393	44,777	8.2	15,129	233,007	346,290	7,734	22,889	1,302	37,179	3,701
BEAUREGARD	29,692	32,562	9.7	10,823	260,351	313,531	9,629	28,969	925	8,241	4,980
BIENVILLE	16,387	15,766	-3.8	5,799	94,127	127,821	8,107	22,042	405	967	8,087
BOSSIER	80,721	87,773	8.7	29,967	518,873	934,743	10,650	31,192	444	5,463	6,656
CADDO	252,294	253,389	.4	93,866	1,788,069	2,855,875	11,271	30,425	666	16,592	7,846
Shreveport	205,815	206,709	.4	76,965	1,508,658	2,327,647	11,261	30,243	*	*	*
CALCASIEU	167,048	179,600	7.5	62,530	1,289,141	2,046,899	11,397	32,735	817	25,197	3,734
Lake Charles	75,051	79,027	5.3	28,292	589,971	828,477	10,483	29,283	*	*	*
CALDWELL	10,761	11,650	8.3	4,321	64,494	94,949	8,150	21,974	290	8,262	1,203
CAMERON	9,336	10,827	16.0	3,633	70,813	122,051	11,273	33,595	446	4,280	2,935
CATAHOULA	12,287	12,367	.7	4,286	55,651	95,161	7,695	22,203	531	34,225	2,043
CLAIBORNE	17,095	19,202	12.3	7,030	101,906	158,662	8,263	22,569	95	764	8,026
CONCORDIA	22,981	23,908	4.0	8,091	118,734	207,685	8,687	25,669	431	34,745	1,015
DE SOTO	25,664	28,157	9.7	10,101	192,370	245,341	8,713	24,289	679	1,089	20,899
EAST BATON ROUGE	366,164	363,806	-.7	126,938	2,946,641	4,500,746	12,371	35,456	589	2,141	7,236
Baton Rouge	219,486	218,072	-.7	79,880	1,799,827	2,835,227	13,001	35,494	*	*	*
EAST CARROLL	11,772	11,534	-2.0	3,666	45,926	73,775	6,396	20,124	323	43,122	484
EAST FELICIANA	19,015	20,548	8.1	5,660	122,284	182,687	8,891	32,277	497	2,620	8,836
EVANGELINE	33,343	35,516	6.5	12,329	190,453	275,410	7,755	22,338	725	28,034	2,142
FRANKLIN	24,141	24,792	2.7	8,490	105,933	179,304	7,232	21,119	971	41,742	4,254
GRANT	16,703	18,332	9.8	6,598	111,534	163,896	8,940	24,840	293	2,601	1,780
IBERIA	63,752	71,446	12.1	23,044	477,680	687,537	9,623	29,836	351	26,866	2,047
New Iberia	32,766	38,352	17.0	12,757	259,175	343,193	8,949	26,902	*	*	*
IBERVILLE	32,159	33,472	4.1	10,344	208,116	276,341	8,256	26,715	218		
JACKSON	17,321	17,895	3.3	6,448	109,105	141,539	7,909	21,951	242		
JEFFERSON	454,592	468,155	3.0	165,409	3,837,606	6,023,567	12,867	36,416	115	1,120	341
JEFFERSON DAVIS	32,168	33,587	4.4	11,168	203,374	309,265	9,208	27,692	555	52,366	967
Jennings	12,401	13,322	7.4	4,498	88,117	127,341	9,559	28,311	*	*	*
LAFAYETTE	150,017	171,652	14.4	59,571	1,486,404	2,365,712	13,782	39,712	765	13,152	3,835
Lafayette	81,961	93,781	14.4	33,469	848,237	1,231,104	13,127	36,783	*	*	*
LAFOURCHE	82,483	91,574	11.0	29,112	643,658	904,461	9,877	31,068	361	23,884	1,591
Thibodaux	15,810	18,053	14.2	5,916	131,255	165,281	9,155	27,938	*	*	*
LA SALLE	17,004	17,823	4.8	6,562	105,592	159,442	8,946	24,298	239	975	879
LINCOLN	39,763	43,736	10.0	14,126	269,363	385,122	8,806	27,263	432	1,631	19,634
Ruston	20,585	24,524	19.1	8,047	158,781	217,990	8,889	27,090	*	*	*
LIVINGSTON	58,655	71,618	22.1	23,267	397,292	764,873	10,680	32,874	516	524	14,079
MADISON	14,733	14,379	-2.4	4,825	59,888	104,736	7,284	21,707	375	41,161	984
MOREHOUSE	34,803	35,295	1.4	12,150	169,395	276,293	7,828	22,740	445	53,973	2,213
Bastrop	15,527	16,211	4.4	5,811	84,819	132,282	8,160	22,764	*	*	*
NATCHITOCHES	39,863	40,142	.7	13,777	292,293	337,802	8,415	24,519	671	19,983	26,957
ORLEANS	557,927	560,542	.5	213,975	3,771,421	5,593,499	9,979	26,141	8		
New Orleans	557,927	560,542	.5	213,975	3,771,130	5,593,499	9,979	26,141	*	*	*
OUACHITA	139,241	139,442	.1	48,765	846,361	1,386,781	9,945	28,438	454	11,040	3,161
Monroe	57,597	58,368	1.3	20,243	334,889	477,206	8,176	23,574	*	*	*
West Monroe	14,993	15,083	.6	6,207	110,542	169,315	11,226	27,278	*	*	*
PLAQUEMINES	26,049	24,960	-4.2	7,630	221,185	280,536	11,239	36,767	127	521	931
POINTE COUPEE	24,045	24,342	1.2	8,066	146,124	208,425	8,562	25,840	494	25,023	2,936
RAPIDES	135,282	136,682	1.0	46,544	1,061,887	1,324,472	9,690	28,456	1,026	25,750	7,735
Alexandria	51,565	52,180	1.2	18,932	426,387	511,636	9,805	27,025	*	*	*
Pineville	12,034	13,684	13.7	5,089	83,923	128,914	9,421	25,332	*	*	*
RED RIVER	10,433	11,943	14.5	4,146	72,821	93,507	7,829	22,554	288	6,433	2,504
RICHLAND	22,187	23,562	6.2	7,907	101,827	176,536	7,492	22,327	719	41,799	4,870
SABINE	25,280	28,913	14.4	10,565	180,899	239,767	8,293	22,694	527	237	29,780
ST. BERNARD	64,097	69,078	7.8	22,939	472,048	775,655	11,229	33,814	37	454	225
ST. CHARLES	37,259	41,316	10.9	13,107	358,954	550,067	13,314	41,967	64	712	1,094
ST. HELENA	9,827	10,404	5.9	3,389	55,082	83,119	7,989	24,526	485	664	15,485
ST. JAMES	21,495	22,619	5.2	6,564	148,861	208,895	9,235	31,824	89		
ST. JOHN THE BAPTIST	31,924	38,047	19.2	11,449	252,901	396,306	10,416	34,613	36	5,140	149
ST. LANDRY	84,128	90,990	8.2	30,052	496,981	715,515	7,864	23,809	1,483	38,243	4,456
Opelousas	18,903	19,571	3.5	6,600	129,153	171,265	8,751	25,949	*	*	*
ST. MARTIN	40,214	45,884	14.1	14,291	248,341	374,447	8,161	26,202	393	14,915	1,655
ST. MARY	64,395	67,756	5.2	21,847	522,592	700,750	10,342	32,075	101		
Franklin	9,584	10,240	6.8	3,343	81,607	103,374	10,095	30,923	*	*	*
Morgan City	16,114	16,676	3.5	5,668	149,587	184,340	11,054	32,523	*	*	*
ST. TAMMANY	110,554	134,248	21.4	44,734	844,418	1,645,663	12,258	36,788	621	5,202	5,626
Slidell	26,718	38,135	42.7	11,280	220,676	405,935	10,645	35,987	*	*	*
TANGIPAHOA	80,698	87,541	8.5	29,134	554,593	844,898	9,651	29,000	1,267	3,623	56,622
Hammond	15,043	17,901	19.0	5,562	123,576	170,297	9,513	30,618	*	*	*
TENSAS	8,525	7,542	-11.5	2,632	33,950	54,423	7,216	20,677	334	47,093	861

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
TERREBONNE	94,393	103,294	9.4	33,082	785,460	1,100,398	10,653	33,263	143	8,096	463
Houma	32,602	35,677	9.4	12,376	305,884	383,982	10,763	31,026	*	*	*
UNION	21,167	22,198	4.9	7,791	123,246	173,144	7,800	22,224	541	416	38,501
VERMILION	48,458	53,837	11.1	18,582	319,276	534,072	9,920	28,741	1,283	41,855	3,132
Abbeville	12,391	14,655	18.3	5,243	85,343	135,576	9,251	25,858	*	*	*
VERNON	53,475	61,232	14.5	18,337	357,992	436,371	7,127	23,797	625	550	8,624
WASHINGTON	44,207	45,990	4.0	16,491	321,131	434,052	9,438	26,321	1,042	3,172	28,733
Bogalusa	16,976	16,843	-.8	6,414	136,425	166,539	9,888	25,965	*	*	*
WEBSTER	43,631	46,195	5.9	17,144	251,867	439,377	9,511	25,629	510	646	3,875
Minden	15,074	16,601	10.1	5,892	87,145	147,041	8,857	24,956	*	*	*
WEST BATON ROUGE	19,086	20,999	10.0	6,600	112,732	212,133	10,102	32,141	93		
WEST CARROLL	12,922	13,316	3.0	4,809	56,854	96,992	7,284	20,169	639	22,996	1,924
WEST FELICIANA	12,186	13,303	9.2	2,678	68,626	97,921	7,361	36,565	195	3,067	2,233
WINN	17,253	17,438	1.1	6,328	97,116	133,817	7,674	21,147	239	192	3,025

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Louisiana 1983 Cash Receipts as follows: From Crops $1,369,916,000; from Livestock & Livestock Products $483,190,000; Total $1,853,106,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MAINE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	1,124,660	1,170,784	4.1	425,218	7,573,609	11,127,770	9,505	26,170	7,003	137,290	245,639
METROPOLITAN STATISTICAL AREAS											
Bangor, Me	83,919	88,139	5.0	30,798	554,105	822,318	9,330	26,700	N.A.	N.A.	N.A.
Lewiston-Auburn, Me	84,690	84,925	.3	31,385	736,998	770,788	9,076	24,559	N.A.	N.A.	N.A.
Portland, Me	193,831	209,028	7.8	80,943	1,978,247	2,301,298	11,010	28,431	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me	188,060	205,152	9.1	74,514	1,909,979	2,378,639	11,595	31,922	N.A.	N.A.	N.A.
COUNTIES, Cities											
ANDROSCOGGIN	99,657	100,575	.9	36,639	610,290	916,675	9,114	25,019	355	6,814	73,141
Auburn	23,128	22,767	-1.6	8,443	157,770	221,335	9,722	26,215	*	*	*
Lewiston	40,481	40,115	-.9	14,887	246,780	341,910	8,523	22 967	*	*	*
AROOSTOOK	91,331	89,451	-2.1	29,644	534,215	659,057	7,368	22,232	1,253	82,210	5,202
CUMBERLAND	215,789	233,043	8.0	87,875	1,780,149	2,662,315	11,424	30,297	507	4,638	10,241
Brunswick	17,366	19,471	12.1	5,813	151,276	53,112	2,728	9,137	*	*	*
Portland	61,572	64,381	4.6	25,943	463,359	621,301	9,650	23,949	*	*	*
FRANKLIN	27,098	29,693	9.6	10,719	179,527	280,838	9,458	26,200	288	879	6,162
HANCOCK	41,781	43,556	4.2	16,596	259,278	377,182	8,660	22,727	286		
KENNEBEC	109,889	114,369	4.1	41,483	743,653	1,102,153	9,637	26,569	573	5,131	29,014
Augusta	21,819	18,577	-14.9	6,697	150,168	180,238	9,702	26,913	*	*	*
Waterville	17,779	18,006	1.3	5,890	113,029	145,164	8,062	24,646	*	*	*
KNOX	32,941	38,363	16.5	14,742	211,182	343,020	8,941	23,268	211	1,401	7,533
LINCOLN	25,691	24,873	-3.2	9,466	156,578	224,280	9,017	23,693	240	781	3,723
OXFORD	48,968	49,697	1.5	18,276	324,771	461,084	9,278	25,229	403	6,374	8,355
PENOBSCOT	137,015	144,642	5.6	50,279	943,599	1,355,665	9,373	26,963	654	6,747	18,590
Bangor	31,643	32,509	2.7	11,722	231,510	302,089	9,292	25,771	*	*	*
PISCATAQUIS	17,634	17,416	-1.2	6,422	106,712	144,851	8,317	22,555	158		
SAGADOHOC	28,795	29,907	3.9	10,753	196,326	304,360	10,177	28,305	120	508	4,486
Bath	10,246	10,978	7.1	3,622	74,933	112,090	10,210	30,947	*	*	*
SOMERSET	45,028	43,363	-3.7	15,161	254,658	342,327	7,894	22,579	523	1,455	21,483
WALDO	28,414	30,082	5.9	10,778	158,748	225,327	7,490	20,906	465	1,850	34,681
WASHINGTON	34,963	34,954		12,648	177,680	255,987	7,324	20,239	381	12,736	3,803
YORK	139,666	146,800	5.1	53,737	936,243	1,472,649	10,032	27,405	586	5,766	19,225
Biddeford	19,638	20,414	4.0	6,346	98,651	134,453	6,586	21,187	*	*	*
Saco	12,921	14,317	10.8	4,422	76,256	109,432	7,644	24,747	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maine 1983 Cash Receipts as follows: From Crops $153,260,000; from Livestock & Livestock Products $259,802,000; Total $413,062,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

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MARYLAND POPULATION
INCOME, HOUSEHOLD,\FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,216,446	4,410,540	4.6	1,576,286	35,119,282	53,646,929	12,163	34,034	16,183	339,429	689,816
METROPOLITAN STATISTICAL AREAS											
Baltimore, Md	2,199,531	2,278,137	3.6	818,182	14,619,798	25,457,976	11,175	31,115	4,688	95,610	109,439
Cumberland, Md-W.V	107,782	110,279	2.3	41,298	616,842	889,541	8,066	21,540	576	1,619	1,774
Hagerstown, Md	113,086	115,523	2.2	42,104	630,994	1,011,331	8,754	24,020	962	10,863	37,890
Washington, D.C-Md-Va	3,250,392	3,452,711	6.2	1,281,060	39,599,992	56,254,365	16 293	43,912	5,981	79,751	131,933
Wilmington, De-N.J-Md	524,108	543,174	3.6	193,577	4,345,418	6,535,170	12,031	33,760	1,640	59,364	53,283
COUNTIES, Cities											
ALLEGANY	80,548	82,227	2.1	31,271	416,513	642,419	7,813	20,544	276	1,619	1,774
Cumberland	25,933	24,439	-5.8	10,514	144,665	203,766	8,338	19,380	*	*	*
ANNE ARUNDEL	370,775	394,200	6.3	133,000	2,552,419	4,868,496	12,350	36,605	604	9,110	2,268
Annapolis	31,740	35,059	10.5	14,315	236,543	398,088	11,355	27,809	*	*	*
BALTIMORE	655,615	696,181	6.2	260,401	5,561,716	9,069,676	13,028	34,830	1,006	20,620	17,159
BALTIMORE CITY	786,775	764,141	-2.9	281,793	3,851,606	6,291,433	8,233	22,326	N.A.	N.A.	N.A.
Baltimore	786,775	764,141	-2.9	281,793	3,851,606	6,291,433	8,233	22,326	*	*	*
CALVERT	34,638	39,275	13.4	12,523	201,113	450,933	11,481	36,008	668	9,864	656
CAROLINE	23,143	24,358	5.2	8,926	124,275	204,494	8,395	22,910	730	21,555	46,788
CARROLL	96,356	108,576	12.7	35,779	585,385	1,197,740	11,031	33,476	1,316	17,250	42,894
Westminster	8,808	10,943	24.2	4,311	59,319	111,642	10,202	25,897	*	*	*
CECIL	60,430	66,022	9.3	21,844	315,757	649,587	9,839	29,738	504	11,720	32,612
CHARLES	72,751	83,246	14.4	25,276	550,493	999,197	12,003	39,531	746	13,536	1,867
DORCHESTER	30,623	31,964	4.4	12,195	171,013	278,155	8,702	22,809	438	22,941	33,252
Cambridge	11,703	12,275	4.9	4,539	60,187	94,346	7,686	20,786	*	*	*
FREDERICK	114,263	128,241	12.2	43,306	695,521	1,252,029	9,763	28,911	1,463	9,990	86,233
Frederick	27,557	33,433	21.3	12,917	191,423	284,706	8,516	22,041	*	*	*
GARRETT	26,498	28,155	6.3	9,653	109,846	192,329	6,831	19,924	695	1,845	15,651
HARFORD	145,930	152,623	4.6	50,328	911,108	1,723,263	11,291	34,241	800	10,286	19,106
HOWARD	118,572	133,648	12.7	46,538	996,608	2,016,338	15,087	43,327	472	10,605	12,167
KENT	16,695	17,170	2.8	6,443	96,839	154,392	8,992	23,963	374	25,894	31,007
MONTGOMERY	579,053	634,740	9.6	234,508	8,678,226	11,361,701	17,900	48,449	675	13,098	12,232
Rockville	43,811	49,730	13.5	16,708	272,515	724,197	14,563	43,344	*	*	*
PRINCE GEORGES	665,071	671,301	.9	233,943	7,327,594	8,970,715	13,363	38,346	767	14,601	2,272
QUEEN ANNES	25,508	28,768	12.8	10 343	160,956	291,030	10,116	28,138	490	27,739	15,845
ST. MARYS	59,895	61,798	3.2	20,056	316,944	626,374	10,136	31,231	940	17,475	5,042
SOMERSET	19,188	19,039	-.8	6,932	86,136	143,003	7,511	20,629	413	14,369	57,968
TALBOT	25,604	27,939	9.1	11,229	184,001	313,348	11,215	27,905	350	19,394	15,848
Easton	7,536	8,673	15.1	3,454	56,443	90,554	10,441	26,217	*	*	*
WASHINGTON	113,086	115,523	2.2	42,104	630,994	1,011,331	8,754	24,020	962	10,863	37,890
Hagerstown	34,132	33,888	-.7	14,343	190,407	264,470	7,804	18,439	*	*	*
WICOMICO	64,540	68,438	6.0	25,052	409,063	634,017	9,264	25,308	842	18,636	102,881
Salisbury	16,429	18,128	10.3	7,400	117,674	168,771	9,310	22,807	*	*	*
WORCESTER	30,889	32,967	6.7	12,843	185,156	304,929	9,250	23,743	652	16,419	96,404

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1983 Cash Receipts as follows: From Crops $330,503,000; from Livestock & Livestock Products $701,951,000; Total $1,032,454,000.* —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MASSACHUSETTS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,737,037	5,894,865	2.8	2,156,510	47,520,712	73,550,544	12,477	34,106	5,401	135,360	141,757
METROPOLITAN STATISTICAL AREAS											
Boston, Ma	3,030,841	3,096,034	2.2	1,155,440	33,367,955	39,231,271	12,671	33,954	N.A.	N.A.	N.A.
Brockton, Ma	182,891	191,715	4.8	63,655	1,437,537	2,241,394	11,691	35,212	N.A.	N.A.	N.A.
Fall River, Ma-R.I.	127,253	129,536	1.8	49,184	1,155,963	1,211,840	9,355	24,639	N.A.	N.A.	N.A.
Fitchburg-Leominster, Ma	106,343	108,534	2.1	39,733	1,109,415	1,218,285	11,225	30,662	N.A.	N.A.	N.A.
Lawrence-Haverhill, Ma-N.H.	339,090	350,723	3.4	126,520	3,644,185	4,268,734	12,171	33,740	N.A.	N.A.	N.A.
Lowell, Ma-N.H.	243,142	249,180	2.5	82,511	2,575,855	3,011,712	12,086	36,501	N.A.	N.A.	N.A.
New Bedford, Ma	130,548	133,458	2.2	51,159	1,192,706	1,271,920	9,530	24,862	N.A.	N.A.	N.A.
Pawtucket-Woonsocket-Attleboro, R.I.-Ma	307,403	403,093	31.1	147,014	3,010,265	4,187,755	10,389	28,485	N.A.	N.A.	N.A.
Pittsfield, Ma	83,490	83,854	.4	31,072	574,789	971,064	11,580	31,252	N.A.	N.A.	N.A.
Salem-Gloucester, Ma	258,175	266,997	3.4	96,516	2,959,242	3,510,229	13,147	36,369	N.A.	N.A.	N.A.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MASSACHUSETTS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Springfield, Ma	515,259	530,957	3.0	196,017	5,198,302	5,947,794	11,202	30,343	N.A.	N.A.	N.A.
Worcester, Ma	402,918	410,348	1.8	149,891	4,170,449	4,636,934	11,300	30,935	N.A.	N.A.	N.A.
COUNTIES, Cities											
BARNSTABLE	147,925	165,921	12.2	67,905	1,285,647	2,185,280	13,171	32,181	123		
Hyannis	10,662	13,858	30.0	4,507	99,108	176,440	12,732	39,148	*	*	*
BERKSHIRE	145,110	149,024	2.7	55,529	979,487	1,732,643	11,627	31,202	352	2,689	13,852
North Adams	18,063	17,872	−1.1	6,400	100,580	171,001	9,568	26,719	*	*	*
Pittsfield	51,974	50,522	−2.8	18,141	346,874	580,154	11,483	31,980	*	*	*
BRISTOL	474,641	490,298	3.3	178,064	2,976,868	5,218,916	10,644	29,309	597	11,920	16,340
Attleboro	34,196	36,093	5.5	12,890	240,842	409,450	11,344	31,765	*	*	*
Fall River	92,574	93,184	.7	36,397	508,848	796,262	8,545	21,877	*	*	*
New Bedford	98,478	99,841	1.4	39,139	547,878	888,916	8,903	22,712	*	*	*
North Attleboro.	21,095	23,236	10.1	8,176	155,053	274,755	11,825	33,605	*	*	*
Taunton	45,001	47,230	5.0	17,191	293,502	491,791	10,413	28,607	*	*	*
DUKES	8,942	10,421	16.5	4,674	79,321	133,842	12,843	28,635	40	318	371
ESSEX	633,632	656,905	3.7	244,700	5,552,020	8,372,811	12,746	34,217	372	7,485	6,434
Beverly	37,655	38,562	2.4	13,966	332,936	495,756	12,856	35,497	*	*	*
Gloucester	27,768	28,633	3.1	12,013	246,378	374,149	13,067	31,145	*	*	*
Haverhill	46,865	48,941	4.4	18,721	360,751	536,088	10,954	28,636	*	*	*
Lawrence	63,175	63,275	.2	25,191	445,638	598,866	9,464	23,773	*	*	*
Lynn	78,471	75,091	−4.3	30,202	599,115	844,093	11,241	27,948	*	*	*
Newburyport	15,900	16,509	3.8	6,513	131,587	203,378	12,319	31,226	*	*	*
Peabody	45,976	46,381	.9	15,860	397,045	589,885	12,718	37,193	*	*	*
Salem	38,220	38,242	.1	15,373	307,734	451,128	11,797	29,345	*	*	*
FRANKLIN	64,317	66,261	3.0	25,781	439,183	757,659	11,434	29,388	521	6,826	14,729
Greenfield	18,436	19,180	4.0	7,299	119,394	192,074	10,014	26,315	*	*	*
HAMPDEN	443,018	451,976	2.0	166,352	3,178,653	5,148,501	11,391	30,949	392	8,738	6,814
Holyoke	44,678	42,545	−4.8	16,769	289,893	449,997	10,577	26,835	*	*	*
Springfield	152,319	148,406	−2.6	55,880	977,044	1,505,750	10,146	26,946	*	*	*
Westfield	36,465	39,972	9.6	13,931	271,984	464,148	11,612	33,318	*	*	*
HAMPSHIRE	138,813	149,637	7.9	49,796	958,901	1,641,956	10,958	32,974	559	9,908	15,574
Northampton	29,286	31,272	6.8	11,381	209,295	331,628	10,605	29,139	*	*	*
MIDDLESEX	1,367,034	1,383,188	1.2	496,820	12,794,662	19,204,983	13,885	38,656	567	24,114	21,429
Framingham	65,113	66,330	1.9	25,058	687,981	1,019,983	15,377	40,705	*	*	*
Hudson	16,438	16,767	2.1	5,602	138,935	220,366	13,159	39,337	*	*	*
Lowell	92,418	92,232	−.2	34,796	669,876	976,523	10,588	28,064	*	*	*
Malden	53,386	52,364	−1.9	21,043	442,394	643,017	12,280	30,557	*	*	*
Marlborough	30,617	32,455	6.0	12,188	276,491	433,597	13,360	35,576	*	*	*
Medford	58,076	55,302	−4.8	19,651	480,159	685,964	12,404	34,907	*	*	*
Melrose	30,055	28,688	−4.6	10,469	290,732	407,307	14,198	38,906	*	*	*
Wakefield	24,895	24,835	−.3	8,791	245,402	378,316	15,233	43,034	*	*	*
Waltham	58,200	56,880	−2.3	20,733	514,519	755,444	13,281	36,437	*	*	*
Woburn	36,626	36,520	−.3	12,680	321,014	479,053	13,118	37,780	*	*	*
NANTUCKET	5,087	5,521	8.5	2,367	47,896	90,254	16,347	38,130	6		
NORFOLK	606,587	624,060	2.9	220,421	6,195,298	8,953,715	14,348	40,621	205	5,941	3,180
Dedham	25,298	25,098	−.8	8,414	239,560	341,541	13,608	40,592	*	*	*
Quincy	84,743	85,290	.6	34,873	806,641	1,130,567	13,256	32,420	*	*	*
PLYMOUTH	405,437	419,301	3.4	141,661	3,262,503	5,506,037	13,131	38,868	649	44,244	8,720
Brockton	95,172	102,009	7.2	33,756	660,082	988,551	9,691	29,285	*	*	*
SUFFOLK	650,142	659,583	1.5	263,930	4,968,382	6,973,708	10,573	26,423	4	152	
Boston	562,994	526,284	−6.5	229,334	4,283,426	6,018,658	11,436	26,244	*	*	*
Chelsea	25,431	23,070	−9.3	9,651	172,472	223,542	9,690	23,163	*	*	*
WORCESTER	646,352	662,569	2.5	238,510	4,801,891	7,630,239	11,516	31,991	1,014	13,005	34,314
Athol	10,634	10,575	−.6	4,124	78,249	124,416	11,765	30,169	*	*	*
Clinton	12,771	12,727	−.4	4,786	98,267	152,952	12,018	31,958	*	*	*
Fitchburg	39,580	38,486	−2.8	14,497	270,584	396,780	10,310	27,370	*	*	*
Gardner	17,900	17,334	−3.2	7,035	145,071	220,475	12,719	31,340	*	*	*
Milford	23,390	26,315	12.5	9,332	161,716	270,467	10,278	28,983	*	*	*
Southbridge	16,665	16,831	1.0	6,473	125,677	195,015	11,587	30,127	*	*	*
Worcester	161,799	157,627	−2.6	58,343	1,136,795	1,620,667	10,282	27,778	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1983 Cash Receipts as follows: From Crops $230,859,000; from Livestock & Livestock Products $136,089,000; Total $366,948,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	9,258,344	9,252,470	−.1	3,292,744	75,720,126	101,537,020	10,974	30,837	58,661	1,364,666	1,223,657
METROPOLITAN STATISTICAL AREAS											
Ann Arbor, Mi	264,748	266,726	.7	96,548	2,440,507	3,367,186	12,624	34,876	1,347	26,095	25,676
Battle Creek, Mi	141,557	141,224	−.2	52,626	1,147,102	1,339,567	9,485	25,454	1,281	28,853	25,966
Benton Harbor, Mi	171,276	164,738	−3.8	59,825	1,251,822	1,633,829	9,918	27,310	1,777	55,259	11,065
Detroit, Mi	4,487,421	4,411,276	−1.7	1,572,885	38,975,372	52,191,906	11,831	33,182	6,951	158,994	91,854
Flint, Mi	450,449	443,669	−1.5	157,124	3,291,029	4,957,548	11,174	31,552	990	18,716	16,025

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1988 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 85 vs 80	HOUSEHOLDS 1988 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Grand Rapids, Mi .	601,680	627,109	4.2	221,592	5,899,476	7,172,989	11,438	32,370	3,097	103,062	113,309
Jackson, Mi	151,495	148,379	–1.7	51,554	1,105,303	1,515,085	10,177	29,388	1,242	20,057	25,853
Kalamazoo, Mi	212,378	218,095	2.7	79,970	1,911,012	2,627,891	12,049	32,861	961	30,939	22,185
Lansing-East Lansing, Mi	416,667	420,920	1.0	147,705	3,245,647	4,900,722	11,643	33,179	3,995	83,999	79,376
Muskegon, Mi	157,589	159,189	1.0	56,853	1,125,414	1,544,950	9,705	27,174	481	16,009	10,969
Saginaw-Bay City-Midland, Mi	421,518	419,707	–.4	145,828	3,338,609	4,366,013	10,403	29,939	3,276	107,331	22,792
COUNTIES, Cities											
ALCONA	9,740	10,303	5.8	4,605	52,508	73,037	7,089	18,236	295	891	3,947
ALGER	9,225	9,448	2.4	3,477	62,048	77,691	8,223	22,344	76	158	1,718
ALLEGAN	81,555	85,434	4.8	29,420	557,552	854,343	10,000	29,040	1,831	48,518	74,529
ALPENA	32,315	33,341	3.2	11,870	209,919	274,160	8,223	23,097	442	2,236	7,033
Alpena	12,214	11,726	–4.0	3,839	77,362	89,134	7,601	23,218	*	*	*
ANTRIM	16,194	16,779	3.6	6,143	99,704	139,823	8,333	22,761	279	5,344	6,079
ARENAC	14,706	15,723	6.9	5,653	89,829	122,217	7,773	21,620	377	9,507	6,489
BARAGA	8,484	8,512	.3	3,061	54,541	58,763	6,904	19,197	74	123	805
BARRY	45,781	47,730	4.3	16,596	347,853	462,145	9,682	27,847	1,061	13,659	24,525
BAY	119,881	118,456	–1.2	42,193	830,325	1,261,053	10,646	29,888	1,072	39,859	3,757
Bay City	41,593	37,125	–10.8	14,395	283,184	370,724	9,986	25,754	*	*	*
BENZIE	11,205	11,251	.4	4,184	82,328	96,279	8,557	23,011	184	3,031	920
BERRIEN	171,276	164,738	–3.8	59,825	1,251,822	1,633,829	9,918	27,310	1,777	55,259	11,065
Benton Harbor	14,707	13,255	–9.9	4,226	69,541	81,018	6,112	19,171	*	*	*
Niles	13,115	12,670	–3.4	4,827	105,729	130,141	10,272	26,961	*	*	*
St. Joseph	9,622	8,561	–11.0	3,682	90,082	105,352	12,306	28,613	*	*	*
BRANCH	40,188	40,120	–.2	14,482	260,072	360,582	8,988	24,899	1,170	26,240	24,221
Coldwater	9,461	9,622	1.7	3,156	55,053	71,159	7,395	22,547	*	*	*
CALHOUN	141,557	141,224	–.2	52,626	1,147,102	1,339,567	9,485	25,454	1,281	28,853	25,966
Albion	11,059	10,468	–5.4	3,493	76,849	87,783	8,386	25,131	*	*	*
Battle Creek	35,724	33,909	–5.1	12,961	270,686	495,972	14,627	35,526	*	*	*
Marshall	7,201	7,145	–.8	2,774	66,662	69,298	9,699	24,981	*	*	*
CASS	49,499	48,684	–1.7	17,524	330,780	439,417	9,026	25,075	1,022	20,792	34,584
Dowagiac	6,307	6,053	–4.0	1,933	47,403	53,405	8,823	27,628	*	*	*
CHARLEVOIX	19,907	20,300	2.0	7,459	129,597	170,228	8,386	22,822	256	866	3,614
CHEBOYGAN	20,649	21,939	6.2	8,012	120,724	165,874	7,561	20,703	197	708	3,455
Cheboygan	5,106	5,162	1.1	1,244	33,640	39,391	7,631	31,665	*	*	*
CHIPPEWA	29,029	29,529	1.7	10,419	186,195	221,007	7,484	21,212	378	1,644	5,578
Sault Ste. Marie	14,448	14,296	–1.1	3,518	71,223	82,931	5,801	23,573	*	*	*
CLARE	23,822	25,881	8.6	9,783	140,548	195,268	7,545	19,960	317	1,365	8,669
CLINTON	55,893	56,812	1.6	18,588	408,600	660,967	11,634	35,559	1,518	28,314	36,642
CRAWFORD	9,465	10,332	9.2	3,707	59,886	76,941	7,447	20,756	18	36	23
DELTA	38,947	40,499	4.0	14,546	286,997	348,853	8,614	23,983	315	1,857	5,880
Escanaba	14,355	14,337	–.1	4,833	110,158	120,766	8,423	24,988	*	*	*
DICKINSON	25,341	26,473	4.5	10,251	196,125	219,881	8,306	21,450	123	1,731	2,338
Iron Mountain	8,341	8,495	1.8	3,234	66,650	67,872	7,990	20,987	*	*	*
Kingsford	5,290	5,528	4.5	1,912	41,821	46,351	8,385	24,242	*	*	*
EATON	88,337	89,789	1.6	31,660	723,605	1,148,322	12,789	36,270	1,372	28,036	15,974
EMMET	22,992	23,444	2.0	8,479	158,847	208,906	8,911	24,638	253	1,063	3,080
Petoskey	6,097	6,079	–.3	1,726	35,710	39,438	6,488	22,849	*	*	*
GENESEE	450,449	443,669	–1.5	157,124	3,291,029	4,957,548	11,174	31,552	990	18,716	16,025
Flint	159,611	140,385	–12.1	52,667	1,077,875	1,419,768	10,113	26,957	*	*	*
GLADWIN	19,957	22,027	10.4	8,147	123,867	172,105	7,813	21,125	433	2,869	4,841
GOGEBIC	19,686	19,872	.9	7,859	122,451	133,486	6,717	16,985	82	47	978
Ironwood	7,741	7,293	–5.8	2,529	47,820	48,323	6,626	19,108	*	*	*
GRAND TRAVERSE	54,899	58,469	6.5	21,161	484,469	604,793	10,344	28,581	462	8,798	4,437
Traverse City	15,516	15,136	–2.5	4,966	133,384	134,354	8,876	27,055	*	*	*
GRATIOT	40,448	39,997	–1.1	13,558	276,486	367,890	9,198	27,135	1,215	43,673	26,214
Alma	9,652	9,460	–2.0	3,053	70,138	88,853	9,392	29,104	*	*	*
HILLSDALE	42,071	43,048	2.3	15,228	258,090	366,642	8,517	24,077	1,354	26,659	33,056
Hillsdale	7,432	7,439	.1	2,520	48,993	62,033	8,339	24,616	*	*	*
HOUGHTON	37,872	39,601	4.6	14,039	228,710	265,239	6,698	18,893	195	707	1,835
Houghton	7,512	8,686	15.6	1,734	44,237	53,633	6,175	30,930	*	*	*
HURON	36,459	36,367	–.3	13,155	228,854	318,818	8,767	24,235	1,655	59,742	80,801
Bad Axe	3,184	3,284	3.1	967	24,060	30,085	9,161	31,112	*	*	*
INGHAM	272,437	274,319	.7	97,457	2,113,442	3,091,433	11,269	31,721	1,105	29,649	26,760
East Lansing	43,309	49,083	1.6	12,972	321,999	451,888	9,207	34,836	*	*	*
Lansing	130,414	130,652	.2	50,648	1,018,427	1,412,106	10,808	27,881	*	*	*
IONIA	51,815	53,698	3.6	17,404	354,529	512,085	9,536	29,423	1,187	25,958	37,137
Ionia	5,920	5,888	–.6	2,228	43,476	55,959	9,504	25,116	*	*	*
IOSCO	28,349	29,864	5.3	11,081	165,084	222,715	7,458	20,099	244	1,831	5,497
IRON	13,635	14,375	5.4	5,850	95,932	106,337	7,397	18,177	98	1,075	802
ISABELLA	54,110	54,761	1.2	16,743	341,036	468,953	8,564	28,009	1,016	12,902	28,333
Mount Pleasant	23,746	25,830	8.8	6,454	137,200	172,697	6,686	26,758	*	*	*
JACKSON	151,495	148,879	–1.7	51,554	1,105,303	1,515,085	10,177	29,388	1,242	20,057	25,853
Jackson	39,739	36,118	–9.1	13,671	271,616	320,752	8,881	23,462	*	*	*
KALAMAZOO	212,378	218,095	2.7	79,970	1,911,012	2,627,891	12,049	32,861	961	30,939	22,185
Kalamazoo	79,722	78,579	–1.4	29,070	642,350	801,214	10,196	27,562	*	*	*
KALKASKA	10,952	11,621	6.1	4,207	62,344	95,283	8,199	22,649	91	1,406	1,262
KENT	444,506	462,560	4.1	167,160	4,434,390	5,319,339	11,500	31,822	1,524	45,684	32,472
Grand Rapids	181,843	180,857	–.6	67,542	1,672,938	1,802,203	9,965	26,683	*	*	*
KEWEENAW	1,963	1,389	–29.3	599	10,367	8,323	5,992	13,895	4		2
LAKE	7,711	9,088	17.9	3,742	38,579	59,601	6,558	15,928	123	398	1,185
LAPEER	70,038	70,779	1.1	22,049	436,258	708,730	10,013	32,143	1,361	25,775	27,015
LEELANAU	14,007	14,896	6.3	5,546	115,684	152,362	10,228	27,472	429	11,729	4,311
LENAWEE	89,948	90,310	.4	31,122	610,486	869,831	9,632	27,949	1,619	57,292	31,544
Adrian	21,186	21,727	2.6	7,200	143,661	188,927	8,695	26,240	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LIVINGSTON	100,289	103,354	3.1	33,351	878,858	1,253,701	12,130	37,591	884	13,320	19,631
LUCE	6,659	6,147	-7.7	2,130	47,273	47,662	7,754	22,377	30	192	487
MACKINAC	10,178	10,926	7.3	4,112	69,510	85,355	7,812	20,758	96	127	2,743
MACOMB	694,600	703,611	1.3	240,318	6,228,654	8,787,826	12,490	36,567	819	24,652	9,374
Mount Clemens	18,806	18,289	-2.8	7,201	162,854	210,913	11,532	29,289	*	*	*
MANISTEE	23,019	23,560	2.4	8,996	174,946	216,734	9,199	24,092	304	7,960	1,001
Manistee	7,566	7,649	1.1	2,356	55,734	70,724	9,246	30,019	*	*	*
MARQUETTE	74,101	71,575	-3.4	24,324	558,750	601,042	8,397	24,710	125	517	1,023
Marquette	23,288	23,222	-.3	6,807	180,063	175,352	7,551	25,761	*	*	*
MASON	26,365	27,705	5.1	10,562	208,377	251,642	9,083	23,825	492	8,328	9,736
Ludington	8,937	9,348	4.6	3,036	69,547	85,646	9,162	28,210	*	*	*
MECOSTA	36,961	36,983	.1	11,424	209,115	272,114	7,358	23,820	684	7,053	15,533
Big Rapids	14,361	15,684	9.2	2,770	58,235	67,241	4,287	24,275	*	*	*
MENOMINEE	26,201	26,464	1.0	9,667	175,371	218,374	8,252	22,520	458	1,023	16,350
Menominee	10,099	9,837	-2.6	3,430	70,437	78,667	7,997	22,935	*	*	*
MIDLAND	73,578	75,228	2.2	25,857	668,344	918,431	12,209	35,520	502	11,553	6,631
Midland	37,250	39,276	5.4	13,937	404,295	516,521	13,151	37,061	*	*	*
MISSAUKEE	10,009	10,723	7.1	3,804	51,880	75,786	7,068	19,923	343	1,531	21,620
MONROE	134,659	131,841	-2.1	43,492	1,273,741	1,727,275	13,101	39,715	1,458	47,929	14,136
Monroe	23,531	22,840	-2.9	7,978	239,502	291,592	12,767	36,550	*	*	*
MONTCALM	47,555	50,601	6.4	18,178	313,401	454,951	8,991	25,028	1,132	35,904	20,378
Greenville	8,019	8,858	10.5	2,937	61,201	82,302	9,291	28,022	*	*	*
MONTMORENCY	7,492	7,607	1.5	2,961	38,758	52,083	6,847	17,590	106	369	2,379
MUSKEGON	157,589	159,189	1.0	56,853	1,125,414	1,544,950	9,705	27,174	481	16,009	10,969
Muskegon	40,823	39,109	-4.2	15,167	264,624	310,134	7,930	20,448	*	*	*
Muskegon Heights	14,611	13,403	-8.3	4,804	86,496	112,316	8,380	23,380	*	*	*
NEWAYGO	34,917	38,417	10.0	13,820	210,589	310,230	8,075	22,448	784	14,266	19,103
OAKLAND	1,011,793	1,025,324	1.3	371,199	10,735,255	14,710,078	14,347	39,629	688	14,816	3,708
Pontiac	76,715	73,935	-3.6	26,245	520,080	650,685	8,801	24,793	*	*	*
Royal Oak	70,893	65,092	-8.2	25,942	721,938	854,294	13,124	32,931	*	*	*
OCEANA	22,002	22,430	1.9	7,765	135,272	180,309	8,039	23,221	735	20,107	9,823
OGEMAW	16,436	17,447	6.2	6,574	90,867	122,705	7,033	18,665	308	1,327	8,211
ONTONAGON	9,861	10,390	5.4	3,794	70,556	75,957	7,311	20,020	145	317	1,534
OSCEOLA	18,928	20,564	8.6	7,312	112,762	152,604	7,421	20,870	549	1,718	16,233
OSCODA	6,858	7,230	5.4	2,768	38,464	53,046	7,337	19,164	86	178	2,081
OTSEGO	14,993	15,910	6.1	5,339	101,760	134,087	8,428	25,115	142	889	1,864
OTTAWA	157,174	164,549	4.7	54,432	1,465,086	1,853,650	11,265	34,054	1,573	57,378	80,837
Grand Haven	11,763	12,268	4.3	4,903	132,344	150,887	12,299	30,774	*	*	*
Holland	26,281	27,483	4.6	9,736	257,779	281,765	10,252	28,941	*	*	*
PRESQUE ISLE	14,267	13,636	-4.4	4,982	80,528	105,674	7,750	21,211	335	5,217	4,790
ROSCOMMON	16,374	19,306	17.9	7,898	105,534	146,835	7,606	18,591	37	152	84
SAGINAW	228,059	226,023	-.9	77,778	1,839,940	2,186,529	9,674	28,112	1,702	55,919	12,404
Saginaw	77,508	69,534	-10.3	25,523	565,453	536,115	7,998	21,789	*	*	*
ST. CLAIR	138,802	139,796	.7	49,188	1,047,956	1,410,135	10,087	28,668	1,302	19,856	17,464
Port Huron	33,981	33,214	-2.3	12,325	247,279	280,936	8,458	22,794	*	*	*
ST. JOSEPH	56,083	57,131	1.9	20,839	366,917	516,201	9,035	24,771	1,033	32,912	19,086
Sturgis	9,468	9,746	2.9	3,685	70,446	88,920	9,124	24,130	*	*	*
Three Rivers	7,015	6,957	-.8	2,588	51,717	61,131	8,787	23,621	*	*	*
SANILAC	40,789	40,837	.1	14,383	262,977	367,257	8,993	25,534	1,846	41,706	59,753
SCHOOLCRAFT	8,575	8,505	-.8	3,160	54,995	66,097	7,772	20,917	56	236	467
SHIAWASSEE	71,140	70,049	-1.5	23,744	487,349	683,527	9,758	28,787	1,386	23,458	19,588
Owosso	16,455	15,801	-4.0	6,046	127,060	161,285	10,207	26,676	*	*	*
TUSCOLA	56,961	56,616	-.6	18,760	405,963	568,182	10,036	30,287	1,483	59,214	25,146
VAN BUREN	66,814	67,642	1.2	24,195	513,476	649,031	9,595	26,825	1,464	52,804	16,476
South Haven	5,943	5,731	-3.6	2,125	43,865	55,242	9,639	25,996	*	*	*
WASHTENAW	264,748	266,726	.7	96,548	2,440,507	3,367,186	12,624	34,876	1,347	26,095	25,676
Ann Arbor	107,316	112,204	4.6	40,702	989,337	1,266,339	11,286	31,112	*	*	*
Ypsilanti	24,031	21,564	-10.3	7,978	192,517	230,129	10,672	28,845	*	*	*
WAYNE	2,337,240	2,236,571	-4.3	813,288	18,374,650	23,594,161	10,549	29,011	439	12,646	526
Detroit	1,203,339	996,933	-17.2	383,445	8,186,519	9,600,046	9,630	25,036	*	*	*
WEXFORD	25,102	27,432	9.3	10,201	160,442	221,971	8,092	21,760	229	790	3,376
Cadillac	10,199	11,275	10.6	3,657	62,476	74,988	6,651	20,505	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Michigan 1983 Cash Receipts as follows: From Crops $1,758,474,000; from Livestock & Livestock Products $1,242,987,000; Total $3,001,461,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,077,148	4,194,367	2.9	1,532,216	32,360,505	46,542,113	11,096	30,376	94,382	2,655,483	3,259,542
METROPOLITAN STATISTICAL AREAS											
Duluth, Mn-Wi	266,650	260,968	-2.1	98,710	1,890,937	2,233,682	8,559	22,629	1,457	3,551	15,836

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Fargo-Moorhead, N.D-Mn	137,574	144,220	4.8	52,805	924,502	1,687,251	11,699	31,952	2,379	188,597	39,516
Minneapolis-St. Paul, Mn-Wi	2,137,856	2,219,670	3.8	823,764	18,890,983	29,337,770	13,217	35,614	11,491	156,353	323,117
Rochester, Mn	91,971	96,330	4.7	35,365	912,407	1,294,887	13,442	36,615	1,532	24,837	70,699
St. Cloud, Mn	163,256	173,757	6.4	54,230	1,118,593	1,586,958	9,133	29,263	5,055	50,615	262,873
COUNTIES, Cities											
AITKIN	13,404	13,707	2.3	5,315	63,159	86,864	6,337	16,343	740	3,357	12,857
ANOKA	195,998	205,062	4.6	65,496	1,546,664	2,521,340	12,296	38,496	633	10,044	7,886
BECKER	29,336	29,717	1.3	10,516	184,192	235,077	7,911	22,354	1,366	19,262	48,968
BELTRAMI	30,982	34,578	11.6	11,569	158 329	232,121	6,713	20,064	775	5,365	10,809
Bemidji	10,949	11,888	8.6	3,368	54,139	69,002	5,804	20,488	*	*	*
BENTON	25,187	26,604	5.6	9,030	177,225	239,532	9,004	26,526	1,035	7,661	55,790
BIG STONE	7,716	8,274	7.2	3,188	61,077	65,424	7,907	20,522	554	24,689	14,797
BLUE EARTH	52,314	52,827	1.0	18,679	348,373	500,792	9,480	26,810	1,459	67,759	47,626
Mankato	28,651	27,670	-3.4	9,796	195,402	261,429	9,448	26,687	*	*	*
BROWN	28,645	28,898	.9	10,412	181,433	265,126	9,175	25,464	1,390	45,182	56,406
New Ulm	13,755	14,264	3.7	5,250	97,604	139,488	9,779	26,569	*	*	*
CARLTON	29,936	30,442	1.7	10,624	175,263	243,517	7,999	22,921	732	1,200	9,899
CARVER	37,046	39,501	6.6	13,255	274,666	473,344	11,983	35,711	1,141	10,216	48,667
CASS	21,050	20,966	-.4	7,647	101,358	132,586	6,324	17,338	761	1,535	12,384
CHIPPEWA	14,941	14,895	-.3	5,712	120,618	124,603	8,365	21,814	968	52,390	19,476
CHISAGO	25,717	27,344	6.3	9,141	156,177	281,988	10,313	30,849	1,047	8,128	20,275
CLAY	49,327	51,396	4.2	17,418	378 607	417,519	8,124	23,971	1,103	76,613	21,901
Moorhead	29,998	31,431	4.8	10,407	240,067	247,360	7,870	23,769	*	*	*
CLEARWATER	8,761	8,817	.6	3,061	37,749	50,981	5,782	16,655	693	4,930	15,757
COOK	4,092	4,158	1.6	1,634	27,016	36,258	8,720	22,190	11		
COTTONWOOD	14,854	14,353	-3.4	5,495	118,723	133,130	9,275	24,227	1,053	59,070	58,414
CROW WING	41,722	42,293	1.4	15,826	229,646	310,298	7,337	19,607	644	2,432	11,284
Brainerd	11,489	11,540	.4	3,026	47,455	56,765	4,919	18,759	*	*	*
DAKOTA	194,111	206,737	6.5	70,365	1,732,382	2,648,300	12,810	37,637	1,084	33,988	33,202
DODGE	14,773	15,243	3.2	5,319	102,239	146,484	9,610	27,540	933	35,303	35,920
DOUGLAS	27,839	29,125	4.6	10,764	194,704	236,151	8,108	21,939	1,308	12,818	37,250
FARIBAULT	19,714	19,438	-1.4	7,542	165,800	182,113	9,369	24,147	1,320	77,378	47,808
FILLMORE	21,930	22,561	2.9	8,287	121,029	186,949	8,286	22,559	1,867	29,848	92,894
FREEBORN	36,329	35,947	-1.1	13,456	244,578	353,227	9,826	26,251	1,522	66,702	58,844
Albert Lea	19,190	18,850	-1.8	7,452	145,056	206,382	10,949	27,695	*	*	*
GOODHUE	38,749	41,574	7.3	15,115	290,427	422,572	10,164	27,957	1,840	33,715	80,002
Red Wing	13,736	16,498	20.1	6,352	121,017	175,209	10,620	27,583	*	*	*
GRANT	7,171	7,302	1.8	2,757	53,162	57,158	7,826	20,732	648	33,589	15,307
HENNEPIN	941,411	964,787	2.5	386,439	9,070,368	13,785,448	14,289	35,673	940	17,920	18,052
Minneapolis	370,951	347,707	-6.3	158,913	3,053,657	4,362,476	12,546	27,452	*	*	*
HOUSTON	19,617	19,996	1.9	7,153	112,385	177,288	8,866	24,785	1,128	8,157	56,112
HUBBARD	14,098	14,533	3.1	5,320	68,675	98,813	6,799	18,574	504	7,518	6,565
ISANTI	23,600	24,749	4.9	8,100	172,456	224,102	9,055	27,667	947	10,088	15,597
ITASCA	43,006	43,503	1.2	15,618	251,347	354,631	8,152	22,707	578	1,159	4,812
JACKSON	13,690	13,895	1.5	5,207	107,078	124,319	8,947	23,875	1,253	67,016	59,242
KANABEC	12,161	12,955	6.5	4,621	83,919	104,704	8,082	22,658	833	2,449	20,653
KANDIYOHI	36,763	39,298	6.9	14,180	308,719	347,849	8,852	24,531	1,419	46,542	89,178
Willmar	15,895	18,705	17.7	6,242	138,128	150,393	8,040	24,094	*	*	*
KITTSON	6,672	7,028	5.3	2,666	46,304	54,385	7,738	20,399	642	44,877	4,102
KOOCHICHING	17,571	16,983	-3.4	6,106	104,741	135,523	7,980	22,195	278	1,219	3,187
International Fal	5,611	5,010	-10.7	1,871	38,479	41,443	8,272	22,150	*	*	*
LAC QUI PARLE	10,592	10,534	-.6	3,977	79,972	84,993	8,068	21,371	1,082	44,320	33,306
LAKE	13,043	12,103	-7.2	4,366	94,001	125,868	10,400	28,829	59		
LAKE OF THE WOODS	3,764	3,637	-3.4	1,424	18,072	25,377	6,977	17,821	230	5,475	2,267
LE SUEUR	23,434	24,197	3.3	8,597	152,900	229,066	9,467	26,645	1,087	27,879	37,055
LINCOLN	8,207	8,433	2.8	3,069	52,099	58,238	6,906	18,976	823	20,176	35,544
LYON	25,207	25,791	2.3	9,199	196,942	228,498	8,860	24,839	1,175	47,591	58,529
Marshall	11,161	12,139	8.8	4,231	79,679	107,461	8,853	25,398	*	*	*
MCLEOD	29,657	30,704	3.5	11,053	220,583	298,909	9,735	27,043	1,492	32,378	47,648
MAHNOMAN	5,535	5,695	2.9	1,843	29,675	33,681	5,914	18,275	410	11,603	7,746
MARSHALL	13,027	12,968	-.5	4,589	79,305	90,673	6,992	19,759	1,447	72 002	10,438
MARTIN	24,687	25,284	2.4	9,813	222,914	250,643	9,913	25,542	1,454	79,172	60,373
Fairmont	11,506	12,220	6.2	4,949	117,014	131,970	10,800	26,666	*	*	*
MEEKER	20,594	21,242	3.1	7,674	133,303	187,081	8,807	24,379	1,376	34,554	65,225
MILLE LACS	18,430	19,126	3.8	6,862	118,259	153,951	8,049	22,435	929	3,483	25,903
MORRISON	29,311	30,298	3.4	10,132	169,305	211,190	6,970	20,844	2,009	8,913	87,995
Little Falls	7,250	7,367	1.6	2,450	38,924	50,627	6,872	20,664	*	*	*
MOWER	40,390	39,673	-1.8	15,181	289,311	405,870	10,230	26,735	1,477	54,654	54,816
Austin	23,020	21,498	-6.6	8,739	186,017	260,027	12,095	29,755	*	*	*
MURRAY	11,507	11,338	-1.5	4,076	86,313	92,685	8,175	22,739	1,150	44,789	50,976
NICOLLET	26,929	27,066	.5	8,678	177,292	259,728	9,596	29,255	969	38,081	46,045
North Mankato	9,145	10,152	11.0	3,686	74,284	102,729	10,119	27,870	*	*	*
NOBLES	21,840	22,110	1.2	8,168	179,663	204,037	9,228	24,980	1,413	59,156	72,187
Worthington	10,243	10,547	3.0	4,136	102,194	115,190	10,922	27,851	*	*	*
NORMAN	9,379	9,425	.5	3,571	61,613	73,103	7,756	20,471	805	57,060	11,873
OLMSTED	91,971	96,330	4.7	35,365	912,407	1,294,887	13,442	36,615	1,532	24,837	70,699
Rochester	57,855	60,597	4.7	23,779	623,570	853,046	14,077	35,874	*	*	*
OTTER TAIL	51,937	54,150	4.3	19,981	347,176	427,826	7,901	21,412	3,245	38,347	113,395
Fergus Falls	12,519	13,093	4.6	3,665	82,940	92,065	7,032	25,120	*	*	*
PENNINGTON	15,258	14,327	-6.1	5,282	118,650	119,236	8,322	22,574	655		
PINE	19,871	20,415	2.7	7,259	119,122	152,194	7,455	20,966	1,199	3,650	30,667
PIPESTONE	11,690	11,983	2.5	4,600	82,083	95,340	7,956	20,726	828	22,451	38,106

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
POLK	34,844	35,876	3.0	12,892	238,322	284,313	7,925	22,053	1,774	132,731	24,574
Crookston	8,628	9,053	4.9	3,037	62,145	73,322	8,099	24,143	*	*	*
E. Grand Forks	8,537	9,322	9.2	3,220	64,211	77,333	8,296	24,016	*	*	*
POPE	11,657	11,432	-1.9	4,277	96,105	85,794	7,505	20,059	1,042	28,766	34,635
RAMSEY	459,784	472,615	2.8	180,819	4,003,131	6,048,706	12,798	33,452	82	3,566	811
St. Paul	270,230	256,262	-5.2	105,204	2,207,437	3,141,165	12,258	29,858	*	*	*
RED LAKE	5,471	5,470		1,835	31,908	33,073	6,046	18,023	422	12,065	7,181
REDWOOD	19,341	19,249	-.5	7,037	153,623	160,510	8,339	22,809	1,544	76,635	66,921
RENVILLE	20,401	20,148	-1.3	7,440	156,545	175,534	8,712	23,593	1,685	104,528	49,192
RICE	46,087	48,151	4.5	15,372	325,995	443,619	9,213	28,859	1,325	25,138	55,750
Faribault	16,241	16,734	3.0	6,035	129,748	165,808	9,908	27,474	*	*	*
ROCK	10,703	10,527	-1.7	3,974	89,429	94,769	9,002	23,847	953	27,593	62,531
ROSEAU	12,574	12,454	-1.0	4,485	82,913	90,065	7,232	20,081	1,213	36,343	19,962
ST. LOUIS	222,229	215,704	-2.9	81,443	1,504,490	1,824,835	8,460	22,406	1,093	2,342	9,120
Duluth	92,811	85,911	-7.4	30,134	590,965	641,352	7,465	21,283	*	*	*
Hibbing	21,193	20,531	-3.1	7,107	142,650	175,336	8,540	24,671	*	*	*
Virginia	11,056	10,020	-9.4	3,996	80,742	90,625	9,044	22,679	*	*	*
SCOTT	43,784	47,096	7.6	15,015	321,964	573,866	12,185	38,220	981	12,232	27,032
SHERBURNE	29,908	32,998	10.3	10,213	226,301	334,651	10,142	32,767	684	15,773	21,566
SIBLEY	15,448	15,402	-.3	5,508	92,835	134,410	8,727	24,403	1,391	42,868	61,685
STEARNS	108,161	114,153	5.5	34,987	715,067	1,012,775	8,872	28,947	3,336	27,179	185,517
St. Cloud	42,566	46,648	9.6	14,622	312,045	393,515	8,436	26,913	*	*	*
STEELE	30,328	31,080	2.5	11,144	234,070	307,366	9,890	27,581	1,061	32,620	37,076
Owatonna	18,632	20,738	11.3	7,545	156,173	204,359	9,854	27,085	*	*	*
STEVENS	11,322	11,135	-1.7	3,974	84,724	88,765	7,972	22,336	701	35,644	37,142
SWIFT	12,920	12,867	-.4	4,793	91,022	95,394	7,414	19,903	1,011	54,957	29,180
TODD	24,991	25,937	3.8	9,113	141,073	177,228	6,833	19,448	2,112	12,692	79,089
TRAVERSE	5,542	6,043	9.0	2,268	45,582	48,861	8,086	21,544	483	35,825	9,831
WABASHA	19,335	19,358	.1	6,938	129,372	177,142	9,151	25,532	1,079	15,343	53,749
WADENA	14,192	14,294	.7	5,000	85,822	98,263	6,874	19,653	776	3,022	25,438
WASECA	18,448	18,445		6,631	123,833	177,908	9,645	26,830	878	41,036	29,386
WASHINGTON	113,571	123,349	8.6	39,330	934,799	1,606,932	13,028	40,858	801	18,017	11,283
Stillwater	12,290	14,658	19.3	4,967	101,477	154,091	10,512	31,023	*	*	*
WATONWAN	12,361	12,576	1.7	4,901	104,870	116,149	9,236	23,699	885	46,121	31,931
WILKIN	8,382	8,411	.3	2,959	61,524	67,845	8,066	22,928	571	57,978	7,875
Breckenridge	3,909	3,766	-3.7	1,347	27,125	30,520	8,104	22,658	*	*	*
WINONA	46,256	47,888	3.5	16,684	305,605	432,986	9,042	25,952	1,199	12,959	72,011
Winona	25,075	25,182	.4	9,034	173,759	219,589	8,720	24,307	*	*	*
WRIGHT	58,962	61,931	5.0	20,098	365,285	648,135	10,465	32,249	2,094	21,334	57,468
YELLOW MEDICIN.	13,653	13,461	-1.4	5,094	102,748	108,629	8,070	21,325	1,211	39,484	34,890

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Minnesota 1983 Cash Receipts as follows: From Crops $2,949,075,000; from Livestock & Livestock Products $3,328,332,000; Total $6,227,407,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,520,638	2,624,675	4.1	889,267	14,220,821	20,881,117	7,956	23,481	42,415	1,102,099	766,221
METROPOLITAN STATISTICAL AREAS											
Biloxi-Gulfport, M.	182,202	196,873	8.1	67,603	1,119,446	1,788,640	9,085	26,457	575	1,852	3,435
Jackson, Ms	362,038	375,415	3.7	128,534	2,695,362	3,792,934	10,103	29,509	2,257	45,173	60,860
Memphis, Tn-Ar-Ms	912,887	947,222	3.8	334,198	6,459,150	9,533,732	10,065	28,527	2,588	139,502	15,911
Pascagoula, Ms	118,015	123,630	4.8	40,596	693,447	1,247,318	10,089	30,725	255	1,103	2,024
COUNTIES, Cities											
ADAMS	38,035	39,935	5.0	13,846	220,679	312,969	7,837	22,604	220	7,427	763
Natchez	22,015	24,393	10.8	8,879	133,171	189,343	7,762	21,325	*	*	*
ALCORN	33,036	33,253	.7	12,451	200,191	276,899	8,327	22,239	587	5,600	1,962
Corinth	13,839	15,166	9.6	6,202	101,200	134,283	8,854	21,652	*	*	*
AMITE	13,369	13,374		4,487	58,255	84,935	6,351	18,929	700	1,642	14,075
ATTALA	19,865	19,966	.5	7,142	92,398	125,465	6,284	17,567	564	7,469	3,312
BENTON	8,153	8,433	3.4	2,762	32,485	55,590	6,592	20,127	309	6,913	1,016
BOLIVAR	45,965	45,460	-1.1	13,862	205,007	273,919	6,025	19,760	538	90,244	3,027
Cleveland	14,524	15,043	3.6	4,708	95,537	128,815	8,563	27,361	*	*	*
CALHOUN	15,664	16,156	3.1	5,728	72,049	104,229	6,451	18,196	501	14,390	2,464
CARROLL	9,776	9,939	1.7	3,369	40,089	63,491	6,388	18,846	490	9,999	3,680
CHICKASAW	17,853	18,155	1.7	6,126	87,117	124,820	6,875	20,375	564	11,320	8,833
CHOCTAW	8,996	8,911	-1.0	3,058	38,771	54,005	6,060	17,660	332	2,828	2,544
CLAIBORNE	12,279	12,367	.7	3,673	72,503	85,530	6,916	23,286	258	5,079	6,864
CLARKE	16,945	17,954	6.0	6,264	67,382	129,894	7,235	20,737	445	700	2,367
CLAY	21,082	22,214	5.4	7,386	113,976	165,110	7,433	22,354	458	7,103	6,463
West Point	8,811	9,348	6.1	3,409	51,486	71,364	7,634	20,934	*	*	*
COAHOMA	36,918	35,906	-2.8	11,709	165,446	215,549	6,003	18,409	309	63,788	396
Clarksdale	21,137	20,255	-4.2	6,702	111,502	144,998	7,159	21,635	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1995	POPULATION % Pop. Change 90 vs 95	HOUSE-HOLDS 1995 number of households	DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1995 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1995 estimate income per household	FARM PRODUCTS (1992) Number of farms	FARM PRODUCTS (1992) Value of crops (Thousands)	FARM PRODUCTS (1992) Value of livestock (Thousands)
COPIAH	26,503	26,334	-.6	8,667	124,049	177,806	6,752	20,515	708	3,535	25,491
COVINGTON	15,927	16,823	5.6	5,645	81,546	117,403	6,979	20,798	614	2,889	17,503
DE SOTO	53,930	57,920	7.4	18,099	425,702	589,183	10,172	32,553	632	19,345	6,381
FORREST	66,018	70,308	6.5	25,270	413,549	584,741	8,317	23,140	365	2,560	6,220
Hattiesburg	40,829	44,947	10.1	16,693	278,408	369,927	8,230	22,161	*	*	*
FRANKLIN	8,208	8,666	5.6	3,182	38,208	58,285	6,726	18,317	228		
GEORGE	15,297	16,331	6.8	5,343	87,388	125,661	7,695	23,519	397	2,368	3,810
GREENE	9,827	9,614	-2.2	3,056	40,708	58,226	6,056	19,053	376	956	4,940
GRENADA	21,043	21,190	.7	7,451	102,142	165,048	7,789	22,151	276	8,274	5,604
Grenada	12,641	13,982	10.6	4,997	78,304	110,386	7,895	22,090	*	*	*
HANCOCK	24,537	28,450	15.9	9,858	144,967	256,298	9,009	25,999	243	688	1,624
HARRISON	157,665	168,425	6.8	57,747	974,479	1,532,342	9,098	26,535	332	1,164	1,811
Biloxi	49,311	52,671	6.8	17,858	304,354	434,522	8,250	24,332	*	*	*
Gulfport	39,676	41,718	5.1	15,792	272,835	381,274	9,139	24,143	*	*	*
HINDS	250,998	250,985		88,534	1,984,673	2,591,996	10,327	29,277	983	14,607	20,508
Jackson	202,895	202,884		73,126	1,649,668	2,161,819	10,655	29,563	*	*	*
HOLMES	22,970	24,024	4.6	7,583	71,631	119,187	4,961	15,718	505	36,059	2,232
HUMPHREYS	13,931	14,214	2.0	4,497	56,394	81,081	5,704	18,030	346	39,812	19,367
ISSAQUENA	2,513	2,536	.9	817	13,044	18,933	7,466	23,174	134	18,402	781
ITAWAMBA	20,518	21,256	3.6	7,577	111,256	156,884	7,381	20,705	600	4,839	13,323
JACKSON	118,015	123,630	4.8	40,596	693,447	1,247,318	10,089	30,725	255	1,103	2,024
Moss Point	18,998	19,704	3.7	5,856	101,238	161,342	8,188	27,552	*	*	*
Pascagoula	29,318	31,941	8.9	11,258	199,736	304,289	9,527	27,029	*	*	*
JASPER	17,265	17,895	3.6	5,937	75,936	109,119	6,098	18,379	612	799	10,369
JEFFERSON	9,181	9,222	.4	2,857	30,547	43,774	4,964	16,022	288	5,145	2,224
JEFFERSON DAVIS	13,846	14,461	4.4	4,716	62,603	98,163	6,788	20,815	566	1,712	6,573
JONES	61,912	66,964	8.2	24,083	375,767	539,990	8,064	22,422	995	1,820	56,106
Laurel	21,897	22,370	2.2	8,577	150,316	192,695	8,614	22,466	*	*	*
KEMPER	10,148	10,244	.9	3,369	38,186	58,395	5,700	17,333	579	3,332	3,163
LAFAYETTE	31,030	32,370	4.3	10,452	165,723	237,442	7,335	22,717	525	5,452	2,589
Oxford	9,882	8,429	-14.7	3,302	87,790	103,588	12,289	31,371	*	*	*
LAMAR	23,821	27,043	13.5	9,212	142,455	231,882	8,575	25,172	435	1,992	8,818
LAUDERDALE	77,285	79,561	2.9	28,540	476,341	659,029	8,283	23,091	551	1,647	2,384
Meridian	46,577	47,948	2.9	18,163	307,761	391,705	8,169	21,566	*	*	*
LAWRENCE	12,518	13,375	6.8	4,625	68,129	105,145	7,861	22,734	411	1,420	2,349
LEAKE	18,790	19,416	3.3	6,856	83,035	118,016	6,078	17,214	787	3,130	39,580
LEE	57,061	59,655	4.5	21,520	369,312	517,382	8,673	24,042	701	9,499	8,636
Tupelo	23,905	26,978	12.9	10,221	192,954	254,307	9,426	24,881	*	*	*
LEFLORE	41,525	41,438	-.2	13,360	207,642	265,636	6,410	19,883	312	75,196	2,164
Greenwood	20,115	18,828	-6.4	7,136	130,482	161,505	8,578	22,632	*	*	*
LINCOLN	30,174	32,721	8.4	11,323	157,635	230,785	7,664	22,148	643	2,394	10,993
Brookhaven	10,600	11,780	9.1	4,157	63,767	92,623	7,863	22,281	*	*	*
LOWNDES	57,304	60,322	5.3	20,311	329,336	476,731	7,903	23,472	486	12,912	2,295
Columbus	27,383	29,761	8.7	10,400	161,403	212,013	7,124	20,386	*	*	*
MADISON	41,613	43,238	3.9	13,621	189,631	333,176	7,706	24,460	607	25,043	5,754
MARION	25,708	28,040	9.1	9,684	131,868	197,508	7,044	20,395	720	892	10,949
MARSHALL	29,296	30,414	3.8	9,113	111,685	195,552	6,430	21,459	681	13,782	7,645
MONROE	36,404	38,196	4.9	13,228	191,581	277,652	7,269	20,990	712	19,140	4,783
MONTGOMERY	13,366	13,265	-.8	4,689	61,611	81,889	6,173	17,464	374	6,003	2,908
NESHOBA	23,789	24,835	4.4	8,607	126,264	179,138	7,213	20,813	870	694	21,199
NEWTON	19,944	20,880	4.7	7,485	103,730	144,658	6,928	19,326	763	2,006	30,380
NOXUBEE	13,212	12,845	-2.8	4,073	53,057	72,282	5,627	17,747	545	17,686	9,166
OKTIBBEHA	36,018	38,022	5.6	12,007	203,582	287,608	7,564	23,953	454	4,846	6,399
Starkville	15,169	17,962	18.4	6,640	109,067	154,255	8,588	23,231	*	*	*
PANOLA	28,164	29,879	6.1	9,753	111,404	186,217	6,232	19,093	817	29,441	4,940
PEARL RIVER	33,795	37,650	11.4	12,703	194,636	301,134	7,998	23,706	718	3,708	10,529
Picayune	10,361	11,477	10.8	3,823	64,002	89,374	7,787	23,378	*	*	*
PERRY	9,864	9,824	-.4	3,263	46,286	69,432	7,068	21,279	308	1,457	5,719
PIKE	36,173	38,110	5.4	13,438	182,876	273,576	7,179	20,358	601	1,631	14,686
McComb	12,331	13,215	7.2	5,101	77,357	108,331	8,198	21,237	*	*	*
PONTOTOC	20,918	22,011	5.2	8,001	107,827	162,030	7,361	20,251	815	12,283	8,132
PRENTISS	24,025	25,155	4.7	9,022	125,085	180,316	7,168	19,986	564	6,924	5,053
QUITMAN	12,636	12,129	-4.0	3,867	51,554	65,770	5,423	17,008	323	39,470	159
RANKIN	69,427	81,192	16.9	26,379	521,058	867,762	10,688	32,894	667	5,523	34,598
SCOTT	24,556	25,647	4.4	8,606	124,532	173,392	6,761	20,148	833	4,558	78,555
SHARKEY	7,964	8,005	.5	2,346	30,627	45,483	5,682	19,387	162	42,252	2,641
SIMPSON	23,441	25,360	8.2	8,544	120,114	179,173	7,065	20,971	771	2,414	31,749
SMITH	15,077	15,098	.1	5,202	78,399	102,363	6,780	19,678	773	1,347	44,999
STONE	9,716	10,767	10.8	3,406	53,022	86,868	8,068	25,504	275	1,333	3,792
SUNFLOWER	34,844	35,760	2.6	10,226	147,260	208,336	5,826	20,373	446	71,904	11,999
TALLAHATCHIE	17,157	16,902	-1.5	5,400	67,585	98,346	5,819	18,212	472	53,320	4,590
TATE	20,119	21,664	7.7	6,686	89,788	153,200	7,072	22,914	647		
TIPPAH	18,739	19,895	6.2	6,984	89,058	124,407	6,253	17,813	673	5,082	3,749
TISHOMINGO	18,434	19,591	6.3	7,395	104,511	158,839	8,108	21,479	364	1,935	1,614
TUNICA	9,652	8,973	-7.0	2,740	31,775	42,160	4,699	15,387	171	44,890	1,085
UNION	21,741	21,792	.2	8,060	120,882	160,803	7,379	19,951	734	7,943	4,662
WALTHALL	13,761	13,562	-1.5	4,483	64,484	91,329	6,734	20,372	807	3,914	17,222
WARREN	51,627	52,451	1.6	18,179	336,347	524,538	10,001	28,854	280	9,467	1,380
Vicksburg	25,434	25,807	1.5	9,431	160,333	217,377	8,423	23,049	*	*	*
WASHINGTON	72,344	72,351		23,666	381,295	486,281	6,721	20,548	444	79,848	6,408
Greenville	40,613	41,149	1.3	13,654	223,997	268,573	6,527	19,670	*	*	*
WAYNE	19,135	20,650	7.9	6,895	91,318	135,989	6,585	19,723	498		
WEBSTER	10,300	11,143	8.2	4,014	55,200	93,455	8,387	23,282	400	6,362	2,045
WILKINSON	10,021	11,420	14.0	3,729	39,200	63,271	5,540	16,967	267	2,732	3,454
WINSTON	19,474	19,894	2.2	6,948	99,156	133,731	6,722	19,247	729	1,954	7,047

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION EST. estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 90	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME EST. 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME EST. 1985 estimate (Thousands)	INCOME Income per capita	INCOME EST. 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
YALOBUSHA	12,139	13,286	1.1	4,799	56,204	90,732	6,829	18,906	375		
YAZOO	27,349	27,363	.1	9,080	114,150	186,435	6,813	20,532	605	92,762	8,423

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1983 Cash Receipts as follows. From Crops $1,364,511,000; from Livestock & Livestock Products $926,608,000; Total $2,291,119,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION EST. estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 90	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME EST. 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME EST. 1985 estimate (Thousands)	INCOME Income per capita	INCOME EST. 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,917,444	5,057,361	2.8	1,901,474	37,090,171	52,940,447	10,468	27,842	112,447	1,523,053	2,007,743
METROPOLITAN STATISTICAL AREAS											
Columbia, Mo	100,376	107,869	7.5	39,386	854,010	1,174,600	10,889	29,823	1,345	12,507	15,143
Joplin, Mo	127,513	134,643	5.6	52,841	850,053	1,202,046	8,928	22,748	3,216	20,564	63,423
Kansas City, Mo-..	1,433,372	1,482,320	3.4	564,300	12,100,384	18,368,517	12,392	32,551	10,702	144,873	155,473
St. Joseph, Mo	87,888	88,607	.8	34,190	536,068	868,762	9,805	25,410	909	18,164	10,493
St. Louis, Mo-Il	1,809,319	1,824,364	.8	670,853	14,525,396	22,170,472	12,152	33,048	4,774	72,226	71,752
Springfield, Mo	207,704	217,393	4.7	83,336	1,593,666	2,230,964	10,262	26,771	3,701	4,416	57,252
COUNTIES, Cities											
ADAIR	24,870	25,719	3.4	9,517	192,170	223,035	8,672	23,435	951	9,173	12,143
Kirksville	17,167	18,598	8.3	6,819	138,024	157,539	8,471	23,103	*	*	*
ANDREW	13,980	15,128	8.2	5,556	82,771	147,099	9,724	26,476	1,007	16,708	20,285
ATCHISON	8,603	8,955	4.1	3,585	74,957	82,033	9,161	22,882	669	36,659	14,922
AUDRAIN	26,458	26,660	.8	10,205	226,606	261,337	9,803	25,609	1,256	40,693	34,104
Mexico	12,276	12,648	3.0	5,059	122,084	133,657	10,567	26,420	*	*	*
BARRY	24,408	26,374	8.1	10,394	146,460	216,468	8,208	20,826	1,726	2,627	38,637
Monett	6,148	6,772	10.1	2,480	38,429	58,611	8,655	23,633	*	*	*
BARTON	11,292	11,810	4.6	4,714	77,782	90,155	7,634	19,125	978	22,506	14,702
BATES	15,873	16,243	2.3	6,438	119,565	139,591	8,594	21,682	1,446	19,368	26,891
BENTON	12,183	12,606	3.5	5,117	85,721	104,602	8,298	20,442	988	4,072	18,661
BOLLINGER	10,301	10,679	3.7	3,993	52,209	71,838	6,727	17,991	994	6,616	8,923
BOONE	100,376	107,869	7.5	39,386	854,010	1,174,600	10,889	29,823	1,345	12,507	15,143
Columbia	62,061	68,614	10.6	24,593	539,812	654,320	9,536	26,606	*	*	*
BUCHANAN	87,888	88,607	.8	34,190	536,068	868,762	9,805	25,410	909	18,164	10,493
St. Joseph	76,691	79,095	3.1	30,810	469,585	758,808	9,594	24,629	*	*	*
BUTLER	37,693	38,701	2.7	15,031	249,676	282,909	7,310	18,822	940	39,752	3,571
Poplar Bluff	17,139	17,883	4.3	7,289	126,837	136,335	7,624	18,704	*	*	*
CALDWELL	8,660	8,715	.6	3,469	59,903	74,099	8,502	21,360	925		
CALLAWAY	32,252	33,689	4.5	11,475	264,939	325,845	9,672	28,396	1,381	13,972	18,946
Fulton	11,046	10,874	-1.6	3,403	94,662	100,696	9,260	29,590	*	*	*
CAMDEN	19,963	22,840	14.4	9,425	155,285	208,267	9,119	22,097	560	357	10,991
CAPE GIRARDEAU	58,837	61,147	3.9	22,429	449,970	598,394	9,786	26,679	1,427	17,690	19,766
Cape Girardeau	34,361	37,413	8.9	13,861	283,678	347,540	9,289	25,073	*	*	*
CARROLL	12,131	11,730	-3.3	4,784	99,938	108,962	9,289	22,776	1,099	31,021	24,630
Carrollton	4,700	4,458	-5.2	1,858	33,068	41,991	9,419	22,600	*	*	*
CARTER	5,428	5,826	7.3	2,161	33,163	37,907	6,507	17,541	202	96	1,731
CASS	51,029	55,095	8.0	19,447	342,936	604,267	10,968	31,073	1,741	19,264	22,492
CEDAR	11,894	12,534	5.4	5,232	81,210	93,928	7,494	17,953	956	1,879	10,346
CHARITON	10,489	10,649	1.5	4,186	78,189	98,675	9,266	23,573	1,271	31,936	34,354
CHRISTIAN	22,602	23,880	6.6	8,732	157,348	216,786	9,078	24,827	1,426	963	23,416
CLARK	8,493	8,512	.2	3,265	57,298	74,569	8,760	22,839	728	22,060	9,877
CLAY	136,488	141,115	3.4	53,118	1,103,646	1,774,881	12,578	33,414	767	6,322	15,245
Excelsior Spring.	10,424	11,373	9.1	4,557	97,544	128,955	11,339	28,298	*	9	*
CLINTON	15,916	16,940	6.4	6,061	133,919	165,610	9,776	27,334	275	12,052	25,919
COLE	56,663	61,805	9.1	22,353	498,878	676,712	10,949	30,274	1,055	2,323	12,294
Jefferson City	33,619	37,420	11.3	14,531	338,126	410,593	10,973	28,256	*	*	*
COOPER	14,643	15,505	5.9	5,853	122,871	136,387	8,409	22,277	1,009	17,090	24,621
Boonville	6,959	7,032	1.0	2,715	49,401	59,158	8,413	21,789	*	*	*
CRAWFORD	18,300	19,257	5.2	7,180	127,299	154,775	8,037	21,586	759	569	8,014
DADE	7,383	7,970	8.0	3,291	49,771	64,550	8,099	19,614	932	7,356	15,348
DALLAS	12,096	12,737	5.3	4,821	67,920	94,641	7,430	19,631	1,132	646	26,229
DAVIESS	8,905	8,918	.1	3,469	60,704	73,154	8,206	21,097	982	19,144	16,660
DE KALB	8,222	8,781	6.8	3,392	56,812	74,356	8,468	21,921	859	12,127	19,781
DENT	14,517	15,403	6.1	5,853	110,214	115,279	7,484	19,696	764	594	7,343
DOUGLAS	11,394	12,462	7.5	4,627	60,379	84,442	6,776	18,250	1,300	714	22,928
DUNKLIN	36,324	36,817	1.4	14,192	223,883	256,629	6,970	18,083	806	57,968	1,259
Kennett	10,145	10,311	1.6	4,050	75,758	83,138	8,063	20,528	*	*	*
FRANKLIN	71,233	76,628	7.6	26,640	436,212	753,115	9,828	28,270	1,764	7,229	26,988
GASCONADE	13,181	14,201	7.7	5,554	92,785	126,784	8,928	22,828	896	2,589	10,589
GENTRY	7,887	8,361	6.0	3,387	53,464	67,548	8,079	19,943	759	15,167	17,537
GREENE	185,302	193,513	4.4	74,604	1,436,318	2,014,178	10,408	26,998	2,275	3,453	33,836
Springfield	133,116	145,657	9.4	58,214	1,056,986	1,357,605	9,321	23,321	*	*	*
GRUNDY	11,959	12,062	.9	5,000	89,856	102,160	8,470	20,432	740	18,434	13,058

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MISSOURI POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREA COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Trenton	6,811	7,281	6.9	3,161	45,907	60,520	8,312	19,146	*	*	*
HARRISON	9,890	10,158	2.7	4,397	64,684	85,711	8,438	19,493	1,054	16,918	22,959
HENRY	19,672	19,872	1.0	8,063	147,979	173,988	8,755	21,579	1,097	11,781	20,792
Clinton	8,366	8,942	6.9	3,565	55,902	79,959	8,942	22,429	*	*	*
HICKORY	6,367	7,072	11.1	2,992	41,850	50,642	7,161	16,926	562	782	9,069
HOLT	6,882	6,890	.1	2,856	56,098	59,779	8,676	20,931	679	31,243	10,318
HOWARD	10,008	10,375	3.7	3,891	70,017	86,126	8,301	22,135	740	12,699	13,669
HOWELL	28,807	30,720	6.6	11,815	174,940	217,622	7,084	18,419	1,734	1,078	34,405
West Plains	7,741	8,760	13.3	3,700	43,626	62,591	7,139	16,916	*	*	*
IRON	11,084	11,258	1.6	3,982	75,855	85,987	7,638	21,594	301	144	3,760
JACKSON	629,180	634,999	.9	252,111	4,701,262	7,159,566	11,275	28,398	1,012	14,802	12,178
Blue Springs	25,927	26,123	.8	8,481	209,497	439,978	16,843	51,878	*	*	*
Independence	111,806	112,652	.8	42,744	841,270	1,295,769	11,502	30,315	*	*	*
†Kansas City	448,159	421,276	-6.0	172,372	3,392,646	4,802,726	11,400	27,863	*	*	*
JASPER	86,958	91,142	4.8	36,394	588,766	830,187	9,109	22,811	1,427	15,522	23,855
Carthage	11,104	11,683	5.2	4,757	78,276	107,008	9,159	22,495	*	*	*
Joplin	39,073	40,772	4.5	17,400	289,831	370,346	9,083	21,284	*	*	*
JEFFERSON	146,814	154,697	5.4	51,500	1,007,561	1,653,744	10,690	32,112	759	2,855	6,585
Crystal City	3,573	3,584	.3	1,402	26,453	37,685	10,515	26,879	*	*	*
Festus	7,574	8,006	5.7	2,900	57,412	83,977	10,489	28,958	*	*	*
JOHNSON	39,059	39,221	.4	12,958	278,789	314,370	8,015	24,261	1,855	14,464	30,260
Warrensburg	13,807	14,262	3.3	4,351	110,832	116,073	8,139	26,677	*	*	*
KNOX	5,508	5,254	-4.6	2,034	36,758	42,665	8,120	20,976	680	16,928	14,311
LACLEDE	24,323	26,388	8.5	10,090	169,348	210,402	7,973	20,853	1,307	841	30,013
Lebanon	9,507	10,851	14.1	4,587	80,333	94,275	8,688	20,553	*	*	*
LAFAYETTE	29,925	31,139	4.1	11,780	268,883	313,596	10,071	26,621	1,599	32,045	41,043
Lexington	5,063	5,081	.4	2,036	35,157	49,625	9,767	24,374	*	*	*
LAWRENCE	28,973	29,645	2.3	11,344	175,857	238,072	8,031	20,987	1,859	5,848	45,594
LEWIS	10,901	11,869	8.9	4,429	74,995	100,449	8,463	22,680	823	19,349	15,830
LINCOLN	22,193	24,143	8.8	8,547	173,994	220,973	9,153	25,854	1,272	21,202	37,671
LINN	15,495	15,953	3.0	6,751	120,129	143,671	9,006	21,281	989	15,632	21,562
Brookfield	5,555	5,758	3.7	2,549	37,816	52,623	9,139	20,645	*	*	*
LIVINGSTON	15,739	16,040	1.9	6,336	124,319	151,174	9,425	23,860	839	20,046	11,894
Chillicothe	9,089	9,003	-1.0	3,685	80,222	93,345	10,368	25,331	*	*	*
MCDONALD	14,917	15,693	5.2	6,052	79,032	115,583	7,365	19,098	1,151	632	48,305
MACON	16,313	17,578	7.8	7,098	125,600	159,065	9,049	22,410	1,259	19,145	19,624
Macon	5,680	6,350	11.8	2,594	40,580	58,709	9,246	22,633	*	*	*
MADISON	10,725	11,317	5.5	4,516	76,817	82,813	7,318	18,338	432	573	5,847
MARIES	7,551	7,708	2.1	2,859	49,990	59,434	7,711	20,788	852	911	11,380
MARION	28,638	30,866	7.8	11,935	222,460	278,271	9,015	23,316	785	18,060	15,109
†Hannibal	18,811	20,329	8.1	7,985	143,937	174,852	8,601	21,898	*	*	*
MERCER	4,685	4,884	4.2	2,048	33,375	38,978	7,981	19,032	629	8,187	12,394
MILLER	18,532	20,622	11.3	7,850	134,158	168,619	8,177	21,480	1,106	1,304	28,747
MISSISSIPPI	15,726	16,388	4.2	5,943	93,178	116,744	7,124	19,644	361	48,760	3,589
MONITEAU	12,068	12,969	7.5	4,832	79,012	113,036	8,716	23,393	1,062	4,944	22,965
MONROE	9,716	9,838	1.3	3,778	67,950	82,533	8,389	21,846	993	19,386	22,880
MONTGOMERY	11,537	12,360	7.1	4,730	89,291	104,554	8,459	22,104	894	17,095	17,808
MORGAN	13,807	15,158	9.8	5,980	95,734	119,106	7,858	19,917	911	3,416	26,404
NEW MADRID	22,945	23,009	.3	8,265	135,856	158,231	6,877	19,145	609	67,213	1,615
NEWTON	40,555	43,501	7.3	16,447	261,287	371,859	8,548	22,610	1,789	4,982	39,568
Neosho	9,492	10,183	7.3	4,163	66,363	91,271	8,953	21,924	*	*	*
NODAWAY	21,996	22,894	4.1	8,297	175,973	199,124	8,698	24,000	1,518	34,134	41,274
Maryville	9,358	9,708	1.6	3,334	58,896	79,261	8,165	23,774	*	*	*
OREGON	10,238	10,462	2.2	4,090	61,217	65,473	6,258	16,008	921	687	19,296
OSAGE	12,014	12,171	1.3	4,186	78,973	100,765	8,279	24,072	1,185	2,850	36,213
OZARK	7,961	8,811	10.7	3,403	44,068	60,704	6,890	17,838	844	329	20,500
PEMISCOT	24,987	25,356	1.5	9,291	143,914	155,628	6,138	16,750	525	51,405	1,002
PERRY	16,784	17,039	1.5	6,024	103,400	136,557	8,014	22,669	1,016	12,975	23,207
PETTIS	36,378	36,592	.6	14,387	283,334	330,438	9,030	22,968	1,352	19,248	28,126
Sedalia	20,927	19,989	-4.5	8,479	172,232	188,390	9,425	22,218	*	*	*
PHELPS	33,633	36,983	10.0	13,201	263,098	320,669	8,671	24,291	789	864	9,243
Rolla	13,303	14,656	10.2	4,972	117,294	129,866	8,861	26,119	*	*	*
PIKE	17,568	17,091	-2.7	6,312	131,473	150,592	8,811	23,858	1,099	23,880	31,726
PLATTE	46,341	48,934	5.6	17,856	384,194	651,037	13,304	36,460	891	18,523	7,008
POLK	18,822	20,345	8.1	7,616	116,771	159,326	7,831	20,920	1,649	2,273	36,621
PULASKI	42,011	46,548	10.8	12,489	235,099	296,917	6,379	23,774	567	443	6,853
Saint Robert	1,735	2,164	24.7	1,091	9,774	13,804	6,379	12,653	*	*	*
Waynesville	2,879	2,920	1.4	1,235	18,444	23,372	8,004	18,925	*	*	*
PUTNAM	6,092	6,303	3.5	2,559	38,002	48,282	7,660	18,868	715	5,602	16,278
RALLS	8,911	8,918	.1	3,265	69,518	82,244	9,222	25,190	701	18,647	11,817
RANDOLPH	25,460	26,095	2.5	9,812	200,294	234,888	9,001	23,939	829	10,039	11,979
Moberly	13,418	14,013	4.4	5,686	117,155	129,356	9,231	22,750	*	*	*
RAY	21,378	22,169	3.7	8,088	124,136	223,725	10,092	27,661	1,250	20,792	17,226
Richmond	5,499	6,031	9.7	2,537	37,574	58,849	9,758	23,196	*	*	*
REYNOLDS	7,230	7,302	1.0	2,757	46,343	50,301	6,889	18,245	377	336	3,376
RIPLEY	12,458	13,259	6.4	5,031	67,366	76,862	5,797	15,278	547	4,026	4,725
ST. CHARLES	143,455	160,877	12.1	53,538	1,107,125	1,992,595	12,386	37,218	1,023	24,668	13,820
ST. CLAIR	8,622	9,187	6.6	3,802	52,260	66,723	7,263	17,549	843	6,106	13,832
ST. FRANCOIS	42,600	44,251	3.9	16,282	353,398	365,196	8,253	22,429	729	1,865	12,437
Flat River	4,443	4,555	2.5	1,803	27,199	36,429	7,998	20,205	*	*	*
ST. LOUIS	974,815	986,388	1.2	359,830	9,038,760	13,846,496	14,038	38,481	445	12,983	1,823
ST. LOUIS CITY	453,085	424,575	-6.3	171,753	2,732,300	3,681,345	8,671	21,434	N.A.	N.A.	N.A.
St. Louis	453,085	424,575	-6.3	171,753	2,732,300	3,681,345	8,671	21,434	*	*	*
STE. GENEVIEVE	15,180	15,997	5.4	5,334	104,505	144,175	9,013	27,029	695	4,114	16,937
SALINE	24,919	25,371	1.8	9,807	199,725	229,990	9,065	23,452	1,168	40,133	25,628
Marshall	12,781	13,422	5.0	4,986	107,493	123,525	9,203	24,774	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
SCHUYLER	4,979	5,071	1.8	2,042	33,048	40,829	8,051	19,995	539		
SCOTLAND	5,415	5,368	–.9	2,141	34,658	43,948	8,187	20,527	632	14,629	14,512
SCOTT	39,647	40,745	2.8	14,831	354,683	458,234	11,246	30,897	687	35,859	7,056
Sikeston	17,431	19,433	11.5	7,212	173,573	212,709	10,946	29,494	*	*	*
SHANNON	7,885	8,245	4.6	3,074	46,390	50,963	6,181	16,579	457	115	4,797
SHELBY	7,826	8,143	4.1	3,279	55,902	66,111	8,119	20,162	768	19,728	21,416
STODDARD	29,009	30,109	3.8	11,468	191,553	227,007	7,540	19,795	1,338	70,651	13,198
Dexter	7,043	7,910	12.3	3,219	42,780	61,862	7,821	19,218	*	*	*
STONE	15,587	17,217	10.5	6,912	111,473	147,323	8,557	21,314	824		
SULLIVAN	7,434	7,397	–.5	3,060	52,652	57,394	7,759	18,756	893	9,358	19,856
TANEY	20,467	24,044	17.5	9,869	144,022	219,013	9,109	22,192	619	173	6,042
TEXAS	21,070	22,446	6.5	8,628	123,089	161,655	7,202	18,736	1,630	984	28,409
VERNON	19,806	20,082	1.4	7,862	137,787	167,390	8,335	21,291	1,320	21,041	16,989
Nevada	9,044	8,781	–2.9	3,457	55,210	74,005	8,428	21,407	*	*	*
WARREN	14,900	16,622	11.6	5,888	118,044	166,823	10,036	28,333	642	9,092	12,573
WASHINGTON	17,983	18,953	5.4	6,463	107,651	131,579	6,942	20,359	493		
WAYNE	11,277	12,158	7.8	4,731	68,355	77,994	6,415	16,486	442	2,015	3,572
WEBSTER	20,414	21,387	4.8	7,484	120,684	164,428	7,688	21,971	1,595	737	36,139
WORTH	3,008	3,043	1.2	1,327	21,556	23,906	7,856	18,015	389		
WRIGHT	16,188	17,244	6.5	6,676	92,449	124,890	7,243	18,707	1,481	1,122	37,556

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1983 Cash Receipts as follows: From Crops $1,729,714,000; from Livestock & Livestock Products $2,259,288,000; Total $3,988,002,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	786,415	836,185	6.3	311,090	5,555,808	8,230,250	9,843	26,456	23,570	759,174	787,990
METROPOLITAN STATISTICAL AREAS											
Billings, Mt	108,035	119,064	10.2	45,387	916,297	1,357,590	11,402	29,911	1,046	22,514	56,929
Great Falls, Mt	80,696	80,979	.4	30,405	590,998	793,514	9,799	26,098	799	25,255	45,113
COUNTIES, Cities											
BEAVERHEAD	8,186	8,781	7.3	3,289	41,207	71,942	8,193	21,874	342	6,702	34,976
BIG HORN	11,096	11,722	5.6	3,591	113,012	78,588	6,704	21,885	462	22,300	33,742
BLAINE	6,999	7,100	1.4	2,348	42,438	51,376	7,236	21,881	455	20,931	15,834
BROADWATER	3,267	3,238	–.9	1,223	15,988	28,186	8,705	23,047	207	8,304	6,914
CARBON	8,099	8,912	10.0	3,506	93,058	68,763	7,716	19,613	597	10,036	22,150
CARTER	1,799	1,826	1.5	715	16,476	21,488	11,768	30,053	335	3,189	13,935
CASCADE	80,696	80,979	.4	30,405	590,998	793,514	9,799	26,098	799	25,255	45,113
Great Falls	56,725	55,018	–3.0	22,010	451,314	584,489	10,624	26,556	*	*	*
CHOUTEAU	6,092	6,419	5.4	2,359	55,039	67,669	10,542	28,685	742	78,634	13,052
CUSTER	13,109	13,868	5.8	5,338	114,706	194,357	14,015	36,410	382	6,042	32,702
Miles City	9,602	10,469	9.0	4,182	87,069	144,828	13,834	34,631	*	*	*
DANIELS	2,835	2,840	.2	1,021	21,766	24,892	8,765	24,380	378	18,180	4,534
DAWSON	11,805	13,014	10.2	4,745	103,992	130,620	10,037	27,528	499	16,644	9,636
DEER LODGE	12,518	11,704	–6.5	4,266	64,173	101,968	8,712	23,902	62	365	2,770
Anaconda	12,518	11,704	–6.5	4,266	82,378	101,458	8,669	23,783	*	*	*
FALLON	3,763	3,854	2.4	1,429	29,697	38,063	9,876	26,636	285	5,935	8,217
FERGUS	13,076	13,178	.8	4,898	103,236	111,302	8,446	22,724	805	23,285	28,368
FLATHEAD	51,966	55,645	7.1	20,762	303,826	543,131	9,761	26,160	914	8,167	11,839
Kalispell	10,648	11,481	7.8	4,437	63,720	100,286	8,735	22,602	*	*	*
GALLATIN	42,865	46,183	7.7	16,663	258,358	433,159	9,379	25,995	782	19,178	32,167
Bozeman	21,645	25,050	15.7	8,359	124,112	188,897	7,541	22,598	*	*	*
GARFIELD	1,656	1,724	4.1	613	12,843	20,397	11,831	33,274	263	8,300	15,819
GLACIER	10,628	11,215	5.5	3,695	70,908	89,449	7,976	24,208	349	21,590	13,490
GOLDEN VALLEY	1,026	1,131	10.2	414	8,231	11,716	10,359	28,300	153	3,755	5,457
GRANITE	2,700	2,738	1.4	1,021	13,210	22,363	8,168	21,903	153	450	7,638
HILL	17,985	18,488	2.8	6,647	153,859	189,756	10,264	28,548	675	55,662	8,865
Havre	10,891	11,392	4.6	4,165	99,193	119,504	10,490	28,692	*	*	*
JEFFERSON	7,029	7,681	9.3	2,680	37,299	72,933	9,495	27,214	252	2,321	6,167
JUDITH BASIN	2,646	2,754	4.1	1,027	20,586	24,265	8,811	23,627	325	11,375	15,742
LAKE	19,056	20,533	7.8	7,404	91,878	159,354	7,761	21,523	1,027	10,982	19,049
LEWIS AND CLAR	43,039	46,749	8.6	18,021	293,454	493,249	10,551	27,371	417	5,076	10,896
Helena	23,938	26,718	11.6	10,215	163,567	254,042	9,508	24,870	*	*	*
LIBERTY	2,329	2,565	10.1	930	20,548	25,580	9,973	27,505	248	30,056	5,327
LINCOLN	17,752	18,750	5.6	6,668	99,006	155,057	8,270	23,254	264	191	1,495
MCCONE	2,702	2,738	1.3	919	18,462	19,566	7,146	21,291	425	18,342	6,715
MADISON	5,448	6,406	17.6	2,600	39,314	53,472	8,347	20,566	439	5,310	25,848
MEAGHER	2,154	2,348	9.0	822	9,622	18,703	7,966	22,753	119	3,598	11,938
MINERAL	3,675	3,536	–3.8	1,322	20,127	30,957	8,755	23,417	81	266	464

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MISSOULA	76,016	78,359	3.1	29,773	485,085	813,474	10,381	27,323	443	1,262	4,322
Missoula	33,388	36,629	9.7	15,030	219,957	328,317	8,963	21,844	*	*	*
MUSSELSHELL	4,428	4,927	11.3	1,963	35,404	58,278	11,828	29,688	258	6,090	7,822
PARK	12,660	13,810	9.1	5,561	76,605	130,208	9,429	23,414	398	3,365	12,600
Livingston	6,994	7,712	10.3	2,942	52,336	72,684	9,425	24,706	*	*	*
PETROLEUM	655	710	8.4	204	3,716	5,286	7,445	25,912	99	1,548	6,610
PHILLIPS	5,367	5,709	6.4	2,155	39,057	43,431	7,607	20,154	494	17,081	17,390
PONDERA	6,731	6,912	2.7	2,456	54,501	65,426	9,466	26,639	486	38,099	9,489
POWDER RIVER	2,520	2,427	-3.7	916	23,843	36,263	14,941	39,588	338	4,035	15,038
POWELL	6,958	6,667	-4.2	2,339	37,147	57,155	8,573	24,436	210	1,557	10,702
PRAIRIE	1,836	1,942	5.8	720	11,312	12,481	6,427	17,335	183	5,283	9,944
RAVALLI	22,493	25,725	14.4	9,427	113,525	211,887	8,237	22,477	1,019	3,145	17,939
Hamilton	2,661	3,150	18.4	1,464	16,648	25,945	8,237	17,722	*	*	*
RICHLAND	12,243	15,859	29.5	5,777	113,874	169,741	10,703	29,382	555	26,441	14,868
ROOSEVELT	10,467	11,578	10.6	3,920	75,509	100,979	8,722	25,760	584	25,708	5,742
ROSEBUD	9,899	14,339	44.9	4,776	81,114	194,009	13,530	40,622	353	12,346	22,923
SANDERS	8,675	9,288	7.1	3,494	45,302	72,666	7,824	20,797	379	1,782	6,205
SHERIDAN	5,414	6,406	18.3	2,496	48,822	63,917	9,978	25,608	536	23,982	4,533
SILVER BOW	38,092	36,907	-3.1	14,556	205,684	346,307	9,383	23,791	108	315	2,205
Butte	37,205	36,047	-3.1	14,210	200,319	352,303	9,772	24,793	*	*	*
STILLWATER	5,598	6,493	16.0	2,490	73,641	50,353	7,755	20,222	429	8,831	14,979
SWEET GRASS	3,216	3,478	8.1	1,339	26,209	41,536	11,942	31,020	292	1,413	12,161
TETON	6,491	6,709	3.4	2,456	52,937	50,358	8,997	24,576	625	37,731	25,203
TOOLE	5,559	5,796	4.3	2,150	44,942	53,695	9,264	24,974	354	28,507	5,573
TREASURE	981	1,131	15.3	414	6,546	12,947	11,447	31,273	107	4,338	5,830
VALLEY	10,250	9,581	-6.5	3,553	80,347	87,557	9,139	24,643	654	25,513	13,467
WHEATLAND	2,359	2,111	-10.5	809	16,485	25,918	12,278	32,037	150	3,768	10,490
WIBAUX	1,476	1,638	11.0	618	10,187	12,953	7,908	20,960	184	4,099	4,167
YELLOWSTONE	108,035	119,064	10.2	45,387	916,297	1,357,590	11,402	29,911	1,046	22,514	56,929
Billings	66,842	73,666	10.2	29,724	608,723	830,797	11,278	27,950	*	*	*
YELLOWSTONE NATIONAL PARK											

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Montana 1983 Cash Receipts as follows: From Crops $846,939,000; from Livestock & Livestock Products $656,364,000; Total $1,503,303,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	1,570,006	1,625,328	3.5	610,550	11,718,989	17,386,350	10,697	28,477	60,243	2,379,818	4,245,925
METROPOLITAN STATISTICAL AREAS											
Lincoln, Ne	192,884	203,545	5.5	78,292	1,448,749	2,432,298	11,950	31,067	1,547	35,520	26,656
Omaha, Ne-Ia	585,907	605,506	3.3	222,460	4,426,857	7,076,883	11,688	31,812	3,582	132,382	280,853
Sioux City, Ia-Ne	117,457	118,869	1.2	44,210	863,408	1,217,996	10,247	27,550	1,957	73,502	101,646
COUNTIES, Cities											
ADAMS	30,656	31,601	3.1	12,480	300,265	337,445	10,678	27,039	747	48,781	70,125
Hastings	23,045	23,460	1.8	9,696	236,351	259,253	11,051	26,738	*	*	*
ANTELOPE	8,675	8,715	.5	3,265	50,173	64,149	7,361	19,647	1,042	43,819	55,815
ARTHUR	513	624	21.6	209	3,871	4,903	7,857	23,459	81	1,237	6,731
BANNER	918	1,145	24.7	419	6,668	8,974	7,838	21,418	200	12,859	7,547
BLAINE	867	805	-7.2	304	6,009	5,751	7,144	18,918	141	1,058	15,811
BOONE	7,391	7,505	1.5	2,757	46,917	58,706	7,822	21,293	857	31,074	58,012
BOX BUTTE	13,696	14,592	6.5	5,547	105,598	170,995	11,718	30,827	543	35,427	32,309
Alliance	9,920	11,690	17.8	4,427	91,380	139,385	11,923	31,485	*	*	*
BOYD	3,331	3,464	4.0	1,333	17,070	23,419	6,761	17,569	442	3,757	14,777
BROWN	4,377	4,246	-3.0	1,730	31,608	36,253	8,538	20,955	353	13,145	48,367
BUFFALO	34,797	37,387	7.4	13,677	252,827	362,358	9,692	26,494	1,191	55,404	80,086
Kearney	21,158	23,856	12.8	8,633	161,315	226,191	9,482	26,201	*	*	*
BURT	8,813	8,817		3,469	61,197	81,682	9,264	23,546	733	40,019	73,658
BUTLER	9,330	9,665	3.6	3,585	72,778	89,886	9,300	25,073	976	39,699	31,441
CASS	20,297	21,635	6.6	7,910	131,670	219,761	10,158	27,783	915	33,459	40,608
CEDAR	10,852	10,205	-6.0	3,517	55,638	89,421	8,762	25,425	1,144	24,754	72,586
CHASE	4,758	4,651	-2.3	1,730	26,297	39,954	8,590	23,095	433	46,973	32,813
CHERRY	6,758	6,788	.4	2,652	56,807	68,016	10,020	25,647	708	5,674	69,536
CHEYENNE	10,057	10,476	4.2	4,198	78,045	106,932	10,207	25,472	701	30,584	54,460
CLAY	8,106	8,215	1.3	3,165	67,590	78,958	9,611	24,947	664	46,308	64,525
COLFAX	9,890	9,932	.4	3,775	69,113	89,880	9,050	23,809	779	25,698	87,924
CUMING	11,664	12,331	5.7	4,411	76,245	117,581	9,535	26,656	1,250	26,204	230,862
CUSTER	13,877	14,214	2.4	5,622	98,172	133,216	9,372	23,695	1,439	46,160	77,927
DAKOTA	16,573	17,185	3.7	6,142	150,559	195,265	11,363	31,792	378	16,637	12,392
DAWES	9,609	10,318	7.4	3,908	78,549	96,297	9,333	24,641	452	5,213	13,413
DAWSON	22,162	22,299	.6	8,469	170,725	224,499	10,068	26,508	959	52,437	170,967

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1985 U.S. Census	POPULATION EAP estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1985 number of households	DISPOSABLE PERSONAL INCOME EAP 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME EAP 1985 estimate (Thousands)	INCOME Income per capita	INCOME EAP 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
DEUEL	2,462	2,536	3.0	1,021	18,272	25,394	10,013	24,872	277	16,245	9,540
DIXON	7,137	7,201	.9	2,655	42,840	61,338	8,518	23,103	731	17,531	53,390
DODGE	35,847	36,309	1.3	13,886	280,624	393,754	10,845	28,356	977	39,386	70,647
Fremont	23,979	24,833	3.6	9,511	194,945	272,158	10,960	28,615	*	*	*
DOUGLAS	397,884	407,628	2.4	154,780	2,992,268	4,919,359	12,068	31,783	482	17,156	23,251
Omaha	313,911	302,632	-3.6	116,462	2,237,582	3,641,179	12,032	31,265	*	*	*
DUNDY	2,861	3,058	6.9	1,231	24,597	26,668	8,721	21,664	382	23,365	25,818
FILLMORE	7,920	8,245	4.1	3,279	71,117	83,335	10,107	25,415	765	51,865	41,627
FRANKLIN	4,377	4,463	2.0	1,838	31,820	39,322	8,811	21,394	530	23,886	23,437
FRONTIER	3,647	3,651	.1	1,429	27,354	35,044	9,598	24,523	463	24,736	17,208
FURNAS	6,486	6,709	3.4	2,763	47,857	57,388	8,554	20,770	520	25,570	26,618
GAGE	24,456	25,545	4.5	9,938	164,411	248,377	9,723	24,993	1,339	38,359	50,441
Beatrice	12,891	13,773	6.8	5,744	99,264	147,472	10,707	25,674	*	*	*
GARDEN	2,802	2,956	5.5	1,232	21,285	29,130	9,855	23,644	330	13,066	34,980
GARFIELD	2,363	2,326	-1.6	916	16,445	18,723	8,049	20,440	268	5,933	13,549
GOSPER	2,140	2,362	10.4	930	17,119	22,473	9,514	24,165	324	19,125	17,604
GRANT	877	805	-8.2	304	6,965	6,728	8,358	22,132	80	363	9,734
GREELEY	3,462	3,550	2.5	1,225	18,904	23,417	6,596	19,116	438	13,114	23,238
HALL	47,690	50,702	6.3	19,205	386,063	525,149	10,358	27,344	794	46,353	89,687
Grand Island	33,180	36,349	9.6	14,413	276,615	406,975	11,196	28,237	*	*	*
HAMILTON	9,301	9,665	3.9	3,482	80,524	99,941	10,341	28,702	821	62,088	40,991
HARLAN	4,292	4,593	7.0	1,850	30,672	40,002	8,709	21,623	453	20,667	34,838
HAYES	1,356	1,420	4.7	511	9,394	11,358	7,999	22,227	328	16,458	11,217
HITCHCOCK	4,079	4,050	-.7	1,631	30,223	36,677	9,056	22,487	443	18,345	14,827
HOLT	13,552	14,258	5.2	5,228	97,391	113,268	7,944	21,666	1,269	52,246	105,672
HOOKER	990	1,131	14.2	414	8,104	7,765	6,866	18,756	59	194	4,315
HOWARD	6,773	6,788	.2	2,448	41,619	58,770	8,658	24,007	702	21,350	40,964
JEFFERSON	9,817	9,831	.1	4,081	79,905	93,432	9,504	22,894	747	25,687	36,068
JOHNSON	5,285	5,051	-4.4	2,034	31,419	43,565	8,625	21,418	566	10,207	14,389
KEARNEY	7,053	7,318	3.8	2,762	66,331	75,988	10,384	27,512	581	30,730	71,726
KEITH	9,364	9,425	.7	3,571	66,858	95,774	10,162	26,820	382	26,061	33,904
KEYA PAHA	1,301	1,318	1.3	511	9,255	11,873	9,008	23,235	269	1,941	14,234
KIMBALL	4,882	5,319	9.0	2,059	37,626	52,376	9,847	25,438	344	14,313	6,344
KNOX	11,457	11,780	2.8	4,396	64,557	89,696	7,614	20,404	1,280	15,115	82,922
LANCASTER	192,884	203,545	5.5	78,292	1,448,749	2,432,298	11,950	31,067	1,347	35,520	26,656
Lincoln	171,932	181,435	5.5	70,870	1,311,243	2,166,785	11,942	30,574	*	*	*
LINCOLN	36,455	35,176	-3.5	13,228	295,322	412,183	11,718	31,160	1,037	46,914	64,854
North Platte	24,509	25,795	5.2	9,622	204,526	281,892	10,928	29,297	*	*	*
LOGAN	983	907	-7.7	304	7,570	6,116	6,743	20,118	152	4,029	9,611
LOUP	859	805	-6.3	304	6,413	6,474	8,042	21,296	148	2,045	9,717
MCPHERSON	593	609	2.7	204	3,941	5,091	8,360	24,956	138	384	9,172
MADISON	31,382	33,125	5.6	12,620	242,015	347,290	10,484	27,519	991	34,152	58,585
Norfolk	19,449	22,038	13.3	8,717	168,898	238,257	10,811	27,332	*	*	*
MERRICK	8,945	9,143	2.2	3,273	60,079	81,863	8,954	25,012	680	33,321	68,786
MORRILL	6,085	6,187	1.7	2,348	36,080	47,151	7,621	20,081	550	25,666	29,137
NANCE	4,740	4,767	.6	1,736	27,449	34,418	7,220	19,826	478	16,741	22,588
NEMAHA	8,367	8,868	6.0	3,489	58,639	84,095	9,483	24,103	614	23,349	18,406
NUCKOLLS	6,726	6,912	2.8	2,763	52,014	63,411	9,174	22,950	624	24,107	26,667
OTOE	15,183	15,649	3.1	6,138	103,930	152,807	9,765	24,895	957	27,055	23,105
Nebraska City	7,127	7,168	.6	2,860	56,684	69,615	9,712	24,341	*	*	*
PAWNEE	3,937	3,955	.5	1,634	20,895	30,072	7,604	18,404	531	10,031	14,447
PERKINS	3,637	3,768	3.6	1,435	27,097	34,710	9,212	24,188	547	42,699	10,969
PHELPS	9,769	10,404	6.5	4,107	89,147	109,832	10,557	26,743	588	59,577	89,194
Holdrege	5,624	5,994	6.6	2,480	51,910	64,707	10,795	26,092	*	*	*
PIERCE	8,481	8,970	5.8	3,284	52,602	74,616	8,318	22,721	865	26,504	45,534
PLATTE	28,852	30,008	4.0	10,854	224,711	309,228	10,305	28,490	1,237	45,323	63,708
Columbus	17,328	19,049	9.9	7,101	143,370	195,155	10,245	27,483	*	*	*
POLK	6,320	6,173	-2.3	2,343	34,211	59,412	9,624	25,357	727	37,084	86,556
REDWILLOW	12,615	13,012	3.1	5,117	111,972	138,654	10,656	27,097	474	24,433	44,000
McCook	8,404	8,732	3.9	3,489	79,715	96,011	10,995	27,518	*	*	*
RICHARDSON	11,315	11,577	2.3	4,703	69,783	99,269	8,575	21,108	813	26,999	24,610
Falls City	5,374	5,453	1.5	2,258	39,233	46,800	8,582	20,726	*	*	*
ROCK	2,383	2,666	11.9	1,032	16,830	24,415	9,158	23,658	309	8,556	24,374
SALINE	13,131	13,751	4.7	5,332	114,679	143,217	10,415	26,860	905	31,288	23,312
SARPY	86,015	93,149	8.3	29,437	577,572	1,038,859	11,153	35,291	460	14,098	94,136
SAUNDERS	18,716	18,966	1.3	6,943	118,265	186,543	9,836	26,868	1,444	52,601	113,178
SCOTTS BLUFF	38,344	38,962	1.6	14,504	278,038	381,260	9,785	26,287	987	44,577	139,399
Scottsbluff	14,156	14,173	.1	5,523	114,031	144,711	10,210	25,202	*	*	*
SEWARD	15,789	15,808	.1	5,406	136,265	157,761	9,980	29,180	988	39,050	61,164
SHERIDAN	7,544	8,071	7.0	3,085	66,540	79,664	9,870	25,823	704	14,238	37,562
SHERMAN	4,226	4,151	-1.8	1,529	22,854	28,006	6,747	18,317	539	11,163	19,199
SIOUX	1,845	2,175	17.9	834	15,147	21,467	9,870	25,740	365	6,593	28,106
STANTON	6,549	6,375	-2.7	2,139	39,693	57,117	8,960	26,703	712	18,349	73,936
THAYER	7,582	8,173	7.8	3,291	61,037	79,250	9,697	24,081	707	37,181	42,910
THOMAS	973	1,014	4.2	408	7,589	9,656	9,523	23,667	87	149	6,657
THURSTON	7,186	7,419	3.2	2,558	39,203	60,192	8,113	23,531	535	18,992	34,047
VALLEY	5,633	6,029	7.0	2,366	35,788	49,271	8,172	20,825	502	12,368	36,842
WASHINGTON	15,508	16,069	3.6	5,631	112,291	172,465	10,733	30,628	812	24,236	51,859
WAYNE	9,858	10,273	4.2	3,584	65,929	95,118	9,259	26,540	811	17,432	56,504
WEBSTER	4,858	5,086	4.7	2,048	34,586	44,093	8,669	21,530	500	14,991	28,546
WHEELER	1,080	1,116	5.3	408	6,900	8,266	7,407	20,260	195	10,462	116,239
YORK	14,798	15,707	6.1	5,955	140,754	170,355	10,846	28,607	911	59,696	43,781
York	7,723	8,737	13.1	3,406	67,532	94,343	10,798	27,699	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Nebraska 1983 Cash Receipts as follows: From Crops $2,007,223,000; from Livestock & Livestock Products $4,003,129,000; Total $6,010,352,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEVADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	799,184	936,656	17.2	367,827	6,988,787	11,134,555	11,888	30,271	2,719	72,342	128,770
METROPOLITAN STATISTICAL AREAS											
Las Vegas, Nv	461,816	541,794	17.3	209,955	4,037,317	6,296,898	11,622	29,992	248	1,062	10,866
Reno, Nv	193,623	222,610	15.0	91,732	1,966,460	2,825,019	12,690	30,796	300	2,705	6,254
COUNTIES, Cities											
CARSON CITY	32,022	37,103	15.9	14,526	241,084	486,472	13,111	33,490	34		
Carson City	32,022	37,103	15.9	14,526	241,084	486,472	13,111	33,490	*	*	*
CHURCHILL	13,917	14,098	1.3	5,309	89,056	140,819	9,989	26,525	497	7,134	22,894
CLARK	461,816	541,794	17.3	209,955	4,037,317	6,296,898	11,622	29,992	248	1,062	10,866
Las Vegas	164,674	215,145	30.6	82,859	1,437,726	3,083,549	14,332	37,214	*	*	*
North Las Vegas	42,739	54,333	27.1	16,961	252,044	256,916	4,729	15,147	*	*	*
DOUGLAS	19,421	22,696	16.9	8,932	165,770	334,452	14,736	37,444	159	1,022	7,161
ELKO	17,269	21,729	25.8	8,268	109,926	239,895	11,040	29,015	308	1,713	28,525
Elko	8,758	11,800	34.7	4,232	94,805	132,582	11,236	31,328	*	*	*
ESMERALDA	777	1,393	79.3	539	3,731	15,174	10,893	28,152	29	2,070	1,790
EUREKA	1,198	1,449	21.0	521	6,606	12,269	8,467	23,549	87	4,043	4,444
HUMBOLDT	9,434	12,090	28.2	4,407	57,859	123,112	10,183	27,936	178	23,230	11,055
LANDER	4,082	4,855	18.9	1,768	23,833	54,472	11,220	30,810	64	1,109	3,780
LINCOLN	3,732	4,102	9.9	1,445	18,308	36,261	8,840	25,094	98	956	2,458
LYON	13,594	16,931	24.5	6,483	88,072	185,855	10,977	28,668	297	11,970	14,346
MINERAL	6,217	6,071	-2.4	2,241	38,324	55,476	9,138	24,755	41		
NYE	9,048	15,518	71.5	6,141	66,307	171,179	11,031	27,875	123	1,962	3,247
PERSHING	3,408	3,681	8.0	1,441	19,278	38,716	10,518	26,867	121	12,144	6,265
STOREY	1,459	1,638	12.3	721	9,306	22,589	13,791	31,330	8		
WASHOE	193,623	222,610	15.0	91,732	1,966,460	2,825,019	12,690	30,796	300	2,705	6,254
Reno	100,756	116,098	15.2	50,758	1,029,196	1,387,696	11,953	27,339	*	*	*
WHITE PINE	8,167	8,898	9.0	3,398	47,550	95,897	10,777	28,222	127	1,222	5,685
East Ely	1,777	1,800	1.3	686	17,660	19,399	10,777	28,278	*	*	*
Ely	4,882	5,711	17.0	2,138	51,762	60,996	10,680	28,529	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nevada 1983 Cash Receipts as follows: From Crops $71,125,000; from Livestock & Livestock Products $153,052,000; Total $224,177,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW HAMPSHIRE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	920,610	989,037	7.4	359,194	7,138,969	11,322,065	11,446	31,521	2,757	26,207	76,311
METROPOLITAN STATISTICAL AREAS											
Lawrence-Haverhill, Ma-N.H.	339,090	350,723	3.4	126,520	3,644,185	4,268,734	12,171	33,740	N.A.	N.A.	N.A.
Lowell, Ma-N.H.	243,142	249,180	2.5	82,511	2,575,855	3,011,712	12,086	36,501	N.A.	N.A.	N.A.
Manchester, N.H.	129,305	137,966	6.7	51,759	1,411,966	1,597,576	11,579	30,866	N.A.	N.A.	N.A.
Nashua, N.H.	142,527	155,082	8.8	53,938	1,746,477	2,073,810	13,372	38,448	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me	188,060	205,152	9.1	74,514	1,909,979	2,378,639	11,595	31,922	N.A.	N.A.	N.A.
COUNTIES, Cities											
BELKNAP	42,884	45,602	6.3	17,151	320,182	441,846	9,689	25,762	147	619	1,511
Laconia	15,575	16,982	9.0	4,998	96,765	116,134	6,839	23,236	*	*	*
CARROLL	27,931	30,039	7.5	12,343	204,829	296,139	9,858	23,992	127	681	2,179
CHESHIRE	62,116	65,656	5.7	23,913	474,103	710,526	10,822	29,713	254	1,155	12,320
Keene	21,449	23,260	8.4	7,687	159,743	216,079	9,290	28,110	*	*	*
COOS	35,147	35,274	.4	13,367	220,879	300,396	8,516	22,473	184	825	7,877
GRAFTON	65,806	70,919	7.8	25,926	475,633	663,460	9,355	25,591	397	1,008	15,311
Hanover	9,119	10,206	11.9	1,994	61,111	84,279	8,258	42,266	*	*	*
Lebanon	11,134	12,862	15.5	4,126	92,020	128,942	10,025	31,251	*	*	*
HILLSBOROUGH	276,608	297,846	7.7	106,660	2,096,225	3,748,927	12,587	35,148	396	7,175	8,682
Manchester	90,936	99,425	9.3	38,293	649,022	1,042,640	10,487	27,228	*	*	*
Nashua	67,865	80,085	18.0	29,318	553,828	950,298	11,866	32,413	*	*	*
MERRIMACK	98,302	105,972	7.8	38,681	792,364	1,216,824	11,483	31,458	385	3,509	10,205
Concord	30,400	33,005	8.6	11,919	251,808	335,858	10,176	28,178	*	*	*
ROCKINGHAM	190,345	206,484	8.5	73,821	1,638,465	2,587,070	12,529	35,045	427	4,767	8,110
Portsmouth	26,254	28,799	9.7	9,704	183,565	241,332	8,380	24,869	*	*	*
STRAFFORD	85,408	92,308	8.1	32,518	654,307	987,124	10,694	30,356	220	4,835	3,838
Dover	22,377	25,037	11.9	9,078	182,166	258,208	10,313	28,443	*	*	*
SULLIVAN	36,063	38,937	8.0	14,814	261,982	369,753	9,496	24,960	220	1,633	6,258
Claremont	14,557	15,933	9.5	5,441	94,246	124,023	7,784	22,794	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Hampshire 1983 Cash Receipts as follows: From Crops $35,950,000; from Livestock & Livestock Products $78,115,000; Total $114,065,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	% Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	7,364,158	7,619,929	3.5	2,721,690	67,413,242	103,726,418	13,613	38,111	8,277	315,821	112,195
METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem, Pa-N.J	636,714	666,673	4.7	249,711	5,171,857	7,769,616	11,654	31,114	1,957	45,923	56,309
Atlantic City, N.J	276,385	289,858	4.9	113,001	2,578,170	4,408,434	15,209	39,012	496	38,108	1,214
Bergen-Passaic, N.	1,292,970	1,333,354	3.1	483,316	13,035,464	19,871,384	14,903	41,115	175	6,162	318
Jersey City, N.J	556,972	560,468	.6	215,834	3,724,507	5,687,261	10,147	26,350	N.A.	N.A.	N.A.
Middlesex-Somerset-Hunterdon, N.J	886,383	922,714	4.1	314,476	9,374,535	14,023,154	15,198	44,592	1,845	45,065	27,800
Monmouth-Ocean, N.J	849,211	897,298	5.7	325,635	8,027,952	12,092,829	13,477	37,136	946	33,065	9,238
Newark, N.J	1,878,294	1,919,752	2.2	682,034	17,026,513	26,844,111	13,983	39,359	1,066	15,871	15,702
Philadelphia, Pa-N	4,716,818	4,865,110	3.1	1,743,136	38,796,698	59,157,747	12,160	33,938	5,241	263,509	137,297
Trenton, N.J	307,863	317,511	3.1	112,853	2,600,963	4,157,335	13,094	36,838	302	9,745	2,112
Vineland-Millville-Bridgeton, N.J	132,866	136,883	3.0	47,159	755,005	1,294,157	9,454	27,442	609	44,490	5,558
Wilmington, De-N.J-Md	524,108	543,174	3.6	193,577	4,345,418	6,535,170	12,031	33,760	1,640	59,364	53,283
COUNTIES, Cities											
ATLANTIC	194,119	199,300	2.7	76,187	1,937,249	3,323,087	16,674	43,618	379	34,442	359
Atlantic City	40,199	37,314	-7.2	16,691	328,659	508,090	13,617	30,441	*	*	*
BERGEN	845,385	872,764	3.2	320,172	9,986,729	14,407,889	16,508	45,000	126	6,162	318
Hackensack	36,039	37,107	3.0	16,989	423,900	610,210	16,445	35,918	*	*	*
BURLINGTON	362,542	382,528	5.5	125,287	3,270,018	4,965,506	12,981	39,633	743	39,716	10,843
Burlington	10,246	9,897	-3.4	3,678	88,523	119,922	12,117	30,924	*	*	*
Willingboro	39,912	40,122	.5	10,992	383,904	520,813	12,981	47,381	*	*	*
CAMDEN	471,650	492,818	4.5	175,339	4,231,240	6,039,253	12,255	34,443	152	10,070	94
Camden	84,910	79,711	-6.1	29,567	505,456	564,916	7,087	19,106	*	*	*
Cherry Hill	68,785	74,291	8.0	23,754	717,672	910,401	12,255	38,326	*	*	*
CAPE MAY	82,266	90,558	10.1	36,814	640,921	1,085,347	11,985	29,482	117	3,666	855
CUMBERLAND	132,866	136,883	3.0	47,159	755,005	1,294,157	9,454	27,442	609	44,490	5,558
Bridgeton	18,795	18,340	-2.4	6,750	101,928	162,236	8,846	24,035	*	*	*
Millville	24,815	27,414	10.5	10,088	153,950	267,227	9,748	26,490	*	*	*
Vineland	53,753	58,727	9.3	19,157	313,425	531,579	9,052	27,749	*	*	*
ESSEX	850,451	847,819	-.3	308,380	6,866,369	10,207,210	12,039	33,099	33	1,203	37
Newark	329,248	300,304	-8.8	108,496	1,790,023	2,511,279	8,362	23,146	*	*	*
GLOUCESTER	199,917	209,831	5.0	70,547	1,683,182	2,512,725	11,975	35,618	687	36,799	5,677
Woodbury	10,353	9,821	-5.1	3,852	99,371	126,259	12,856	32,778	*	*	*
HUDSON	556,972	560,468	.6	215,834	3,724,507	5,687,261	10,147	26,350	N.A.	N.A.	N.A.
Jersey City	223,532	205,180	-8.2	78,003	1,400,418	2,015,699	9,824	25,841	*	*	*
Union City	55,593	53,961	-2.9	20,153	326,905	487,803	9,040	24,205	*	*	*
HUNTERDON	87,361	93,407	6.9	31,548	750,176	1,444,622	15,466	45,791	1,180	12,026	15,524
MERCER	307,863	317,511	3.1	112,853	2,600,963	4,157,335	13,094	36,838	302	9,745	2,112
Trenton	92,124	88,236	-4.2	33,697	605,870	839,716	9,517	24,920	*	*	*
MIDDLESEX	595,893	617,275	3.6	210,483	6,396,292	9,040,149	14,645	42,950	251	25,479	1,290
New Brunswick	41,442	42,589	2.8	14,512	346,270	445,191	10,453	30,677	*	*	*
Perth Amboy	38,951	40,365	3.6	14,612	323,847	421,655	10,446	28,857	*	*	*
Woodbridge	90,074	88,334	-1.9	29,355	1,236,825	1,508,617	17,079	51,392	*	*	*
MONMOUTH	503,173	529,528	5.2	184,933	5,262,212	7,586,370	14,327	41,022	743	30,312	7,835
Asbury Park	17,015	18,188	6.9	8,273	136,828	192,441	10,581	23,261	*	*	*
Middletown	62,574	70,624	12.9	20,988	732,581	800,180	11,330	38,126	*	*	*
Red Bank	12,031	12,192	1.3	5,018	121,081	160,648	13,177	32,014	*	*	*
Shrewsbury	2,962	2,925	-1.3	943	35,221	48,577	16,608	51,513	*	*	*
MORRIS	407,630	427,573	4.9	142,925	4,302,594	7,131,981	16,680	49,900	385	10,110	1,893
Dover	14,681	15,173	3.4	5,215	128,950	198,734	13,098	38,108	*	*	*
Morristown	16,614	16,815	1.2	6,784	179,348	271,551	16,149	40,028	*	*	*
Parsippany	49,868	49,397	-1.0	17,341	557,601	823,949	16,680	47,515	*	*	*
OCEAN	346,038	367,770	6.3	140,702	2,765,740	4,506,459	12,253	32,028	203	2,753	1,403
Brick Township	53,629	56,997	6.3	23,300	499,856	746,262	13,093	32,028	*	*	*
Point Pleasant	17,747	20,219	13.9	6,389	118,634	167,505	8,285	26,218	*	*	*
Toms River	7,303	9,564	31.0	3,358	20,511	81,765	8,549	24,349	*	*	*
PASSAIC	447,585	460,590	2.9	163,144	3,048,735	5,463,495	11,862	33,489	49		
Clifton	74,388	72,130	-3.0	28,436	613,991	1,047,694	14,525	36,844	*	*	*
Passaic	52,463	52,400	-.1	19,756	303,659	492,300	9,395	24,919	*	*	*
Paterson	137,970	137,881	-.1	47,942	708,355	1,161,096	8,421	24,219	*	*	*
SALEM	64,676	68,525	6.0	24,431	456,404	763,664	11,144	31,258	648	27,259	13,905
Salem	6,959	6,989	.4	2,714	56,617	73,931	10,578	27,241	*	*	*
SOMERSET	203,129	212,032	4.4	72,445	2,228,067	3,539,383	16,688	48,842	414	7,560	10,986
Bridgewater	29,175	29,765	2.0	9,136	353,425	496,720	16,688	54,370	*	*	*
Somerville	11,973	11,584	-3.3	4,665	133,584	195,467	16,874	41,901	*	*	*
SUSSEX	116,119	122,167	5.2	40,412	904,344	1,690,857	13,841	41,840	613	4,558	13,772
Newton	7,748	8,423	8.7	2,851	53,686	84,757	10,063	29,729	*	*	*
UNION	504,094	522,193	3.6	190,317	4,953,206	7,814,063	14,964	41,058	35		
Elizabeth	106,201	106,166		40,868	844,546	1,276,048	12,019	31,224	*	*	*
WARREN	84,429	88,389	4.7	31,778	649,289	1,066,605	12,067	33,564	608	9,471	19,734
Phillipsburg	16,647	16,740	.6	6,388	126,787	182,821	10,921	28,619	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Jersey 1983 Cash Receipts as follows: From Crops $406,760,000; from Livestock & Livestock Products $136,358,000; Total $543,118,000.*—Included in county totals.
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NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	1,299,968	1,420,109	9.2	496,761	8,777,605	13,305,138	9,369	26,784	12,914	229,571	591,469
METROPOLITAN STATISTICAL AREAS											
Albuquerque, N.M	419,700	444,492	5.9	165,063	3,059,262	5,034,321	11,326	30,499	433	3,012	21,226
Las Cruces, N.M	96,340	111,844	16.1	36,632	543,081	916,205	8,192	25,011	943	57,696	52,962
Santa Fe, N.M	92,905	101,076	8.8	36,559	894,810	1,067,676	10,563	29,204	284	2,780	9,248
COUNTIES, Cities											
BERNALILLO	419,700	444,492	5.9	165,063	3,059,262	5,024,321	11,326	30,499	433	3,012	21,226
Albuquerque	331,767	351,365	5.9	135,194	2,581,325	4,163,068	11,848	30,793	*	*	*
CATRON	2,720	2,855	5.0	1,027	19,097	18,001	6,305	17,528	238		
CHAVES	51,103	58,333	14.1	21,439	313,744	518,116	8,882	24,167	531	21,259	62,573
Roswell	39,676	48,029	21.1	17,753	254,144	408,164	8,498	22,991	*	*	*
CIBOLA											
COLFAX	13,706	14,476	5.6	5,336	84,853	115,566	7,983	21,658	294	835	14,380
Raton	8,225	9,360	13.8	2,791	56,755	75,389	8,054	27,011	*	*	*
CURRY	42,019	43,411	3.3	15,352	273,943	358,591	8,260	23,358	696	32,868	53,172
Clovis	31,194	33,577	7.6	12,382	212,741	280,638	8,358	22,665	*	*	*
DE BACA	2,454	2,427	–1.1	1,018	14,870	18,852	7,768	18,519	204	1,802	9,766
DONA ANA	96,340	111,844	16.1	36,632	543,081	916,205	8,192	25,011	943	57,696	52,962
Las Cruces	45,086	52,342	16.1	19,118	307,350	473,849	9,053	24,785	*	*	*
EDDY	47,855	54,158	13.2	19,448	291,329	504,316	9,312	25,932	465	16,701	33,446
Artesia	10,385	11,804	13.7	4,335	64,941	110,419	9,354	25,472	*	*	*
Carlsbad	25,496	28,854	13.2	10,509	160,830	268,048	9,290	25,507	*	*	*
GRANT	26,204	29,129	11.2	9,809	158,452	264,630	9,085	26,978	250	129	5,197
Silver City	9,887	12,211	23.5	4,153	73,668	106,963	8,760	25,756	*	*	*
GUADALUPE	4,496	4,681	4.1	1,639	19,411	25,840	5,520	15,766	246	297	11,052
HARDING	1,090	901	–17.3	403	6,783	7,982	8,859	19,806	182	944	9,803
HIDALGO	6,049	6,318	4.4	2,052	28,942	50,902	8,057	24,806	156	4,600	6,876
LEA	55,634	67,311	21.0	23,559	388,650	721,668	10,721	30,632	534	6,811	23,777
Hobbs	28,794	36,521	26.8	12,875	211,780	376,844	10,319	29,269	*	*	*
Lovington	9,727	12,252	26.0	4,007	86,775	131,359	10,721	32,782	*	*	*
LINCOLN	10,997	13,829	25.8	5,338	71,235	135,703	9,813	25,422	338	97	10,339
LOS ALAMOS	17,599	19,593	11.3	7,228	254,271	291,604	14,883	40,344	4		50
Los Alamos	11,039	12,118	9.8	4,923	149,389	180,173	14,868	36,598	*	*	*
LUNA	15,585	17,798	14.2	6,524	82,171	132,066	7,420	20,243	191	12,845	10,811
Deming	9,964	12,283	23.3	4,433	63,248	90,501	7,368	20,415	*	*	*
MCKINLEY	54,950	59,384	8.1	16,361	338,085	463,893	7,812	28,354	192		
Gallup	18,167	21,708	19.5	6,441	160,476	187,173	8,622	29,060	*	*	*
MORA	4,205	4,724	12.3	1,654	15,858	22,542	4,772	13,629	381	250	9,058
OTERO	44,665	47,427	6.2	16,017	257,066	391,838	8,262	24,464	421	1,248	6,081
Alamogordo	24,024	26,109	8.7	8,670	144,154	209,044	8,007	24,111	*	*	*
QUAY	10,577	11,215	6.0	4,311	66,461	91,075	8,121	21,126	610	6,124	22,558
RIO ARRIBA	29,282	30,995	5.9	9,956	150,088	172,629	5,570	17,339	825	990	9,226
ROOSEVELT	15,695	16,969	8.1	6,380	94,651	127,960	7,541	20,056	858	24,745	38,453
Portales	9,940	10,376	4.4	3,881	56,192	72,695	7,006	18,731	*	*	*
SANDOVAL	34,799	37,387	7.4	11,620	179,559	318,100	8,508	27,375	376	2,386	9,230
SAN JUAN	80,833	96,123	18.9	30,487	611,320	781,211	8,127	25,624	633	13,989	5,850
Farmington	30,729	41,471	35.0	13,754	312,712	362,560	8,742	26,360	*	*	*
SAN MIGUEL	22,751	24,751	8.8	8,237	102,177	141,261	5,707	17,150	537	158	14,446
Las Vegas	14,322	18,090	26.3	5,486	77,453	105,764	5,847	19,279	*	*	*
SANTA FE	75,306	81,483	8.2	29,331	640,539	776,072	9,524	26,459	280	2,780	9,198
Santa Fe	48,899	56,957	16.5	21,101	438,338	491,029	8,621	23,270	*	*	*
SIERRA	8,454	9,782	15.7	4,457	43,493	69,312	7,086	15,551	185	2,712	8,543
SOCORRO	12,969	13,882	7.0	4,624	58,613	99,002	7,132	21,410	350	3,151	14,867
TAOS	18,862	21,144	12.1	7,233	108,783	133,141	6,297	18,407	462	408	1,585
TORRANCE	7,491	8,536	14.0	3,106	40,165	58,058	6,802	18,692	426	3,950	10,640
UNION	4,725	5,696	20.6	2,085	29,184	43,857	7,700	21,035	427	6,137	100,306
VALENCIA	60,853	59,055	–3.0	19,035	431,469	500,824	8,481	26,311	246	647	3,998
Grants	11,451	11,155	–2.6	3,407	80,431	100,136	8,977	29,391	246	647	3,998
Milan	3,747	4,272	14.0	1,281	26,771	36,229	8,481	28,282	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1983 Cash Receipts as follows: From Crops $327,336,000; from Livestock & Livestock Products $634,719,000; Total $962,055,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	17,557,288	17,907,026	2.0	6,671,021	146,080,680	222,729,468	12,438	33,388	42,207	642,310	1,753,283
METROPOLITAN STATISTICAL AREAS											
Albany-Schenectady-Troy, N.Y.	835,880	855,373	2.3	319,330	6,107,422	9,812,261	11,471	30,728	2,848	26,377	94,791

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Binghamton, N.Y...	263,460	270,286	2.6	98,871	1,834,219	3,172,971	11,739	32,092	1,292	4,243	53,592
Buffalo, N.Y.	1,015,472	1,015,819		377,122	7,139,044	10,883,087	10,714	28,858	1,361	29,526	44,766
Elmira, N.Y.	97,656	96,375	-1.3	35,159	541,583	936,275	9,715	26,630	372	2,837	10,866
Glens Falls, N.Y	109,649	111,725	1.9	39,227	630,897	1,060,741	9,494	27,041	1,024	6,252	66,498
Nassau-Suffolk, N.	2,605,813	2,677,617	2.8	858,566	27,635,127	39,852,141	14,883	46,417	895	79,407	17,573
New York, N.Y	8,274,352	8,410,331	1.6	3,253,270	71,852,830	107,516,144	12,784	32,063	278	6,890	1,767
Niagara Falls, N.Y	227,101	221,972	-2.3	80,661	1,542,613	2,347,038	10,574	29,098	1,093	26,531	15,124
Orange, N.Y	259,603	271,659	4.6	91,121	1,689,969	3,052,720	11,237	33,502	894	33,507	35,026
Poughkeepsie, N.	245,055	253,003	3.2	85,953	1,789,121	3,175,593	12,552	36,946	635	9,900	32,084
Rochester, N.Y.	971,879	1,002,940	3.2	364,661	8,290,880	13,400,901	13,362	36,749	4,448	160,604	122,976
Syracuse, N.Y	642,375	657,699	2.4	236,111	4,777,174	7,666,106	11,656	32,468	2,549	33,445	114,492
Utica-Rome, N.Y.	320,180	327,778	2.4	118,064	1,954,990	3,180,725	9,704	26,941	2,147	13,769	107,613
COUNTIES, Cities											
ALBANY	285,909	293,685	2.7	113,103	2,270,274	3,579,602	12,189	31,649	510	5,097	10,248
Albany	101,727	96,847	-4.8	42,103	784,337	1,102,850	11,388	26,194	*	*	*
ALLEGANY	51,742	52,785	2.0	17,371	282,406	437,753	8,293	25,200	899	2,085	30,965
Wellsville	5,769	5,856	1.5	1,975	35,668	51,022	8,713	25,834	*	*	*
BRONX	1,169,115	1,198,167	2.5	454,322	7,753,580	10,920,950	9,115	24,038	2		
BROOME	213,648	218,383	2.2	81,045	1,506,810	2,568,763	11,763	31,696	644	2,091	23,620
Binghamton	55,860	52,665	-5.7	22,255	392,242	593,472	11,269	26,667	*	*	*
CATTARAUGUS	85,697	87,732	2.4	30,972	504,326	790,974	9,016	25,538	1,211	3,787	44,632
Olean	18,207	18,081	-.7	6,491	109,256	156,773	8,671	24,152	*	*	*
Salamanca	6,890	6,538	-5.1	2,282	42,319	58,131	8,891	25,474	*	*	*
CAYUGA	79,894	82,432	3.2	28,651	469,918	776,247	9,417	27,093	1,130	24,832	50,405
Auburn	32,548	32,411	-.4	10,964	179,418	269,441	8,313	24,575	*	*	*
CHAUTAUQUA	146,925	150,501	2.4	55,921	939,845	1,506,809	10,012	26,945	2,143	22,214	52,710
Dunkirk	15,310	14,823	-3.2	5,210	88,954	132,631	8,948	25,457	*	*	*
Fredonia	11,126	11,841	6.4	3,302	69,426	107,961	9,118	32,696	*	*	*
Jamestown	35,775	34,440	-3.7	13,370	218,666	308,915	8,970	23,105	*	*	*
CHEMUNG	97,656	96,375	-1.3	35,159	541,583	936,275	9,715	26,630	372	2,837	10,866
Elmira	35,327	32,443	-8.2	12,240	174,372	275,625	8,496	22,518	*	*	*
CHENANGO	49,344	51,163	3.7	18,022	294,221	467,200	9,132	25,924	1,006	2,149	52,524
Norwich	8,082	7,955	-1.6	3,062	59,045	84,900	10,673	27,727	*	*	*
CLINTON	80,750	82,995	2.8	26,384	462,787	712,089	8,580	26,989	705	7,946	37,361
Plattsburgh	21,057	23,020	9.3	7,172	124,117	179,942	7,817	25,090	*	*	*
COLUMBIA	59,487	62,438	5.0	23,174	361,803	667,930	10,697	28,822	599	12,020	35,966
Hudson	7,986	7,861	-1.6	2,910	44,227	70,921	9,022	24,371	*	*	*
CORTLAND	48,820	49,843	2.1	17,168	345,033	617,157	12,382	35,948	606	1,616	43,988
Cortland	20,138	20,856	3.6	7,100	166,272	312,531	14,985	44,018	*	*	*
DELAWARE	46,931	47,800	1.9	17,367	272,657	442,379	9,255	25,472	1,067	2,072	64,836
DUTCHESS	245,055	253,003	3.2	85,953	1,789,121	3,175,593	12,552	36,946	635	9,900	32,084
Beacon	12,937	13,169	1.8	4,532	85,351	138,241	10,497	30,303	*	*	*
Poughkeepsie	29,757	29,460	-1.0	12,516	212,256	316,336	10,738	25,275	*	*	*
ERIE	1,015,472	1,015,819		377,122	7,139,044	10,883,087	10,714	28,858	1,361	29,526	44,766
Buffalo	357,870	306,796	-14.3	131,630	2,247,538	3,012,761	9,820	22,888	*	*	*
Tonawanda	18,693	16,876	-9.7	6,107	136,354	206,046	12,328	34,067	*	*	*
ESSEX	36,176	37,529	3.7	13,822	217,566	352,047	9,381	25,470	245	1,660	7,004
Lake Placid	2,490	2,452	-1.5	1,047	15,454	23,004	9,382	21,971	*	*	*
FRANKLIN	44,929	45,656	1.6	15,932	244,862	379,432	8,311	23,816	612	3,530	36,274
Malone	7,668	7,569	-1.3	2,296	38,559	56,155	7,419	24,458	*	*	*
Saranac Lake	5,578	5,388	-3.4	2,018	31,506	44,370	8,235	21,987	*	*	*
Tupper Lake	4,478	4,342	-3.0	1,317	23,505	36,016	8,295	27,347	*	*	*
FULTON	55,153	57,032	3.4	21,593	310,776	568,838	9,974	26,344	233	539	8,909
Gloversville	17,836	17,420	-2.3	6,212	90,045	146,778	8,426	23,628	*	*	*
Johnstown	9,360	9,283	-.8	3,165	50,879	83,474	8,992	26,374	*	*	*
GENESEE	59,400	61,523	3.6	21,497	390,069	626,577	10,184	29,147	741	23,405	36,893
Batavia	16,703	16,932	1.4	6,328	118,357	175,237	10,349	27,692	*	*	*
GREENE	40,861	41,947	2.7	15,848	240,287	425,480	10,143	26,848	301	3,823	7,438
Catskill	4,718	4,527	-4.1	1,425	29,554	45,593	10,071	31,995	*	*	*
HAMILTON	5,034	5,303	5.3	2,053	25,356	48,626	9,170	23,685	1		
HERKIMER	66,714	69,044	3.5	25,283	386,512	621,728	9,005	24,591	796	1,941	45,451
Herkimer	8,383	8,328	-.7	2,860	47,201	70,591	8,476	24,682	*	*	*
Ilion	9,190	9,137	-.6	2,980	65,232	82,351	9,013	27,635	*	*	*
Little Falls	6,156	5,646	-8.3	2,131	42,832	50,841	9,005	23,858	*	*	*
JEFFERSON	88,151	89,238	1.2	32,155	523,146	801,274	8,979	24,919	1,245	4,135	75,795
Watertown	27,861	26,623	-4.5	8,144	143,607	195,258	7,334	23,976	*	*	*
KINGS	2,230,936	2,203,992	-1.2	843,968	15,426,425	21,948,187	9,958	26,006	5	110	
LEWIS	25,035	25,356	1.3	8,372	139,111	215,887	8,514	25,787	771	1,641	57,696
LIVINGSTON	57,006	60,135	5.5	19,904	395,217	645,052	10,727	32,408	812	20,728	38,051
MADISON	65,150	68,219	4.7	22,550	433,540	687,368	10,076	30,482	888	6,399	58,493
Oneida	10,810	10,845	.3	3,886	73,140	108,122	9,970	27,823	*	*	*
MONROE	702,238	720,906	2.7	267,187	6,386,253	10,185,712	14,129	38,122	800	29,055	14,316
Rochester	241,741	220,105	-9.0	92,716	1,867,821	2,604,681	11,834	28,093	*	*	*
MONTGOMERY	53,439	54,624	2.2	20,954	317,724	536,204	9,816	25,590	657	6,167	37,423
Amsterdam	21,872	20,395	-6.8	8,682	139,869	220,352	10,804	25,380	*	*	*
NASSAU	1,321,582	1,372,703	3.9	454,272	15,601,240	22,087,215	16,090	48,621	98	3,525	430
Bethpage	17,794	18,011	1.2	5,578	219,136	279,775	15,534	50,157	*	*	*
Garden City	22,927	22,450	-2.1	7,169	371,300	440,693	19,630	61,472	*	*	*
Hempstead	40,404	42,477	5.1	15,772	410,222	573,618	13,504	36,369	*	*	*
Hicksville	46,102	46,665	1.2	14,454	569,498	725,400	15,545	50,187	*	*	*
NEW YORK	1,427,533	1,445,858	1.3	735,965	15,063,237	23,371,269	16,164	31,756	N.A.	N.A.	N.A.
NIAGARA	227,101	221,972	-2.3	80,661	1,542,613	2,347,038	10,574	29,098	1,093	26,531	15,124
Lockport	24,844	23,834	-4.1	9,441	187,537	280,553	11,771	29,716	*	*	*
Niagara Falls	71,384	62,725	-12.1	25,277	470,089	645,383	10,289	25,532	*	*	*
North Tonawan.	35,760	34,603	-3.2	12,489	245,308	360,864	10,429	28,895	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
ONEIDA	253,466	258,734	2.1	92,781	1,568,478	2,558,997	9,890	27,581	1,351	11,828	62,162
Rome	43,826	41,162	-6.1	14,153	268,205	399,849	9,714	28,252	*	*	*
Utica	75,632	68,906	-8.9	27,617	442,177	650,988	9,447	23,572	*	*	*
ONONDAGA	463,324	471,171	1.7	173,623	3,617,915	5,773,702	12,254	33,254	835	13,786	38,435
Syracuse	170,105	158,485	-6.8	66,149	1,238,135	1,723,397	10,874	26,053	*	*	*
ONTARIO	88,909	93,070	4.7	32,802	628,785	1,100,842	11,828	33,560	962	27,663	30,671
Canandaigua	10,419	10,854	4.2	3,914	77,481	122,083	11,524	31,958	*	*	*
Geneva	15,133	14,924	-1.4	4,945	99,355	150,357	10,075	30,406	*	*	*
ORANGE	259,603	271,659	4.6	91,121	1,689,969	3,052,720	11,237	33,502	894	33,507	35,026
Middletown	21,454	21,775	1.5	7,880	145,722	224,534	10,312	28,494	*	*	*
Newburgh	23,438	23,013	-1.8	9,084	138,974	214,573	9,324	23,621	*	*	*
Port Jervis	8,699	9,006	3.5	3,523	52,113	85,206	9,461	24,186	*	*	*
ORLEANS	38,496	40,790	6.0	14,167	273,026	457,542	11,217	32,296	642	34,105	15,254
Medina	6,392	6,759	5.7	2,410	49,155	73,913	10,935	30,669	*	*	*
OSWEGO	113,901	118,309	3.9	39,938	725,719	1,205,036	10,185	30,173	826	13,260	17,564
Fulton	13,312	13,386	.6	4,878	89,596	133,701	9,988	27,409	*	*	*
Oswego	19,793	18,483	-6.6	6,437	137,163	195,430	10,573	30,360	*	*	*
OTSEGO	59,075	62,022	5.0	22,046	343,436	556,164	8,966	25,227	1,120	2,395	57,784
Oneonta	14,933	15,056	.8	4,098	84,661	117,209	7,785	28,602	*	*	*
PUTNAM	77,193	79,809	3.4	25,996	598,709	1,119,123	14,023	43,050	56		
QUEENS	1,891,325	1,961,082	3.7	761,956	17,468,304	25,994,893	13,255	34,116	9		
RENSSELAER	151,966	155,091	2.1	55,587	1,023,461	1,611,077	10,388	28,983	591	5,199	21,428
Troy	56,638	54,339	-4.1	20,629	353,745	494,541	9,101	23,973	*	*	*
RICHMOND	352,121	367,217	4.3	123,359	3,151,710	5,055,888	13,768	40,985	12	752	
ROCKLAND	259,530	266,678	2.8	82,637	2,562,212	4,063,914	15,239	49,178	36	1,114	225
Nyack	6,428	6,473	.7	2,773	66,718	95,762	14,794	34,534	*	*	*
ST. LAWRENCE	114,254	115,166	.8	37,252	645,601	980,081	8,510	26,309	1,807	2,575	76,920
Ogdensburg	12,375	11,378	-8.1	3,427	65,276	87,586	7,698	25,558	*	*	*
SARATOGA	153,759	158,428	3.0	55,244	1,087,443	1,830,350	11,553	33,132	580	4,445	15,560
Saratoga Spring	23,906	27,393	14.6	9,645	164,368	256,063	9,348	26,549	*	*	*
SCHENECTADY	149,946	151,598	1.1	58,594	1,168,233	1,829,548	12,068	31,224	209	1,646	2,694
Schenectady	67,972	63,338	-6.8	27,654	502,975	716,018	11,305	25,892	*	*	*
SCHOHARIE	29,710	31,168	4.9	10,459	168,355	269,706	8,653	25,787	658	4,493	28,987
SCHUYLER	17,686	18,301	3.5	6,448	102,501	164,875	9,009	25,570	430	4,693	8,646
SENECA	33,733	33,310	-1.3	11,620	215,825	324,171	9,732	27,898	499		
STEUBEN	99,135	100,743	1.6	36,767	638,371	1,005,876	9,985	27,358	1,525	16,926	53,223
Corning	12,953	11,745	-9.3	4,613	97,463	135,604	11,546	29,396	*	*	*
Hornell	10,234	9,413	-8.0	3,448	61,486	85,334	9,066	24,749	*	*	*
SUFFOLK	1,284,231	1,304,914	1.6	404,294	12,033,887	17,764,926	13,614	43,941	797	75,882	17,143
SULLIVAN	65,155	67,755	4.0	24,785	380,996	646,102	9,536	26,068	460	1,432	44,425
TIOGA	49,812	51,903	4.2	17,826	327,409	604,208	11,641	33,895	648	2,152	29,972
Waverly	4,738	4,651	-1.8	1,809	34,050	50,407	10,838	27,865	*	*	*
TOMPKINS	87,085	90,779	4.2	31,964	606,579	925,233	10,192	28,946	567	4,929	34,696
Ithaca	28,732	31,434	9.4	10,323	168,513	229,741	7,309	22,255	*	*	*
ULSTER	158,158	163,588	3.4	59,667	1,041,772	1,832,562	11,202	30,713	570	27,958	13,892
Kingston	24,481	24,715	1.0	8,910	150,764	233,583	9,451	26,216	*	*	*
WARREN	54,854	55,681	1.5	20,318	336,080	560,650	10,069	27,594	76	304	1,051
Glens Falls	15,897	15,414	-3.0	4,676	80,270	118,028	7,657	25,241	*	*	*
WASHINGTON	54,795	56,044	2.3	18,909	294,837	500,091	8,923	26,447	948	5,948	65,447
WAYNE	85,230	88,039	3.3	30,601	607,599	1,011,753	11,492	33,063	1,232	49,053	24,884
WESTCHESTER	866,599	887,528	2.4	325,067	9,828,653	15,041,920	16,948	46,273	158	4,914	1,542
Mamaroneck	17,616	17,307	-1.8	6,400	210,258	315,158	18,210	49,243	*	*	*
Mount Vernon	66,713	64,956	-2.6	25,624	609,085	868,633	13,373	33,899	*	*	*
New Rochelle	70,794	69,864	-1.3	26,008	789,654	1,113,092	15,932	42,798	*	*	*
North Tarrytown	7,994	7,983	-.1	3,040	97,133	129,114	16,174	42,472	*	*	*
Ossining	20,196	19,852	-1.7	7,334	216,835	359,084	18,088	48,962	*	*	*
Peekskill	18,236	18,068	-.9	7,197	182,853	290,871	16,099	40,416	*	*	*
Port Chester	23,565	22,898	-2.8	9,011	227,572	359,720	15,710	39,920	*	*	*
Tarrytown	10,648	10,627	-.2	4,029	134,868	200,955	18,910	49,877	*	*	*
White Plains	46,999	46,227	-1.7	18,983	560,128	794,474	17,186	41,852	*	*	*
Yonkers	195,351	194,750	-.3	76,048	1,990,622	2,848,966	14,629	37,463	*	*	*
WYOMING	39,895	40,584	1.7	13,380	239,698	362,114	8,923	27,064	904	11,862	69,240
YATES	21,459	21,697	1.1	8,063	127,795	194,662	8,972	24,143	617	18,128	12,344
New York City	7,071,030	7,176,316	1.5	2,919,570	61,217,887	87,291,187	12,164	29,899	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1983 Cash Receipts as follows: From Crops $742,552,000; from Livestock & Livestock Products $1,929,463,000; Total $2,672,015,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,874,429	6,210,755	5.7	2,230,213	39,181,126	58,403,205	9,404	26,187	72,792	1,884,342	1,596,855
METROPOLITAN STATISTICAL AREAS											
Asheville, N.C	160,934	170,393	5.9	65,902	1,911,232	1,610,817	9,454	24,443	1,529	8,147	14,431

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Burlington, N.C.	99,136	104,693	5.6	39,201	574,528	1,048,869	10,019	26,756	972	11,178	20,774
Charlotte-Gastonia-Rock Hill, N.C-S.C	971,391	1,040,857	7.2	378,894	6,903,964	11,146,591	10,709	29,419	4,868	53,906	191,766
Fayetteville, N.C.	247,160	249,412	.9	77,871	1,413,378	2,008,520	8,053	25,793	642	22,320	8,585
Greensboro-Winston-Salem-High Point, N.C.	851,984	896,290	5.2	333,638	5,693,921	9,581,918	10,691	28,720	8,538	90,935	115,987
Hickory, N.C	202,711	215,575	6.3	78,157	1,241,610	2,012,263	9,334	25,746	1,736	9,320	42,185
Jacksonville, N.C.	112,784	116,729	3.5	32,140	653,319	776,412	6,651	24,157	578	19,706	7,229
Raleigh-Durham, N.C	560,728	608,395	8.5	223,498	4,861,911	7,244,269	11,907	32,413	3,072	91,435	44,342
Wilmington, N.C.	103,471	109,503	5.8	41,159	776,975	1,167,441	10,661	28,364	80	1,619	247
COUNTIES, Cities											
ALAMANCE	99,136	104,693	5.6	39,201	574,528	1,048,869	10,019	26,756	972	11,178	20,774
Burlington	37,266	40,151	7.7	15,759	243,278	411,970	10,261	26,142	*	*	*
ALEXANDER	24,999	26,285	5.1	9,230	145,562	231,941	8,824	25,129	658	3,809	20,258
ALLEGHANY	9,587	9,853	2.8	3,783	50,091	74,312	7,542	19,644	568	1,861	11,552
ANSON	25,562	26,661	4.3	9,014	108,131	174,520	6,546	19,361	390	7,546	27,609
ASHE	22,325	23,779	6.5	8,835	107,205	167,683	7,052	18,979	1,504	5,231	13,776
AVERY	14,409	15,186	5.4	5,233	70,073	107,232	7,061	20,491	291	2,091	400
BEAUFORT	40,266	42,151	4.7	15,375	252,805	340,103	8,069	22,121	815	40,471	12,269
Washington	8,418	8,505	1.0	2,933	52,708	61,513	7,233	20,973	*	*	*
BERTIE	21,024	21,299	1.3	7,249	94,009	134,414	6,311	18,542	724	37,823	18,966
BLADEN	30,448	30,934	1.6	10,618	172,372	208,482	6,740	19,635	919	28,691	6,138
BRUNSWICK	35,767	41,189	15.2	14,720	214,440	342,958	8,326	23,299	476	10,024	2,798
BUNCOMBE	160,934	170,393	5.9	65,902	1,911,232	1,610,817	9,454	24,443	1,529	8,147	14,431
Asheville	53,281	53,867	1.1	22,033	649,306	515,962	9,578	23,418	*	*	*
BURKE	72,504	78,527	8.3	28,408	433,545	690,132	8,788	24,294	409	1,920	12,078
Morganton	13,763	14,907	8.3	5,395	99,608	140,375	9,417	26,019	*	*	*
CABARRUS	85,895	93,396	8.7	34,497	538,909	920,966	9,861	26,697	580	2,827	20,675
Concord	16,942	17,392	2.7	6,871	116,441	173,688	9,987	25,278	*	*	*
Kannapolis	29,628	28,556	-3.6	10,947	182,864	270,918	9,487	24,748	*	*	*
CALDWELL	67,746	69,592	2.7	24,750	376,519	594,903	8,548	24,036	459	2,070	7,415
Lenoir	13,748	13,582	-1.2	5,136	88,517	122,662	9,031	23,883	*	*	*
CAMDEN	5,829	5,774	-1.0	1,938	36,864	52,534	9,098	27,107	131	10,748	1,855
CARTERET	41,092	47,493	15.6	18,046	315,820	435,254	9,165	24,119	162	9,330	886
CASWELL	20,705	22,272	7.6	7,199	104,763	160,667	7,214	22,318	870	17,459	3,593
CATAWBA	105,208	110,763	5.3	40,519	662,503	1,090,190	9,843	26,906	669	3,591	9,849
Hickory	20,757	21,965	5.8	8,628	161,073	232,843	10,601	26,987	*	*	*
Newton	7,624	7,889	3.5	2,962	60,347	78,114	9,902	26,372	*	*	*
CHATHAM	33,415	35,385	5.9	13,242	190,128	333,841	9,435	25,211	1,028	5,117	62,858
CHEROKEE	18,933	20,564	8.6	7,724	92,828	140,784	6,846	18,227	322	660	7,271
CHOWAN	12,558	12,896	2.7	4,600	69,266	97,246	7,541	21,140	259	13,672	5,217
CLAY	6,619	7,275	9.9	2,785	33,983	53,030	7,289	19,041	224	536	5,229
CLEVELAND	83,435	85,865	2.9	30,279	473,509	688,736	8,021	22,746	933	7,841	21,252
Shelby	15,310	15,181	-.9	5,740	96,652	123,233	8,118	21,469	*	*	*
COLUMBUS	51,037	52,655	3.2	18,418	306,873	375,262	7,127	20,375	1,690	50,922	6,411
CRAVEN	71,042	74,566	5.0	25,432	491,945	605,919	8,126	23,825	562	26,647	10,745
New Bern	14,557	15,212	4.5	6,332	113,884	128,395	8,440	20,277	*	*	*
CUMBERLAND	247,160	249,412	.9	77,871	1,413,378	2,008,520	8,053	25,793	642	22,320	8,585
Fayetteville	59,507	60,049	.9	22,069	424,338	556,613	9,269	25,221	*	*	*
CURRITUCK	11,089	12,304	11.0	4,438	82,624	88,585	7,200	19,961	143	9,985	3,727
DARE	13,377	16,379	22.4	6,783	120,397	183,435	11,199	27,043	6		
DAVIDSON	113,162	119,923	6.0	43,832	719,000	1,138,411	9,660	26,428	1,214	8,146	11,555
Lexington	15,711	15,805	.6	6,096	111,423	152,238	9,632	24,973	*	*	*
Thomasville	14,144	14,362	1.5	5,151	91,070	127,158	8,854	24,686	*	*	*
DAVIE	24,599	26,345	7.1	9,457	142,065	254,696	9,668	26,932	680	3,906	13,291
DUPLIN	40,952	42,280	3.2	14,938	237,603	297,013	7,025	19,883	1,856	55,988	151,592
DURHAM	152,785	159,737	4.6	60,058	1,274,494	1,793,999	11,231	29,871	304	5,701	1,158
Durham	100,538	108,000	7.4	41,970	810,524	1,028,344	9,522	24,502	*	*	*
EDGECOMBE	55,988	57,378	2.5	19,424	339,226	455,287	7,935	23,439	615	53,584	16,171
Tarboro	8,634	8,416	-2.5	3,113	51,492	66,780	7,935	21,452	*	*	*
FORSYTH	243,683	257,972	5.9	98,535	1,678,957	2,932,794	11,369	29,764	893	8,579	2,772
Winston-Salem	131,885	139,001	5.4	54,848	919,916	1,532,054	11,022	27,933	*	*	*
FRANKLIN	30,055	32,155	7.0	10,996	179,909	234,400	7,290	21,317	878	27,035	15,424
GASTON	162,568	172,465	6.1	61,706	1,129,150	1,714,490	9,941	27,785	386	1,409	7,668
Gastonia	47,333	50,337	6.3	18,610	359,567	487,183	9,678	26,179	*	*	*
GATES	8,875	9,259	4.3	3,073	48,487	68,933	7,445	22,432	282	10,970	8,210
GRAHAM	7,217	7,302	1.2	2,655	36,374	54,472	7,460	20,517	197		
GRANVILLE	33,995	37,504	10.3	11,966	169,188	284,564	7,588	23,781	1,041	24,802	8,106
GREENE	16,117	16,446	2.0	5,314	90,453	124,662	7,580	23,459	670	43,018	29,236
GUILFORD	317,154	328,219	3.5	121,905	2,230,579	3,675,416	11,198	30,150	1,354	20,217	10,198
Greensboro	155,642	161,071	3.5	60,564	1,165,764	1,802,232	11,189	29,757	*	*	*
High Point	63,808	66,395	4.1	25,059	420,036	634,038	9,549	25,302	*	*	*
HALIFAX	55,286	56,668	2.5	19,322	285,548	382,652	6,753	19,804	565	43,496	19,589
Roanoke Rapids	14,702	15,770	7.3	5,754	107,675	141,640	8,982	24,616	*	*	*
HARNETT	59,570	62,772	5.4	21,952	357,508	467,619	7,449	21,302	1,163	42,509	6,864
Dunn	8,962	9,846	9.9	3,583	62,421	72,121	7,325	20,129	*	*	*
HAYWOOD	46,495	49,253	5.9	18,580	283,121	448,043	9,097	24,114	1,043	5,054	6,271
HENDERSON	58,580	66,520	13.6	26,289	393,515	662,308	9,957	25,193	608	15,761	10,111
Hendersonville	6,862	8,067	17.6	3,333	46,307	68,980	8,551	20,696	*	*	*
HERTFORD	23,368	23,516	.6	7,755	124,008	171,099	7,276	22,063	349	22,339	4,502
HOKE	20,383	21,736	6.6	6,678	104,360	152,813	7,030	22,883	209	12,673	5,388
HYDE	5,873	5,984	1.9	2,144	27,875	38,944	6,508	18,164	189	17,234	3,666
IREDELL	82,538	87,391	5.9	31,822	484,238	798,376	9,136	25,089	1,306	5,582	43,277
Statesville	18,622	18,920	1.6	7,052	120,046	173,180	9,153	24,558	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1988 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
JACKSON	25,811	28,258	9.5	9,689	136,791	216,352	7,656	22,330	275	1,011	745
JOHNSTON	70,599	74,625	5.7	27,505	422,824	592,174	7,935	21,530	2,253	80,873	22,586
JONES	9,705	9,955	2.6	3,374	54,266	65,645	6,594	19,456	314	19,805	1,870
LEE	36,718	38,617	5.2	14,052	269,828	366,240	9,484	26,063	457	10,480	4,978
Sanford	14,773	15,537	5.2	5,926	113,940	149,769	9,640	25,273	*	*	*
LENOIR	59,819	61,580	2.9	21,993	442,822	623,983	10,133	28,372	839	53,447	24,056
Kinston	25,234	27,643	9.5	10,058	177,545	225,971	8,175	22,467	*	*	*
LINCOLN	42,372	44,862	5.9	16,012	249,457	374,135	8,340	23,366	560	2,857	8,184
MCDOWELL	35,135	37,110	5.6	13,342	187,083	302,570	8,153	22,678	274	670	2,754
MACON	20,178	23,857	18.2	9,461	116,099	212,142	8,892	22,423	429	1,156	2,948
MADISON	16,827	17,620	4.7	6,357	132,823	114,809	6,516	18,060	1,481	8,921	2,328
MARTIN	25,948	26,965	3.9	9,219	135,017	193,641	7,181	21,005	728	44,370	10,824
MECKLENBURG	404,270	432,024	7.1	162,502	3,309,656	5,284,975	12,210	32,523	429	14,344	6,727
Charlotte	314,447	336,657	7.1	129,129	2,566,845	4,251,151	12,628	32,922	*	*	*
MITCHELL	14,428	15,302	6.1	5,751	76,606	118,728	7,759	20,645	454	2,239	689
MONTGOMERY	22,469	23,285	3.6	8,291	105,173	180,253	7,741	21,741	288	3,103	15,157
MOORE	50,505	55,285	9.5	21,024	347,448	542,046	9,805	25,782	861	13,403	30,760
NASH	67,153	71,873	7.0	25,899	456,628	646,544	8,996	24,964	997	71,552	43,293
Rocky Mount	41,283	47,892	16.0	17,579	315,743	415,892	8,584	23,658	*	*	*
NEW HANOVER	103,471	109,503	5.8	41,139	776,975	1,167,441	10,661	28,364	80	1,619	247
Wilmington	44,000	45,288	2.9	17,769	288,027	355,108	7,841	19,985	*	*	*
NORTHAMPTON	22,584	22,922	1.5	7,453	116,145	183,591	8,009	24,633	513	30,772	23,871
ONSLOW	112,784	116,729	3.5	32,140	653,319	776,412	6,651	24,157	578	19,706	7,229
Jacksonville	18,237	20,190	10.7	6,449	139,714	196,644	9,740	30,492	*	*	*
ORANGE	77,055	81,566	5.9	29,663	674,678	920,612	11,287	31,036	599	9,180	13,875
Chapel Hill	32,421	38,055	17.4	12,135	314,389	395,336	10,389	32,578	*	*	*
PAMLICO	10,398	11,013	5.9	4,003	66,386	83,811	7,610	20,937	136	11,613	376
PASQUOTANK	28,462	29,835	4.8	10,558	180,210	235,215	7,884	22,278	253	19,695	2,154
Elizabeth City	13,784	14,290	3.7	5,275	89,836	111,165	7,779	21,074	*	*	*
PENDER	22,215	23,445	5.5	8,209	141,714	197,683	8,432	24,081	514	18,449	6,844
PERQUIMANS	9,486	9,984	5.2	3,590	47,164	69,162	6,927	19,265	343	16,076	8,238
PERSON	29,164	29,964	2.7	10,430	158,005	237,110	7,913	22,733	753	23,069	4,821
PITT	83,651	96,160	15.0	33,269	565,490	856,731	8,909	25,752	1,070	89,906	27,457
Greenville	35,740	45,175	26.4	13,842	264,257	345,996	7,659	24,996	*	*	*
POLK	12,984	14,695	13.2	5,897	79,956	132,544	9,020	22,477	211	768	2,773
Tryon	1,796	1,940	8.0	882	12,720	17,498	9,020	19,839	*	*	*
RANDOLPH	91,861	98,087	6.8	36,272	574,888	963,691	9,825	26,568	1,527	11,316	60,148
Asheboro	15,252	18,548	21.6	7,635	120,791	194,398	10,481	25,461	*	*	*
RICHMOND	45,481	45,170	-.7	16,211	275,093	373,849	8,276	23,061	273	7,031	10,870
Rockingham	8,300	9,398	13.2	3,484	65,659	86,613	9,216	24,860	*	*	*
ROBESON	101,577	104,091	2.5	33,123	477,168	682,192	6,554	20,596	1,943	78,668	9,245
Lumberton	18,340	19,607	6.9	7,119	120,844	158,864	8,102	22,315	*	*	*
ROCKINGHAM	83,426	87,492	4.9	32,092	510,495	779,794	8,913	24,299	1,286	26,125	4,593
Eden	15,672	16,303	4.0	6,487	112,021	148,080	9,083	22,827	*	*	*
Reidsville	12,492	12,458	-.3	4,716	80,751	108,166	8,682	22,936	*	*	*
ROWAN	99,186	104,678	5.5	39,196	592,615	988,728	9,445	25,225	956	6,665	16,035
East Spencer	2,150	2,230	3.7	757	16,323	21,063	9,445	27,824	*	*	*
Spencer	2,938	3,022	2.9	1,246	22,318	28,673	9,438	23,012	*	*	*
Salisbury	22,677	23,931	5.5	8,854	153,026	226,330	9,458	25,562	*	*	*
RUTHERFORD	53,787	57,005	6.0	21,046	292,342	429,783	7,539	20,421	612	2,027	5,822
Forest City	7,688	8,459	10.0	3,174	47,336	64,344	7,607	20,272	*	*	*
SAMPSON	49,687	50,407	1.4	17,459	275,501	356,571	7,074	20,423	1,818	67,404	39,114
Clinton	7,552	7,893	4.5	2,954	58,506	69,420	8,795	23,500	*	*	*
SCOTLAND	32,273	33,341	3.3	11,051	183,402	262,974	7,887	23,796	142		
STANLY	48,517	50,119	3.3	18,524	276,882	442,821	8,835	23,905	689	11,089	23,367
STOKES	33,086	35,430	7.1	12,437	188,066	327,298	9,238	26,316	1,569	18,392	2,308
SURRY	59,449	62,220	4.7	23,064	345,012	520,501	8,365	22,568	1,605	26,039	21,020
Mount Airy	6,862	6,916	.8	2,870	54,951	70,838	10,243	24,682	*	*	*
SWAIN	10,283	11,260	9.5	4,019	45,808	70,470	6,258	17,534	89	202	547
TRANSYLVANIA	23,417	24,779	5.8	8,931	156,364	242,910	9,803	27,199	204	1,746	1,359
TYRRELL	3,975	4,057	2.1	1,429	21,958	33,770	8,324	23,632	141	12,068	9,523
UNION	70,380	76,397	8.5	25,739	456,704	759,829	9,946	29,521	1,263	19,977	124,630
Monroe	12,639	14,565	15.2	5,291	92,811	142,468	9,782	26,926	*	*	*
VANCE	36,748	38,268	4.1	13,115	184,877	274,219	7,166	20,909	592	16,545	2,176
Henderson	13,522	13,851	2.4	4,796	78,015	104,691	7,558	21,829	*	*	*
WAKE	300,833	334,937	11.3	122,781	2,732,830	4,295,258	12,824	34,983	1,291	49,519	13,885
Raleigh	149,771	166,749	11.3	62,432	1,460,890	2,152,002	12,906	34,470	*	*	*
WARREN	16,232	16,779	3.4	5,631	77,621	101,587	6,054	18,041	470	12,719	7,868
WASHINGTON	14,801	14,468	-2.3	4,787	88,519	115,723	7,999	24,174	347	21,500	27,435
WATAUGA	31,678	34,824	9.9	12,270	177,680	279,600	8,029	22,787	885	4,247	5,248
WAYNE	97,054	97,721	.7	33,574	608,874	805,260	8,240	23,985	1,350	60,308	66,914
Goldsboro	31,871	32,090	.7	11,012	195,199	240,618	7,498	21,851	*	*	*
WILKES	58,657	61,045	4.1	22,022	312,324	521,170	8,537	23,666	1,332	4,630	108,879
WILSON	63,132	65,857	4.3	23,158	414,099	569,630	8,649	24,598	910	61,532	10,881
Wilson	34,424	35,909	4.3	12,871	250,851	330,868	9,214	25,706	*	*	*
YADKIN	28,439	30,314	6.6	11,200	160,366	269,612	8,894	24,073	1,301	20,379	15,715
YANCEY	14,934	15,809	5.9	5,750	69,115	109,090	6,900	18,972	861	4,610	1,823

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Carolina 1983 Cash Receipts as follows: From Crops $2,127,468,000; from Livestock & Livestock Products $1,656,457,000; Total $3,783,925,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 86	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	652,695	702,767	7.7	253,400	4,858,010	7,930,262	11,284	31,295	36,431	1,582,292	524 936
METROPOLITAN STATISTICAL AREAS											
Bismarck, N.D.	79,988	88,341	10.4	31,879	714,105	1,151,137	13,031	36,110	1,748	35,444	46,848
Fargo-Moorhead, N.D.-Mn.	137,574	144,220	4.8	52,803	924,502	1,687,251	11,699	31,952	2,379	188,597	38,516
Grand Forks, N.D.	66,100	66,171	.1	22,748	496,186	730,343	11,037	32,106	957	93,929	8,094
COUNTIES, Cities											
ADAMS	3,584	3,543	–1.2	1,325	36,391	40,691	11,485	30,710	371	11,540	7,067
BARNES	13,960	14,199	1.7	5,309	93,935	144,282	10,161	27,177	1,015	64,290	10,770
Valley City	7,774	7,880	1.4	2,891	65,436	79,527	10,092	27,508	*	*	*
BENSON	7,944	8,477	6.7	2,776	39,585	69 242	8,168	24,943	760	39,584	8,074
BILLINGS	1,138	1,465	28.7	527	13,723	23,317	15,916	44,245	257	2,869	4,818
BOTTINEAU	9,338	9,781	4.7	3,590	60,824	93,855	9,596	25,143	987	49,762	4,646
BOWMAN	4,229	4,376	3.5	1,639	40,258	53,443	12,213	32,607	377	8,643	8,050
BURKE	3,822	3,971	3.9	1,537	22,880	37,213	9,371	24,211	580	17,084	3,059
BURLEIGH	54,811	60,575	10.5	22,184	485,113	804,152	13,275	36,249	792	20,094	19,012
Bismarck	44,485	49,163	10.5	18,519	414,460	667,428	13,576	36,040	*	*	*
CASS	88,247	92,824	5.2	35,387	545,895	1,269,732	13,679	35,881	1,276	111,984	16,615
Fargo	61,308	64,498	5.2	25,301	401,554	881,193	13,664	34,828	*	*	*
CAVALIER	7,636	7,383	–3.3	2,647	48,449	73,249	9,921	27,672	971	64,432	3,033
DICKEY	7,207	6,977	–3.2	2,443	56,209	63,357	9,081	25,934	611	25,407	17,867
DIVIDE	3,494	3,666	4.9	1,435	25,241	40,479	11,042	28,208	612	22,236	3,420
DUNN	4,627	5,711	23.4	1,986	39,210	62,225	10,896	31,332	697	10,732	16,689
EDDY	3,554	3,651	2.7	1,429	21,797	35,336	9,678	24,728	345	17,564	5,616
EMMONS	5,877	6,216	5.8	2,154	38,276	50,043	8,051	23,233	849	15,801	20,271
FOSTER	4,611	4,898	6.2	1,746	33,110	48,538	9,910	27,800	343	26,294	4,680
GOLDEN VALLEY	2,391	3,015	26.1	1,151	24,810	37,348	12,387	32,448	288	8,228	8,190
GRAND FORKS	66,100	66,171	.1	22,748	496,186	730,343	11,037	32,106	957	93,929	8,094
Grand Forks	43,765	46,214	5.6	16,677	360,277	530,155	11,472	31,790	*	*	*
GRANT	4,274	4,593	7.5	1,644	31,248	38,841	8,457	23,626	685	12,686	17,076
GRIGGS	3,714	3,985	7.3	1,543	24,275	38,881	9,757	25,198	457	24,975	6,623
HETTINGER	4,275	4,361	2.0	1,634	35,344	46,201	10,594	28,275	502	25,085	8,870
KIDDER	3,833	3,854	.5	1,429	25,230	31,800	8,251	22,253	566	12,882	15,270
LA MOURE	6,471	6,484	.2	2,346	46,131	56,541	8,720	24,101	765	38,295	16,284
LOGAN	3,493	3,550	1.6	1,225	28,264	27,932	7,874	22,818	536	12,057	16,275
MCHENRY	7,858	7,904	.6	2,958	43,188	65,489	8,286	22,140	974	29,191	17,047
MCINTOSH	4,800	5,101	6.3	2,054	40,091	46,293	9,075	22,538	595	12,993	15,006
MCKENZIE	7,132	10,106	41.7	3,497	72,889	122,159	12,088	34,933	778	19,749	13,747
MCLEAN	12,288	13,521	10.0	4,846	89,217	143,602	10,621	29,633	1,149	43,063	12,031
MERCER	9,378	12,786	36.3	4,642	95,745	180,627	14,127	38,911	542	9,209	10,675
MORTON	25,177	27,766	10.3	9,695	228,992	346,985	12,497	35,790	936	15,350	27,836
MOUNTRAIL	7,674	8,391	9.3	2,987	50,071	79,398	9,462	26,581	881	25,877	8,214
NELSON	5,233	5,274	.8	2,042	30,504	47,795	9,062	23,406	632	37,558	7,909
OLIVER	2,495	2,768	10.9	929	23,651	33,598	12,138	36,166	349	5,456	8,849
PEMBINA	10,399	10,331	–.7	3,874	72,961	111,368	10,780	28,748	841		
PIERCE	6,166	6,637	7.6	2,364	38,328	60,555	9,124	25,615	589	25,242	7,029
RAMSEY	13,048	13,302	1.9	4,906	90,165	141,917	10,669	28,927	690	46,934	2,815
Devils Lake	7,442	7,778	4.5	2,887	50,285	81,205	10,440	28,128	*	*	*
RANSOM	6,698	6,470	–3.4	2,442	56,778	64,045	9,899	26,226	521	24,215	9,692
RENVILLE	3,608	3,883	7.6	1,440	23,621	37,640	9,694	26,139	480	23,095	2,852
RICHLAND	19,207	20,054	4.4	6,968	163,938	214,998	10,721	30,855	1,207	90,995	17,100
Wahpeton	9,064	10,495	15.8	3,242	71,898	107,869	10,278	33,272	*	*	*
ROLETTE	12,177	12,723	4.5	3,688	56,220	88,519	6,957	24,002	550	19,285	5,242
SARGENT	5,512	5,470	–.8	2,039	43,290	55,231	10,097	27,087	590	26,403	12,482
SHERIDAN	2,819	2,624	–6.9	1,016	16,922	23,753	9,052	23,379	495	16,311	6,443
SIOUX	3,620	3,651	.9	919	20,526	26,599	7,285	28,943	219	3,478	8,073
SLOPE	1,157	1,217	5.2	408	10,542	11,812	9,706	28,951	295	8,813	6,326
STARK	23,697	31,937	34.8	10,962	230,260	401,324	12,566	36,610	769	14,984	15,945
Dickinson	15,924	23,487	47.5	8,288	169,136	292,172	12,440	35,252	*	*	*
STEELE	3,106	2,928	–5.7	1,118	23,653	34,580	11,810	30,930	440	60,570	1,832
STUTSMAN	24,154	24,893	3.1	9,206	168,452	265,182	10,653	28,805	1,134	69,148	21,666
Jamestown	16,280	17,286	6.2	6,367	115,741	181,037	10,473	28,434	*	*	*
TOWNER	4,052	4,507	11.2	1,650	28,566	44,393	9,850	26,905	552	38,520	2,549
TRAILL	9,624	9,411	–2.2	3,463	69,494	110,486	11,740	31,903	685	68,915	2,646
WALSH	15,371	16,084	4.6	5,636	98,904	149,560	9,299	26,537	975		
WARD	58,392	60,741	4.0	21,407	412,865	634,246	10,442	29,628	1,256	52,699	11,675
Minot	32,843	34,494	5.0	13,155	266,382	403,420	11,695	30,667	*	*	*
WELLS	6,979	7,216	3.4	2,762	45,858	68,384	9,477	24,759	735	44,783	12,186
WILLIAMS	22,237	31,345	41.0	11,648	199,935	402,663	12,846	34,569	971	33,001	6,700
Williston	13,336	20,249	51.8	7,258	123,700	240,093	11,857	33,080	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of North Dakota 1983 Cash Receipts as follows: From Crops $2,028,479,000; from Livestock & Livestock Products $662,654,000; Total $2,691,133,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION EAP estimate Jan. 1, 1995	POPULATION % Pop. Change 95 vs 90	HOUSE-HOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME EAP 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME EAP 1995 estimate (Thousands)	INCOME Income per capita	INCOME EAP 1995 estimate income per household	FARM PRODUCTS (1992) Number of farms	FARM PRODUCTS (1992) Value of crops (Thousands)	FARM PRODUCTS (1992) Value of livestock (Thousands)
STATE TOTALS	10,797,419	11,033,162	2.2	4,042,602	85,258,072	117,235,887	10,626	29,000	86,934	1,847,101	1,502,552
METROPOLITAN STATISTICAL AREAS											
Akron, Oh	660,328	668,925	1.3	244,675	4,810,349	7,224,515	10,800	29,527	1,280	15,317	15,953
Canton, Oh	404,421	415,731	2.8	151,263	2,904,380	4,147,004	9,975	27,416	2,154	21,728	37,296
Cincinnati, Oh-Ky-	1,401,403	1,441,619	2.9	528,976	12,961,181	16,236,309	11,263	32,694	5,626	65,966	33,746
Cleveland, Oh	1,898,720	1,922,452	1.2	725,156	16,878,410	24,803,345	12,902	34,204	2,416	48,812	31,459
Columbus, Oh	1,243,810	1,303,346	4.8	486,336	10,954,169	14,499,584	11,135	29,814	7,106	219,648	138,500
Dayton-Springfield, Oh	942,083	954,342	1.3	355,482	6,513,732	10,051,316	10,532	28,275	4,184	123,222	80,060
Hamilton-Middletown, Oh	258,787	268,988	3.9	94,734	1,926,382	2,926,503	10,880	30,892	1,123	16,917	15,564
Huntington-Ashland, W.V-Ky-Oh	336,410	342,144	1.7	124,752	2,264,060	2,981,219	8,713	23,897	3,457	11,912	11,344
Lima, Oh	154,795	155,759	.6	55,736	1,069,178	1,453,037	9,329	26,070	2,457	63,531	50,236
Lorain-Elyria, Oh	274,909	277,616	1.0	94,721	1,851,491	2,667,062	9,607	28,157	1,110	31,978	14,323
Mansfield, Oh	131,205	133,067	1.4	48,600	825,470	1,321,221	9,929	27,186	1,168	19,643	20,608
Parkersburg-Marietta, W.V-	157,914	161,773	2.4	59,295	1,129,610	1,657,029	10,243	27,946	1,597	4,580	14,201
Steubenville-Weirton, Oh-W	163,099	163,790	.4	59,689	1,451,656	1,902,705	9,175	23,176	667	2,205	5,504
Toledo, Oh	616,864	625,414	1.4	230,271	5,146,034	6,628,839	10,599	28,787	3,139	123,776	61,867
Wheeling, W.V-Oh	185,566	188,061	1.3	70,562	1,402,423	1,861,200	8,833	23,542	1,345	1,149	4,554
Youngstown-Warren, Oh	531,350	533,567	.4	193,461	3,738,838	5,074,980	9,511	26,233	1,759	17,367	23,280
COUNTIES, Cities											
ADAMS	24,328	25,575	5.1	8,924	130,994	177,766	6,951	19,920	1,483	14,190	12,809
ALLEN	112,241	111,624	-.6	40,175	770,102	1,051,293	9,418	26,168	1,202	31,610	18,397
Delphos	7,314	7,083	-3.2	2,422	51,333	63,233	8,927	26,108	*	*	*
Lima	47,381	43,737	-7.7	17,028	387,466	375,090	8,576	22,028	*	*	*
ASHLAND	46,178	48,019	4.0	17,104	340,698	447,512	9,319	26,164	1,185	12,985	32,990
Ashland	20,326	21,411	5.3	7,895	186,248	207,767	9,704	26,316	*	*	*
ASHTABULA	104,215	105,573	1.3	37,467	734,590	940,330	8,907	25,098	1,271	13,633	22,940
Ashtabula	23,449	23,259	-.8	8,293	163,916	192,841	8,291	23,253	*	*	*
Conneaut	13,835	13,612	-1.6	5,006	94,210	113,006	8,302	22,574	*	*	*
ATHENS	56,399	58,829	4.3	19,877	378,061	425,178	7,227	21,390	598	1,465	4,022
Athens	19,743	18,274	-7.5	5,062	138,694	141,135	7,723	27,881	*	*	*
AUGLAIZE	42,554	44,135	3.7	15,561	299,076	401,744	9,103	25,817	1,255	31,921	31,839
St. Marys	8,414	9,143	8.7	3,253	64,056	81,810	8,948	25,149	*	*	*
Wapakoneta	8,402	9,348	11.3	3,472	65,288	84,334	9,022	24,290	*	*	*
BELMONT	82,569	84,124	1.9	31,769	690,450	726,843	8,640	22,879	743		
Bellaire	8,241	7,670	-6.9	3,160	60,729	63,268	8,249	20,022	*	*	*
Martins Ferry	9,331	8,760	-6.1	3,654	85,336	82,925	9,466	22,694	*	*	*
BROWN	31,920	34,329	7.5	11,828	212,549	294,269	8,572	24,879	1,768	26,941	7,723
BUTLER	258,787	268,988	3.9	94,734	1,926,382	2,926,503	10,880	30,892	1,123	16,917	15,564
Hamilton	63,189	63,635	.7	24,780	439,476	573,905	9,019	23,160	*	*	*
Middletown	43,719	43,115	-1.4	17,344	341,683	451,798	10,479	26,049	*	*	*
CARROLL	25,598	26,661	4.2	9,219	158,255	225,106	8,443	24,418	779	3,989	11,833
CHAMPAIGN	33,649	35,239	4.7	12,714	204,678	305,487	8,669	24,028	1,018	31,734	22,423
Urbana	10,762	10,983	2.1	4,361	74,859	103,981	9,467	23,843	*	*	*
CLARK	150,236	152,229	1.3	55,849	887,675	1,367,471	8,983	24,485	917	36,998	31,549
Springfield	72,563	68,397	-5.8	27,171	412,684	586,196	8,570	21,574	*	*	*
CLERMONT	128,483	139,506	8.6	46,846	1,101,907	1,495,578	10,721	31,925	1,149	11,956	5,649
CLINTON	34,603	35,092	1.4	12,660	264,521	317,881	9,059	25,109	977	36,624	20,111
Wilmington	10,431	10,799	3.5	4,177	93,686	105,442	9,764	25,243	*	*	*
COLUMBIANA	113,572	115,565	1.8	41,981	776,539	1,024,172	8,862	24,396	1,170	12,770	23,432
East Liverpool	16,687	15,300	-8.3	6,112	112,361	129,680	8,476	21,217	*	*	*
Lisbon	3,159	3,013	-4.6	1,174	22,630	25,899	8,595	22,060	*	*	*
Salem	12,869	12,352	-4.0	4,888	102,953	122,635	9,928	25,089	*	*	*
COSHOCTON	36,024	37,441	3.9	14,032	258,493	352,327	9,410	25,109	944	9,231	17,319
Coshocton	13,405	13,726	2.4	5,628	110,970	141,311	10,295	25,109	*	*	*
CRAWFORD	50,075	51,162	2.2	19,212	387,237	480,717	9,396	25,022	975	34,936	15,324
Bucyrus	13,433	13,911	3.6	5,641	109,425	133,048	9,564	23,586	*	*	*
Galion	12,391	12,252	-1.1	5,038	106,587	128,178	10,462	25,442	*	*	*
CUYAHOGA	1,498,295	1,505,156	.5	584,275	13,529,134	19,789,689	13,148	33,871	193	12,421	974
Cleveland	573,822	489,689	-14.7	201,588	4,777,695	7,687,648	15,699	38,135	*	*	*
DARKE	55,066	53,714	-2.5	18,941	426,167	487,622	9,078	25,744	2,165	55,066	66,115
Greenville	12,999	13,019	.2	5,108	118,498	127,311	9,779	24,924	*	*	*
Union City	1,716	1,624	-5.4	646	13,591	16,453	10,131	25,469	*	*	*
DEFIANCE	39,987	39,050	-2.4	13,342	299,070	382,499	9,795	28,669	1,033	24,756	15,255
Defiance	16,810	16,713	-.6	5,997	140,886	170,188	10,183	28,379	*	*	*
DELAWARE	53,840	56,308	4.6	19,065	457,310	651,890	11,577	34,193	920	24,380	11,378
Delaware	18,780	21,723	15.7	7,444	157,447	216,774	9,979	29,121	*	*	*
ERIE	79,655	79,747	.1	28,664	634,562	846,866	10,619	29,545	535	17,894	8,448
Sandusky	31,360	30,668	-2.2	11,779	248,190	284,973	9,292	24,193	*	*	*
FAIRFIELD	93,678	99,448	6.2	34,809	765,593	1,084,726	10,907	31,162	1,322	27,342	20,446
Lancaster	34,953	38,341	9.7	14,834	299,467	357,842	9,334	24,124	*	*	*
FAYETTE	27,467	28,588	4.1	10,446	198,188	235,432	8,235	22,538	666	38,278	14,618
Washington	12,682	13,320	5.0	5,237	103,416	116,683	8,760	22,281	*	*	*
FRANKLIN	869,109	907,258	4.4	348,184	8,010,927	10,373,260	11,434	29,792	675	28,779	6,573
Columbus	564,987	591,292	4.7	238,133	4,883,696	6,236,532	10,547	26,189	*	*	*
FULTON	37,751	37,903	.4	12,956	288,873	378,124	9,976	29,185	1,180	40,434	42,907
GALLIA	30,098	30,645	1.8	10,828	211,744	262,084	8,552	24,204	992	5,025	7,594
Gallipolis	5,576	4,799	-13.9	1,837	47,331	48,690	10,146	26,503	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION EST. estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 86	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME EST. 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME EST. 1985 estimate (Thousands)	INCOME Income per capita	INCOME EST 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
GEAUGA	74,474	74,691	.3	23,668	611,712	930,681	12,327	38,900	753	4,094	11,022
Chardon	4,434	4,703	6.1	1,707	39,015	53,340	11,767	32,419	•	•	•
GREENE	129,769	133,713	4.6	46,530	911,948	1,497,505	11,054	32,184	996	30,190	18,298
Beaver Creek	31,589	36,022	14.0	11,508	261,164	368,265	10,223	32,001	•	•	•
Fairborn	29,702	29,608	-.3	11,500	216,064	310,553	10,489	27,005	•	•	•
Xenia	24,653	25,332	2.8	9,319	163,987	256,672	10,132	27,543	•	•	•
GUERNSEY	42,024	42,598	1.4	15,723	274,608	363,730	8,539	23,134	907	1,295	7,806
Cambridge	13,573	13,706	1.0	5,648	97,513	118,284	8,630	20,943	•	•	•
HAMILTON	873,136	889,358	1.9	338,732	8,129,415	10,129,139	11,389	29,903	480	12,584	3,162
Cincinnati	385,457	356,597	-7.5	156,620	3,339,705	3,787,873	10,622	24,185	•	•	•
HANCOCK	64,581	66,448	2.9	24,448	549,395	707,970	10,654	28,959	1,299	46,623	13,360
Findlay	35,594	36,507	2.6	14,125	323,477	384,383	10,529	27,213	•	•	•
HARDIN	32,719	32,623	-.3	11,423	227,915	291,043	8,921	25,479	1,142	37,622	10,951
Kenton	8,605	8,745	1.6	3,423	64,207	79,419	9,084	23,202	•	•	•
HARRISON	18,152	17,916	-1.3	6,419	117,191	154,861	8,644	24,125	581	1,582	3,459
HENRY	28,383	28,262	-.4	9,993	207,298	271,331	9,601	27,152	1,211	43,778	17,825
Napoleon	8,614	9,045	5.0	3,380	71,080	86,542	9,598	25,604	•	•	•
HIGHLAND	33,477	35,022	4.6	12,913	223,846	295,238	8,430	22,864	1,470	27,908	13,109
Greenfield	5,150	5,607	8.9	1,920	34,036	45,949	8,193	23,932	•	•	•
Hillsboro	6,356	7,109	11.8	2,774	43,793	59,929	8,430	21,604	•	•	•
HOCKING	24,304	24,995	2.8	9,103	178,745	202,410	8,098	22,236	611		
Logan	6,557	6,913	5.4	2,676	44,623	56,676	8,198	21,179	•	•	•
HOLMES	29,416	30,980	5.3	8,925	159,132	220,915	7,131	24,752	1,574	4,789	50,486
HURON	54,608	55,841	2.3	19,727	413,888	532,596	9,538	26,998	1,083	44,619	13,348
Bellevue	8,187	8,133	-.6	2,979	62,508	77,830	9,567	26,126	•	•	•
Norwalk	14,358	15,248	6.2	5,647	116,775	142,154	9,333	25,173	•	•	•
JACKSON	30,592	31,384	2.6	11,349	201,712	233,982	7,433	20,615	903	4,613	4,934
JEFFERSON	91,564	91,923	.4	33,873	832,792	839,367	9,131	24,780	514	1,426	4,677
Steubenville	26,400	24,250	-8.2	9,719	256,617	237,102	9,777	24,398	•	•	•
KNOX	46,309	48,701	5.2	17,334	314,146	417,386	8,570	24,079	1,257	16,694	39,503
Mount Vernon	14,323	15,630	9.1	6,212	110,489	140,623	8,997	22,638	•	•	•
LAKE	212,801	223,264	4.9	78,024	1,825,297	2,689,075	12,044	34,465	290	21,047	722
Mentor	42,065	47,043	11.8	15,661	392,449	587,099	12,480	37,488	•	•	•
Mentor-On-The-Lake	7,919	9,109	15.0	2,910	81,761	119,324	13,100	41,005	•	•	•
Painesville	16,391	17,039	4.0	6,697	127,805	175,537	10,303	26,214	•	•	•
Willoughby	19,329	20,613	6.6	8,180	209,425	295,295	14,326	36,100	•	•	•
LAWRENCE	63,849	64,940	1.7	23,086	344,879	493,710	7,603	21,386	630		
Ironton	14,290	14,111	-1.3	5,733	90,292	116,550	8,260	20,330	•	•	•
LICKING	120,981	130,157	7.6	46,897	910,571	1,297,462	9,968	27,666	1,552	24,284	42,338
Newark	41,200	43,939	6.6	17,702	318,236	402,670	9,164	22,747	•	•	•
LOGAN	39,155	39,990	2.1	15,019	283,273	354,397	8,862	23,597	1,058	26,349	23,963
Bellefontaine	11,888	12,518	5.3	4,104	80,843	91,564	7,315	22,311	•	•	•
LORAIN	274,909	277,616	1.0	96,721	1,851,491	2,667,062	9,607	28,157	1,110	31,978	14,323
Elyria	57,504	60,595	5.4	22,650	410,315	569,617	9,400	25,149	•	•	•
Lorain	75,416	74,800	-.8	26,742	492,010	655,525	8,763	24,513	•	•	•
LUCAS	471,741	475,910	.9	179,216	3,990,484	5,085,915	10,687	28,379	574	28,636	8,051
Toledo	354,635	341,354	-3.8	133,040	2,874,941	3,514,986	10,297	26,421	•	•	•
MADISON	33,004	34,864	5.6	11,699	256,796	351,845	10,092	30,073	781	42,039	19,865
London	6,958	7,658	9.8	2,997	53,560	75,679	9,908	25,252	•	•	•
MAHONING	289,487	287,644	-.6	105,119	1,984,978	2,631,552	9,149	25,034	766	9,781	12,465
Youngstown	115,436	101,796	-11.8	38,877	710,712	835,183	8,204	21,480	•	•	•
MARION	67,974	67,881	-.1	24,579	530,268	652,988	9,620	26,567	774	33,262	13,136
Marion	37,040	36,093	-2.6	14,032	283,958	315,736	8,748	22,501	•	•	•
MEDINA	113,150	119,341	5.5	39,189	912,267	1,423,900	11,764	35,824	1,180	11,230	18,731
Medina	15,268	18,216	19.3	6,963	147,288	220,022	12,079	31,599	•	•	•
MEIGS	23,641	24,749	4.7	9,125	134,396	190,698	7,705	20,898	595	2,603	6,339
Middleport	2,971	3,220	8.4	1,320	17,271	24,586	7,611	18,563	•	•	•
Pomeroy	2,738	2,886	5.5	1,136	15,882	22,237	7,705	19,236	•	•	•
MERCER	38,334	39,077	1.9	12,773	284,512	367,084	9,394	28,739	1,614	33,359	80,563
Celina	9,137	9,928	8.7	3,485	77,509	97,696	9,840	28,033	•	•	•
MIAMI	90,381	93,197	3.1	34,071	884,585	961,179	10,313	28,211	1,224	34,175	20,146
Piqua	20,480	20,960	2.3	7,987	128,060	194,469	9,278	24,348	•	•	•
Troy	19,086	20,803	9.0	7,999	131,074	212,181	10,200	26,526	•	•	•
MONROE	17,382	17,431	.3	6,223	127,638	152,498	8,749	24,506	825	627	3,751
MONTGOMERY	571,697	573,203	.3	219,052	4,129,524	6,225,161	10,860	28,421	1,067	31,854	10,165
Dayton	193,444	169,418	-12.4	73,830	1,224,455	1,643,989	9,704	22,267	•	•	•
MORGAN	14,241	14,634	2.8	5,218	97,985	113,708	7,770	21,791	645	1,758	5,613
MORROW	26,480	27,691	4.6	9,429	177,234	257,138	8,563	25,149	1,005	19,890	14,658
MUSKINGUM	83,340	86,923	4.3	31,765	561,101	782,477	8,772	24,004	1,135	7,020	14,729
Zanesville	28,655	27,486	-4.1	11,226	184,821	209,939	7,639	18,703	•	•	•
NOBLE	11,310	11,577	2.4	4,192	81,004	93,615	8,239	22,809	610	297	3,872
OTTAWA	40,076	40,453	.9	14,799	317,466	435,194	10,758	29,407	677	19,327	3,402
Oak Harbor	2,678	2,632	-1.7	689	22,745	28,997	11,017	42,086	•	•	•
Port Clinton	7,225	7,305	1.1	1,826	60,729	78,585	10,758	43,037	•	•	•
PAULDING	21,302	21,278	-.1	7,242	139,718	193,125	9,076	26,667	777	31,861	10,864
PERRY	31,032	32,719	5.4	11,492	183,569	257,212	7,861	22,382	676		
PICKAWAY	43,662	43,997	.8	14,695	331,560	429,950	9,772	29,258	871	41,265	18,750
Circleville	11,700	11,803	.9	4,456	97,221	130,394	10,200	27,018	•	•	•
PIKE	22,802	25,331	11.1	8,879	150,292	182,574	7,208	20,562	321		
PORTAGE	135,856	141,203	3.9	47,517	956,196	1,423,236	10,084	29,994	960	10,504	14,399
Kent	26,164	26,062	-.4	8,820	172,322	221,077	8,483	23,065	•	•	•
Ravenna	11,987	12,577	4.9	4,837	90,002	129,281	10,279	26,728	•	•	•
PREBLE	38,223	39,440	3.2	14,018	230,805	329,733	9,628	27,089	1,319	31,367	24,749
PUTNAM	32,991	33,586	1.8	10,624	200,936	298,104	8,876	28,089	1,627	44,433	28,439

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREA COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs. 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
RICHLAND	131,205	130,967	1.4	48,600	825,470	1,321,221	9,929	27,186	1,168	19,643	20,608
Mansfield	53,927	54,040	.2	21,970	356,213	518,785	9,599	23,613	*	*	*
Shelby	9,645	9,660	.2	3,697	73,374	95,829	9,915	25,921	*	*	*
ROSS	68,004	68,830	5.9	24,124	493,585	656,203	9,534	27,201	903	25,217	13,487
Chillicothe	23,420	23,964	2.3	9,644	217,498	268,372	11,199	27,828	*	*	*
SANDUSKY	61,267	62,573	-1.1	22,016	456,907	594,343	9,499	26,996	1,046	39,380	10,850
Fremont	17,826	17,280	-3.1	6,399	128,639	155,988	9,027	24,377	*	*	*
SCIOTO	84,545	87,562	3.6	31,634	589,337	675,470	7,714	21,353	712	5,390	5,049
Portsmouth	23,960	23,898	-.3	10,887	211,394	210,517	8,129	19,337	*	*	*
SENECA	61,901	61,803	-.2	21,420	455,285	569,732	9,219	26,598	1,433	41,602	20,599
Fostoria	15,745	15,523	-1.4	5,937	129,063	156,379	10,074	26,340	*	*	*
Tiffin	19,549	18,420	-5.8	6,770	156,717	185,344	10,062	27,377	*	*	*
SHELBY	42,889	43,946	2.5	14,917	339,117	403,449	9,181	27,046	1,262	26,341	34,320
Sidney	17,657	18,771	6.3	6,826	151,424	171,399	9,131	25,110	*	*	*
STARK	378,823	389,070	2.7	142,044	2,746,125	3,921,898	10,080	27,610	1,375	17,739	25,463
Alliance	24,315	23,698	-2.7	9,226	175,855	231,713	9,794	25,115	*	*	*
Canton	93,077	86,718	-6.8	35,520	642,200	790,801	9,119	22,264	*	*	*
Massillon	30,557	30,147	-1.4	11,771	213,343	279,766	9,280	23,767	*	*	*
SUMMIT	524,472	527,733	.6	197,158	3,874,153	5,799,279	10,989	29,414	340	4,813	1,554
Akron	237,177	218,283	-8.0	87,610	1,623,779	2,265,373	10,382	25,857	*	*	*
TRUMBULL	241,863	245,933	1.7	88,342	1,753,862	2,443,428	9,936	27,659	993	7,606	12,815
Niles	23,088	24,306	5.3	9,313	178,307	243,810	10,031	26,180	*	*	*
Warren	56,629	53,836	-4.9	21,002	412,892	505,534	9,382	24,071	*	*	*
TUSCARAWAS	84,614	88,942	5.1	33,024	589,673	818,571	9,203	24,787	1,090	6,702	25,338
Dennison	3,398	3,506	3.2	1,297	24,735	31,277	8,921	24,115	*	*	*
Dover	11,520	12,114	5.1	4,649	94,134	121,344	10,017	26,101	*	*	*
New Philadelphi	16,883	18,761	11.1	7,627	135,896	182,718	9,739	23,957	*	*	*
Uhrichsville	6,130	6,680	9.0	2,635	44,445	57,822	8,656	21,944	*	*	*
UNION	29,536	31,314	6.0	10,987	231,412	310,451	9,914	28,256	985	31,469	39,158
Marysville	7,414	8,770	18.3	3,443	62,667	87,538	9,982	25,425	*	*	*
VAN WERT	30,438	31,031	1.9	11,543	208,030	300,467	9,677	26,030	1,015	46,402	11,551
Van Wert	11,033	11,094	.5	4,511	85,797	116,402	10,492	25,804	*	*	*
VINTON	11,584	12,116	4.6	4,202	79,881	83,385	6,883	19,844	249	582	5,716
WARREN	99,276	105,011	5.8	34,588	875,465	1,147,312	10,926	33,171	1,048	22,790	10,775
WASHINGTON	64,266	66,028	2.7	23,725	425,794	642,967	9,738	27,101	1,088	3,719	11,145
Marietta	16,457	16,695	1.4	6,523	125,281	171,751	10,288	26,330	*	*	*
WAYNE	97,408	100,528	3.2	34,380	743,808	964,385	9,593	28,051	1,866	20,200	93,998
Wooster	19,289	20,253	5.0	7,795	181,609	217,585	10,743	27,913	*	*	*
WILLIAMS	36,369	36,592	.6	13,368	260,743	345,959	9,454	25,880	1,051	26,390	23,805
Bryan	7,879	8,432	7.0	3,372	63,880	80,358	9,530	23,831	*	*	*
WOOD	107,372	111,601	3.9	38,099	866,697	1,164,800	10,437	30,573	1,405	54,706	10,909
Bowling Green	23,739	29,088	13.1	8,198	174,071	210,477	7,236	25,674	*	*	*
WYANDOT	22,681	23,023	1.6	8,168	162,448	207,531	9,014	25,408	803	33,872	10,210
Upper Sandusky	5,967	6,260	4.9	2,424	47,008	57,613	9,203	23,768	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Ohio 1983 Cash Receipts as follows: From Crops $2,135,849,000; from Livestock & Livestock Products $1,537,815,000; Total $3,673,664,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs. 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,025,266	3,385,101	11.9	1,293,349	23,417,809	36,776,685	10,864	28,435	72,523	794,764	1,673,870
METROPOLITAN STATISTICAL AREAS											
Enid, Ok	62,820	68,805	9.5	27,004	483,004	815,802	11,857	30,210	1,261	37,642	28,866
Fort Smith, Ar-Ok	162,571	170,504	4.9	63,465	1,038,047	1,567,778	9,195	24,703	2,768	10,575	45,298
Lawton, Ok	112,456	122,117	8.6	39,330	973,490	1,024,936	8,393	26,060	994	8,572	15,984
Oklahoma City, O	860,969	967,586	12.4	372,855	8,203,998	11,989,879	12,392	32,157	6,526	47,246	108,826
Tulsa, Ok	657,367	730,897	11.2	282,545	4,686,169	9,155,515	12,526	32,404	5,428	26,212	92,682
COUNTIES, Cities											
ADAIR	18,575	19,670	5.9	6,672	132,257	123,104	6,256	18,451	1,002	1,289	52,378
ALFALFA	7,077	7,201	1.8	3,063	49,252	83,451	11,589	27,245	859	33,681	42,294
ATOKA	12,748	14,042	10.2	4,953	67,486	90,956	6,477	18,364	1,053	1,417	20,086
BEAVER	6,806	7,710	13.3	2,898	70,607	89,374	11,592	30,840	852	18,928	36,843
BECKHAM	19,243	28,070	45.9	11,261	148,238	291,419	10,382	25,879	780	10,164	10,020
Bk City	9,579	13,961	45.7	5,531	86,751	148,000	10,601	26,758	*	*	*
BLAINE	13,443	15,450	14.9	6,014	83,375	157,159	10,172	26,132	949	20,682	25,474
BRYAN	30,535	33,490	9.7	13,197	192,430	268,570	8,019	20,351	1,351	7,484	14,279
Durant	11,972	13,651	14.0	5,431	85,651	110,547	8,098	20,355	*	*	*
CADDO	30,905	36,103	16.8	13,395	196,917	329,396	9,124	24,591	1,640	42,867	23,234
Anadarko	6,378	7,253	13.7	2,696	44,880	65,414	9,019	24,263	*	*	*
CANADIAN	56,452	71,943	27.4	24,629	526,236	922,602	12,824	37,460	1,126	19,874	36,949
El Reno	15,486	20,470	32.2	7,495	135,563	204,825	10,006	27,328	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1995	POPULATION % Pop. Change 85 vs 80	HOUSE-HOLDS 1995 number of households	DISPOSABLE PERSONAL INCOME E&P 1995 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1995 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CARTER	43,610	48,868	12.1	18,912	321,654	489,820	10,023	25,900	1,063	1,948	13,473
Ardmore	23,689	28,223	19.1	11,271	194,239	284,590	10,084	25,250	*	*	*
CHEROKEE	30,684	34,274	11.7	12,293	281,779	262,068	7,646	21,318	1,087		
Tahlequah	9,708	10,844	11.7	3,843	56,273	83,579	7,707	21,748	*	*	*
CHOCTAW	17,203	17,561	2.1	6,745	97,526	127,335	7,251	18,878	977	1,061	17,729
Hugo	7,172	7,657	6.8	3,037	44,545	57,114	7,459	18,806	*	*	*
CIMARRON	3,648	3,883	6.4	1,543	34,603	39,785	10,246	25,784	458	19,683	54,707
CLEVELAND	133,173	158,679	19.2	56,817	1,230,853	1,959,670	12,350	34,491	964	2,294	12,338
Norman	68,020	90,133	32.5	34,028	658,918	946,863	10,505	27,826	*	*	*
COAL	6,041	6,202	2.7	2,354	30,495	43,686	7,044	18,558	589	289	10,195
COMANCHE	112,456	122,117	8.6	39,330	973,490	1,024,936	8,393	26,060	994	8,572	15,984
Lawton	80,054	86,931	8.6	31,413	759,073	785,472	9,036	25,005	*	*	*
COTTON	7,338	7,521	2.5	2,967	51,747	63,825	8,486	21,512	560	17,318	12,983
CRAIG	15,014	15,795	5.2	5,950	73,772	131,529	8,327	22,106	1,164	5,381	40,406
Vinita	6,740	7,602	12.8	2,852	50,467	63,133	8,305	22,136	*	*	*
CREEK	59,210	68,291	15.3	24,990	330,829	695,649	10,187	27,837	1,190	993	8,753
Sapulpa	15,853	18,741	18.2	7,189	99,510	186,640	9,959	25,962	*	*	*
CUSTER	25,995	33,804	30.0	12,919	236,409	366,356	10,838	28,358	868	24,892	25,306
Clinton	8,796	11,548	31.3	4,631	88,706	134,711	11,665	29,089	*	*	*
Weatherford	9,640	13,670	41.8	4,950	86,699	136,339	9,974	27,543	*	*	*
DELAWARE	23,946	27,957	16.8	10,593	222,806	211,802	7,576	19,995	1,126	2,199	38,857
DEWEY	5,922	6,913	16.7	2,804	51,405	77,063	11,148	27,483	729	12,756	13,692
ELLIS	5,596	6,376	13.9	2,588	50,128	70,859	11,113	27,380	612	8,814	14,027
GARFIELD	62,820	68,805	9.5	27,004	483,004	815,802	11,857	30,210	1,261	37,642	28,866
Enid	50,363	55,161	9.5	21,946	398,548	655,814	11,889	29,883	*	*	*
GARVIN	27,856	34,222	22.9	13,363	212,150	303,629	8,872	22,722	1,355	5,860	22,992
Pauls Valley	5,664	6,892	21.7	3,032	44,270	60,989	8,849	20,115	*	*	*
GRADY	39,490	48,659	23.2	18,277	301,776	492,587	10,123	26,951	1,579	13,510	41,105
Chickasha	15,828	19,503	23.2	7,906	132,431	197,346	10,119	24,962	*	*	*
GRANT	6,518	7,289	11.8	3,101	43,228	82,710	11,347	26,672	903	37,904	22,907
GREER	6,877	7,812	13.6	3,311	46,536	70,911	9,077	21,417	518		
HARMON	4,519	4,564	1.0	1,838	29,429	38,779	8,497	21,098	393	11,253	6,481
HARPER	4,715	5,231	10.9	2,169	45,351	66,717	12,754	30,759	529	12,897	39,034
HASKELL	11,010	12,086	9.8	4,743	55,584	95,006	7,861	20,031	790	1,178	13,895
HUGHES	14,338	16,130	12.5	6,516	90,853	120,632	7,479	18,513	908	4,050	8,406
Holdenville	5,469	6,328	15.7	2,699	37,530	48,414	7,651	17,938	*	*	*
JACKSON	30,356	30,507	.5	10,917	199,077	259,468	8,505	23,767	671	31,862	10,108
Altus	23,101	23,119	.1	8,049	157,343	204,752	8,856	25,438	*	*	*
JEFFERSON	8,183	8,781	7.3	3,495	50,658	73,284	8,346	20,968	560	5,241	17,781
JOHNSTON	10,356	11,709	13.1	4,446	54,351	79,817	6,817	17,953	595	1,292	14,507
KAY	49,852	55,490	11.3	22,406	371,522	630,950	11,371	28,160	1,025	30,437	19,921
Blackwell	8,400	9,202	9.5	3,870	79,920	98,835	10,741	25,539	*	*	*
Ponca City	26,238	29,410	12.1	12,102	218,463	354,764	12,063	29,314	*	*	*
KINGFISHER	14,187	17,539	23.8	6,582	112,772	194,423	11,085	29,539	956	20,503	47,214
KIOWA	12,711	13,577	6.8	5,549	81,283	116,906	8,611	21,068	823	23,818	14,805
Hobart	4,735	5,115	8.0	2,077	34,769	44,920	8,782	21,627	*	*	*
LATIMER	9,840	10,985	11.6	3,927	52,583	74,294	6,763	18,919	578	170	4,369
LE FLORE	40,698	44,648	9.7	16,391	183,828	348,756	7,811	21,277	1,494	3,702	18,862
LINCOLN	26,601	31,045	16.7	11,628	184,513	271,499	8,745	23,349	1,731	2,387	19,036
LOGAN	26,881	32,162	19.6	11,763	194,864	308,734	9,599	26,246	951	10,611	11,376
Guthrie	10,312	12,841	24.5	4,908	74,944	122,526	9,542	24,965	*	*	*
LOVE	7,469	8,188	9.6	3,194	48,228	80,280	9,805	25,135	593	3,087	12,177
MCCLAIN	20,291	25,352	24.9	9,099	152,430	268,611	10,595	29,521	977	5,153	24,212
MCCURTAIN	36,151	36,607	1.3	12,964	176,310	254,814	6,961	19,656	1,341	3,560	34,072
Idabel	7,622	7,718	1.3	2,981	43,813	55,872	7,239	18,743	*	*	*
MCINTOSH	15,495	17,928	15.7	7,053	76,341	136,053	7,589	19,290	869	2,398	7,742
MAJOR	8,772	10,203	16.3	3,943	58,697	114,722	11,244	29,095	869	15,840	17,164
MARSHALL	10,550	12,029	14.0	4,968	71,451	102,379	8,511	20,608	414	2,143	5,054
MAYES	32,261	36,245	12.3	13,438	224,242	336,075	9,272	25,009	1,309	3,191	19,944
Pryor	8,483	10,443	23.1	3,821	65,448	101,876	9,755	26,662	*	*	*
MURRAY	12,147	14,711	21.1	5,736	85,538	132,590	9,013	23,115	411	543	8,156
MUSKOGEE	66,939	71,454	6.7	27,229	417,559	647,329	9,059	23,774	1,419	9,507	18,388
Fort Gibson	2,483	3,104	25.0	1,048	20,626	28,120	9,059	26,832	*	*	*
Muskogee	40,011	44,275	10.7	17,811	278,970	398,117	8,992	22,352	*	*	*
NOBLE	11,573	12,694	9.7	4,947	75,819	132,353	10,426	26,754	751	14,463	18,089
Perry	5,796	6,641	14.6	2,748	50,840	70,267	10,581	25,570	*	*	*
NOWATA	11,486	12,477	8.6	4,839	53,352	108,346	8,684	22,390	696	2,336	13,813
Nowata	4,270	4,999	17.1	2,041	31,567	43,705	8,743	21,414	*	*	*
OKFUSKEE	11,125	12,304	10.6	4,748	55,160	91,050	7,400	19,176	745	1,776	8,494
OKLAHOMA	568,933	614,054	7.9	245,899	5,694,933	7,872,348	12,820	32,015	1,101	5,217	8,629
Edmond	34,637	36,551	5.5	12,644	353,547	608,297	16,642	48,110	*	*	*
Midwest City	49,559	53,114	7.2	19,650	482,188	633,346	11,924	32,231	*	*	*
Oklahoma City	403,136	446,198	10.7	184,445	4,050,354	5,649,425	12,661	30,629	*	*	*
OKMULGEE	39,169	43,359	10.7	16,408	218,226	359,918	8,301	21,936	1,071	3,076	8,635
Henryetta	6,432	7,117	10.6	2,982	41,906	60,407	8,488	20,257	*	*	*
Okmulgee	16,263	18,681	14.9	7,263	100,566	157,736	8,444	21,718	*	*	*
OSAGE	39,327	44,854	14.1	16,984	236,208	493,353	10,999	29,048	1,028	5,437	52,205
Pawhuska	4,771	5,788	21.3	2,510	39,300	62,007	10,713	24,704	*	*	*
OTTAWA	32,870	34,995	6.5	13,454	161,360	283,341	8,097	21,060	963	9,930	15,306
Miami	14,237	15,382	8.0	5,844	79,722	134,482	8,743	23,012	*	*	*
PAWNEE	15,310	17,028	11.2	6,609	115,187	170,005	9,984	25,723	643	2,986	15,456
PAYNE	62,435	68,283	9.4	25,146	473,699	619,887	9,078	24,652	1,123	4,487	19,110
Cushing	7,720	8,561	10.9	3,782	62,591	83,190	9,717	21,996	*	*	*
Stillwater	38,268	41,851	9.4	14,546	294,054	353,792	8,454	24,322	*	*	*
PITTSBURG	40,524	43,981	8.5	16,887	251,374	347,991	7,912	20,607	1,377	1,886	14,393
McAlester	17,255	17,803	3.2	6,426	115,719	146,199	8,212	22,751	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1988 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
PONTOTOC	32,598	35,387	8.6	13,796	214,395	328,125	9,272	23,784	1,048	946	19,180
Ada	15,902	17,263	8.6	7,250	119,742	173,524	10,052	23,934	*	*	*
POTTAWATOMIE	55,239	65,396	18.4	24,648	404,682	657,914	10,060	26,692	1,407	4,097	15,322
Shawnee	26,506	31,380	18.4	12,746	214,004	299,970	9,559	23,534	*	*	*
PUSHMATAHA	11,773	13,362	13.5	5,070	58,853	87,707	6,564	17,299	769	345	10,016
ROGER MILLS	4,799	8,005	66.8	3,116	44,297	82,404	10,294	26,445	724	5,354	17,689
ROGERS	46,436	56,238	21.1	19,602	284,446	653,634	11,623	33,345	1,275	2,843	12,861
Claremore	12,085	16,449	36.1	6,329	102,449	188,562	11,463	29,793	*	*	*
SEMINOLE	27,473	30,331	10.4	11,554	162,024	261,959	8,637	22,673	1,030	1,592	8,991
Seminole	8,590	9,928	15.6	4,114	63,410	88,900	8,954	21,609	*	*	*
Wewoka	5,480	6,171	12.6	2,449	37,485	51,922	8,414	21,201	*	*	*
SEQUOYAH	30,749	33,112	7.7	11,625	137,131	250,074	7,552	21,512	1,011	2,839	7,551
STEPHENS	43,419	49,710	14.5	19,479	355,312	531,650	10,695	27,293	1,134	5,426	17,698
Duncan	22,517	25,780	14.5	10,521	215,831	308,759	11,977	29,347	*	*	*
TEXAS	17,727	18,301	3.2	6,755	174,796	211,169	11,539	31,261	795	43,550	240,502
Guymon	8,492	9,226	8.6	3,400	92,278	113,631	12,316	33,421	*	*	*
TILLMAN	12,398	13,041	5.2	5,128	84,624	115,919	8,889	22,605	692	29,636	10,388
Frederick	6,153	6,485	5.4	2,569	46,315	59,079	9,110	22,997	*	*	*
TULSA	470,593	512,033	8.8	204,123	3,603,966	6,781,304	13,244	33,222	998	7,751	8,188
Broken Arrow	35,761	38,909	8.8	13,223	245,654	605,581	15,564	45,798	*	*	*
Tulsa	360,919	392,702	8.8	163,291	2,912,777	5,230,987	13,321	32,035	*	*	*
WAGONER	41,801	49,481	18.4	16,846	230,720	531,575	10,743	31,555	937	9,188	10,675
WASHINGTON	48,113	54,361	13.0	21,931	345,527	699,631	12,870	31,901	703	3,419	9,156
Bartlesville	34,568	39,057	13.0	16,043	261,808	545,876	13,976	34,026	*	*	*
WASHITA	13,798	18,295	32.6	7,051	107,056	200,151	10,940	28,386	1,135	28,603	20,269
WOODS	10,923	11,984	9.7	5,052	109,749	141,089	11,773	27,927	819	24,383	22,680
Alva	6,416	6,427	.2	2,626	64,454	74,788	11,637	28,480	*	*	*
WOODWARD	21,172	26,149	23.5	9,715	216,461	325,617	12,452	33,517	733	10,873	19,993
Woodward	13,610	16,810	23.5	6,398	139,005	210,124	12,500	32,842	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1983 Cash Receipts as follows. From Crops $1,003,405,000; from Livestock & Livestock Products $1,688,110,000; Total $2,691,515,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	2,632,663	2,720,735	3.3	1,055,725	20,608,732	28,482,495	10,469	26,979	34,087	935,459	705,133
METROPOLITAN STATISTICAL AREAS											
Eugene-Springfield, Or	275,226	272,815	-.9	105,617	2,095,691	2,657,895	9,742	25,165	2,208	29,873	24,529
Medford, Or	132,456	138,916	4.9	53,110	875,788	1,271,955	9,156	23,949	1,632	21,815	18,654
Portland, Or	1,105,292	1,155,467	4.5	459,994	9,695,833	13,789,753	11,934	29,978	7,812	163,358	85,690
Salem, Or	249,895	261,106	4.5	97,796	1,810,476	2,497,798	9,566	25,541	4,021	169,672	61,767
COUNTIES, Cities											
BAKER	16,134	16,678	3.4	6,552	105,542	136,701	8,196	20,864	678	5,315	28,543
Baker	9,471	9,847	4.0	3,640	63,863	76,601	7,779	21,044	*	*	*
BENTON	68,211	70,797	3.8	25,701	565,867	725,595	10,249	28,232	723	18,642	7,465
Corvallis	40,960	45,629	11.4	16,807	335,453	394,278	8,641	23,459	*	*	*
CLACKAMAS	241,919	259,167	7.1	93,646	2,085,363	3,181,533	12,276	33,974	3,489	54,029	33,159
Oregon City	14,673	18,301	24.7	6,741	118,523	173,986	9,507	25,810	*	*	*
CLATSOP	32,489	33,544	3.2	13,609	228,823	326,358	9,729	23,981	281	134	4,987
Astoria	9,998	10,181	1.8	3,797	66,191	85,713	8,419	22,574	*	*	*
COLUMBIA	35,646	36,688	2.9	13,504	240,840	360,539	9,827	26,699	781	3,490	6,062
COOS	64,047	61,550	-3.9	23,604	441,259	566,483	9,204	23,999	782	3,549	14,881
Coos Bay	14,424	14,371	-.4	5,654	115,153	139,394	9,700	24,654	*	*	*
North Bend	9,779	10,061	2.9	3,729	73,735	92,774	9,221	24,879	*	*	*
CROOK	13,091	13,178	.7	5,102	88,281	120,603	9,152	23,638	428	7,428	16,619
CURRY	16,992	17,823	4.9	7,280	120,112	167,176	9,380	22,964	173	2,137	2,764
DESCHUTES	62,142	67,863	9.2	25,863	469,842	673,247	9,921	26,031	876	3,555	10,930
Bend	17,263	18,853	9.2	7,222	131,517	162,078	8,597	22,442	*	*	*
DOUGLAS	93,748	92,318	-1.5	33,833	611,177	826,855	8,957	24,439	1,844	6,283	18,620
Roseburg	16,644	17,615	5.8	6,861	134,604	166,726	9,465	24,301	*	*	*
GILLIAM	2,057	1,914	-7.0	811	14,329	19,374	10,122	23,889	164	19,448	5,351
GRANT	8,210	7,884	-4.0	2,951	55,378	67,494	8,561	22,872	364	1,372	13,753
HARNEY	8,314	7,446	-10.5	2,733	57,906	71,031	9,539	25,971	409	5,497	19,988
HOOD RIVER	15,835	16,141	1.9	6,234	126,247	166,748	10,331	26,748	546	30,544	1,500
JACKSON	132,456	138,916	4.9	53,110	875,788	1,271,955	9,156	23,949	1,632	21,815	18,654
Ashland	14,943	17,247	15.4	7,041	103,801	138,183	8,012	19,625	*	*	*
Medford	39,603	46,994	18.7	18,931	292,812	409,236	8,708	21,617	*	*	*
JEFFERSON	11,599	12,926	11.4	4,544	79,215	108,321	8,380	23,838	368	23,364	17,481
JOSEPHINE	58,820	61,379	4.4	23,568	337,047	485,684	7,913	20,608	674	2,400	10,083
Grants Pass	14,997	17,149	14.3	7,008	98,348	125,593	7,324	17,921	*	*	*
KLAMATH	59,117	58,204	-1.6	22,009	407,019	515,871	8,863	23,439	999	36,714	30,823
Klamath Falls	16,661	16,404	-1.6	6,390	115,514	131,213	7,999	20,534	*	*	*
LAKE	7,532	7,607	1.0	2,961	52,557	67,240	8,839	22,709	402	8,935	18,681

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
LANE	275,226	272,815	-.9	105,617	2,095,691	2,657,895	9,742	25,165	2,208	29,873	24,529
Eugene	105,624	105,178	-.4	42,819	884,427	1,089,003	10,354	25,433	*	*	*
LINCOLN	35,264	38,126	8.1	16,258	254,353	379,120	9,944	23,319	297	669	1,302
LINN	89,495	90,665	1.3	34,200	678,232	878,586	9,690	25,690	2,062	59,150	30,502
Albany	26,678	31,037	16.3	12,513	231,904	280,262	9,030	22,398	*	*	*
MALHEUR	26,896	27,747	3.2	9,924	159,894	208,494	7,514	21,009	1,302	64,484	65,326
Ontario	8,814	10,254	16.3	3,781	62,530	79,406	7,744	21,001	*	*	*
MARION	204,692	216,675	5.9	81,189	1,491,978	2,072,009	9,563	25,521	2,825	143,109	47,680
Salem	89,233	94,457	5.9	37,841	724,614	937,006	9,920	24,762	*	*	*
MORROW	7,519	7,839	4.3	2,870	59,784	78,653	10,034	27,405	353	60,522	59,144
MULTNOMAH	562,640	563,323	.1	240,535	4,805,305	6,422,238	11,401	26,700	610	21,492	3,689
Portland	366,383	361,773	-1.3	162,173	3,136,625	4,051,759	11,200	24,984	*	*	*
POLK	45,203	44,431	-1.7	16,607	318,498	425,789	9,583	25,639	1,196	26,563	14,087
SHERMAN	2,172	2,348	8.1	925	15,826	20,490	8,727	22,151	198	21,971	2,856
TILLAMOOK	21,164	22,083	4.3	9,015	138,044	203,247	9,204	22,545	390	340	38,639
UMATILLA	58,861	62,411	6.0	23,099	428,520	564,529	9,045	24,440	1,441	106,966	47,929
Pendleton	14,521	16,203	11.6	6,270	124,287	145,859	9,002	23,263	*	*	*
UNION	23,921	25,169	5.2	9,437	158,682	218,463	8,680	23,150	781	19,032	13,195
La Grande	11,354	12,912	13.7	4,963	76,108	109,205	8,458	22,004	*	*	*
WALLOWA	7,273	7,636	5.0	3,075	52,487	67,260	8,808	21,873	472	9,437	16,810
WASCO	21,732	23,054	6.1	8,934	175,183	230,236	9,987	25,771	502	28,236	5,508
The Dalles	10,820	13,405	23.9	4,980	88,825	121,764	9,083	24,451	*	*	*
WASHINGTON	245,401	274,218	11.7	104,761	2,383,888	3,602,037	13,136	34,383	1,919	52,187	19,326
WHEELER	1,513	1,413	-6.6	610	8,196	10,696	7,570	17,534	124	1,127	4,751
YAMHILL	55,332	58,759	6.2	21,052	421,277	583,945	9,938	27,738	1,794	35,650	29,516

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1983 Cash Receipts as follows. From Crops $1,145,071,000; from Livestock & Livestock Products $555,044,000; Total $1,700,115,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	11,866,728	12,180,330	2.6	4,469,226	92,658,849	134,866,103	11,072	30,177	55,535	751,294	2,084,966
METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem, Pa-N.J	636,714	666,673	4.7	249,711	5,171,857	7,769,616	11,654	31,114	1,957	45,923	56,309
Altoona, Pa	136,621	138,660	1.5	51,464	909,072	1,284,729	9,265	24,964	502	4,036	28,018
Beaver, Pa	204,441	205,677	.6	74,393	1,656,086	2,401,650	11,677	32,283	572	2,635	7,816
Erie, Pa	279,780	283,673	1.4	101,282	1,995,394	2,902,761	10,233	28,660	1,475	25,527	30,481
Harrisburg-Lebanon-Carlisle, Pa	555,901	582,412	4.8	217,949	5,784,402	7,520,310	12,912	34,505	3,619	36,562	192,471
Johnstown, Pa	264,506	264,407		94,777	1,706,007	2,192,071	8,291	23,129	1,729	11,230	46,943
Lancaster, Pa	362,346	385,461	6.4	136,095	2,875,764	4,318,159	11,203	31,729	4,991	63,208	511,651
Philadelphia, Pa-N	4,716,818	4,865,110	3.1	1,743,136	38,796,698	59,157,747	12,160	33,938	5,241	263,509	137,297
Pittsburgh, Pa	2,219,848	2,239,429	.9	847,049	18,744,104	25,570,037	11,418	30,187	4,378	26,908	56,537
Reading, Pa	312,509	325,196	4.1	123,118	2,368,465	3,854,527	11,853	31,308	1,929	72,549	90,710
Scranton-Wilkes Barre, Pa	728,796	745,419	2.3	277,874	4,638,944	7,175,365	9,626	25,822	2,325	27,660	50,049
Sharon, Pa	128,299	131,520	2.5	47,134	932,482	1,301,549	9,896	27,614	1,401	8,847	23,537
State College, Pa	112,760	116,032	2.9	38,356	883,624	1,106,816	9,539	28,856	824	7,886	27,330
Williamsport, Pa	118,416	118,889	.4	43,566	768,066	1,121,884	9,436	25,751	918	9,653	23,551
York, Pa	381,255	402,410	5.5	147,139	2,936,602	4,452,572	11,065	30,261	3,502	68,195	143,513
COUNTIES, Cities											
ADAMS	68,292	73,687	7.9	25,516	474,662	727,840	9,877	28,525	1,199	34,169	65,991
Gettysburg	7,194	7,713	7.2	2,725	52,129	69,392	8,997	25,465	*	*	*
ALLEGHENY	1,450,085	1,460,408	.7	561,780	12,866,895	17,372,407	11,896	30,924	484	5,867	4,380
Brackenridge	4,297	4,042	-5.9	1,683	39,075	45,389	11,229	26,969	*	*	*
Clairton	12,188	10,861	-10.9	4,445	95,936	123,930	11,411	27,881	*	*	*
Duquesne	10,094	9,431	-6.6	3,972	79,930	109,313	11,591	27,521	*	*	*
McKeesport	31,012	27,758	-10.5	11,609	228,388	296,321	10,675	25,525	*	*	*
Pittsburgh	423,959	379,114	-10.6	157,494	3,398,176	4,208,052	11,100	26,719	*	*	*
Turentum	6,419	5,943	-7.4	2,537	57,028	65,662	11,049	25,882	*	*	*
ARMSTRONG	77,768	79,488	2.2	29,636	500,044	728,362	9,163	24,577	800	30,585	10,951
Kittanning	5,432	5,140	-5.4	2,157	39,950	49,433	9,617	22,917	*	*	*
BEAVER	204,441	205,677	.6	74,393	1,656,086	2,401,650	11,677	32,283	572	2,635	7,816
Aliquippa	17,094	14,820	-13.3	5,700	133,748	168,593	11,376	29,578	*	*	*
Ambridge	9,575	8,733	-8.8	3,905	84,013	110,453	12,649	28,288	*	*	*
Beaver	5,441	5,107	-6.1	2,290	49,643	62,961	12,328	27,494	*	*	*
Rochester	4,759	4,729	-.6	2,007	40,339	52,729	11,150	26,273	*	*	*
BEDFORD	46,784	48,744	4.2	17,517	325,573	411,508	8,442	23,492	1,092	5,210	37,792
Bedford	3,326	3,481	4.7	1,388	22,039	29,505	8,476	21,257	*	*	*
BERKS	312,509	325,196	4.1	123,118	2,368,465	3,854,527	11,853	31,308	1,929	72,549	90,710
Reading	78,686	76,931	-2.2	33,023	544,659	760,092	9,880	23,017	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
BLAIR	136,621	138,660	1.5	51,464	909,072	1,284,729	9,265	24,964	502	4,036	28,018
Altoona	57,078	54,589	-4.4	21,005	377,595	495,274	9,073	23,579	*	*	*
Tyrone	6,346	6,043	-4.8	2,397	43,616	54,417	9,005	22,702	*	*	*
BRADFORD	62,919	66,469	5.6	23,398	420,401	582,376	8,762	24,890	1,530	3,623	75,846
Athens	3,622	3,528	-2.6	1,290	24,797	31,251	8,858	24,226	*	*	*
Sayre	6,951	7,033	1.2	2,437	47,930	61,726	8,777	25,329	*	*	*
Towanda	3,526	3,364	-4.6	1,222	24,428	30,415	9,041	24,890	*	*	*
BUCKS	479,211	512,160	6.9	172,848	4,079,963	6,916,268	13,504	40,014	991	28,378	22,115
Bristol	10,867	10,936	.6	4,232	104,282	206,656	18,897	48,832	*	*	*
Doylestown	8,717	9,586	10.0	3,907	86,216	135,100	14,093	34,579	*	*	*
Langhorne	1,697	1,828	7.7	588	16,017	24,686	13,504	41,983	*	*	*
Levittown	54,174	61,645	13.8	20,040	543,563	832,463	13,504	41,540	*	*	*
Quakertown	8,867	10,435	17.7	4,138	78,674	129,761	12,435	31,358	*	*	*
Warminster	35,463	38,229	7.8	11,233	347,083	516,250	13,504	45,958	*	*	*
BUTLER	147,912	152,909	3.4	52,708	1,056,227	1,562,390	10,218	29,642	1,279	23,880	15,229
Butler	17,026	16,689	-2.0	7,070	130,261	166,108	9,953	23,495	*	*	*
CAMBRIA	183,263	181,238	-1.1	64,621	1,198,322	1,525,432	8,417	23,606	602	5,861	8,800
Johnstown	35,496	31,677	-10.8	13,229	226,567	246,437	7,780	18,629	*	*	*
CAMERON	6,674	7,028	5.3	2,768	45,747	60,366	8,589	21,809	27		
CARBON	53,285	55,685	4.5	21,213	360,190	545,440	9,795	25,713	182	2,304	1,621
Jim Thorpe	5,263	5,382	2.3	1,803	38,921	52,069	9,675	28,879	*	*	*
Lansford	4,466	4,298	-3.8	1,767	30,771	39,843	9,270	22,548	*	*	*
Lehighton	5,826	5,927	1.7	2,020	43,876	58,537	9,876	28,979	*	*	*
Mauch Chunk-East Mauch Chunk											
Palmerton	5,455	5,598	2.6	1,991	40,911	54,833	9,795	27,540	*	*	*
CENTRE	112,760	116,032	2.9	38,356	883,624	1,106,816	9,539	28,856	824	7,886	27,330
Bellefonte	6,300	6,193	-1.7	2,390	50,880	67,569	10,911	28,272	*	*	*
State College	36,130	38,559	6.7	10,228	244,163	263,489	6,833	25,762	*	*	*
CHESTER	316,660	342,349	8.1	117,211	2,882,993	4,858,866	14,193	41,454	1,825	132,674	73,528
Coatesville	10,698	10,677	-.2	4,109	84,838	127,324	11,925	30,987	*	*	*
Honey Brook	1,164	1,288	10.7	495	9,797	18,280	14,193	36,929	*	*	*
Phoenixville	14,165	14,912	5.3	5,926	122,890	194,269	13,028	32,782	*	*	*
West Chester	17,435	17,789	2.0	6,098	138,048	202,266	11,370	33,169	*	*	*
CLARION	43,362	44,482	2.6	15,028	319,698	401,698	9,031	26,730	584	2,411	9,222
CLEARFIELD	83,578	84,574	1.2	30,420	603,243	748,935	8,855	24,620	467	1,913	6,349
Clearfield	7,580	7,344	-3.1	2,909	68,948	75,951	10,342	26,109	*	*	*
Curwensville	3,116	3,110	-.2	1,128	21,813	27,620	8,881	24,486	*	*	*
Du Bois	9,290	8,956	-3.6	3,368	78,496	85,452	9,541	25,372	*	*	*
CLINTON	38,971	39,904	2.4	14,310	225,193	337,879	8,467	23,611	293	4,132	10,067
Lock Haven	9,617	8,884	-7.6	2,767	52,360	67,555	7,604	24,415	*	*	*
Renovo	1,812	1,515	-16.4	593	10,964	12,095	7,983	20,396	*	*	*
COLUMBIA	61,967	64,043	3.4	23,025	374,348	577,524	9,018	25,082	822	13,165	12,401
Berwick	11,850	12,006	1.3	4,792	75,224	107,262	8,934	22,384	*	*	*
Bloomsburg	11,717	12,150	3.7	3,769	71,130	96,513	7,943	25,607	*	*	*
CRAWFORD	88,869	91,443	2.9	32,935	593,562	827,933	9,054	25,138	1,507	5,941	38,262
Meadville	15,544	15,417	-.8	5,230	102,775	124,077	8,048	23,724	*	*	*
Titusville	6,884	6,833	-.8	2,168	38,718	49,131	7,190	22,662	*	*	*
CUMBERLAND	178,037	189,246	6.3	68,811	2,094,103	2,686,773	14,197	39,046	1,174	12,550	52,854
Carlisle	18,314	19,591	7.0	7,688	222,731	272,711	13,920	35,472	*	*	*
DAUPHIN	232,317	242,344	4.3	94,876	2,564,245	3,267,920	13,485	34,444	776	8,648	32,700
Harrisburg	53,264	48,231	-9.5	22,562	521,551	537,183	11,138	23,809	*	*	*
DELAWARE	555,007	565,686	1.9	202,176	4,836,812	7,354,887	13,002	36,379	113	3,838	2,492
Chester	45,794	41,534	-9.3	15,944	288,708	385,696	9,286	24,191	*	*	*
ELK	38,338	38,736	1.0	13,475	234,642	356,652	9,207	26,468	156	177	2,525
Ridgeway	5,604	5,418	-3.3	1,733	39,430	50,059	9,239	28,886	*	*	*
St. Marys	6,417	5,939	-7.5	1,806	44,496	54,950	9,252	30,426	*	*	*
ERIE	279,780	283,673	1.4	101,282	1,995,394	2,902,761	10,233	28,660	1,475	25,527	30,481
Corry	7,149	7,077	-1.0	2,759	53,050	69,383	9,804	25,148	*	*	*
Erie	119,123	115,163	-3.3	43,716	831,679	1,082,264	9,398	24,757	*	*	*
FAYETTE	160,395	159,207	-.8	58,314	1,139,282	1,395,663	8,766	23,934	908	5,583	11,800
Brownsville	4,043	3,621	-10.4	1,560	25,531	30,448	8,409	19,518	*	*	*
Connellsville	10,319	9,556	-7.4	3,598	75,405	84,260	8,817	23,419	*	*	*
South Connellsville	2,296	2,227	-3.0	788	15,642	19,523	8,767	24,775	*	*	*
Uniontown	14,510	13,478	-7.1	5,626	119,962	133,228	9,885	23,681	*	*	*
FOREST	5,072	5,173	2.0	2,042	27,872	43,236	8,358	21,173	44	109	797
FRANKLIN	113,629	118,817	4.6	43,152	796,242	1,205,068	10,142	27,926	1,508	18,306	93,882
Chambersburg	16,174	16,262	.5	6,763	128,760	172,572	10,612	25,517	*	*	*
Waynesboro	9,726	9,998	2.8	4,128	70,552	96,160	9,618	23,295	*	*	*
FULTON	12,842	13,563	5.6	4,825	86,641	113,959	8,402	23,618	491	1,842	9,948
GREENE	40,355	41,672	3.3	15,040	288,238	374,860	8,995	24,924	832	966	5,531
Waynesburg	4,482	4,280	-4.5	1,707	27,929	36,218	8,462	21,217	*	*	*
HUNTINGDON	42,253	44,296	4.8	15,685	295,548	368,683	8,323	23,505	636	2,963	23,194
Huntingdon	7,042	7,412	5.3	2,515	43,650	59,267	7,996	23,565	*	*	*
Mt. Union	3,101	2,963	-4.5	1,146	19,119	24,597	8,301	21,463	*	*	*
INDIANA	92,281	95,356	3.3	32,031	702,263	863,394	9,054	26,955	977	10,695	16,595
Indiana	16,051	16,559	3.2	4,663	123,903	134,484	8,122	28,841	*	*	*
JEFFERSON	48,303	48,879	1.2	17,968	367,173	448,840	9,183	24,980	516	1,834	8,823
Punxsutawney	7,479	7,392	-1.2	2,752	56,412	62,012	8,389	22,533	*	*	*
JUNIATA	19,188	20,054	4.5	7,276	135,269	179,262	8,939	24,637	601	3,378	31,838
LACKAWANNA	227,908	228,859	.4	84,990	1,446,596	2,199,896	9,612	25,884	357	3,932	7,995
Carbondale	11,255	10,447	-7.2	3,953	70,654	101,297	9,696	25,625	*	*	*
Scranton	88,117	80,386	-8.8	31,247	555,952	741,840	9,228	23,741	*	*	*
LANCASTER	362,346	385,461	6.4	136,095	2,875,764	4,318,159	11,203	31,729	4,991	63,208	511,651
Columbia	10,466	10,690	2.1	4,135	84,498	113,519	10,619	27,453	*	*	*
Lancaster	54,725	56,473	3.2	22,422	383,513	494,348	8,754	22,047	*	*	*
LAWRENCE	107,150	107,531	.4	38,771	742,971	1,035,860	9,633	26,717	780	5,225	16,308

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate Income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Ellwood City	9,998	9,544	-4.6	3,812	73,443	97,513	10,217	25,581	*	*	*
New Castle	33,621	31,147	-7.4	12,093	222,141	276,865	8,889	22,895	*	*	*
LEBANON	109,829	113,104	3.0	40,819	815,872	1,183,568	10,464	28,996	971	10,985	79,504
Lebanon	25,711	24,912	-3.1	10,308	193,125	242,373	9,729	23,513	*	*	*
LEHIGH	273,582	286,207	4.6	109,981	2,349,901	3,471,711	12,130	31,566	574	18,908	16,235
Allentown	103,758	105,191	1.4	44,081	868,108	1,158,929	11,017	26,291	*	*	*
LUZERNE	343,079	347,222	1.2	131,083	2,155,327	3,301,170	9,507	25,184	553	7,555	7,802
Hazleton	27,318	25,932	-5.1	10,378	181,834	253,544	9,777	24,431	*	*	*
Pittston	9,930	9,401	-5.3	3,485	63,134	90,369	9,613	25,931	*	*	*
West Hazleton	4,871	4,359	-10.5	1,824	34,836	42,296	9,703	23,189	*	*	*
Wilkes-Barre	51,551	48,279	-6.4	19,096	320,078	427,839	8,862	22,405	*	*	*
LYCOMING	118,416	118,889	.4	43,566	768,066	1,121,884	9,436	25,751	918	9,653	23,551
Jersey Shore	4,631	4,289	-7.4	1,510	32,760	40,594	9,465	26,883	*	*	*
Williamsport	33,401	31,140	-6.8	11,656	208,536	265,376	8,522	22,767	*	*	*
MCKEAN	50,635	50,668	.1	18,871	333,115	453,752	8,955	24,045	257	355	3,698
Bradford	11,211	10,450	-6.8	3,975	74,745	90,686	8,678	22,814	*	*	*
Kane	4,916	4,860	-1.1	1,792	36,230	42,949	8,837	23,967	*	*	*
MERCER	128,299	131,520	2.5	47,134	932,482	1,301,549	9,896	27,614	1,401	8,847	23,537
Farrell	8,645	7,717	-10.7	2,954	62,527	76,557	9,921	25,916	*	*	*
Greenville	7,730	7,370	-4.7	2,744	56,341	66,364	9,005	24,185	*	*	*
Sharon	19,057	17,646	-7.4	6,943	149,254	184,577	10,460	26,585	*	*	*
Sharpsville	5,375	5,091	-5.3	1,914	44,884	52,679	10,347	27,523	*	*	*
Wheatland	1,132	1,019	-10.0	399	8,843	10,084	9,896	25,273	*	*	*
MIFFLIN	46,908	47,132	.5	17,449	360,253	434,432	9,217	24,897	670	2,795	32,355
Lewistown	9,830	9,211	-6.3	4,023	82,885	90,345	9,808	22,457	*	*	*
MONROE	69,409	77,823	12.1	29,250	493,151	844,090	10,846	28,858	207	1,709	2,213
East Stroudsbor	8,039	9,105	13.3	2,056	55,952	88,633	9,735	43,109	*	*	*
Stroudsburg	5,148	5,586	8.5	1,894	29,488	41,096	7,357	21,698	*	*	*
MONTGOMERY	643,621	690,748	7.3	247,784	6,512,709	10,315,256	14,933	41,630	724	12,034	22,548
Hatboro	7,579	7,439	-1.9	2,850	72,334	107,033	14,388	37,555	*	*	*
Jenkintown	4,942	4,764	-3.6	2,019	59,871	80,994	17,001	40,116	*	*	*
Lansdale	16,526	16,651	.8	6,484	152,284	231,598	13,909	35,718	*	*	*
Norristown	34,684	35,223	1.6	13,354	255,259	363,399	10,317	27,213	*	*	*
Pottstown	22,729	22,910	.8	9,448	188,466	282,183	12,317	29,867	*	*	*
MONTOUR	16,675	17,402	4.4	5,942	105,433	172,210	9,896	28,982	314	2,844	7,463
Danville	5,239	4,971	-5.1	2,063	37,242	48,332	9,723	23,428	*	*	*
NORTHAMPTON	225,418	236,392	4.9	86,739	1,812,477	2,685,860	11,362	30,965	593	15,240	18,719
Bangor	5,006	5,007		2,051	43,406	56,070	11,198	27,338	*	*	*
1Bethlehem	70,419	72,373	2.8	27,685	607,421	820,025	11,331	29,620	*	*	*
Easton	26,027	25,048	-3.8	9,541	176,080	220,542	8,805	23,115	*	*	*
Wilson	7,564	7,423	-1.9	2,993	64,744	82,779	11,152	27,658	*	*	*
NORTHUMBERLAN	100,381	104,501	4.1	40,668	577,552	922,699	8,830	22,689	746	11,421	25,676
Milton	6,730	6,471	-3.9	2,518	45,956	58,890	9,101	23,388	*	*	*
Mount Carmel	8,190	7,913	-3.4	3,595	52,148	67,032	8,471	18,646	*	*	*
Shamokin	10,357	10,036	-3.1	4,677	62,504	92,725	9,239	19,826	*	*	*
Sunbury	12,292	12,351	.5	5,225	74,583	110,601	8,955	21,168	*	*	*
PERRY	35,718	37,718	5.6	13,443	310,182	382,049	10,129	28,420	698	4,679	27,413
PHILADELPHIA	1,688,210	1,668,990	-1.1	631,944	11,299,781	16,194,986	9,703	25,627	6		
Philadelphia	1,688,210	1,668,990	-1.1	631,944	11,299,781	16,194,986	9,703	25,627	*	*	*
PIKE	18,271	21,116	15.6	8,503	133,037	227,875	10,792	26,799	43	480	289
POTTER	17,726	17,735	.1	6,325	106,963	142,936	8,060	22,599	363	3,245	12,148
SCHUYLKILL	160,630	161,037	.3	62,027	934,095	1,444,557	8,970	23,289	712	10,504	29,050
Ashland	4,235	3,981	-6.0	1,629	27,139	34,215	8,595	21,004	*	*	*
Mahanoy City	6,167	5,640	-8.6	2,642	39,946	49,490	8,775	18,732	*	*	*
Pottsville	18,195	17,406	-4.3	6,790	118,240	166,336	9,556	24,497	*	*	*
Shenandoah	7,589	7,228	-4.8	3,407	47,572	60,455	8,364	17,744	*	*	*
SNYDER	33,584	35,356	5.3	11,590	246,852	319,917	9,048	27,603	731	5,483	31,584
SOMERSET	81,243	83,169	2.4	30,156	507,685	666,639	8,015	22,106	1,127	5,369	38,143
Somerset	6,474	6,746	4.2	2,760	54,383	63,983	9,485	23,182	*	*	*
SULLIVAN	6,349	7,086	11.6	2,585	35,649	53,093	7,493	20,539	187	229	5,401
SUSQUEHANNA	37,876	39,485	4.2	14,035	212,849	352,843	8,936	25,140	941	1,678	37,340
TIOGA	40,973	43,094	5.2	14,974	263,490	365,102	8,472	24,382	957	2,948	40,448
UNION	32,870	34,646	5.4	10,976	248,500	323,280	9,331	29,453	524	4,363	23,103
VENANGO	64,444	66,362	3.0	24,144	432,478	647,978	9,764	26,838	512	1,393	5,165
Franklin	8,146	8,107	-.5	206	4,014	761	94	3,694	*	*	*
Oil City	13,881	13,645	-1.7	4,868	92,656	126,654	9,282	26,018	*	*	*
WARREN	47,449	49,701	4.7	18,045	330,725	471,737	9,491	26,142	494		
Warren	12,146	12,227	.7	4,102	78,288	104,087	8,513	25,375	*	*	*
WASHINGTON	217,074	220,188	1.4	80,558	1,629,903	2,419,759	10,990	30,037	1,616	5,842	19,336
Charleroi	5,717	5,290	-7.5	2,510	51,458	66,097	12,495	26,333	*	*	*
Donora	7,524	6,972	-7.3	2,834	57,138	73,186	10,497	25,824	*	*	*
Monongahela	5,950	5,458	-8.3	2,336	46,286	58,931	10,797	25,227	*	*	*
Washington	18,363	17,802	-3.1	7,239	136,976	183,200	10,291	25,307	*	*	*
WAYNE	35,237	38,489	9.2	14,015	237,473	336,727	8,749	24,026	791	1,794	28,222
WESTMORELAND	392,294	399,626	1.9	146,397	3,108,024	4,382,208	10,966	29,934	1,370	9,616	21,021
Arnold	6,853	6,316	-7.8	2,832	52,970	65,381	10,352	23,087	*	*	*
Greensburg	17,558	18,827	7.2	7,783	161,134	217,501	11,553	27,946	*	*	*
Irwin	4,995	5,603	12.2	2,603	55,785	76,397	13,635	29,350	*	*	*
Latrobe	10,799	10,463	-3.1	4,213	95,380	121,279	11,591	28,787	*	*	*
Monessen	11,928	10,614	-11.0	4,371	97,483	120,932	11,394	27,667	*	*	*
New Kensington	17,660	16,597	-6.0	6,827	146,073	183,847	11,077	26,929	*	*	*
Vandergrift	6,823	6,401	-6.2	2,653	53,544	66,746	10,427	25,159	*	*	*
WYOMING	26,433	27,472	3.9	9,526	169,522	252,685	9,198	26,526	386	1,299	19,638
YORK	312,963	328,723	5.0	121,623	2,461,940	3,724,732	11,331	30,625	2,303	34,026	77,522
Hanover	14,890	15,200	2.1	6,399	128,230	170,224	11,199	26,602	*	*	*
York	44,619	43,754	-1.9	18,692	311,237	388,182	8,872	20,767	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Pennsylvania 1983 Cash Receipts as follows: From Crops $755,574,000; from Livestock & Livestock Products $2,220,814,000; Total $2,976,388,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	947,154	984,861	4.0	363,526	7,379,049	10,870,531	11,038	29,903	728	18,139	12,236
METROPOLITAN STATISTICAL AREAS											
Fall River, Ma-R.I.	127,253	129,536	1.8	49,184	1,155,963	1,211,840	9,355	24,639	N.A.	N.A.	N.A.
New London-Norwich, Ct-R.I.	250,839	256,470	2.2	92,547	3,085,934	3,880,151	15,129	41,926	N.A.	N.A.	N.A.
Pawtucket-Woonsocket-Attleboro, R.I.-Ma.	307,403	403,093	31.1	147,014	3,010,265	4,187,755	10,389	28,485	N.A.	N.A.	N.A.
Providence, R.I	618,314	936,088	51.3	331,522	6,045,529	9,742,314	10,407	29,387	N.A.	N.A.	N.A.
COUNTIES, Cities											
BRISTOL	46,942	49,774	6.0	16,943	371,887	574,081	11,534	33,883	38	664	413
KENT	154,163	163,133	5.8	59,121	1,251,380	1,907,724	11,694	32,268	67	598	1,279
West Warwick	27,026	29,742	10.0	11,262	198,285	297,742	10,011	26,438	*	*	*
NEWPORT	81,383	80,820	-.7	28,854	847,610	1,153,411	14,271	39,974	146	7,133	2,026
Newport	29,259	25,455	-13.0	9,072	277,446	351,446	13,807	38,740	*	*	*
PROVIDENCE	571,349	594,531	4.1	225,442	4,199,588	6,143,016	10,333	27,249	271	2,304	5,097
Central Falls	16,995	16,690	-1.8	7,068	110,495	162,371	9,729	22,973	*	*	*
Pawtucket	71,204	70,645	-.8	28,543	502,815	705,672	9,989	24,723	*	*	*
Providence	156,804	150,947	-3.7	62,831	1,103,853	1,491,505	9,881	23,738	*	*	*
Woonsocket	45,914	47,079	2.5	18,188	295,022	422,132	8,966	23,209	*	*	*
WASHINGTON	93,317	96,603	3.5	33,166	708,584	1,092,299	11,307	32,934	206	7,440	3,421
Westerly	18,580	19,773	6.4	6,856	149,258	218,531	11,052	31,874	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Rhode Island 1983 Cash Receipts as follows: From Crops $19,033,000; from Livestock & Livestock Products $12,280,000; Total $31,313,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	3,119,208	3,333,797	6.9	1,136,554	19,595,356	28,935,926	8,680	25,459	24,929	601,021	367,535
METROPOLITAN STATISTICAL AREAS											
Anderson, S.C.	133,235	141,950	6.5	51,675	732,737	1,235,254	8,702	23,904	1,127	5,300	13,219
Augusta, Ga-S.C.	345,918	369,657	6.9	126,922	2,443,189	3,451,345	9,337	27,193	1,257	14,434	19,228
Charleston, S.C.	430,301	466,049	8.3	153,852	3,000,751	4,220,912	9,057	27,435	1,197	34,917	8,446
Charlotte-Gastonia-Rock Hill, N.C-S.C	971,391	1,040,857	7.2	378,894	6,903,984	11,146,591	10,709	29,419	4,868	53,906	191,766
Columbia, S.C.	408,176	441,543	8.2	148,408	3,072,614	4,479,731	10,146	30,185	1,237	12,577	26,421
Florence, S.C.	110,163	114,556	4.0	38,304	716,192	924,927	8,074	24,147	1,270	55,471	6,647
Greenville-Spartanburg, SC	568,758	611,513	7.5	219,361	3,875,685	5,772,910	9,440	26,317	2,505	13,673	19,308
COUNTIES, Cities											
ABBEVILLE	22,627	23,503	3.9	8,194	128,274	161,770	6,883	19,742	477	786	4,298
AIKEN	105,625	112,795	6.8	40,181	703,805	1,098,545	9,739	27,340	680	9,365	11,257
Aiken	14,978	16,934	13.1	6,591	123,959	176,363	10,415	26,758	*	*	*
ALLENDALE	10,700	10,744	.4	3,571	48,633	66,118	6,154	18,515	162	12,961	1,797
ANDERSON	133,235	141,950	6.5	51,675	732,737	1,235,254	8,702	23,904	1,127	5,300	13,219
Anderson	27,965	30,040	7.4	11,025	156,925	215,238	7,165	19,523	*	*	*
BAMBERG	18,118	18,822	3.9	6,043	82,627	116,152	6,171	19,221	307	9,069	8,664
BARNWELL	19,868	19,966	.5	6,734	105,934	146,629	7,344	21,774	276	10,864	2,822
BEAUFORT	65,364	77,600	18.7	24,965	502,243	799,158	10,298	32,011	149	8,119	2,536
Beaufort	8,634	9,748	12.9	3,071	63,326	114,484	11,744	37,279	*	*	*
BERKELEY	94,727	107,317	13.3	33,837	619,108	921,417	8,586	27,231	473	5,256	2,275
CALHOUN	12,206	12,265	.5	4,082	58,486	84,721	6,908	20,755	321	13,119	4,003
CHARLESTON	277,308	289,030	4.2	97,529	2,008,761	2,641,481	9,139	27,084	246	22,930	735
Charleston	69,510	72,448	4.2	26,616	547,298	671,711	9,272	25,237	*	*	*
CHEROKEE	40,983	42,629	4.0	14,646	218,408	341,791	8,018	23,337	481	1,801	4,548
CHESTER	30,148	31,342	4.0	10,756	152,945	242,443	7,735	22,540	422	1,665	5,413
CHESTERFIELD	38,161	39,557	3.7	13,717	206,287	280,115	7,081	20,421	518	9,353	22,505
CLARENDON	27,464	28,124	2.4	8,789	110,353	169,374	6,022	19,271	550	35,052	10,723
COLLETON	31,676	34,126	7.7	11,417	185,249	263,511	7,722	23,081	623	7,768	3,346
DARLINGTON	62,717	64,057	2.1	21,154	338,290	472,446	7,375	22,334	600	35,187	7,125
DILLON	31,083	31,775	2.2	9,810	150,360	195,850	6,164	19,964	459	28,422	4,343
DORCHESTER	58,266	69,702	19.6	22,486	372,882	658,014	9,440	29,263	478	6,731	5,436
EDGEFIELD	17,528	18,562	5.9	6,058	86,554	115,787	6,238	19,113	275	21,082	6,002
FAIRFIELD	20,700	20,995	1.4	6,637	91,735	124,099	5,911	18,698	212	126	1,582
FLORENCE	110,163	114,556	4.0	38,304	716,192	924,927	8,074	24,147	1,270	55,471	6,647
Florence	29,176	32,226	10.5	11,388	227,052	268,056	8,318	23,538	*	*	*
GEORGETOWN	42,461	44,847	5.6	14,468	267,114	396,217	8,835	27,386	281	6,942	675
GREENVILLE	287,913	310,584	7.9	113,278	2,079,304	3,036,665	9,777	26,807	750	4,049	5,985

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Greenville	58,242	60,928	4.6	23,865	435,221	537,577	8,823	22,526	*	*	*
GREENWOOD	57,847	61,643	6.6	22,398	324,768	526,012	8,533	23,485	366	566	7,912
Greenwood	21,613	23,352	8.0	8,654	122,453	182,615	7,820	21,102	*	*	*
HAMPTON	18,159	18,808	3.6	6,345	85,772	128,071	6,809	20,185	316	14,746	2,912
HORRY	101,419	116,436	14.8	41,245	671,296	988,049	8,486	23,956	1,593	36,357	9,005
Myrtle Beach	18,758	21,547	14.9	7,717	183,752	259,328	12,035	33,605	*	*	*
JASPER	14,504	15,287	5.4	4,925	77,452	108,439	7,094	22,018	189	1,535	862
KERSHAW	39,015	41,530	6.4	14,484	245,514	351,391	8,461	24,261	319	3,789	14,990
LANCASTER	53,361	56,948	6.7	19,624	302,766	501,316	8,803	25,546	481	2,070	3,607
LAURENS	52,214	56,195	7.6	18,925	273,088	441,128	7,850	23,309	718	2,185	13,288
LEE	18,929	18,518	-2.2	5,603	79,923	107,266	5,793	19,144	319	29,135	4,827
LEXINGTON	140,353	155,526	10.8	54,491	1,098,536	1,707,867	10,981	31,342	855	7,729	21,904
MCCORMICK	7,797	7,585	-2.7	2,444	33,210	44,018	5,803	18,011	101	121	2,328
MARION	34,179	35,151	2.8	11,455	175,344	231,639	6,590	20,222	421	23,203	5,248
MARLBORO	31,634	33,211	5.0	10,665	148,175	206,319	6,212	19,345	198	19,372	1,737
NEWBERRY	31,111	32,704	5.1	11,794	186,257	246,916	7,550	20,936	617	3,076	35,537
OCONEE	48,611	51,499	5.9	18,992	257,093	472,084	9,167	24,857	634	1,017	7,815
ORANGEBURG	82,276	85,910	4.4	27,666	407,631	571,718	6,655	20,665	1,240	36,208	22,778
Orangeburg	14,933	16,600	11.2	5,275	105,474	135,772	8,179	25,739	*	*	*
PICKENS	79,292	86,469	9.1	29,337	513,344	780,052	9,021	26,571	551	1,426	3,274
RICHLAND	267,823	286,017	6.8	93,917	1,974,078	2,771,864	9,691	29,514	382	4,848	4,517
Columbia	99,969	99,071	-.9	30,794	676,916	825,404	8,331	26,804	*	*	*
SALUDA	16,150	17,476	8.2	5,865	82,163	104,973	6,007	17,898	638	5,802	20,931
SPARTANBURG	201,553	214,460	6.4	76,726	1,283,037	1,956,193	9,121	25,496	1,204	8,198	10,049
Spartanburg	43,826	46,204	5.4	17,301	307,793	392,042	8,485	22,660	*	*	*
SUMTER	88,243	91,779	4.0	29,294	449,817	613,462	6,684	20,942	567	25,521	20,963
Sumter	24,890	26,080	4.8	9,189	134,179	192,333	7,375	20,931	*	*	*
UNION	30,751	31,471	2.3	11,139	155,410	243,838	7,748	21,890	313	237	1,393
Union	10,523	10,633	1.0	3,951	59,841	87,596	8,238	22,171	*	*	*
WILLIAMSBURG	38,226	38,091	-.4	11,627	176,908	237,359	6,231	20,414	1,076	36,635	5,875
YORK	106,720	116,235	8.9	39,242	827,493	1,103,468	9,493	28,120	694	5,827	7,847
Rock Hill	35,344	39,423	11.5	13,377	204,795	301,918	7,658	22,570	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Carolina 1983 Cash Receipts as follows: From Crops $652,591,000; from Livestock & Livestock Products $405,348,000; Total $1,057,939,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	690,178	711,493	3.1	258,325	4,530,896	7,028,331	9,878	27,207	37,148	842,982	1,635,134
METROPOLITAN STATISTICAL AREAS											
Sioux Falls, S.D	109,435	116,998	6.9	44,193	732,148	1,432,199	12,241	32,408	1,490	32,183	64,333
COUNTIES, Cities											
AURORA	3,628	3,768	3.9	1,333	19,711	27,866	7,395	20,905	480	6,334	23,411
BEADLE	19,195	19,039	-.8	7,544	139,789	252,550	13,265	33,477	874	19,300	53,506
Huron	13,000	12,180	-6.3	4,900	111,734	172,415	14,156	35,187	*	*	*
BENNETT	3,236	3,032	-6.3	1,017	14,798	21,150	6,976	20,796	277	9,033	10,626
BON HOMME	8,059	7,782	-3.4	2,849	48,951	61,400	7,890	21,551	827	11,734	34,437
BROOKINGS	24,332	25,459	4.6	8,714	190,328	245,265	9,634	28,146	1,060	24,151	46,591
Brookings	14,951	16,321	9.2	5,199	122,241	149,790	9,178	28,811	*	*	*
BROWN	36,962	38,572	4.4	14,446	265,631	389,273	10,092	26,947	1,191	36,132	67,767
Aberdeen	25,851	26,620	3.0	10,057	195,400	272,974	10,254	27,143	*	*	*
BRULE	5,245	5,506	5.0	2,053	34,306	44,218	8,031	21,538	441	5,384	23,260
BUFFALO	1,795	1,398	-22.1	402	5,971	6,959	4,978	17,311	94	2,325	5,284
BUTTE	8,372	8,302	-.8	3,160	45,918	78,815	9,493	24,941	494	5,401	21,254
Belle Fourche	4,692	4,903	4.5	1,897	35,912	47,291	9,645	24,929	*	*	*
CAMPBELL	2,243	2,348	4.7	822	14,643	14,533	6,190	17,680	358	7,442	15,350
CHARLES MIX	9,680	10,187	5.2	3,487	52,989	70,235	6,895	20,142	884	14,531	63,128
CLARK	4,894	4,970	1.6	1,940	29,084	38,430	7,732	19,809	669	20,887	26,259
CLAY	13,135	12,531	-4.6	4,174	92,033	124,753	9,956	29,888	584	24,872	25,409
CODINGTON	20,885	22,592	8.2	8,541	173,778	232,131	10,275	27,178	675	13,818	25,591
Watertown	15,649	16,928	8.2	6,690	135,134	183,625	10,847	27,448	*	*	*
CORSON	5,196	5,165	-.6	1,529	19,472	33,606	6,506	21,979	473	8,359	19,056
CUSTER	6,000	6,782	13.0	2,483	41,205	69,723	10,281	28,080	302	431	7,452
DAVISON	17,820	18,170	2.0	6,948	136,309	231,457	12,738	33,313	481	6,442	19,338
Mitchell	13,916	14,464	3.8	5,708	129,376	186,420	12,906	32,659	*	*	*
DAY	8,133	8,107	-.3	3,060	43,726	64,747	7,987	21,159	800	18,527	22,084
DEUEL	5,289	5,375	1.6	1,940	37,891	40,903	7,610	21,084	705	15,235	27,188
DEWEY CO	5,366	5,593	4.2	1,638	20,490	36,305	6,491	22,164	417	5,815	15,537
DOUGLAS	4,181	4,151	-.7	1,427	20,872	26,090	6,285	18,283	509	6,571	22,863
EDMUNDS	5,159	5,274	2.2	1,838	27,714	38,883	7,373	21,155	520	12,494	20,455

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
FALL RIVER	8,439	8,194	-2.9	3,055	53,675	85,062	10,381	27,844	336	2,621	37,733
FAULK	3,327	3,347	.6	1,225	22,354	23,503	7,022	19,186	368	11,700	15,030
GRANT	9,013	9,593	6.4	3,493	63,370	87,707	9,143	25,109	712	15,532	29,098
GREGORY	6,015	6,202	3.1	2,354	34,500	44,950	7,248	19,095	646	6,307	26,483
HAAKON	2,794	2,731	-2.3	1,018	17,424	23,997	8,787	23,573	322	10,159	15,204
HAMLIN	5,261	5,375	2.2	2,042	34,580	42,723	7,948	20,922	541	14,292	18,969
HAND	4,948	5,086	2.8	1,843	34,013	40,657	7,994	22,060	630	14,417	32,307
HANSON	3,415	3,565	4.4	1,230	18,418	24,426	6,852	19,859	454	7,359	18,865
HARDING	1,700	1,841	8.3	618	9,627	15,674	8,514	25,362	274	3,249	12,987
HUGHES	14,220	14,867	4.5	5,535	121,333	176,974	11,904	31,974	252	12,092	6,204
Pierre	11,973	13,263	10.8	4,953	117,788	159,822	12,050	32,268	*	*	*
HUTCHINSON	9,350	9,425	.8	3,571	60,170	77,191	8,190	21,616	1,064	18,280	49,379
HYDE	2,069	2,021	-2.3	712	10,891	16,141	7,987	22,670	237	4,980	10,070
JACKSON	3,437	3,340	-2.8	1,019	13,587	24,519	7,341	24,062	282	6,402	10,235
JERAULD	2,929	2,833	-3.3	1,120	16,017	23,533	8,307	21,012	315	4,230	18,955
JONES	1,463	1,521	4.0	613	8,865	14,208	9,341	23,178	222	7,898	6,385
KINGSBURY	6,679	6,795	1.7	2,655	47,228	56,248	8,278	21,186	722	21,258	32,542
LAKE	10,724	11,201	4.4	4,305	76,795	100,991	9,016	23,459	664	17,056	35,533
Madison	6,210	6,416	3.3	2,131	43,251	57,443	8,953	26,956	*	*	*
LAWRENCE	18,339	19,257	5.0	7,281	109,653	191,619	9,951	26,318	245	594	10,049
Deadwood	2,035	1,927	-5.3	704	14,993	19,175	9,951	24,458	*	*	*
Lead	4,330	3,981	-8.1	1,505	33,714	42,367	10,642	28,151	*	*	*
LINCOLN	13,942	14,214	2.0	5,008	105,234	142,550	10,029	28,464	1,160	30,843	40,186
LYMAN	3,864	3,955	2.4	1,327	20,626	30,514	7,715	22,995	424	13,589	14,621
MCCOOK	6,444	6,608	2.5	2,354	38,981	53,128	8,040	22,569	750	15,526	28,956
MCPHERSON	4,027	4,057	.7	1,634	22,986	29,939	7,380	18,323	482	6,308	22,227
MARSHALL	5,404	5,477	1.4	2,042	29,516	43,824	8,001	21,461	526	13,833	30,254
MEADE	20,717	21,691	4.7	6,869	119,225	199,863	9,214	29,096	773	5,934	27,836
MELLETTE	2,249	2,231	-.8	715	9,293	14,456	6,480	20,218	240	3,717	10,330
MINER	3,739	3,536	-5.4	1,322	21,705	24,479	6,923	18,517	527	8,479	21,174
MINNEHAHA	109,435	116,998	6.9	44,193	732,148	1,432,199	12,241	32,408	1,490	32,183	64,333
Sioux Falls	81,343	86,965	6.9	34,154	580,623	1,097,886	12,624	32,145	*	*	*
MOODY	6,692	7,492	12.0	2,790	48,887	69,051	9,217	24,749	732	25,861	34,466
PENNINGTON	70,133	73,189	4.4	27,051	440,226	802,908	10,970	29,681	577	7,919	14,806
Rapid City	46,492	48,518	4.4	17,940	301,184	534,581	11,018	29,798	*	*	*
PERKINS	4,700	4,767	1.4	1,838	28,807	48,129	10,096	26,186	595	9,105	18,753
POTTER	3,674	3,753	2.2	1,429	22,399	30,478	8,121	21,328	341	12,702	20,233
ROBERTS	10,911	11,172	2.4	3,885	66,181	87,251	7,810	22,458	1,074	23,956	30,627
SANBORN	3,213	3,246	1.0	1,225	17,795	21,699	6,685	17,713	430	5,427	25,441
SHANNON	11,323	10,380	-8.3	2,130	30,795	45,137	4,348	21,191	149	2,339	6,673
SPINK	9,201	9,222	.2	3,367	56,071	81,068	8,791	24,077	831	34,187	38,490
STANLEY	2,533	2,320	-8.4	812	14,067	23,054	9,937	28,392	167	7,626	9,448
SULLY	1,990	1,920	-3.5	712	11,480	16,109	8,390	22,625	279	27,949	13,401
TODD	7,328	7,187	-1.9	1,936	25,640	38,624	5,374	19,950	252	2,782	13,364
TRIPP	7,268	6,971	-4.1	2,543	50,069	59,778	8,575	23,507	713	13,531	30,873
TURNER	9,255	9,665	4.4	3,687	61,044	83,841	8,675	22,740	1,101	23,321	49,471
UNION	10,938	10,730	-1.9	3,974	84,027	100,104	9,329	25,190	727	29,326	30,840
WALWORTH	7,011	6,883	-1.8	2,547	45,065	60,827	8,837	23,982	405	10,348	13,549
WASHABAUGH											
YANKTON	18,952	19,967	5.4	7,178	170,190	255,791	12,811	35,635	758	18,060	32,924
Yankton	12,011	12,728	6.0	4,755	113,886	166,564	13,086	35,029	*	*	*
ZIEBACH	2,308	2,565	11.1	723	8,328	14,115	5,503	19,523	244	4,487	9,984

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1983 Cash Receipts as follows: From Crops $930,181,000; from Livestock & Livestock Products $1,655,967,000; Total $2,586,148,000.* —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,590,750	4,800,244	4.6	1,746,417	30,451,438	44,414,212	9,252	25,432	90,565	807,921	806,485
METROPOLITAN STATISTICAL AREAS											
Chattanooga, Tn--	426,540	433,704	1.7	158,059	2,488,112	3,890,901	8,971	24,617	2,200	5,581	30,422
Clarksville-Hopkinsville, Tn-Ky	150,220	157,617	4.9	50,781	854,235	1,155,661	7,332	22,758	2,594	66,757	24,037
Johnson City-Kingsport-Bristol, Tn-Va	433,638	452,521	4.4	165,890	2,290,080	3,898,049	8,614	23,498	11,578	56,862	64,990
Knoxville, Tn	565,970	599,847	6.0	225,021	4,638,223	5,692,455	9,490	25,297	7,811	31,328	42,184
Memphis, Tn-Ar-Ms	912,887	947,222	3.8	334,198	6,459,150	9,533,732	10,065	28,527	2,586	139,502	15,911
Nashville, Tn	850,505	895,684	5.3	327,464	7,150,845	10,116,185	11,294	30,893	11,796	94,497	104,675

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1996	POPULATION % Pop. Change 85 vs 90	HOUSEHOLDS 1990 number of households	DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1995 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1995 estimate income per household	FARM PRODUCTS (1992) Number of farms	FARM PRODUCTS (1992) Value of crops (Thousands)	FARM PRODUCTS (1992) Value of livestock (Thousands)
COUNTIES, Cities											
ANDERSON	67,346	69,768	3.6	26,313	583,246	727,259	10,424	27,639	517	714	2,686
Oak Ridge	27,662	28,260	2.2	11,540	338,827	385,961	13,658	33,445	*	*	*
BEDFORD	27,916	29,692	6.4	10,888	182,592	218,662	7,364	20,083	1,364	5,899	24,353
Shelbyville	13,530	15,130	11.8	5,717	91,818	108,082	7,144	18,905	*	*	*
BENTON	14,901	15,925	6.9	6,166	89,319	118,448	7,438	19,210	434	3,423	2,542
BLEDSOE	9,478	10,216	7.8	3,291	46,474	67,120	6,570	20,395	489	2,936	5,762
BLOUNT	77,770	83,439	7.3	31,150	653,511	778,129	9,326	24,980	1,219	5,671	9,712
Alcoa	6,870	6,891	.3	2,598	66,595	68,267	9,907	26,277	*	*	*
Maryville	17,480	18,741	7.2	7,225	165,238	190,308	10,155	26,340	*	*	*
BRADLEY	67,547	70,552	4.4	24,802	408,176	665,059	9,427	26,815	754	1,029	24,587
Cleveland	26,415	30,659	16.1	11,748	182,887	275,126	8,974	23,419	*	*	*
CAMPBELL	34,841	37,038	6.3	13,250	150,187	264,289	7,136	19,946	513	1,540	1,885
CANNON	10,234	11,159	9.0	4,019	55,109	81,725	7,324	20,335	787	3,458	8,843
CARROLL	28,285	28,703	1.5	10,823	170,788	208,227	7,255	19,239	1,080	11,782	8,900
CARTER	50,205	53,470	6.5	19,620	221,456	394,616	7,380	20,113	940	3,296	2,849
Elizabethton	12,431	13,338	7.3	5,198	69,650	113,936	8,542	21,919	*	*	*
CHEATHAM	21,616	23,069	6.7	7,809	157,694	246,319	10,677	31,543	668	5,283	1,962
CHESTER	12,727	12,997	2.1	4,498	67,298	91,460	7,037	20,333	485	4,903	3,170
CLAIBORNE	24,595	26,460	7.6	9,256	104,010	179,289	6,775	19,370	1,762	9,019	7,478
CLAY	7,676	8,042	4.8	2,972	30,668	49,636	6,172	16,701	638	3,162	3,195
COCKE	28,792	30,371	5.5	11,081	131,260	212,897	7,010	19,213	1,286	7,825	6,163
COFFEE	38,311	41,284	7.8	15,224	250,091	372,871	9,032	24,492	979	9,322	15,213
CROCKETT	14,941	14,137	-5.4	5,184	78,190	99,321	7,026	19,159	571		
CUMBERLAND	28,676	30,967	8.0	11,009	162,237	228,100	7,366	20,719	681	4,960	7,538
DAVIDSON	477,811	483,293	1.1	185,377	4,306,004	5,640,529	11,671	30,427	693	4,902	4,323
Nashville	455,651	464,269	1.9	178,410	4,184,771	5,130,939	11,052	28,759	*	*	*
DECATUR	10,857	11,636	7.2	4,521	64,191	81,253	6,983	17,972	537	1,992	5,098
DE KALB	13,589	14,375	5.8	5,439	75,618	102,704	7,145	18,883	991	8,081	4,391
DICKSON	30,037	32,402	7.9	11,627	199,845	302,293	9,329	25,999	1,188	4,337	6,316
DYER	34,663	35,658	2.9	13,500	197,417	277,585	7,785	20,562	788	35,477	5,128
Dyersburg	15,856	17,083	7.7	6,798	108,965	146,842	8,596	21,601	*	*	*
FAYETTE	25,305	25,660	1.4	7,760	101,819	157,407	6,134	20,284	845	25,152	30,060
FENTRESS	14,826	15,707	5.9	5,544	66,354	83,692	5,328	15,096	508	2,499	6,932
FRANKLIN	31,983	34,082	6.6	11,916	177,758	273,517	8,025	22,954	1,155	12,313	19,818
GIBSON	49,467	50,204	1.5	19,093	278,921	379,755	7,564	19,890	1,295	35,109	14,686
Milan	8,083	8,654	7.1	3,328	52,354	67,863	7,842	20,392	*	*	*
GILES	24,625	25,763	4.6	9,533	141,548	184,034	7,143	19,305	1,719	5,785	23,063
GRAINGER	16,751	17,620	5.2	6,152	77,775	124,886	7,088	20,300	1,343	5,790	5,037
GREENE	54,406	57,498	5.7	20,937	294,990	468,927	8,156	22,397	3,881	20,346	26,711
Greeneville	14,097	15,125	7.3	5,815	97,972	144,137	9,530	24,787	*	*	*
GRUNDY	13,787	13,888	.7	4,694	63,287	88,435	6,368	18,840	356		
HAMBLEN	49,300	51,628	4.7	18,657	289,391	460,044	8,911	24,658	973	3,940	6,143
Morristown	19,683	20,237	2.8	7,782	121,653	168,612	8,332	21,667	*	*	*
HAMILTON	287,740	291,468	1.3	108,011	1,792,339	2,815,861	9,661	26,070	613	2,371	7,684
Chattanooga	164,344	166,468	1.3	65,225	969,231	1,615,114	9,702	24,762	*	*	*
HANCOCK	6,887	7,230	5.0	2,563	22,208	36,123	4,996	14,094	868	4,036	1,901
HARDEMAN	23,873	23,915	.2	7,855	106,454	146,242	6,115	18,618	622	10,947	5,300
HARDIN	22,280	22,734	2.0	8,378	121,862	160,033	7,039	19,102	667	7,118	5,433
HAWKINS	43,751	45,818	4.7	16,502	191,731	365,995	7,988	22,179	2,223	10,335	6,908
HAYWOOD	20,318	20,480	.8	6,737	86,547	119,954	5,857	17,805	585	31,871	3,028
HENDERSON	21,390	22,169	3.6	8,190	117,800	154,677	6,977	18,886	947		
HENRY	28,656	30,154	5.2	11,896	175,833	233,402	7,740	19,620	981	15,202	10,673
Paris	10,728	11,795	9.9	4,337	67,170	93,315	7,911	21,516	*	*	*
HICKMAN	15,151	15,997	5.6	5,539	55,420	129,765	8,112	23,428	704	2,792	6,437
HOUSTON	6,871	7,347	6.9	2,671	23,879	61,504	8,371	23,027	263	987	1,819
HUMPHREYS	15,957	16,228	1.7	5,922	70,866	159,789	9,846	26,982	581	2,621	4,771
JACKSON	9,398	9,534	1.4	3,471	42,389	64,555	6,771	18,598	835	4,206	1,981
JEFFERSON	31,284	34,069	8.9	11,947	169,927	279,091	8,192	23,361	1,456	6,281	11,309
JOHNSON	13,745	14,359	4.5	5,228	58,427	92,859	6,467	17,762	1,045	4,877	3,421
KNOX	319,694	335,867	5.1	127,981	2,853,863	3,280,224	9,766	25,631	1,414	5,477	7,024
Knoxville	175,045	184,178	5.2	78,154	1,626,363	1,637,509	8,891	20,952	*	*	*
LAKE	7,455	7,281	-2.3	2,647	35,172	47,149	6,476	17,812	118	17,988	98
LAUDERDALE	24,555	25,415	3.5	8,801	109,163	163,275	6,424	18,552	675	26,601	3,294
LAWRENCE	34,110	35,631	4.5	12,810	129,161	305,138	8,592	23,898	1,548	9,957	15,262
LEWIS	9,700	9,730	.3	3,163	35,562	67,941	6,983	21,480	242	671	1,003
LINCOLN	26,483	27,574	4.1	10,243	154,515	188,376	6,832	18,391	1,765	11,733	23,644
LOUDON	28,553	31,214	9.3	11,641	169,766	300,116	9,615	25,781	811	9,673	11,571
MCMINN	41,878	43,891	4.8	15,993	242,004	397,698	9,061	24,867	1,179	3,567	29,204
Athens	12,080	12,839	6.3	4,910	81,108	122,596	9,549	24,969	*	*	*
MCNAIRY	22,525	23,517	4.4	8,814	118,103	164,092	6,978	18,617	850	7,805	7,592
MACON	15,700	16,388	4.4	6,148	80,028	129,417	7,897	21,050	1,358	8,442	6,036
MADISON	74,546	76,955	3.2	28,449	468,675	656,510	8,531	23,077	785	19,472	4,378
Jackson	49,131	50,719	3.2	19,124	324,114	439,850	8,672	23,000	*	*	*
MARION	24,416	25,212	3.3	8,801	111,700	190,850	7,570	21,685	327		
MARSHALL	19,698	20,445	3.8	7,680	125,701	148,304	7,254	19,310	1,134	4,734	18,837
MAURY	51,095	53,105	3.9	19,459	333,460	411,207	7,743	21,132	1,821	12,872	17,496
Columbia	26,571	30,305	14.1	10,981	183,257	216,966	7,159	19,758	*	*	*
MEIGS	7,431	7,288	-1.9	2,548	38,993	66,385	9,109	26,054	348	1,168	3,650
MONROE	28,700	30,503	6.3	10,578	145,089	239,868	7,864	22,676	1,086	5,770	14,017
MONTGOMERY	83,342	90,526	8.6	30,581	473,945	684,891	7,566	22,396	1,194	16,898	9,782
Clarksville	54,777	59,499	8.6	19,971	320,227	458,387	7,704	22,953	*	*	*
MOORE	4,510	4,913	8.9	1,752	27,115	35,574	7,241	20,305	472	936	9,292
MORGAN	16,604	17,650	6.3	5,957	76,860	114,925	6,511	19,292	310	1,995	2,272
OBION	32,781	33,267	1.5	12,660	193,505	274,511	8,252	21,683	927	36,136	13,684
South Fulton	2,735	2,568	-6.1	1,030	16,127	20,830	8,111	20,223	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Union City	10,436	9,794	-6.2	3,840	73,720	92,422	9,437	24,068	*	*	*
OVERTON	17,575	18,547	5.5	6,668	77,030	123,134	6,639	18,466	991	3,438	7,146
PERRY	6,111	6,303	3.1	2,354	22,473	49,651	7,877	21,092	263	1,919	2,554
PICKETT	4,358	4,579	5.1	1,639	18,218	26,066	5,693	15,904	420	1,647	1,811
POLK	13,602	13,468	-1.0	4,689	67,802	99,437	7,383	21,206	258	758	11,861
PUTNAM	47,601	51,298	7.8	18,619	275,301	418,770	8,163	22,492	1,239	5,048	7,065
Cookeville	20,350	21,930	7.8	7,857	140,975	207,078	9,443	26,356	*	*	*
RHEA	24,235	25,009	3.2	8,302	123,594	213,190	8,525	24,221	392	3,297	4,129
ROANE	48,425	50,250	3.8	18,329	302,823	510,063	10,151	27,828	591	1,120	4,094
Harriman	8,303	8,367	.8	3,189	53,722	80,547	9,627	25,258	*	*	*
ROBERTSON	37,021	39,966	8.0	13,994	243,536	376,571	9,422	26,909	1,736	40,155	21,116
RUTHERFORD	84,058	96,566	14.9	33,369	608,896	969,530	10,040	29,055	1,775	6,485	18,461
Murfreesboro	32,845	37,733	14.9	13,586	265,656	370,408	9,817	27,264	*	*	*
SCOTT	19,259	20,388	5.9	6,773	89,881	125,484	6,155	18,527	234	312	3,506
SEQUATCHIE	8,605	9,419	9.5	3,298	35,660	62,604	6,647	18,982	178	738	1,952
SEVIER	41,418	46,404	12.0	17,052	241,020	420,726	9,067	24,673	1,176	4,764	4,584
SHELBY	777,113	807,792	3.9	289,019	5,607,875	8,265,056	10,232	28,597	855	20,120	5,361
Memphis	646,174	671,663	3.9	246,652	4,632,889	6,423,885	9,564	26,044	*	*	*
SMITH	14,935	15,925	6.6	5,960	94,375	120,748	7,582	20,260	1,299	8,950	5,922
STEWART	8,665	9,521	9.9	3,504	30,654	71,970	7,559	20,539	460	3,459	1,411
SULLIVAN	143,968	149,186	3.6	55,590	803,807	1,460,936	9,793	26,281	1,685	6,943	8,131
Bristol, Tenn.-Bristol, Va.	43,028	44,940	4.4	17,891	256,506	455,689	10,140	25,470	*	*	*
Kingsport	32,027	33,245	3.8	13,460	215,068	343,414	10,330	25,514	*	*	*
SUMNER	85,790	92,829	8.2	31,904	684,185	1,024,565	11,037	32,114	2,178	17,735	17,486
TIPTON	32,747	36,070	10.1	12,172	158,709	299,437	8,302	24,600	767	29,348	3,482
TROUSDALE	6,137	5,970	-2.7	2,241	36,124	48,363	8,101	21,581	501	5,046	2,339
UNICOI	16,362	17,330	5.9	6,465	74,893	135,719	7,831	20,993	363	1,926	258
UNION	11,707	12,680	8.3	4,426	58,881	82,140	6,478	18,559	686	2,631	1,832
VAN BUREN	4,728	4,550	-3.8	1,527	24,851	30,931	6,798	20,256	243	641	3,100
WARREN	32,653	33,314	2.0	12,575	183,018	260,220	7,765	20,693	1,360	28,826	17,402
WASHINGTON	88,755	91,690	3.3	33,259	463,553	840,526	9,167	25,272	2,114	12,056	16,848
Johnson City	39,753	41,068	3.3	14,847	224,742	373,630	9,098	25,165	*	*	*
WAYNE	13,946	14,562	4.4	5,228	48,291	111,470	7,655	21,322	711	1,680	4,448
WEAKLEY	32,896	33,949	3.2	12,381	191,497	243,780	7,181	19,690	1,179	23,654	18,072
WHITE	19,567	20,343	4.0	7,475	100,519	150,959	7,421	20,195	1,160	4,141	13,758
WILLIAMSON	58,108	67,291	15.8	22,406	512,486	885,673	13,162	39,528	1,595	9,489	20,639
WILSON	56,064	60,268	7.5	20,978	438,199	670,705	11,129	31,972	1,963	6,111	14,372
Lebanon	11,872	12,398	4.4	4,657	94,388	121,584	9,807	26,108	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Tennessee 1983 Cash Receipts as follows: From Crops $1,023,386,000; from Livestock & Livestock Products $906,922,000; Total $1,930,308,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	14,228,383	16,258,417	14.3	5,819,429	116,110,200	184,290,649	11,335	31,668	185,020	2,981,216	5,826,358
METROPOLITAN STATISTICAL AREAS											
Abilene, Tx	110,932	123,747	11.6	44,520	1,024,635	1,313,637	10,616	29,507	911	8,288	65,886
Amarillo, Tx	173,699	191,624	10.3	73,434	1,619,924	2,250,096	11,742	30,641	753	16,638	162,258
Austin, Tx	536,450	624,658	16.4	236,075	5,361,932	7,792,107	12,474	33,007	3,554	34,603	33,651
Beaumont-Port Arthur, Tx	375,497	398,749	6.2	144,470	2,765,420	4,512,388	11,316	31,234	1,148	20,635	6,870
Brazoria, Tx	169,587	190,486	12.3	62,749	1,665,548	2,527,654	13,270	40,282	1,316	30,697	10,235
Brownsville-Harlingen, Tx	209,680	252,068	20.2	72,497	1,065,039	1,543,110	6,122	21,285	1,173	69,972	13,878
Bryan-College Station, Tx	93,588	120,142	28.4	43,846	997,780	1,234,784	10,278	28,162	874	7,809	16,940
Corpus Christi, Tx	326,228	357,912	9.7	118,453	2,120,133	3,615,185	10,101	30,520	1,340	88,560	26,810
Dallas, Tx	1,957,451	2,200,656	12.4	824,511	17,834,871	30,148,742	13,700	36,566	7,310	58,890	86,566
El Paso, Tx	479,899	542,028	12.9	164,466	2,559,517	4,222,597	7,790	25,675	452	23,794	24,083
Fort Worth-Arlington, Tx	973,138	1,135,535	16.7	420,992	7,272,228	14,830,325	13,067	35,246	4,776	18,853	72,317
Galveston-Texas City, Tx	195,940	218,206	11.4	79,831	1,386,576	2,542,563	11,652	31,849	439	3,960	1,684
Houston, Tx	2,735,763	3,241,189	18.5	1,189,195	28,942,786	44,566,497	13,750	37,476	5,589	105,837	39,249
Killeen-Temple, Tx	214,656	226,701	5.6	72,865	1,442,423	2,004,890	8,844	27,513	2,658	19,582	34,204
Laredo, Tx	99,258	118,720	19.6	31,959	499,183	698,489	5,883	21,856	422	3,544	17,216
Longview-Marshall, Tx	151,752	174,058	14.7	63,828	1,068,529	1,821,586	10,465	28,539	1,409	1,228	10,029
Lubbock, Tx	211,651	220,405	4.1	78,057	1,618,617	2,350,303	10,709	30,238	1,029	35,815	72,016
McAllen-Edinburg-Mission, Tx	283,229	351,706	24.2	97,212	1,273,271	2,153,718	6,124	22,157	2,310	269,308	15,472

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Midland, Tx	82,636	110,612	33.9	40,980	862,659	1,679,020	15,179	40,972	335	6,266	5,718
Odessa, Tx	115,374	145,273	25.9	52,456	1,019,653	1,680,433	11,567	31,913	214	156	3,057
San Angelo, Tx	84,784	98,669	16.4	34,640	746,302	1,048,783	10,629	28,624	806	17,582	47,893
San Antonio, Tx	1,071,954	1,197,170	11.7	403,638	7,746,575	11,945,041	9,978	29,593	4,293	26,149	48,341
Sherman-Denison, Tx	89,796	98,745	10.0	38,670	706,912	953,926	9,660	24,668	1,765	9,121	16,240
Texarkana, Tx-Ar	113,067	116,335	2.9	43,469	522,024	1,107,315	9,518	25,474	1,645	14,153	40,834
Tyler, Tx	128,366	145,330	13.2	53,907	1,093,686	1,639,851	11,284	30,420	1,689	11,409	14,845
Victoria, Tx	68,807	77,214	12.2	26,668	568,639	844,217	10,933	31,657	1,057	13,761	9,017
Waco, Tx	170,755	193,454	13.4	68,379	1,100,363	1,780,485	9,705	26,038	1,951	19,315	36,915
Wichita Falls, Tx	121,082	128,864	6.4	47,453	1,112,725	1,344,488	10,433	28,333	583	10,533	8,257
COUNTIES, Cities											
ANDERSON	38,381	44,987	17.2	15,268	265,803	396,326	8,810	25,958	1,356	2,175	18,047
Palestine	15,948	19,632	23.1	7,480	139,795	193,710	9,867	25,897	*	*	*
ANDREWS	13,323	16,974	27.4	5,870	113,917	195,016	11,489	33,222	128	3,733	3,743
ANGELINA	64,172	70,690	10.2	24,751	440,014	644,240	9,114	26,029	723	384	12,472
Lufkin	22,562	31,463	10.2	11,005	212,258	288,359	9,165	26,203	*	*	*
ARANSAS	14,260	17,176	20.4	6,458	117,667	174,768	10,175	27,062	61	352	408
ARCHER	7,266	8,333	14.7	3,107	73,313	88,197	10,584	28,387	465	4,633	28,076
ARMSTRONG	1,994	2,028	1.7	817	16,698	22,815	11,250	27,925	240	6,896	19,436
Petoet	3,086	3,559	15.3	1,014	18,746	26,547	7,459	26,180	*	*	*
ATASCOSA	25,055	28,478	13.7	9,417	154,308	223,880	7,862	23,774	1,256	13,345	24,949
AUSTIN	17,726	21,553	21.6	8,137	132,698	224,222	10,403	27,556	1,677	4,462	24,434
BAILEY	8,168	8,666	6.1	2,976	57,926	77,727	8,969	26,118	442	28,360	43,005
BANDERA	7,084	8,943	26.2	3,664	56,498	92,060	10,294	25,126	475	182	3,120
BASTROP	24,726	32,951	33.3	12,005	227,174	309,346	9,388	25,768	1,507	2,751	13,611
BAYLOR	4,919	5,667	15.2	2,385	38,760	53,609	9,460	22,478	351	10,275	16,589
BEE	26,030	27,648	6.2	8,935	164,967	226,082	8,177	25,303	688	8,880	7,598
BELL	157,889	167,466	6.1	57,701	1,137,037	1,573,866	9,398	27,276	1,667	15,146	21,274
Belton	10,660	12,433	16.6	4,220	69,554	118,716	9,548	28,132	*	*	*
Killeen	46,296	54,681	18.1	21,025	356,749	461,243	8,435	21,938	*	*	*
Temple	42,354	44,782	5.7	16,553	354,160	472,164	10,544	28,524	*	*	*
BEXAR	988,800	1,099,412	11.2	368,719	7,135,716	10,876,374	9,893	29,498	2,007	17,184	30,131
San Antonio	786,023	873,951	11.2	296,441	5,387,463	7,985,385	9,137	26,938	*	*	*
BLANCO	4,681	5,464	16.7	2,179	38,163	53,837	9,853	24,707	488		
BORDEN	859	913	6.3	306	7,625	9,395	10,290	30,703	135	2,706	4,661
BOSQUE	13,401	15,101	12.7	6,412	98,797	141,323	9,359	22,040	1,004	3,952	18,589
BOWIE	75,301	77,533	3.0	29,154	303,436	786,606	10,145	26,981	1,130	4,486	21,811
1Texarkana	52,730	54,581	3.5	21,483	272,866	554,689	10,163	25,820	*	*	*
BRAZORIA	169,587	190,486	12.3	62,749	1,665,548	2,527,654	13,270	40,282	1,316	30,697	10,235
Alvin	16,515	21,472	30.0	7,461	180,763	256,733	11,957	34,410	*	*	*
Angleton	11,091	13,877	25.1	4,605	28,647	114,825	8,274	24,935	*	*	*
Clute	9,577	12,506	30.6	4,204	109,149	158,348	12,662	37,666	*	*	*
Freeport	13,444	16,116	19.9	5,504	125,330	172,496	10,703	31,340	*	*	*
Lake Jackson	19,102	21,563	12.9	7,269	369,025	352,703	16,357	48,522	*	*	*
BRAZOS	93,588	120,142	28.4	43,846	997,780	1,234,784	10,278	28,162	874	7,809	16,940
Bryan	44,337	56,917	28.4	21,359	489,319	588,783	10,345	27,566	*	*	*
College Station	37,272	47,847	28.4	15,948	376,634	427,111	8,927	26,781	*	*	*
BREWSTER	7,573	7,940	4.8	2,972	36,330	59,886	7,542	20,150	110		
BRISCOE	2,579	2,421	-6.1	914	19,066	20,091	8,299	21,981	251	7,782	4,667
BROOKS	8,428	9,333	10.7	2,994	43,579	59,283	6,352	19,801	331	924	5,587
BROWN	33,057	38,334	16.0	14,834	240,662	365,719	9,540	24,654	1,181	4,218	17,450
Brownwood	19,203	23,418	21.9	8,532	137,371	194,180	8,292	22,759	*	*	*
BURLESON	12,313	16,309	32.5	6,104	111,792	159,042	9,752	26,055	1,260	7,299	10,806
BURNET	17,803	21,887	22.9	8,771	134,676	198,338	9,064	22,619	827	1,478	10,078
CALDWELL	23,637	28,815	21.9	9,496	162,751	225,326	7,820	23,729	977	3,758	24,053
CALHOUN	19,574	21,970	12.2	7,441	159,413	225,625	10,270	30,322	473	10,540	2,306
Port Lavaca	10,911	12,519	14.7	3,425	78,534	105,138	8,398	30,697	*	*	*
CALLAHAN	10,992	13,363	21.6	5,214	64,474	134,877	10,093	25,868	800	3,284	8,088
CAMERON	209,680	252,068	20.2	72,497	1,065,039	1,543,110	6,122	21,285	1,173	69,972	13,873
Brownsville	84,997	102,145	20.2	26,856	398,189	575,613	5,635	21,433	*	*	*
Harlingen	43,543	52,329	20.2	15,967	255,530	336,679	6,434	21,086	*	*	*
CAMP	9,275	9,897	6.7	3,800	64,615	96,594	9,760	25,419	413	404	53,696
CARSON	6,672	7,841	17.5	2,908	55,222	88,065	11,231	30,284	352	20,063	36,483
CASS	29,430	32,025	8.8	11,845	211,859	297,165	9,279	25,088	894	1,221	9,145
CASTRO	10,556	10,425	-1.3	3,159	63,416	79,067	7,584	25,029	483	64,768	169,315
CHAMBERS	18,538	20,738	11.9	7,234	166,353	240,647	11,604	33,266	332	21,908	3,082
CHEROKEE	38,127	40,849	7.1	15,112	268,949	369,981	9,057	24,483	1,439	11,490	18,768
Jacksonville	12,264	13,140	7.1	4,703	92,343	120,691	9,185	25,663	*	*	*
CHILDRESS	6,950	7,100	2.2	2,961	51,733	66,091	9,309	22,320	323	9,253	2,670
CLAY	9,582	10,433	8.9	4,016	78,843	111,412	10,679	27,742	813	6,489	25,137
COCHRAN	4,825	4,868	.9	1,532	30,635	40,119	8,241	26,187	279		
COKE	3,196	3,827	19.7	1,562	20,106	40,441	10,567	25,891	357	415	9,220
COLEMAN	10,439	11,594	11.1	4,854	70,757	101,855	8,785	20,984	837	4,539	13,554
COLLIN	144,490	181,758	25.8	60,292	1,250,727	2,661,313	14,642	44,140	1,543	15,605	20,802
McKinney	16,249	20,440	25.8	7,360	123,537	230,271	11,266	31,287	*	*	*
Plano	72,331	90,987	25.8	28,589	619,028	643,212	7,069	22,499	*	*	*
COLLINGSWORTH	4,648	4,782	2.9	1,844	32,732	42,558	8,900	23,079	388	6,209	8,757
COLORADO	18,823	21,159	12.4	8,065	146,125	205,992	9,735	25,541	1,424	31,474	17,046
COMAL	36,446	44,004	20.7	16,156	278,239	517,973	11,771	32,061	584	641	3,392
New Braunfels	22,402	27,048	20.7	8,851	151,495	259,229	9,584	29,288	*	*	*
COMANCHE	12,617	14,174	12.3	5,790	89,408	127,411	8,989	22,005	1,350	15,768	43,822
CONCHO	2,915	2,941	.9	1,123	21,829	26,076	8,866	23,220	376	7,426	9,505
COOKE	27,656	32,277	16.7	12,249	224,254	330,672	10,245	26,996	1,230	5,945	24,130
Gainesville	14,081	16,615	18.0	6,506	120,080	165,312	9,950	25,409	*	*	*
CORYELL	56,767	59,235	4.3	15,164	305,386	431,024	7,277	28,424	991	4,436	12,930

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION EAP estimate Jan. 1, 1996	POPULATION % Pop. Change 86 vs 90	HOUSEHOLDS 1996 number of households	DISPOSABLE PERSONAL INCOME EAP 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME EAP 1995 estimate (Thousands)	INCOME Income per capita	INCOME EAP 1995 estimate income per household	FARM PRODUCTS (1992) Number of farms	FARM PRODUCTS (1992) Value of crops (Thousands)	FARM PRODUCTS (1992) Value of livestock (Thousands)
COTTLE	2,947	3,058	3.8	1,231	23,129	31,707	10,369	25,757	235	8,150	3,182
CRANE	4,600	5,479	19.1	1,873	38,533	55,940	10,210	29,867	30		
CROCKETT	4,608	5,130	11.3	1,756	29,746	51,182	9,977	29,147	154	39	12,666
CROSBY	8,859	8,918	.7	3,061	56,491	75,546	8,471	24,680	430	22,183	3,365
CULBERSON	3,315	3,464	4.5	1,025	14,406	21,964	6,341	21,428	70	1,761	4,561
DALLAM	6,531	6,709	2.7	2,558	40,733	54,006	8,050	21,113	378	39,740	111,932
Dalhart	6,854	6,765	-1.3	2,562	45,873	55,982	8,275	21,851	*	*	*
DALLAS	1,556,549	1,703,304	9.4	652,677	14,581,134	23,455,541	13,771	35,937	1,046	7,764	9,076
Carrollton	40,591	44,318	9.2	16,116	403,141	862,077	19,452	53,492	*	*	*
Dallas	904,078	987,093	9.2	407,188	8,507,338	12,899,493	13,068	31,679	*	*	*
Garland	138,857	151,607	9.2	50,403	1,226,670	2,177,173	14,361	43,195	*	*	*
Grand Prairie	71,462	88,377	23.7	29,641	381,773	1,005,524	11,378	33,923	*	*	*
Irving	109,943	120,038	9.2	44,951	1,060,373	1,762,041	14,679	39,199	*	*	*
Richardson	72,496	79,152	9.2	26,481	942,246	1,456,973	18,407	55,020	*	*	*
DAWSON	16,184	16,895	4.4	5,943	116,471	164,344	9,727	27,653	581	36,974	2,771
DEAF SMITH	21,165	20,417	-3.5	6,410	141,963	175,359	8,589	27,357	655	55,551	507,130
Hereford	15,853	16,313	2.9	5,133	106,973	132,389	8,116	25,792	*	*	*
DELTA	4,839	5,217	7.8	2,163	26,150	44,503	8,530	20,575	446	3,377	5,437
DENTON	143,126	178,014	24.4	63,671	1,213,785	2,464,409	13,844	38,705	1,417	10,290	24,177
Denton	48,063	59,779	24.4	22,402	381,044	619,386	10,361	27,649	*	*	*
Lewisville	24,273	30,189	24.4	10,098	356,765	405,969	13,448	40,203	*	*	*
DE WITT	18,903	21,260	12.5	8,168	134,549	185,996	8,749	22,771	1,619	2,276	22,376
DICKENS	3,539	3,225	-8.9	1,319	21,719	25,032	7,762	18,978	330	5,483	7,565
DIMMIT	11,367	12,027	5.8	3,386	48,553	70,400	5,853	20,791	224	6,896	17,693
DONLEY	4,075	4,275	4.9	1,742	29,664	41,864	9,793	24,032	365	4,355	35,841
DUVAL	12,517	13,956	11.5	4,339	86,426	98,004	7,022	22,587	1,074	5,549	14,133
EASTLAND	19,480	22,682	16.4	9,341	132,053	192,798	8,500	20,640	1,111	8,355	11,160
ECTOR	115,374	145,273	25.9	52,656	1,019,653	1,680,433	11,567	31,913	214	156	3,057
Odessa	90,027	113,357	25.9	41,336	814,596	1,290,779	11,387	31,227	*	*	*
EDWARDS	2,038	2,145	5.5	823	11,057	16,504	7,694	20,053	226	15	9,318
ELLIS	59,743	69,727	16.7	24,090	401,893	755,692	10,838	31,370	1,608	20,175	12,954
Ennis	12,110	14,822	22.4	5,134	82,468	144,049	9,719	28,058	*	*	*
Waxahachie	14,624	17,824	21.9	6,350	106,337	183,635	10,303	28,919	*	*	*
EL PASO	479,899	542,028	12.9	164,466	2,559,517	4,222,597	7,790	25,675	452	23,794	24,083
El Paso	425,259	480,314	12.9	149,354	2,345,798	3,835,546	7,985	25,681	*	*	*
ERATH	22,560	26,639	18.1	10,706	156,328	261,489	9,816	24,425	1,564	5,729	70,092
Stephenville	11,881	15,530	30.7	6,109	92,785	149,302	9,614	24,440	*	*	*
FALLS	17,946	19,200	7.0	7,608	87,269	156,086	8,129	20,516	1,117	13,278	31,028
Marlin	7,099	8,032	13.1	3,215	46,558	68,215	8,493	21,218	*	*	*
FANNIN	24,285	26,156	7.7	10,286	134,318	242,249	9,262	23,551	1,576	13,140	18,648
Bonham	7,338	7,691	4.8	3,002	51,192	73,917	9,611	24,623	*	*	*
FAYETTE	18,832	22,669	20.4	9,378	153,453	213,906	9,436	22,809	2,610	4,081	24,198
FISHER	5,891	6,101	3.6	2,354	43,115	65,544	10,743	27,844	688	13,768	8,950
FLOYD	9,834	9,505	-3.4	3,257	63,968	79,338	8,347	24,359	590	40,241	34,079
FOARD	2,158	2,123	-1.6	916	14,453	21,857	10,295	23,861	250	6,422	4,332
FORT BEND	130,846	176,343	34.8	55,766	1,211,821	1,896,396	10,754	34,006	1,179	40,455	8,645
Richmond Rosenberg	17,995	27,878	54.9	9,138	191,770	332,934	11,943	36,434	*	*	*
FRANKLIN	6,893	7,695	11.6	2,995	49,797	76,341	9,921	25,489	478	508	16,899
FREESTONE	14,830	17,683	19.2	6,975	142,199	180,401	10,202	25,864	1,101	447	13,113
FRIO	13,785	14,461	4.9	4,408	73,315	96,024	6,640	21,784	526	29,438	34,376
GAINES	13,150	14,782	12.4	4,857	94,539	142,354	9,630	29,309	619	65,366	13,060
GALVESTON	195,940	218,206	11.4	79,831	1,386,576	2,542,563	11,652	31,849	438	3,960	1,684
Galveston	61,902	69,144	11.7	26,969	397,489	656,586	9,496	24,346	*	*	*
League City	16,578	21,291	28.4	6,622	131,327	261,076	12,262	39,426	*	*	*
Texas City	41,403	46,247	11.7	14,547	263,765	451,202	9,756	31,017	*	*	*
GARZA	5,336	5,840	9.4	2,063	36,903	56,349	9,649	27,314	240	5,239	9,641
GILLESPIE	13,532	15,667	15.8	6,226	107,083	149,102	9,517	23,948	1,285	1,750	25,283
GLASSCOCK	1,304	1,318	1.1	408	7,617	12,367	9,383	30,311	200	10,885	3,319
GOLIAD	5,193	5,971	15.0	2,073	37,472	51,661	8,652	24,921	674	2,018	16,137
GONZALES	16,883	20,045	18.7	7,281	109,715	160,235	7,994	22,007	1,632	3,967	113,869
Gonzales	7,152	9,324	30.4	3,020	53,638	76,420	8,196	25,305	*	*	*
GRAY	26,386	29,680	12.5	11,889	235,745	346,057	11,660	29,197	350	6,890	81,196
Pampa	21,396	23,861	11.5	9,458	192,430	292,168	12,245	30,891	*	*	*
GRAYSON	89,796	98,745	10.0	38,670	706,912	953,926	9,660	24,668	1,765	9,121	16,240
Denison	23,884	25,628	7.3	9,748	183,454	253,557	9,894	26,011	*	*	*
Sherman	30,413	33,435	9.9	12,615	259,164	311,661	9,321	24,706	*	*	*
GREGG	99,487	114,624	15.2	42,609	736,240	1,269,323	11,074	29,790	378	476	1,752
Kilgore	11,006	13,676	24.3	5,338	83,968	140,523	10,275	26,325	*	*	*
Longview	62,762	72,276	15.2	27,031	493,881	889,238	12,303	32,897	*	*	*
GRIMES	13,580	17,627	29.8	6,510	120,474	158,737	9,005	24,384	1,196	1,340	23,039
GUADALUPE	46,708	53,754	15.1	18,763	332,620	550,694	10,245	29,350	1,702	8,324	14,818
Seguin	17,854	21,784	22.0	6,875	112,697	164,108	7,533	23,870	*	*	*
HALE	37,592	38,832	3.3	13,201	256,265	336,047	8,654	25,456	832	87,375	54,951
Plainview	22,187	24,562	10.7	8,151	157,893	203,011	8,265	24,906	*	*	*
HALL	5,594	5,139	-8.1	2,029	40,695	43,280	8,422	21,331	341	10,874	2,815
HAMILTON	8,297	8,767	5.7	3,694	53,332	74,996	8,554	20,302	256	2,761	16,869
HANSFORD	6,209	6,637	6.9	2,467	55,714	80,080	12,066	32,460	315	26,553	168,098
HARDEMAN	6,368	7,188	12.9	2,894	49,219	72,625	10,104	25,095	362	10,401	4,801
HARDIN	40,721	44,764	9.9	15,571	255,259	480,469	10,733	30,857	331	482	1,301
HARRIS	2,409,544	2,812,760	16.7	1,048,638	26,042,745	39,561,549	14,065	37,727	1,943	28,467	13,714
Baytown	56,923	74,165	30.3	25,969	588,816	831,148	11,207	32,005	*	*	*
Houston	1,594,086	1,862,122	16.8	722,451	17,026,907	24,947,763	13,397	34,532	*	*	*
Pasadena	112,560	131,486	16.8	47,284	1,227,430	1,743,420	13,259	36,871	*	*	*
HARRISON	52,265	59,434	13.7	21,219	332,289	552,263	9,292	26,027	1,031	752	8,277
Marshall	24,921	29,603	18.8	10,464	167,643	262,790	8,877	25,114	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS/ COUNTIES/ Cities	POPULATION 1980 U.S. Census	POPULATION EAP estimate Jan. 1, 1990	POPULATION % Pop. Change 80 vs 90	HOUSEHOLDS 1980 number of households	DISPOSABLE PERSONAL INCOME EAP 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME EAP 1985 estimate (Thousands)	INCOME Income per capita	INCOME EAP 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
HARTLEY	3,987	3,733	-6.4	1,320	36,893	46,157	12,368	34,967	208	25,324	117,499
HASKELL	7,725	7,926	2.6	3,171	58,140	80,931	10,211	25,522	670	18,671	3,442
HAYS	40,594	49,310	21.5	16,164	334,554	470,049	9,533	29,080	643	2,317	5,349
San Marcos	23,420	31,150	33.0	8,912	167,273	216,319	6,944	24,273	*	*	*
HEMPHILL	5,304	6,886	29.8	2,520	45,564	82,608	11,997	32,781	221	2,560	46,355
HENDERSON	42,606	50,525	18.6	19,762	329,580	505,700	10,009	25,590	1,589	3,782	15,113
Athens	10,197	12,509	22.7	3,732	76,421	124,037	9,916	33,236	*	*	*
HIDALGO	283,229	351,706	24.2	97,212	1,273,271	2,153,918	6,124	22,157	2,310	269,308	15,472
Edinburg	24,075	33,907	40.8	9,003	115,795	182,919	5,395	20,318	*	*	*
McAllen	67,042	83,377	24.4	24,049	396,817	676,845	8,118	28,144	*	*	*
HILL	25,024	28,725	14.8	11,504	141,706	264,693	9,215	23,009	1,544	22,391	12,308
Hillsboro	7,397	8,600	16.3	3,160	50,766	76,822	8,933	24,311	*	*	*
HOCKLEY	23,230	25,621	10.3	8,563	166,245	249,199	9,726	29,102	630	29,766	15,383
HOOD	17,716	23,180	30.9	9,145	128,605	317,916	13,715	34,784	593	3,672	10,135
HOPKINS	25,247	29,043	15.0	11,361	196,884	276,464	9,519	24,464	1,673	1,785	82,388
Sulphur Springs	12,804	14,729	15.0	5,641	106,103	143,343	9,732	25,411	*	*	*
HOUSTON	22,299	24,941	11.8	8,473	125,162	187,515	7,518	22,131	1,387	3,895	15,605
HOWARD	33,142	38,102	15.0	14,202	276,705	410,102	10,763	28,876	398	14,128	3,365
Big Spring	24,804	26,012	4.9	9,528	209,217	304,637	11,711	30,685	*	*	*
HUDSPETH	2,728	2,307	-15.4	707	10,671	14,559	6,311	20,593	139	10,145	7,647
HUNT	55,248	64,699	17.1	24,723	351,153	641,416	9,914	25,944	1,864	9,169	10,900
Greenville	22,161	26,018	17.4	9,700	153,200	261,814	10,063	26,991	*	*	*
HUTCHINSON	26,304	31,437	19.5	12,180	243,129	377,702	12,015	31,010	157	7,209	22,351
Borger	15,837	19,957	26.0	7,752	150,238	226,232	11,336	29,184	*	*	*
IRION	1,386	1,884	35.9	738	8,150	20,179	10,711	27,343	127	51	6,485
JACK	7,408	8,551	15.4	3,423	53,071	83,598	9,776	24,422	644	544	10,218
JACKSON	13,352	14,404	7.9	5,245	99,901	137,539	9,549	26,223	881	33,262	7,638
JASPER	30,781	33,445	8.7	12,046	201,248	294,996	8,820	24,489	659	292	4,728
JEFF DAVIS	1,647	1,623	-1.5	613	7,323	12,697	7,823	20,713	78		
JEFFERSON	250,938	263,184	4.9	97,709	1,894,643	3,002,101	11,407	30,725	582	19,171	4,168
Beaumont	118,102	125,059	5.9	47,456	912,455	1,405,825	11,241	29,624	*	*	*
Port Arthur	61,195	64,124	4.8	24,079	401,672	643,505	10,035	26,725	*	*	*
JIM HOGG	5,168	5,506	6.5	1,745	23,287	40,417	7,341	23,162	206	292	7,790
JIM WELLS	36,498	41,318	13.2	13,037	244,827	348,561	8,436	26,736	785	13,214	11,282
JOHNSON	67,649	84,129	24.4	29,800	430,147	985,970	11,720	33,086	1,798	5,997	31,066
Cleburne	19,218	23,900	24.4	9,333	133,382	271,495	11,360	29,084	*	*	*
JONES	17,268	18,941	9.7	7,215	143,806	186,929	9,869	25,908	948	20,982	9,792
KARNES	13,593	14,142	4.0	4,814	90,500	122,746	8,680	25,498	1,075	3,632	11,870
KAUFMAN	39,015	48,152	23.4	16,924	258,031	516,186	10,720	30,500	1,505	3,741	18,081
Terrell	13,269	15,753	18.7	5,220	86,973	132,756	9,697	29,264	*	*	*
KENDALL	10,635	13,539	27.3	5,032	97,590	155,358	11,475	30,874	586	743	7,277
KENEDY	543	624	14.9	209	3,696	4,662	7,471	22,306	25		
KENT	1,145	1,348	17.7	522	8,288	12,761	9,467	24,446	177	2,651	4,921
KERR	28,780	35,135	22.1	14,190	266,375	390,102	11,103	27,491	529	760	7,904
Kerrville	15,276	18,649	22.1	6,937	135,141	182,935	9,809	26,371	*	*	*
KIMBLE	4,063	4,391	8.1	1,747	21,427	38,813	8,839	22,217	423	187	7,401
KING	425	406	-4.5	102	1,689	2,045	5,037	20,049	45	809	4,655
KINNEY	2,279	2,449	7.5	822	7,124	15,029	6,137	18,283	108		
KLEBERG	33,358	35,037	5.0	11,176	211,570	291,588	8,322	26,091	255	12,658	35,765
KNOX	5,329	6,189	16.1	2,492	37,695	62,635	10,120	25,134	403	13,423	7,361
LAMAR	42,156	45,705	8.4	17,601	232,288	411,189	8,997	23,362	1,432	9,192	17,392
Paris	25,498	28,852	13.2	11,403	148,661	243,642	8,443	21,366	*	*	*
LAMB	18,669	18,532	-.7	6,525	126,432	168,482	9,091	25,821	823	62,512	121,719
LAMPASAS	12,005	13,449	12.0	5,064	79,685	118,192	8,788	23,340	611	936	12,604
LA SALLE	5,514	5,927	7.5	1,852	23,648	32,548	5,491	17,573	256	2,143	13,447
LAVACA	19,004	20,665	8.7	8,033	139,127	184,796	8,942	23,005	2,315	3,855	22,623
LEE	10,952	16,268	48.5	5,955	101,688	159,279	9,791	26,747	1,447	2,501	11,416
LEON	9,594	11,828	23.3	4,909	91,265	115,541	9,768	23,537	1,227	1,093	15,218
LIBERTY	47,088	56,135	19.2	19,982	364,625	602,480	10,733	30,151	861	23,048	3,374
LIMESTONE	20,224	22,347	10.5	8,565	100,491	188,990	8,457	22,065	1,209	4,089	21,893
Mexia	7,094	8,543	20.4	3,314	46,059	70,840	8,292	21,376	*	*	*
LIPSCOMB	3,766	5,015	33.2	1,893	34,317	54,195	10,806	28,628	294	5,537	17,427
LIVE OAK	9,606	9,969	3.8	3,482	74,895	105,072	10,540	30,176	770	5,833	10,612
LLANO	10,144	12,218	20.4	5,524	87,881	139,246	11,397	25,207	520	613	12,192
LOVING	91	101	11.0	102	1,800	2,343	23,198	22,971	15		
LUBBOCK	211,651	220,405	4.1	78,057	1,618,617	2,360,303	10,709	30,238	1,029	35,815	72,016
Lubbock	173,979	181,173	4.1	64,912	1,428,935	1,970,529	10,876	30,357	*	*	*
LYNN	8,605	8,073	-6.2	2,743	56,853	65,912	8,164	24,029	556	27,363	905
MCCULLOCH	8,735	9,869	13.0	3,933	63,573	82,749	8,385	21,040	520	3,945	13,350
MCLENNAN	170,755	183,454	7.4	68,379	1,100,363	1,780,485	9,705	26,038	1,951	19,315	36,915
Mart	2,324	2,584	11.2	1,055	17,465	25,079	9,705	23,772	*	*	*
Waco	101,261	108,791	7.4	41,478	663,736	964,674	8,867	23,257	*	*	*
MCMULLEN	789	928	17.6	311	6,287	8,365	9,014	26,897	208		
MADISON	10,649	12,378	16.2	3,842	81,583	104,689	8,458	27,249	708		
MARION	10,360	11,361	9.7	4,328	64,011	86,720	7,633	20,037	257	122	1,560
MARTIN	4,684	5,696	21.6	1,981	34,449	63,751	11,192	32,181	390	21,836	1,935
MASON	3,683	3,869	5.1	1,537	25,462	36,371	9,401	23,664	567	4,384	30,868
MATAGORDA	37,828	39,035	3.2	13,918	308,040	437,596	11,210	31,441	703	45,551	8,901
Bay City	17,837	21,155	18.6	6,834	135,820	190,486	9,004	27,873	*	*	*
MAVERICK	31,398	38,818	23.6	9,717	150,859	286,039	7,369	29,437	176	3,078	45,217
MEDINA	23,164	25,157	8.6	8,339	153,957	204,039	8,111	24,470	1,480	16,406	21,394
MENARD	2,346	2,449	4.4	1,027	11,330	18,315	7,479	17,833	268	141	11,918
MIDLAND	82,636	110,612	33.9	40,980	862,659	1,679,020	15,179	40,972	335	6,266	5,718
Midland	70,525	94,401	33.9	35,214	757,652	1,430,624	15,153	40,627	*	*	*
MILAM	22,732	24,418	7.4	9,153	125,275	218,141	8,934	23,833	1,583	13,066	22,175

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 80 vs 86	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
MILLS	4,477	4,913	9.7	1,958	28,243	38,094	7,754	19,456	677	1,420	14,647
MITCHELL	9,088	9,926	9.2	3,709	64,148	95,196	9,591	25,666	406	7,544	5,053
MONTAGUE	17,410	20,087	15.4	8,192	124,843	183,334	9,127	22,380	1,065	3,857	15,548
MONTGOMERY	128,487	171,106	33.2	57,065	1,190,132	2,256,374	13,187	39,540	797	1,809	4,045
Conroe	18,034	27,682	53.5	10,228	194,581	312,024	11,272	30,507	*	*	*
MOORE	16,575	18,231	10.0	6,392	139,972	198,209	10,872	31,009	270	32,232	137,183
MORRIS	14,629	15,621	6.8	5,756	125,568	159,544	10,213	27,718	380	1,536	3,945
MOTLEY	1,950	1,920	-1.5	814	14,520	16,650	8,672	20,455	233	4,831	5,325
NACOGDOCHES	46,786	51,532	10.1	18,770	344,186	464,090	9,006	24,725	1,237	1,200	71,280
Nacogdoches	27,149	29,903	10.1	10,309	208,023	255,770	8,553	24,810	*	*	*
NAVARRO	35,323	40,450	14.5	15,852	208,814	377,967	9,344	23,843	1,464	8,022	14,939
Corsicana	21,712	25,919	19.4	9,937	142,269	247,828	9,562	24,940	*	*	*
NEWTON	13,254	14,303	7.9	4,937	76,042	109,685	7,669	22,217	323	282	1,253
NOLAN	17,359	18,926	9.0	7,208	128,624	183,216	9,681	25,418	452	6,501	19,104
Sweetwater	12,242	13,499	10.3	5,098	91,354	126,085	9,340	24,732	*	*	*
NUECES	268,215	293,975	9.6	98,442	1,775,149	2,993,921	10,184	30,413	735	47,966	6,324
Corpus Christi	231,999	254,263	9.6	85,142	1,574,960	2,618,121	10,297	30,750	*	*	*
OCHILTREE	9,588	12,176	27.0	4,610	101,546	155,374	12,761	33,704	394	24,378	70,050
OLDHAM	2,283	2,682	17.5	831	17,376	22,758	8,485	27,386	150	4,723	37,599
ORANGE	83,838	90,801	8.3	31,190	615,518	1,029,818	11,341	33,018	315	982	1,401
Orange	23,628	25,080	6.1	9,177	184,707	268,567	10,708	29,265	*	*	*
PALO PINTO	24,062	27,348	13.7	10,557	193,421	257,638	9,421	24,404	655	1,152	7,450
Mineral Wells	14,468	14,146	-2.2	4,500	102,252	129,067	9,124	28,682	*	*	*
PANOLA	20,724	24,015	15.9	8,923	152,060	231,569	9,643	25,952	934	510	22,799
PARKER	44,609	53,599	20.2	19,478	304,934	630,527	11,764	32,371	1,731	5,690	22,422
Weatherford	12,069	14,682	21.9	5,966	87,252	155,992	10,625	26,147	*	*	*
PARMER	11,038	11,157	1.1	3,676	73,784	94,297	8,452	25,652	661	77,164	229,347
PECOS	14,618	17,596	20.4	5,626	80,818	155,898	8,860	27,710	284	5,615	16,004
POLK	24,407	28,581	17.1	10,802	151,146	235,813	8,251	21,830	530	313	2,522
POTTER	98,637	105,464	6.9	41,726	792,774	1,067,211	10,119	25,577	178	1,766	18,447
Amarillo	149,230	191,624	28.4	73,434	1,467,228	2,250,096	11,742	30,641	*	*	*
PRESIDIO	5,188	5,855	12.9	1,965	18,835	33,106	5,654	16,848	137	4,539	15,002
RAINS	4,839	5,914	22.2	2,402	32,893	53,869	9,109	22,427	438	1,445	8,036
RANDALL	75,062	86,160	14.8	31,708	827,150	1,182,885	13,729	37,306	575	14,872	143,811
REAGAN	4,135	5,087	23.0	1,672	23,410	47,964	9,429	28,687	123	4,390	2,910
REAL	2,469	2,884	16.8	1,141	9,265	21,701	7,525	19,019	177	65	3,680
RED RIVER	16,101	16,794	4.3	6,455	98,351	126,233	7,517	19,556	1,027	5,683	11,460
REEVES	15,801	16,489	4.4	5,123	74,182	124,046	7,523	24,214	149	4,726	57,902
Pecos	12,855	13,513	5.1	4,037	61,720	104,833	7,758	25,968	*	*	*
REFUGIO	9,289	9,549	2.8	3,375	73,158	91,591	9,592	27,138	262	12,151	5,116
ROBERTS	1,187	1,217	2.5	408	10,201	13,827	11,362	33,890	103	1,685	20,175
ROBERTSON	14,653	16,304	11.3	6,297	121,383	146,392	8,979	23,248	1,100	7,854	24,256
ROCKWALL	14,528	19,701	35.6	6,857	129,281	295,601	15,004	43,109	191	1,315	1,476
RUNNELS	11,872	12,998	9.5	5,048	81,612	117,493	9,039	23,275	867	14,102	17,002
RUSK	41,382	45,706	10.4	17,125	303,555	440,699	9,642	25,734	1,372	1,615	10,360
Henderson	11,473	13,481	17.5	4,958	95,199	125,951	9,343	25,404	*	*	*
SABINE	8,702	9,405	8.1	3,705	47,677	67,862	7,216	18,316	256	47	8,022
SAN AUGUSTINE	8,785	9,390	6.9	3,391	45,625	69,112	7,360	20,381	355	202	11,797
SAN JACINTO	11,434	14,235	24.5	5,230	62,977	116,063	8,153	22,192	315	470	1,548
SAN PATRICIO	58,013	63,937	10.2	20,011	344,984	621,264	9,717	31,046	605	40,594	20,486
SAN SABA	5,693	6,710	17.9	2,702	39,148	55,194	8,226	20,427	643	3,190	18,215
SCHLEICHER	2,820	3,537	25.4	1,257	15,617	33,072	9,350	26,310	265	1,589	12,149
SCURRY	18,192	20,318	11.7	7,335	146,756	222,387	10,945	30,319	614	8,307	5,444
Snyder	12,705	15,018	18.2	5,228	103,158	153,597	10,228	29,380	*	*	*
SHACKELFORD	3,915	4,769	21.8	1,879	34,617	50,527	10,595	26,890	258	1,926	7,899
SHELBY	23,084	25,171	9.0	9,683	146,196	211,537	8,404	21,846	1,117	836	55,626
SHERMAN	3,174	3,249	2.3	1,123	26,469	34,427	10,606	30,656	279	29,997	127,639
SMITH	128,366	145,330	13.2	53,907	1,093,686	1,639,851	11,284	30,420	1,689	11,409	14,845
Tyler	70,508	79,826	13.2	29,933	661,937	893,071	11,188	29,836	*	*	*
SOMERVELL	4,154	5,684	36.1	2,108	35,979	60,306	10,666	28,608	234	479	1,550
STARR	27,266	33,846	24.1	8,780	92,502	140,454	4,150	15,997	830	19,963	32,604
STEPHENS	9,926	11,783	18.7	4,786	78,771	117,016	9,931	24,450	431	693	6,242
STERLING	1,206	1,566	29.9	525	7,455	13,685	8,739	26,067	78	220	6,660
STONEWALL	2,406	2,666	10.8	1,136	20,083	27,133	10,177	23,885	337	4,198	5,374
SUTTON	5,130	6,102	18.9	2,082	28,706	65,186	10,683	31,309	177	72	9,416
SWISHER	9,723	9,080	-6.6	3,149	64,377	73,739	8,121	23,417	551	41,585	159,572
TARRANT	860,880	997,807	15.9	371,714	6,537,147	13,221,828	13,251	35,570	1,227	7,166	18,829
Arlington	160,123	186,141	16.2	72,087	1,398,798	3,002,032	16,128	41,645	*	*	*
Euless	24,002	30,863	28.6	11,878	256,578	433,745	14,054	36,517	*	*	*
Fort Worth	385,141	442,275	14.8	169,999	2,681,439	4,845,544	10,956	28,503	*	*	*
Haltom City	29,014	34,322	18.3	12,443	201,453	362,597	10,565	29,141	*	*	*
Hurst	31,420	39,337	25.2	14,600	288,754	563,721	14,839	39,981	*	*	*
TAYLOR	110,932	123,747	11.6	44,520	1,024,635	1,313,637	10,616	29,507	911	8,288	65,886
Abilene	98,315	113,154	15.1	40,392	916,382	1,140,419	10,078	28,234	*	*	*
TERRELL	1,595	1,623	1.8	613	8,860	16,734	10,311	27,299	77		7,698
TERRY	14,581	15,040	3.1	5,115	106,522	141,706	9,422	27,704	532	38,994	1,048
THROCKMORTON	2,053	2,594	26.4	1,149	15,729	26,594	10,252	23,145	306	4,962	10,729
TITUS	21,442	23,911	11.5	8,884	168,457	243,244	10,173	27,380	778	784	12,891
Mount Pleasant	11,003	13,463	22.4	4,961	94,104	139,491	10,361	28,118	*	*	*
TOM GREEN	84,784	98,669	16.4	36,640	746,302	1,048,783	10,629	28,624	806	17,582	47,893
San Angelo	73,240	85,234	16.4	31,582	638,682	869,236	10,198	27,523	*	*	*
TRAVIS	419,335	475,338	13.4	186,072	4,335,653	6,103,830	12,841	32,804	1,061	6,859	9,991
Austin	345,496	391,638	13.4	155,745	3,522,385	4,724,041	12,062	30,332	*	*	*
TRINITY	9,450	11,378	20.4	4,477	56,185	88,355	7,765	19,735	520		
TYLER	16,223	18,057	11.3	6,713	102,220	150,580	8,339	22,431	496	579	1,848

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
UPSHUR	28,595	33,770	18.1	12,267	205,742	321,031	9,506	26,170	1,022	874	23,198
UPTON	4,619	5,711	23.6	1,986	24,766	52,248	9,149	26,308	89	3,066	2,505
UVALDE	22,441	24,113	7.5	7,714	94,210	170,205	7,059	22,064	531	17,847	18,374
VAL VERDE	35,910	40,128	11.7	11,985	148,671	265,485	6,616	22,151	253	151	16,658
Del Rio	30,034	33,562	11.7	9,489	114,784	211,282	6,295	22,266	*	*	*
VAN ZANDT	31,426	37,540	19.5	14,470	243,991	358,000	9,536	24,741	2,328	8,425	24,380
VICTORIA	68,807	77,214	12.2	26,668	568,639	844,217	10,933	31,657	1,057	13,761	9,017
Victoria	50,695	61,254	20.8	21,220	429,652	596,936	9,745	28,131	*	*	*
WALKER	41,789	54,477	30.4	17,335	258,009	447,126	8,208	25,793	624	698	9,108
Huntsville	23,936	34,862	45.6	9,952	150,132	237,735	6,819	23,888	*	*	*
WALLER	19,798	24,845	25.5	7,744	133,463	249,698	10,050	32,244	809	12,058	9,471
WARD	13,976	17,801	27.4	6,288	85,831	171,270	9,621	27,238	80		
WASHINGTON	21,998	26,147	18.9	9,676	193,723	259,648	9,930	26,834	1,839	2,030	18,035
Brenham	10,966	14,291	30.3	4,597	93,998	141,815	9,923	30,849	*	*	*
WEBB	99,258	118,720	19.6	31,959	499,183	698,489	5,883	21,856	422	3,544	17,216
Laredo	91,449	113,750	24.4	30,416	437,891	584,150	5,135	19,205	*	*	*
WHARTON	40,242	43,096	7.1	15,421	289,901	420,293	9,752	27,255	1,258	83,620	10,575
WHEELER	7,137	8,596	20.4	3,440	62,441	93,490	10,876	27,177	507	5,307	35,988
WICHITA	121,082	128,864	6.4	47,453	1,112,725	1,344,488	10,433	28,333	583	10,533	8,257
Wichita Falls	94,201	99,007	5.1	36,788	885,445	1,031,325	10,417	28,034	*	*	*
WILBARGER	15,931	17,985	12.9	7,035	113,720	175,405	9,753	24,933	557	21,117	8,847
Vernon	12,695	14,943	17.7	5,882	91,378	142,232	9,518	24,181	*	*	*
WILLACY	17,495	18,446	5.4	5,130	79,511	106,787	5,789	20,816	322	37,161	859
WILLIAMSON	76,521	100,010	30.7	33,839	691,725	1,218,228	12,181	36,001	1,850	25,427	18,311
Taylor	10,619	14,629	37.8	5,280	77,343	175,417	11,991	33,223	*	*	*
WILSON	16,756	19,478	16.2	6,536	112,282	163,304	8,384	24,985	1,672	11,867	26,482
WINKLER	9,944	12,480	25.5	4,397	78,484	126,042	10,100	28,665	32		851
WISE	26,575	32,439	22.1	11,894	170,842	364,330	11,231	30,631	1,561	3,112	30,727
WOOD	24,697	28,536	15.5	11,096	187,631	272,706	9,557	24,577	1,277	2,319	19,919
YOAKUM	8,299	9,115	9.8	3,093	66,824	94,499	10,367	30,553	296	19,127	1,944
YOUNG	19,001	21,943	15.5	8,815	157,671	250,115	11,398	28,374	710	6,803	11,405
ZAPATA	6,628	8,553	29.0	2,730	30,844	54,500	6,372	19,963	313	212	4,765
ZAVALA	11,666	12,680	8.7	3,397	42,944	57,583	4,541	16,951	264	25,935	28,992

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1983 Cash Receipts as follows: From Crops $3,448,249,000; from Livestock & Livestock Products $5,522,150,000; Total $8,970,399,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	1,461,037	1,617,848	10.7	512,581	9,286,498	14,702,153	9,087	28,683	13,984	129,948	423,636
METROPOLITAN STATISTICAL AREAS											
Provo-Orem, Ut	218,106	237,121	8.7	65,597	1,093,310	1,635,745	6,898	24,936	1,848	17,474	49,329
Salt Lake City-Ogden, Ut	910,222	999,479	9.8	327,935	6,017,011	9,946,034	9,951	30,329	2,370	24,449	53,145
COUNTIES, Cities											
BEAVER	4,378	4,927	12.5	1,653	30,152	33,967	6,894	20,549	204	4,776	12,130
BOX ELDER	33,222	36,925	11.1	11,255	236,926	331,878	8,988	29,487	1,079	20,641	38,075
CACHE	57,176	65,100	13.9	20,706	355,514	534,486	8,210	25,813	1,282	8,378	59,100
Logan	26,844	30,564	13.9	10,859	182,255	247,232	8,089	22,767	*	*	*
CARBON	22,179	24,607	10.9	8,257	172,807	241,448	9,812	29,242	201	430	2,189
DAGGETT	769	928	20.7	311	4,277	7,014	7,558	22,553	30		
DAVIS	146,540	164,966	12.6	46,533	908,504	1,535,181	9,306	32,991	660	11,588	11,506
DUCHESNE	12,565	15,103	20.2	4,374	80,446	116,444	7,710	26,622	677	1,976	13,151
EMERY	11,451	13,638	19.1	4,056	76,441	119,474	8,760	29,456	432	747	4,642
GARFIELD	3,673	4,449	21.1	1,458	22,749	29,667	6,668	20,348	222	582	3,616
GRAND	8,241	8,100	-1.7	2,752	65,980	74,342	9,178	27,014	59		
IRON	17,349	18,824	8.5	5,767	110,469	134,898	7,166	23,391	380	10,380	8,774
JUAB	5,530	5,811	5.1	1,847	36,004	44,359	7,634	24,017	221	2,314	3,957
KANE	4,024	4,406	9.5	1,444	25,535	28,150	6,389	19,494	146	267	1,357
MILLARD	8,970	12,033	34.1	3,792	54,177	80,371	6,679	21,195	612	18,309	29,336
MORGAN	4,917	5,551	12.9	1,552	35,518	53,081	9,562	34,202	250	695	8,209
PIUTE	1,329	1,435	8.0	516	6,898	9,808	6,835	19,008	116	252	4,645
RICH	2,100	2,594	23.5	836	14,595	22,952	8,848	27,455	150	996	7,335
SALT LAKE	619,066	679,259	9.7	228,550	4,167,630	6,918,285	10,185	30,270	805	9,428	16,714
Salt Lake City	163,697	172,333	5.3	74,685	1,214,313	1,648,789	9,567	22,077	*	*	*
SAN JUAN	12,253	13,056	6.6	3,286	56,246	65,710	5,033	19,997	214	3,520	4,847
SANPETE	14,620	16,435	12.4	5,170	77,822	111,747	6,799	21,615	772	3,243	44,686
SEVIER	14,727	15,838	7.5	5,143	87,565	133,390	8,422	25,936	477	3,042	24,876
SUMMIT	10,198	12,436	21.9	4,277	79,028	145,254	11,680	33,962	417	683	11,619
TOOELE	26,033	27,997	7.5	8,846	170,016	266,095	9,504	30,081	304	2,416	8,009

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UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
UINTAH	20,506	26,368	28.6	7,869	145,864	217,256	8,239	27,609	671	1,891	12,489
UTAH	218,106	237,121	8.7	65,597	1,093,310	1,635,745	6,898	24,936	1,848	17,474	49,329
Provo	73,907	80,943	9.5	22,551	356,186	486,828	6,014	21,588	*	*	*
WASATCH	8,523	9,899	16.1	3,114	54,157	82,281	8,312	26,423	293	532	8,746
WASHINGTON	26,065	32,512	24.7	10,039	167,004	222,685	6,849	22,182	372	1,610	4,941
St. George	11,350	13,795	21.5	4,260	78,348	107,275	7,776	25,182	*	*	*
WAYNE	1,911	2,276	19.1	729	9,987	13,617	5,983	18,679	185	345	4,433
WEBER	144,616	155,254	7.4	52,852	940,877	1,492,568	9,614	28,241	905	3,433	24,925
Ogden	64,407	66,394	3.1	25,919	425,412	601,378	9,058	23,202	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Utah 1983 Cash Receipts as follows: From Crops $145,960,000; from Livestock & Livestock Products $432,747,000; Total $578,707,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VERMONT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	511,456	539,167	5.4	194,327	3,379,495	5,267,190	9,769	27,105	6,315	20,054	349,348
METROPOLITAN STATISTICAL AREAS											
Burlington, Vt	115,308	121,435	5.3	42,382	1,375,485	1,391,427	11,458	32,831	N.A.	N.A.	N.A.
COUNTIES, Cities											
ADDISON	29,406	31,561	7.3	10,385	196,315	293,667	9,305	28,278	748	4,410	68,425
BENNINGTON	33,345	35,865	7.6	13,270	207,719	346,072	9,649	26,079	193	1,182	6,198
Bennington	15,815	20,328	28.5	6,144	79,413	143,922	7,080	23,425	*	*	*
CALEDONIA	25,808	26,516	2.7	9,818	142,108	220,163	8,303	22,424	491	1,231	21,339
St. Johnsbury	7,938	7,887	–.7	2,759	48,060	66,874	8,479	24,238	*	*	*
CHITTENDEN	115,534	121,674	5.3	41,955	929,895	1,416,877	11,645	33,771	505	1,816	23,342
Burlington	37,712	39,218	4.0	13,802	276,728	370,662	9,451	26,856	*	*	*
ESSEX	6,313	6,173	–2.2	2,241	32,436	47,516	7,697	21,203	90	376	4,403
FRANKLIN	34,788	36,456	4.8	12,507	215,372	331,964	9,106	26,542	795	1,020	70,064
St. Albans	7,308	7,230	–1.1	2,512	46,747	63,094	8,727	25,117	*	*	*
GRAND ISLE	4,613	5,014	8.7	1,751	35,825	48,549	9,683	27,726	139	960	6,568
LAMOILLE	16,767	17,736	5.8	6,464	99,277	151,956	8,568	23,508	255	674	14,586
ORANGE	22,739	23,720	4.3	8,403	124,067	190,427	8,028	22,662	600	1,081	24,097
ORLEANS	23,440	24,546	4.7	8,715	137,707	206,963	8,432	23,748	654	1,059	45,553
Newport	4,756	5,031	5.8	1,583	29,369	42,687	8,485	26,966	*	*	*
RUTLAND	58,347	61,104	4.7	22,349	349,705	568,591	9,305	25,441	561	1,551	26,358
Rutland	18,436	18,798	2.0	6,190	102,991	151,217	8,044	24,429	*	*	*
WASHINGTON	52,393	55,237	5.4	20,313	327,294	516,403	9,349	25,422	399	655	13,073
Barre	9,824	10,130	3.1	3,730	56,836	80,306	7,928	21,530	*	*	*
Montpelier	8,241	8,472	2.8	3,079	57,785	80,780	9,535	26,236	*	*	*
WINDHAM	36,933	39,632	7.3	15,321	236,222	374,248	9,443	24,427	298	2,762	11,076
Bellows Falls	3,456	3,676	6.4	1,169	24,142	34,001	9,249	29,086	*	*	*
Brattleboro	11,886	12,535	5.5	3,737	61,297	85,768	6,842	22,951	*	*	*
WINDSOR	51,030	53,933	5.7	20,835	345,553	553,794	10,268	26,580	587	1,277	14,266
Hartford	7,963	9,280	16.5	3,307	62,988	96,556	10,405	29,197	*	*	*
Springfield	10,190	10,637	6.3	3,532	60,290	89,905	8,296	25,454	*	*	*
White River Junction	2,582	2,850	10.4	1,015	14,961	29,264	10,268	28,832	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1983 Cash Receipts as follows: From Crops $35,899,000; from Livestock & Livestock Products $391,138,000; Total $427,037,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	5,346,279	5,665,401	6.0	2,036,959	41,951,679	64,723,917	11,424	31,775	51,859	626,544	936,820
METROPOLITAN STATISTICAL AREAS											
Charlottesville, Va	113,568	123,178	8.5	45,093	707,000	1,301,657	10,567	28,866	1,381	5,847	23,248
Danville, Va	111,789	117,007	4.7	42,855	571,042	989,477	8,457	23,089	2,024	40,760	9,506

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 85 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1990 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1990 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
Johnson City-Kingsport-Bristol, Tn-Va	433,638	452,521	4.4	165,890	2,290,080	3,898,049	8,614	23,498	11,578	56,862	64,990
Lynchburg, Va	141,289	145,897	3.3	51,285	892,506	1,322,872	9,067	25,795	1,190	6,387	11,775
Norfolk-Virginia Beach-Newport News, Va	1,160,051	1,212,964	4.6	415,846	7,962,589	12,299,445	10,140	29,577	1,197	55,128	28,538
Richmond-Petersburg, Va	761,311	803,183	5.5	291,940	5,510,668	9,019,688	11,230	30,896	2,400	44,454	31,642
Roanoke, Va	220,600	228,290	3.5	87,615	1,580,431	2,396,745	10,499	27,355	892	3,133	17,124
Washington, D.C-Md-Va	3,250,392	3,452,711	6.2	1,281,060	39,599,992	56,254,365	16,293	43,912	5,981	79,751	131,933
COUNTIES, Cities											
ACCOMAC	31,268	31,637	1.2	12,147	203,777	246,701	7,798	20,310	415	32,398	14,996
ALBEMARLE	50,689	60,948	20.2	21,355	358,867	710,253	11,653	33,259	830	4,719	17,173
ALLEGHANY	14,303	17,176	19.8	6,041	60,584	140,745	8,194	23,298	182	116	1,238
AMELIA	8,405	8,520	1.4	2,859	38,425	61,326	7,198	21,450	446	5,944	20,608
AMHERST	29,122	29,297	.6	9,286	162,943	235,467	8,037	25,357	450	545	2,798
APPOMATTOX	11,971	12,635	5.5	4,411	71,397	126,033	9,975	28,572	542	1,704	4,279
ARLINGTON	152,599	157,095	2.9	76,107	2,435,505	3,213,495	20,456	42,223	4	51	
AUGUSTA	53,732	57,020	6.1	19,715	307,661	506,721	8,887	25,702	1,606	5,560	38,394
BATH	5,860	5,767	-1.6	2,037	23,087	47,299	8,202	23,220	138		
BEDFORD	34,927	37,836	8.3	13,382	185,679	313,077	8,275	23,395	1,353	2,170	16,444
BLAND	6,349	6,854	8.0	2,369	26,631	45,482	6,636	19,199	354	371	4,952
BOTETOURT	23,270	24,213	4.1	8,603	137,138	243,947	10,075	28,356	586	2,011	8,527
BRUNSWICK	15,632	15,388	-1.6	5,096	61,602	93,921	6,104	18,430	590	13,387	6,573
BUCHANAN	37,989	39,122	3.0	12,480	222,071	263,237	6,729	21,093	120	254	86
BUCKINGHAM	11,751	11,859	.9	3,980	46,986	72,068	6,077	18,108	420	1,304	8,539
CAMPBELL	45,424	46,045	1.4	15,826	284,375	424,794	9,225	26,842	740	5,842	8,977
CAROLINE	17,904	18,851	5.3	6,257	95,677	148,866	7,897	23,792	265	6,480	2,681
CARROLL	27,270	29,431	7.9	10,905	112,157	189,017	6,422	17,333	1,083	3,341	11,912
CHARLES CITY	6,692	6,687	-.1	2,040	33,269	60,793	9,091	29,800	70	3,582	219
CHARLOTTE	12,266	12,367	.8	4,184	45,597	76,730	6,204	18,339	686	8,879	6,997
CHESTERFIELD	141,372	162,464	14.9	54,412	1,157,561	2,179,876	13,418	40,062	240	2,583	1,923
CLARKE	9,965	11,188	12.3	4,133	65,887	113,352	10,132	27,426	299	7,600	9,621
CRAIG	3,948	4,188	6.1	1,542	20,298	33,133	7,911	21,487	196	401	1,759
CULPEPER	22,620	25,013	10.6	8,668	119,452	238,273	9,526	27,489	537	6,879	17,454
Culpeper	6,621	7,673	15.9	2,977	45,455	74,204	9,671	24,926	*	*	*
CUMBERLAND	7,881	8,826	12.0	2,996	31,474	54,630	6,190	18,234	331		
DICKENSON	19,806	20,314	2.6	6,749	106,654	128,718	6,336	19,072	170	129	173
DINWIDDIE	22,602	24,548	8.6	7,208	108,641	173,983	7,087	24,137	496	11,701	4,730
ESSEX	8,864	9,723	9.7	3,400	52,495	80,889	8,319	23,791	192	10,782	1,469
FAIRFAX	596,901	681,837	14.2	242,147	8,942,821	13,162,098	19,304	54,336	242	2,993	1,549
FAUQUIER	35,889	40,128	11.8	13,431	214,227	451,071	11,241	33,584	973	5,489	27,020
FLOYD	11,563	12,462	7.8	4,627	45,845	87,530	7,024	18,917	920	1,216	10,028
FLUVANNA	10,244	11,159	8.9	3,813	48,946	80,371	7,202	21,078	308	616	2,862
FRANKLIN	35,740	38,183	6.8	13,052	172,824	306,013	8,014	23,446	1,212	7,224	24,305
FREDERICK	34,150	35,965	5.3	12,512	192,448	332,713	9,251	26,592	632	14,073	8,054
GILES	17,810	17,945	.8	6,532	70,980	134,504	7,495	20,592	375	384	2,873
GLOUCESTER	20,107	24,684	22.8	9,043	127,010	262,146	10,620	28,861	162	4,753	541
GOOCHLAND	11,761	12,781	8.7	4,117	72,018	133,265	10,427	32,369	294	1,833	4,040
GRAYSON	16,579	15,969	-3.7	6,003	68,176	102,828	6,439	17,129	995	2,026	11,706
GREENE	7,625	8,637	13.3	3,002	39,573	79,530	9,208	26,492	243	512	3,213
GREENSVILLE	10,903	11,520	3.7	3,797	48,113	72,373	6,282	19,061	256	11,487	5,287
HALIFAX	30,418	31,035	2.0	10,618	126,320	207,591	6,689	19,551	1,652	29,554	5,220
HANOVER	50,398	55,648	10.4	18,569	363,384	664,767	11,946	35,800	637	9,205	10,031
HENRICO	180,735	190,939	5.6	73,066	1,538,412	2,455,093	12,858	33,601	166	4,316	1,070
HENRY	57,654	57,760	.2	20,198	304,752	485,886	8,412	24,056	424	2,502	1,936
HIGHLAND	2,937	2,618	-10.9	1,014	13,105	21,719	8,296	21,419	320		
ISLE OF WIGHT	21,603	21,907	1.4	7,351	121,885	189,653	8,657	25,800	333	18,338	9,185
JAMES CITY	22,763	27,655	21.5	9,697	158,075	336,785	12,178	34,731	71	2,574	1,847
KING AND QUEEN	5,968	5,545	-7.1	2,030	32,560	44,299	7,989	21,822	197	6,357	1,812
KING GEORGE	10,543	10,882	3.2	3,788	73,762	107,655	9,893	28,420	176	3,101	1,084
KING WILLIAM	9,327	8,246	-11.6	2,835	57,315	77,979	9,457	27,506	149	7,245	3,485
LANCASTER	10,129	11,405	12.6	4,551	62,267	110,212	9,663	24,217	106	3,347	368
LEE	25,956	26,487	2.0	9,399	123,819	148,170	5,594	15,764	1,635	9,161	5,142
LOUDOUN	57,427	62,283	8.5	20,900	604,220	951,062	15,270	45,505	888	12,168	20,153
LOUISA	17,825	19,331	8.4	6,693	83,336	139,229	7,202	20,802	482	1,712	5,807
LUNENBURG	12,124	12,969	7.0	4,729	52,983	91,449	7,051	19,338	566	10,347	3,462
MADISON	10,232	9,470	-7.4	3,249	44,937	76,315	8,050	23,489	462	2,486	13,410
MATHEWS	7,995	9,275	16.0	3,735	56,391	92,555	9,979	24,780	96	2,216	380
MECKLENBURG	29,444	29,493	.2	10,509	127,398	213,155	7,227	20,283	990	22,223	6,174
MIDDLESEX	7,719	8,739	13.2	3,415	44,183	73,436	8,403	21,504	127	3,188	4,128
MONTGOMERY	63,516	67,541	6.3	22,903	282,535	513,388	7,601	22,416	565	1,094	11,583
Christiansburg	10,345	10,773	4.1	4,325	68,227	83,549	7,755	19,318	*	*	*
NANSEMOND											
NELSON	12,204	12,490	2.3	4,498	53,787	89,356	7,154	19,866	388	3,316	6,896
NEW KENT	8,781	9,622	9.6	3,298	51,930	100,659	10,461	30,521	91	2,719	359
NORTHAMPTON	14,625	13,833	-5.4	5,285	88,252	92,257	6,669	17,456	246	21,916	235
NORTHUMBERLAN	9,828	10,636	8.2	4,221	61,824	102,847	9,670	24,366	199	7,493	560
NOTTOWAY	14,666	14,801	.9	5,204	70,389	107,074	7,234	20,575	381	3,586	19,722
ORANGE	17,827	19,215	7.8	6,893	90,078	173,617	9,035	25,187	461	1,639	13,447
PAGE	19,401	20,605	6.2	7,598	93,785	156,085	7,575	20,543	506	1,353	27,914
PATRICK	17,585	18,315	4.2	6,658	80,115	133,524	7,290	20,055	781	5,437	5,893

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1990 U.S. Census	POPULATION E&P estimate Jan. 1, 1988	POPULATION % Pop. Change 86 vs 88	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
PITTSYLVANIA	66,147	68,435	3.5	23,646	309,974	559,543	8,176	23,663	2,024	40,760	9,306
POWHATAN	13,062	14,448	10.6	4,126	73,049	135,219	9,359	32,772	215	3,120	8,251
PRINCE EDWARD	16,456	16,301	-1.0	4,994	74,720	105,994	6,502	21,224	426	3,396	6,173
PRINCE GEORGE	25,733	27,227	5.8	7,186	121,202	189,569	6,963	26,380	191	5,395	1,019
PRINCE WILLIAM	144,703	162,443	12.3	50,753	1,437,214	2,350,241	14,468	46,307	314	2,115	5,140
Woodbridge	14,867	16,690	12.3	5,214	139,872	225,803	13,529	43,307	*	*	*
PULASKI	35,229	35,592	1.0	12,964	151,592	277,792	7,805	21,428	367	463	9,378
Pulaski	10,106	10,106		3,848	46,589	77,310	7,650	20,091	*	*	*
RAPPAHANNOCK	6,093	5,754	-5.6	2,134	31,702	56,367	9,796	26,414	313	2,536	3,211
RICHMOND	6,952	7,449	7.1	2,671	36,850	62,098	8,336	23,249	193	5,897	984
ROANOKE	72,945	75,448	3.4	27,022	584,800	902,087	11,956	33,383	306	1,122	8,597
ROCKBRIDGE	17,911	18,387	2.7	6,749	73,135	139,053	7,563	20,603	711	1,103	10,032
ROCKINGHAM	57,038	58,392	2.4	21,878	308,758	536,222	9,183	24,510	2,046	8,065	207,361
RUSSELL	31,761	33,647	5.9	11,598	136,768	246,896	7,338	21,288	1,283	6,703	8,014
SCOTT	25,068	26,852	7.1	9,662	128,212	164,138	6,113	16,988	1,964	8,820	3,250
Gate City	2,494	2,990	19.9	1,158	13,481	18,277	6,113	15,783	*	*	*
SHENANDOAH	27,559	29,852	8.3	11,218	146,108	243,105	8,144	21,671	922	4,099	38,368
Strasburg	2,431	2,875	18.3	936	7,366	11,287	3,926	12,059	*	*	*
SMYTH	33,366	35,270	5.7	12,520	143,810	229,855	6,517	18,359	959	4,711	10,423
SOUTHAMPTON	18,731	17,558	-6.3	5,587	85,139	121,643	6,928	21,773	518	34,055	13,652
SPOTSYLVANIA	34,435	38,723	12.5	12,614	186,116	400,793	10,350	31,774	321	2,487	5,249
STAFFORD	40,470	46,305	14.4	14,399	233,165	522,889	11,292	36,314	214	1,335	1,831
SURRY	6,046	6,202	2.6	2,149	31,673	45,253	7,297	21,058	186	9,700	2,677
SUSSEX	10,874	10,838	-.3	3,671	55,005	75,117	6,931	20,462	258	16,822	2,111
TAZEWELL	50,511	51,683	2.3	17,989	335,990	373,101	7,219	20,741	494	614	9,581
Bluefield	5,946	6,084	2.3	2,274	345,384	47,900	7,873	21,064	*	*	*
WARREN	21,200	23,593	11.3	8,881	122,673	207,769	8,806	23,395	243	846	2,227
WASHINGTON	46,487	48,091	3.5	16,889	276,335	355,094	7,384	21,025	2,289	13,486	25,746
WESTMORELAND	14,041	12,793	-8.9	4,766	79,486	109,548	8,563	22,985	224	10,791	871
WISE	43,863	44,757	2.0	15,530	271,621	324,320	7,246	20,883	161	170	715
WYTHE	25,522	26,212	2.7	9,511	111,357	185,053	7,060	19,457	805		
YORK	35,463	40,071	13.0	12,723	233,060	474,654	11,845	37,307	75	2,294	370
INDEPENDENT CITIES											
ALEXANDRIA	103,217	105,133	1.9	51,489	1,521,872	2,128,832	20,249	41,345	-	-	-
BEDFORD	5,991	6,434	7.4	2,570	37,405	52,721	8,194	20,514	-	-	-
BRISTOL	19,042	20,084	5.5	7,903	130,093	181,023	9,013	22,906	-	-	-
BUENA VISTA	6,717	7,028	4.6	2,461	27,520	49,849	7,093	20,256	-	-	-
CHARLOTTESVILLE	45,010	42,434	-5.7	16,923	259,614	431,503	10,169	25,498	-	-	-
CHESAPEAKE	114,226	121,750	6.6	39,963	788,406	1,257,614	10,329	31,469	282	13,928	2,795
CLIFTON FORGE	5,046	5,071	.5	1,940	22,547	40,755	8,037	21,008	-	-	-
COLONIAL HEIGH	16,509	17,896	8.4	6,589	108,791	182,395	10,192	27,682	-	-	-
COVINGTON	9,065	8,364	-7.7	3,348	39,094	69,549	8,315	20,773	-	-	-
DANVILLE	45,642	48,572	6.4	19,209	261,068	429,934	8,851	22,382	-	-	-
EMPORIA	4,840	4,985	3.0	1,843	28,597	37,444	7,511	20,317	-	-	-
FAIRFAX	19,390	21,767	12.3	7,959	287,395	379,726	17,445	47,710	-	-	-
FALLS CHURCH	9,515	10,216	7.4	4,731	162,888	222,927	21,821	47,120	-	-	-
FRANKLIN	7,308	8,450	15.6	3,112	41,309	68,721	8,133	22,083	-	-	-
FREDERICKSBURG	15,322	15,982	4.3	6,354	103,448	171,486	10,730	26,989	-	-	-
GALAX	6,524	6,941	6.4	2,877	34,244	49,019	7,062	17,038	-	-	-
HAMPTON	122,617	118,595	-3.3	41,528	802,284	1,300,290	10,964	31,311	-	-	-
HARRISONBURG	19,671	22,536	14.6	7,251	109,297	191,756	8,509	26,445	-	-	-
HOPEWELL	23,397	24,082	2.9	9,002	134,268	195,442	8,116	21,711	-	-	-
LEXINGTON	7,292	7,985	9.5	2,473	32,860	61,441	7,695	24,845	-	-	-
LYNCHBURG	66,743	70,554	5.7	26,173	445,188	662,611	9,392	25,317	-	-	-
MANASSAS	15,438	17,826	15.5	6,017	168,231	264,012	14,811	43,878	-	-	-
MANASSAS PARK	6,524	6,159	-5.6	1,830	56,720	67,230	10,916	36,738	-	-	-
MARTINSVILLE	18,149	19,868	9.5	7,526	109,646	182,233	9,172	24,214	-	-	-
NEWPORT NEWS	144,903	149,982	3.5	54,868	960,283	1,597,315	10,650	29,112	-	-	-
NORFOLK	266,979	255,946	-4.1	85,955	1,638,724	2,052,506	8,019	23,879	-	-	-
NORTON	4,757	4,760	.1	1,733	31,819	34,760	7,303	20,058	-	-	-
PETERSBURG	41,055	38,868	-5.3	14,533	217,417	333,201	8,573	22,927	-	-	-
POQUOSON	8,726	10,566	21.1	3,441	64,936	139,761	13,227	40,616	-	-	-
PORTSMOUTH	104,577	103,916	-.6	37,622	681,881	943,177	9,076	25,070	-	-	-
RADFORD	13,225	13,504	2.1	4,191	61,264	106,871	7,914	25,500	-	-	-
RICHMOND	219,214	217,973	-.6	87,794	1,530,726	2,215,426	10,164	25,234	-	-	-
ROANOKE	100,427	101,615	1.2	41,857	677,172	964,266	9,489	23,037	-	-	-
SALEM	23,958	27,014	12.8	10,133	181,321	286,445	10,604	28,269	-	-	-
SOUTH BOSTON	7,093	7,433	4.8	2,870	42,582	73,169	9,844	25,494	-	-	-
STAUNTON	21,857	21,452	-1.9	8,149	148,299	211,645	9,866	25,972	-	-	-
SUFFOLK	47,621	48,277	1.4	16,438	280,171	356,955	7,394	21,715	376	21,019	8,960
VIRGINIA BEACH	262,199	299,506	14.2	100,670	2,160,797	3,451,073	11,523	34,281	231	10,560	14,025
WAYNESBORO	15,329	15,084	-1.6	6,012	103,325	154,658	10,253	25,725	-	-	-
WILLIAMSBURG	9,870	12,016	21.7	3,858	66,962	127,169	10,583	32,962	-	-	-
WINCHESTER	20,217	21,416	5.9	8,726	131,031	220,509	10,296	25,270	-	-	-

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1983 Cash Receipts as follows: From Crops $581,799,000; from Livestock & Livestock Products $857,738,000; Total $1,439,537,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1985	POPULATION % Pop. Change 80 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,130,163	4,438,319	7.5	1,709,012	36,391,105	52,169,041	11,754	30,526	36,080	1,714,018	1,115,555
METROPOLITAN STATISTICAL AREAS											
Bellingham, Wa	106,701	114,027	6.9	43,777	826,783	1,170,828	10,268	26,745	1,618	18,546	109,828
Bremerton, Wa	146,609	165,880	13.1	61,661	2,040,004	1,808,257	10,901	29,326	422	954	1,165
Olympia, Wa	124,264	142,333	14.5	54,908	1,285,579	1,725,096	12,120	31,418	856	8,808	35,296
Richland-Kennewick-Pasco, Wa	144,469	153,077	6.0	55,748	1,490,920	1,943,982	12,699	34,871	2,152	244,520	46,691
Seattle, Wa	1,606,765	1,745,505	8.6	692,711	14,585,773	23,891,200	13,687	34,489	3,383	32,117	111,371
Spokane, Wa	341,835	356,306	4.2	138,100	2,887,163	3,609,397	10,130	26,136	2,193	50,473	24,209
Tacoma, Wa	485,643	525,620	8.2	195,150	3,767,360	5,517,798	10,498	28,275	1,474	14,721	47,120
Vancouver, Wa	192,227	207,018	7.7	76,429	1,383,513	2,296,011	11,091	30,041	1,618	7,060	24,390
Yakima, Wa	172,508	180,183	4.4	66,098	1,247,344	1,606,938	8,918	24,311	4,581	292,636	175,097
COUNTIES, Cities											
ADAMS	13,267	13,489	1.7	4,697	117,766	122,834	9,106	26,152	714	92,959	29,551
ASOTIN	16,823	17,504	4.0	6,966	159,495	170,146	9,720	24,425	170	7,792	3,134
Clarkston	6,903	7,522	9.0	3,181	51,729	71,611	9,520	22,512	*	*	*
BENTON	109,444	116,882	6.8	42,955	1,173,817	1,557,901	13,329	36,268	1,296	122,105	17,968
Kennewick	34,397	36,735	6.8	14,539	380,962	511,685	13,929	35,146	*	*	*
Richland	33,578	35,859	6.8	13,482	414,236	503,634	14,045	37,356	*	*	*
CHELAN	45,061	50,040	11.0	20,438	364,101	494,878	9,890	24,214	1,351	83,405	1,100
Wenatchee	17,257	19,392	12.4	7,181	129,181	162,560	8,383	22,638	*	*	*
CLALLAM	51,648	51,357	-.6	20,495	387,678	567,025	11,041	27,667	407	1,423	4,140
Port Angeles	17,311	17,739	2.5	7,045	134,689	173,509	9,781	24,629	*	*	*
CLARK	192,227	207,018	7.7	76,429	1,383,513	2,296,011	11,091	30,041	1,618	7,060	24,390
Vancouver	42,834	46,337	8.2	20,972	344,339	444,558	9,594	21,198	*	*	*
COLUMBIA	4,057	4,158	2.5	1,634	35,394	35,999	8,658	22,031	236	24,680	2,071
COWLITZ	79,548	79,327	-.3	30,392	730,944	847,305	10,681	27,879	442	2,652	7,739
Kelso	11,129	11,547	3.8	4,760	95,499	106,938	9,261	22,466	*	*	*
Longview	31,052	32,422	4.4	13,106	310,389	338,831	10,451	25,853	*	*	*
DOUGLAS	22,144	23,228	4.9	8,718	213,223	223,475	9,621	25,634	937	91,259	8,662
FERRY	5,811	6,231	7.2	2,160	51,022	45,463	7,296	21,048	241	716	2,605
FRANKLIN	35,025	36,195	3.3	12,793	317,103	386,081	10,667	30,179	656	122,415	28,723
Pasco	18,425	21,217	15.2	7,943	162,623	193,864	9,137	24,407	*	*	*
GARFIELD	2,468	2,536	2.8	1,021	21,335	25,658	10,118	25,130	214	20,052	2,466
GRANT	48,522	50,351	3.8	18,330	492,636	555,581	11,034	30,310	1,799	216,345	95,670
Moses Lake	10,629	11,216	5.5	3 885	118,794	118,186	10,537	30,421	*	*	*
GRAYS HARBOR	66,314	65,615	-1.1	25,689	477,709	698,681	10,648	27,198	461	2,122	15,102
Aberdeen	18,739	18,673	-.4	7,315	130,198	175,587	9,403	24,004	*	*	*
ISLAND	44,048	45,555	3.4	16,890	344,353	450,791	9,896	26,690	308	1,204	8,310
JEFFERSON	15,965	17,273	8.2	7,100	119,975	185,863	10,760	26,178	161	154	2,601
KING	1,269,749	1,369,555	7.9	554,091	11,827,419	19,258,359	14,062	34,757	1,719	20,088	45,686
Auburn	26,417	31,329	18.6	13,181	233,083	365,543	11,668	27,733	*	*	*
Bellevue	73,903	87,609	18.5	34,052	850,272	1,374,579	15,690	40,367	*	*	*
Kent	23,152	28,340	22.4	13,201	257,436	443,440	15,647	33,591	*	*	*
Renton	30,612	35,459	15.8	9,906	184,887	289,186	8,156	29,193	*	*	*
Seattle	493,846	511,077	3.5	233,264	4,529,931	6,580,046	12,875	28,209	*	*	*
KITSAP	146,609	165,880	13.1	61,661	2,040,004	1,808,257	10,901	29,326	422	954	1,165
Bremerton	36,208	40,967	13.1	16,091	475,158	332,367	8,113	20,655	*	*	*
KITTITAS	24,877	25,487	2.5	10,018	229,008	287,558	11,283	28,704	735	14,408	64,512
Ellensburg	11,752	11,058	-5.9	3,812	99,798	114,665	10,369	30,080	*	*	*
KLICKITAT	15,822	17,186	8.6	6,488	136,499	161,956	9,424	24,962	575	26,271	11,713
LEWIS	55,279	59,572	7.8	22,630	452,204	555,159	9,319	24,532	1,378	5,394	41,593
Centralia	10,809	12,115	12.1	4,822	87,105	99,694	8,229	20,675	*	*	*
Chehalis	6,100	6,803	11.5	2,559	51,567	56,596	8,319	22,116	*	*	*
LINCOLN	9,604	9,853	2.6	3,886	102,259	102,061	10,358	26,264	780	30,718	9,017
MASON	31,184	35,246	13.0	13,757	232,774	363,653	10,318	26,434	181	521	629
OKANOGAN	30,639	33,708	10.0	12,893	208,557	278,874	8,273	21,630	1,570	66,927	13,614
PACIFIC	17,237	18,606	7.9	7,719	123,858	187,490	10,077	24,289	303	3,283	5,847
PEND OREILLE	8,580	8,839	3.0	3,170	51,587	64,772	7,328	20,433	287	644	2,070
PIERCE	485,643	525,620	8.2	195,150	3,767,360	5,517,798	10,498	28,275	1,474	14,721	47,120
Tacoma	158,501	173,978	9.8	71,480	1,218,623	1,618,068	9,300	22,637	*	*	*
SAN JUAN	7,838	8,957	14.3	3,938	69,180	108,947	12,163	27,666	172		
SKAGIT	64,138	70,937	10.6	27,965	523,727	738,590	10,412	26,411	897	38,430	53,113
Mount Vernon	13,009	16,536	27.1	6,364	106,848	147,604	8,926	23,194	*	*	*
SKAMANIA	7,919	7,795	-1.6	2,854	69,706	84,380	10,825	29,566	79		
SNOHOMISH	337,016	375,950	11.6	138,620	2,758,354	4,632,841	12,323	33,421	1,664	12,029	65,685
Everett	54,413	61,228	12.5	25,460	442,967	639,593	10,446	25,121	*	*	*
SPOKANE	341,835	356,306	4.2	138,100	2,887,163	3,609,397	10,130	26,136	2,193	50,473	24,209
Spokane	171,300	179,010	4.5	76,453	1,480,869	1,665,063	9,302	21,779	*	*	*
STEVENS	28,979	31,039	7.1	10,895	240,896	247,265	7,966	22,695	1,191	5,840	17,214
THURSTON	124,264	142,333	14.5	54,908	1,285,579	1,725,096	12,120	31,418	856	8,808	35,296
Olympia	27,447	34,269	24.9	14,784	306,117	330,342	9,640	22,345	*	*	*
WAHKIAKUM	3,832	3,746	-2.3	1,325	24,761	39,170	10,456	29,562	145	100	5,514
WALLA WALLA	47,435	50,281	6.0	18,584	489,027	518,235	10,307	27,886	824	107,570	122,546
Walla Walla	25,618	28,306	10.5	10,843	257,354	245,728	8,681	22,662	*	*	*
WHATCOM	106,701	114,027	6.9	43,777	826,783	1,170,828	10,268	26,745	1,618	18,546	109,828
Bellingham	45,794	52,709	15.1	19,648	332,310	423,442	8,034	21,551	*	*	*
WHITMAN	40,103	40,454	.9	13,778	406,992	437,725	10,820	31,770	1,225	149,314	9,855
Pullman	23,579	23,785	.9	6,825	221,260	236,842	9,958	34,702	*	*	*
YAKIMA	172,508	180,183	4.4	66,098	1,247,344	1,606,938	8,918	24,311	4,581	292,636	175,097
Sunnyside	9,225	10,862	17.7	3,674	57,394	81,804	7,531	22,266	*	*	*
Yakima	49,826	54,598	9.6	22,127	401,538	480,348	8,798	21,709	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Washington 1983 Cash Receipts as follows: From Crops $2,104,329,000; from Livestock & Livestock Products $958,680,000; Total $3,063,009,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	1,949,644	2,007,761	3.0	729,269	13,048,900	17,518,299	8,725	24,022	18,742	48,414	171,555
METROPOLITAN STATISTICAL AREAS											
Charleston, W.V	269,595	273,019	1.3	103,862	2,301,991	2,899,111	10,619	27,913	770	2,137	1,421
Cumberland, Md-W.V	107,782	110,279	2.3	41,298	616,842	889,541	8,066	21,540	576	1,619	1,774
Huntington-Ashland, W.V-Ky-Oh	336,410	342,144	1.7	124,752	2,264,060	2,981,219	8,713	23,897	3,457	11,912	11,344
Parkersburg-Marietta, W.V-	157,914	161,773	2.4	59,295	1,129,610	1,657,029	10,243	27,946	1,597	4,580	14,201
Steubenville-'Weirton, Oh-W	163,099	163,790	.4	59,689	1,451,656	1,502,705	9,175	25,176	667	2,205	5,504
Wheeling, W.V-Oh	185,566	188,061	1.3	70,562	1,402,423	1,661,200	8,833	23,542	1,345	1,149	4,554
COUNTIES, Cities											
BARBOUR	16,639	17,185	3.3	6,040	87,199	126,473	7,359	20,939	478	469	2,046
BERKELEY	46,775	51,532	10.2	18,667	289,455	528,457	10,255	28,310	473	14,911	7,274
Martinsburg	13,063	13,483	3.2	5,480	86,136	135,384	10,041	24,705	*	*	*
BOONE	30,447	30,507	.2	10,509	157,016	253,366	8,305	24,109	26	25	15
BRAXTON	13,894	15,376	10.7	5,572	79,570	95,456	6,208	17,131	385		
BROOKE	31,117	30,999	-.4	10,912	249,515	268,356	8,657	24,593	65	101	844
CABELL	106,835	108,552	1.6	42,180	830,299	1,043,145	9,610	24,731	451	1,227	605
1Huntington	63,684	58,892	-7.5	24,530	506,234	567,416	9,635	23,132	*	*	*
CALHOUN	8,250	8,883	7.7	3,186	45,012	53,872	6,065	16,909	191	70	461
CLAY	11,265	12,158	7.9	4,114	53,729	65,265	5,368	15,864	102		
DODDRIDGE	7,433	8,202	10.3	2,993	45,469	52,734	6,429	17,619	279	77	624
FAYETTE	57,863	57,855		20,502	277,578	425,167	7,349	20,738	253	83	1,144
GILMER	8,334	8,883	6.6	3,084	45,821	54,411	6,125	17,643	259	137	858
GRANT	10,210	10,810	5.9	3,798	69,054	78,530	7,265	20,677	358	214	10,294
GREENBRIER	37,665	39,514	4.9	14,660	270,338	333,890	8,450	22,776	790	324	12,815
Lewisburg	3,065	3,583	16.9	1,445	20,713	30,276	8,450	20,952	*	*	*
Ronceverte	2,312	2,631	13.8	960	15,313	22,232	8,450	23,158	*	*	*
White Sulphur Springs	3,371	4,018	19.2	1,560	23,426	33,952	8,450	21,764	*	*	*
HAMPSHIRE	14,867	16,739	12.6	5,996	102,233	132,502	7,916	22,098	527		
HANCOCK	40,418	40,866	1.1	14,904	369,349	394,982	9,665	26,502	88	678	183
2Weirton	25,371	24,649	-2.9	9,073	250,197	256,332	10,399	28,252	*	*	*
HARDY	10,030	10,607	5.8	3,902	60,618	77,574	7,313	19,881	463	1,268	30,028
HARRISON	77,710	80,084	3.1	30,282	505,987	718,788	8,975	23,736	585	243	2,745
Clarksburg	22,371	21,683	-3.1	9,517	171,643	221,657	10,223	23,291	*	*	*
JACKSON	25,794	27,910	8.2	9,674	162,570	251,312	9,004	25,978	704	828	2,032
JEFFERSON	30,302	32,823	8.3	11,220	185,003	333,346	10,156	29,710	398	9,619	12,547
KANAWHA	231,414	232,301	.4	89,582	2,019,117	2,501,932	10,770	27,929	199	421	533
Charleston	63,968	60,160	-6.0	25,995	666,389	758,101	12,601	29,163	*	*	*
LEWIS	16,813	19,881	5.7	7,287	121,364	144,845	7,286	19,877	346		
LINCOLN	23,675	25,083	5.9	8,314	131,317	159,501	6,359	19,185	345	855	291
LOGAN	50,679	51,204	1.0	17,046	254,976	392,018	7,656	22,998	28		
Logan	3,029	2,911	-3.9	1,256	22,310	28,691	9,856	22,843	*	*	*
MCDOWELL	49,899	48,332	-3.2	15,980	218,262	315,707	6,532	19,756	8		
Welch	3,885	3,625	-6.7	1,496	23,661	25,592	7,060	17,084	*	*	*
MARION	65,789	66,853	1.6	25,632	423,806	619,721	9,270	24,178	415	274	1,046
Fairmont	23,863	23,021	-3.5	9,781	179,957	238,183	10,346	24,352	*	*	*
MARSHALL	41,608	41,431	-.4	14,685	271,973	361,832	8,733	24,640	443	589	2,813
Moundsville	12,419	11,751	-5.4	4,309	102,436	142,134	12,095	32,985	*	*	*
MASON	27,045	27,616	2.1	9,915	202,263	232,213	8,409	23,420	789	3,437	8,791
Point Pleasant	5,682	5,553	-2.3	2,147	38,450	48,724	8,774	22,694	*	*	*
MERCER	73,942	77,042	4.2	28,483	426,751	642,047	8,334	22,541	397	146	1,359
3Bluefield	16,060	16,811	4.7	6,638	111,200	151,952	9,039	22,891	*	*	*
MINERAL	27,234	28,052	3.0	10,027	200,329	247,122	8,809	24,646	300		
Keyser	6,569	6,751	2.8	2,585	41,531	57,896	8,576	22,397	*	*	*
MINGO	37,336	38,295	2.6	12,577	159,512	261,275	6,823	20,774	9		
Williamson	5,219	5,022	-3.8	2,044	28,125	35,343	7,038	17,291	*	*	*
MONONGALIA	75,024	79,204	5.6	29,555	496,206	745,498	9,412	25,224	356	261	1,381
Morgantown	27,605	28,074	1.7	10,102	176,449	218,571	7,786	21,636	*	*	*
MONROE	12,873	13,548	5.2	4,820	78,428	96,229	7,103	19,965	720	1,767	10,434
MORGAN	10,711	11,666	8.9	4,326	57,346	109,862	9,417	25,396	143	2,150	618
NICHOLAS	28,126	28,964	3.0	10,026	184,662	218,071	7,529	21,751	328	156	1,651
OHIO	61,389	62,506	1.8	24,108	440,000	572,525	9,160	23,748	159	560	1,741
Wheeling	43,070	40,971	-4.9	17,106	317,677	398,308	9,722	23,285	*	*	*
PENDLETON	7,910	8,129	2.8	2,967	48,041	56,878	6,997	19,170	594	486	23,993
PLEASANTS	8,236	8,433	2.4	2,864	89,187	55,804	6,617	19,485	98	138	327
POCAHONTAS	9,919	10,041	1.2	3,778	53,168	84,829	8,448	22,453	430	226	3,119
PRESTON	30,460	32,095	5.4	11,180	161,828	257,646	8,028	23,045	739	872	8,421
PUTNAM	38,181	40,718	6.6	14,280	282,874	397,179	9,754	27,814	571	1,716	888
RALEIGH	86,821	87,274	.5	31,224	481,487	763,429	8,747	24,450	280	353	841
Beckley	20,492	20,947	2.2	8,641	152,018	215,154	10,271	24,899	*	*	*
RANDOLPH	28,734	30,619	6.6	10,685	187,360	249,169	8,138	23,320	438	400	3,817
Elkins	8,536	9,242	8.3	3,324	51,685	77,277	8,362	23,248	*	*	*
RITCHIE	11,442	11,794	3.1	4,401	72,203	82,575	7,001	18,763	362	117	1,848
ROANE	15,952	16,809	5.4	6,050	96,424	115,561	6,875	19,101	522	215	1,445
SUMMERS	15,875	15,909	.2	5,508	92,921	117,737	7,401	21,376	363	477	1,697
TAYLOR	16,584	17,533	5.7	6,362	92,412	139,290	7,944	21,894	275		
Grafton	6,845	7,487	9.4	2,887	42,161	60,224	8,044	20,860	*	*	*
TUCKER	8,675	8,940	3.1	3,273	58,923	69,250	7,746	21,158	175	128	753
TYLER	11,320	11,693	3.3	4,197	110,005	76,563	6,548	18,243	294	204	1,228

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
UPSHUR	23,427	25,475	8.7	8,961	156,103	187,294	7,352	20,901	365	165	1,736
WAYNE	46,021	48,281	4.9	16,919	285,290	387,770	8,032	22,919	200	229	1,022
WEBSTER	12,245	12,374	1.1	4,390	63,293	72,040	5,822	16,410	117	17	173
WETZEL	21,874	23,025	5.3	8,307	240,404	162,254	7,047	19,532	269	97	562
WIRT	4,922	5,551	12.8	1,966	24,494	41,633	7,500	21,177	220	609	1,355
WOOD	93,648	95,745	2.2	35,570	703,816	1,014,062	10,501	28,509	509	861	3,056
Parkersburg	39,967	38,500	-3.7	15,903	309,560	390,410	10,141	24,549	*	*	*
WYOMING	35,993	35,860	-.4	11,829	176,540	279,310	7,789	23,612	61	14	101

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1983 Cash Receipts as follows: From Crops $54,771,000; from Livestock & Livestock Products $172,877,000; Total $227,648,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	* FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	4,705,335	4,877,567	3.7	1,767,241	36,225,119	51,787,397	10,617	29,304	82,199	937,848	3,903,333
METROPOLITAN STATISTICAL AREAS											
Appleton-Oshkosh-Neenah, WI	291,325	303,461	4.2	106,742	2,081,408	3,353,899	11,052	31,421	3,810	36,264	209,243
Duluth, Mn-WI	266,650	260,968	-2.1	98,710	1,890,937	2,233,682	8,559	22,629	1,457	3,551	15,836
Eau Claire, WI	130,507	141,999	8.8	50,055	748,184	1,356,870	9,555	27,108	2,854	13,587	132,440
Green Bay, WI	175,280	183,835	4.9	64,797	1,290,454	2,057,806	11,194	31,758	1,355	10,013	76,323
Janesville-Beloit,	139,420	140,732	.9	51,137	815,745	1,448,643	10,294	28,329	1,680	51,762	71,014
Kenosha, WI	123,137	125,665	2.1	45,369	1,153,868	1,453,171	11,564	32,030	554	16,956	19,796
La Crosse, WI	91,056	97,625	7.2	35,570	726,573	998,786	10,231	28,079	860	5,856	40,481
Madison, WI	323,545	337,049	4.2	129,699	3,782,212	4,312,531	12,795	33,250	3,130	69,977	196,774
Milwaukee, WI	1,397,143	1,422,264	1.8	525,484	11,057,895	16,739,070	11,769	31,855	2,771	54,715	89,171
Minneapolis-St. Paul, Mn-WI	2,137,856	2,219,670	3.8	823,764	18,890,983	29,337,770	13,217	35,614	11,491	156,353	323,117
Racine, WI	173,132	177,305	2.4	62,867	1,397,829	1,889,589	10,657	30,057	814	26,390	30,803
Sheboygan, WI	100,935	105,356	4.4	38,224	688,147	1,113,730	10,571	29,137	1,349	10,789	68,449
Wausau, WI	111,270	115,323	3.6	40,336	731,531	1,144,038	9,920	28,363	3,245	22,431	150,865
COUNTIES, Cities											
ADAMS	13,457	14,738	9.5	5,461	91,927	132,253	8,974	24,218	433	19,339	8,976
ASHLAND	16,783	18,200	8.4	6,793	96,817	136,368	7,493	20,075	298		
Ashland	9,115	9,586	5.2	3,234	55,736	72,371	7,550	22,378	*	*	*
BARRON	38,730	40,993	5.8	15,090	272,621	350,060	8,540	23,198	1,852	11,004	122,789
BAYFIELD	13,822	14,925	8.0	5,660	83,427	112,632	7,547	19,900	441	1,401	9,745
BROWN	175,280	183,835	4.9	64,797	1,290,454	2,057,806	11,194	31,758	1,355	10,013	76,323
Green Bay	87,899	92,238	4.9	35,851	656,173	961,626	10,425	26,823	*	*	*
BUFFALO	14,309	14,968	4.6	5,432	93,402	132,689	8,865	24,427	1,105	6,988	67,145
BURNETT	12,340	13,636	10.5	5,264	73,462	100,189	7,347	19,033	512	1,846	11,636
CALUMET	30,867	33,082	7.2	10,792	205,615	363,190	10,978	33,654	1,050	6,261	62,876
CHIPPEWA	51,702	54,875	6.1	18,688	280,651	497,464	9,065	26,619	1,766	7,162	90,976
Chippewa Falls	11,845	12,273	3.6	4,478	70,139	115,587	9,418	25,812	*	*	*
CLARK	32,910	34,414	4.6	11,890	174,118	270,594	7,863	22,758	2,442	5,580	124,165
COLUMBIA	43,222	45,442	5.1	16,821	315,090	446,704	9,830	26,556	1,637	33,628	75,265
Portage	7,896	8,344	5.7	3,161	60,182	81,949	9,821	25,925	*	*	*
CRAWFORD	16,556	17,998	8.7	6,382	132,228	149,008	8,279	23,348	1,140	7,015	38,145
DANE	323,545	337,049	4.2	129,699	3,782,212	4,312,531	12,795	33,250	3,130	69,977	196,774
Madison	170,616	176,815	3.6	70,540	2,007,252	2,125,822	12,023	30,136	*	*	*
DODGE	74,747	77,854	4.2	26,636	550,982	796,733	10,234	29,912	2,353	27,983	146,312
Beaver Dam	14,149	14,663	3.6	5,508	118,534	157,143	10,717	28,530	*	*	*
DOOR	25,029	26,285	5.0	9,948	196,891	261,321	9,942	26,269	1,032	9,235	26,461
DOUGLAS	44,421	45,264	1.9	17,267	386,447	408,847	9,032	23,678	364	1,209	6,716
Superior	29,571	28,610	-3.3	9,655	231,981	227,508	7,952	23,564	*	*	*
DUNN	34,314	36,066	5.1	11,999	233,043	308,819	8,563	25,737	1,673	13,794	83,656
EAU CLAIRE	78,805	87,124	10.6	31,367	467,533	859,406	9,864	27,398	1,088	6,425	41,464
Eau Claire	51,509	56,947	10.6	20,813	315,202	546,654	9,599	26,265	*	*	*
FLORENCE	4,172	4,609	10.5	1,753	27,942	36,146	7,842	20,620	104	573	2,277
FOND DU LAC	88,952	91,544	2.9	31,708	574,253	901,589	9,849	28,434	1,922	23,693	108,827
Fond du Lac	35,863	37,125	3.5	13,603	245,741	356,404	9,600	26,200	*	*	*
FOREST	9,044	10,057	11.2	3,512	45,113	65,490	6,512	18,647	133	262	2,416
GRANT	51,736	52,900	2.2	17,581	448,828	479,781	9,070	27,290	2,560	18,615	168,409
GREEN	30,012	31,124	3.7	11,570	312,755	342,349	11,000	29,589	1,517	13,717	104,506
Monroe	10,027	11,196	11.7	4,654	125,517	132,819	11,863	28,539	*	*	*
GREEN LAKE	18,370	19,940	8.5	7,514	137,068	189,273	9,492	25,189	705	11,314	34,771
IOWA	19,802	20,431	3.2	7,265	190,154	185,053	9,057	25,472	1,435	17,611	92,224
IRON	6,730	6,912	2.7	2,865	38,417	47,672	6,897	16,639	65	324	1,197
Hurley	2,015	1,856	-7.9	522	11,366	12,801	6,897	24,523	*	*	*
JACKSON	16,831	17,504	4.0	6,557	124,294	150,910	8,621	23,015	897	13,788	38,368
JEFFERSON	66,152	68,303	3.3	23,739	506,358	708,008	10,366	29,825	1,602	32,044	77,854
Fort Atkinson	9,785	10,455	6.8	3,930	80,329	114,085	10,912	29,029	*	*	*
Watertown	18,113	20,112	11.0	6,806	139,905	188,729	9,384	27,730	*	*	*
JUNEAU	21,039	21,531	2.3	7,975	148,773	184,190	8,648	23,347	825	13,598	27,832

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
KENOSHA	123,137	125,665	2.1	45,369	1,153,868	1,453,171	11,564	32,030	554	16,956	19,796
Kenosha	77,685	78,613	1.2	27,844	692,079	820,953	10,443	29,484	*	*	*
KEWAUNEE	19,539	20,359	4.2	6,968	149,162	188,423	9,255	27,041	1,124	10,310	57,564
LA CROSSE	91,056	97,625	7.2	35,570	726,573	998,786	10,231	28,079	860	5,856	40,481
La Crosse	48,347	50,165	3.8	19,448	389,439	470,223	9,374	24,178	*	*	*
LAFAYETTE	17,412	17,648	1.4	6,126	149,106	162,792	9,224	26,574	1,411	23,221	103,594
LANGLADE	19,978	20,285	1.5	7,351	117,522	157,671	7,773	21,449	573	14,447	22,915
Antigo	8,653	8,591	-.7	2,552	51,301	66,809	7,777	26,179	*	*	*
LINCOLN	26,311	28,533	8.4	10,399	177,176	245,599	8,608	23,618	579	4,244	19,350
Merrill	9,578	10,432	8.9	3,139	64,931	90,593	8,684	28,860	*	*	*
MANITOWOC	82,918	85,821	3.5	30,504	529,332	847,416	9,874	27,780	1,660	11,955	93,597
Manitowoc	32,547	33,165	1.9	12,839	225,587	331,434	9,993	25,815	*	*	*
Two Rivers	13,354	13,700	2.6	5,022	89,992	142,562	10,406	28,387	*	*	*
MARATHON	111,270	115,323	3.6	40,336	731,531	1,144,038	9,920	28,363	3,245	22,431	150,865
Wausau	32,426	33,388	3.0	13,408	245,773	338,117	10,127	25,218	*	*	*
MARINETTE	39,314	40,905	4.0	15,161	266,563	337,113	8,241	22,236	844	4,269	27,693
Marinette	11,965	12,027	.5	3,271	65,739	72,820	6,055	22,262	*	*	*
MARQUETTE	11,672	12,680	8.6	4,838	86,435	111,708	8,810	23,090	549	9,804	18,802
MENOMINEE	3,373	4,494	33.2	1,052	14,503	22,110	4,920	21,017	6		81
MILWAUKEE	964,988	974,489	1.0	378,987	7,466,454	10,965,747	11,253	28,934	167	7,383	584
Milwaukee	636,236	597,080	-6.2	236,940	4,449,064	6,430,270	10,770	27,139	*	*	*
MONROE	35,074	37,459	6.8	13,151	255,243	344,928	9,208	26,228	1,774	15,434	67,915
OCONTO	28,947	29,544	2.1	10,527	179,676	235,701	7,978	22,390	1,235	8,221	53,274
ONEIDA	31,216	32,922	5.5	12,416	218,413	292,289	8,878	23,541	117		
Rhinelander	7,873	8,098	2.9	3,146	72,218	96,645	11,934	30,720	*	*	*
OUTAGAMIE	128,726	134,830	4.7	46,236	915,509	1,477,750	10,960	31,961	1,700	16,924	100,730
Appleton	58,913	62,751	6.5	23,119	467,520	708,902	11,297	30,663	*	*	*
OZAUKEE	66,981	68,999	3.0	23,118	585,540	946,566	13,719	40,945	527	8,952	21,825
PEPIN	7,477	7,498	.3	2,652	55,244	62,952	8,396	23,738	469	3,425	21,055
PIERCE	31,149	32,704	5.0	10,666	234,726	313,649	9,591	29,406	1,425	10,950	57,833
POLK	32,351	35,068	8.4	12,762	227,342	313,048	8,927	24,530	1,721	7,316	65,439
PORTAGE	57,420	58,108	1.2	19,091	431,142	568,326	9,781	29,769	1,119	41,614	41,008
Stevens Point	22,970	22,949	-.1	7,457	181,927	215,465	9,389	28,894	*	*	*
PRICE	15,788	16,722	5.9	6,261	94,950	127,951	7,652	20,436	558	1,376	14,495
RACINE	173,132	177,305	2.4	62,867	1,397,829	1,889,589	10,657	30,057	814	26,390	30,803
Racine	85,725	82,520	-3.7	31,270	673,784	821,306	9,953	26,265	*	*	*
RICHLAND	17,476	18,446	5.6	6,771	115,600	160,375	8,694	23,686	1,234	6,960	52,557
ROCK	139,420	140,732	.9	51,137	815,745	1,448,643	10,294	28,329	1,680	51,762	71,014
Beloit	35,207	35,193		13,032	198,842	320,447	9,105	24,589	*	*	*
Janesville	51,071	54,176	6.1	19,858	319,061	555,293	10,250	27,921	*	*	*
RUSK	15,589	16,171	3.7	5,734	86,838	114,350	7,071	19,942	813	1,065	29,498
ST. CROIX	43,872	46,499	6.0	15,706	313,091	525,609	11,304	33,465	1,741	10,820	82,844
SAUK	43,469	46,094	6.0	16,939	354,121	444,907	9,652	26,265	1,635	13,715	90,669
Baraboo	8,081	8,664	7.2	3,292	60,496	83,208	9,604	25,276	*	*	*
SAWYER	12,843	14,725	14.7	5,494	72,674	107,395	7,293	19,548	200	2,377	5,869
SHAWANO	35,928	37,108	3.3	13,203	251,211	311,083	8,383	23,562	1,761	5,473	97,617
Shawano	7,013	7,551	7.7	2,647	47,578	63,327	8,387	23,924	*	*	*
SHEBOYGAN	100,935	105,356	4.4	38,224	688,147	1,113,730	10,571	29,137	1,349	10,789	68,449
Sheboygan	48,085	49,942	3.9	19,167	335,607	503,344	10,079	26,261	*	*	*
TAYLOR	18,817	19,764	5.0	6,666	100,926	167,661	8,483	25,152	1,138	1,434	54,318
TREMPEALEAU	26,158	27,386	4.7	9,839	176,659	234,327	8,556	23,816	1,606	12,962	81,546
VERNON	25,642	27,823	8.5	10,401	172,709	241,670	8,686	23,235	2,414	12,329	78,142
VILAS	16,535	18,362	11.0	7,228	106,469	153,749	8,373	21,271	48	2,618	208
WALWORTH	71,507	73,795	3.2	26,400	536,349	766,643	10,416	29,115	1,060	36,057	52,672
WASHBURN	13,174	13,504	2.5	5,213	83,824	106,445	7,882	20,419	390	2,205	11,028
WASHINGTON	84,848	88,098	3.8	28,571	623,012	993,337	11,275	34,767	1,103	11,234	42,717
WAUKESHA	280,326	290,678	3.7	94,808	2,382,889	3,833,420	13,188	40,434	974	27,146	24,045
Waukesha	50,365	52,168	3.6	18,763	408,210	619,135	11,868	32,998	*	*	*
WAUPACA	42,831	45,036	5.1	16,206	306,377	399,965	8,881	24,680	1,488	10,793	65,196
WAUSHARA	18,526	19,228	3.8	7,374	135,966	175,235	9,114	23,764	783	30,662	24,185
WINNEBAGO	131,732	135,549	2.9	49,714	960,284	1,512,959	11,162	30,433	1,060	13,079	45,637
Menasha	12,307	11,359	-7.7	5,171	111,469	160,953	14,170	31,126	*	*	*
Neenah	23,272	24,096	3.5	8,641	191,255	291,386	12,093	33,721	*	*	*
Oshkosh	49,678	49,006	-1.4	18,351	338,801	499,671	10,196	27,229	*	*	*
WOOD	72,799	76,624	5.3	27,180	495,517	777,496	10,147	28,605	1,253	18,491	47,318
Marshfield	18,290	20,847	14.0	7,919	139,961	213,736	10,253	26,990	*	*	*
Wisconsin Rapid	17,995	18,574	3.2	7,303	143,692	209,831	11,297	28,732	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Wisconsin 1983 Cash Receipts as follows: From Crops $1,062,484,000; from Livestock & Livestock Products $4,140,446,000; Total $5,202,930,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 86 vs 80	HOUSEHOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	470,816	529,165	12.4	192,548	4,085,363	6,126,684	11,578	31,819	8,861	128,104	478,223
METROPOLITAN STATISTICAL AREAS											
Casper, Wy	71,856	78,384	9.1	29,151	734,406	1,037,301	13,234	35,584	305	1,260	15,964
COUNTIES, Cities											
ALBANY	29,062	31,024	6.8	11,814	240,083	295,776	9,534	25,036	271	457	16,910
Laramie	24,410	26,705	9.4	9,722	193,573	232,162	8,694	23,880	*	*	*
BIG HORN	11,896	13,115	10.2	4,745	81,028	114,086	8,699	24,043	581	13,849	15,620
CAMPBELL	24,367	36,713	50.7	12,462	256,615	502,628	13,691	40,333	444	3,778	17,649
Gillette	12,134	18,283	50.7	6,368	153,018	249,036	13,622	39,111	*	*	*
CARBON	21,896	21,995	.5	7,755	186,995	261,649	11,896	33,739	280	2,594	46,329
Rawlins	11,547	13,202	14.3	4,356	112,274	157,960	11,965	36,263	*	*	*
CONVERSE	14,069	15,462	9.9	5,360	114,623	192,829	12,471	35,976	306	736	17,685

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 85 vs. 80	HOUSE-HOLDS 1986 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CROOK	5,308	5,840	10.0	2,063	39,514	57,891	9,913	28,062	442	1,935	14,859
FREMONT	40,251	38,921	-3.3	13,231	315,878	435,056	11,178	32,682	858	9,030	25,401
Riverton	9,247	9,637	4.2	3,576	78,864	110,975	11,516	31,033	*	*	*
GOSHEN	12,040	12,868	6.9	4,935	83,777	121,170	9,416	24,553	742	25,460	42,140
HOT SPRINGS	3,710	6,246	9.4	2,474	44,676	66,051	10,575	26,698	141	479	8,241
JOHNSON	6,700	7,260	8.4	2,779	55,146	81,196	11,184	29,218	261	648	15,177
LARAMIE	68,649	73,642	7.3	27,968	576,520	838,362	11,384	29,976	582	18,661	20,146
Cheyenne	47,283	53,976	14.2	21,188	424,083	569,982	10,930	27,845	*	*	*
LINCOLN	12,177	14,581	19.7	4,789	86,167	133,294	9,142	27,833	541	3,022	16,699
NATRONA	71,856	78,384	9.1	29,151	734,406	1,037,301	13,234	35,584	305	1,260	15,964
Casper	51,016	60,741	19.1	22,615	538,557	721,864	11,884	31,920	*	*	*
NIOBRARA	2,924	3,638	24.4	1,465	21,159	31,933	8,778	21,797	260	1,697	15,100
PARK	21,639	24,928	15.2	9,229	172,052	267,815	10,744	29,019	628	18,045	58,233
PLATTE	11,975	10,126	-15.5	3,835	91,926	118,680	11,720	30,947	466	8,714	25,230
SHERIDAN	25,048	29,073	16.1	11,209	204,591	331,470	11,401	29,572	556	2,214	20,095
Sheridan	13,146	19,669	29.9	7,579	122,251	193,621	9,844	25,547	*	*	*
SUBLETTE	4,548	5,377	18.2	1,978	42,545	53,565	9,962	27,080	234	806	14,299
SWEETWATER	41,723	46,127	10.6	15,995	384,272	586,689	12,719	36,680	148	367	4,741
Rock Springs	19,458	21,512	10.6	7,952	195,445	271,449	12,618	34,136	*	*	*
TETON	9,355	11,741	25.5	4,916	99,450	150,423	12,812	30,599	117	699	5,223
UINTA	13,021	23,757	82.5	7,792	120,344	251,785	10,598	32,313	242	457	9,543
WASHAKIE	9,496	10,449	10.0	3,712	74,122	111,425	10,664	30,018	230	12,579	22,033
Worland	6,391	7,673	20.1	2,680	57,112	82,297	10,726	30,708	*	*	*
WESTON	7,106	7,898	11.1	2,891	59,474	85,610	10,839	29,613	226	617	30,906

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wyoming 1983 Cash Receipts as follows: From Crops $114,742,000; from Livestock & Livestock Products $478,145,000; Total $592,887,000. *—Included in county tntals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS PROVINCES Cities	POPULATION 1981 Statistics Canada Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 85 vs. 81	HOUSE-HOLDS 1986 Number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 Estimate income per household	FARM PRODUCTS# Number of farms 1981 Census	FARM PRODUCTS# 1983 cash receipts of crops (Thousands)	FARM PRODUCTS# 1983 cash receipts of livestock (Thousands)
CANADA TOTALS											
CANADA TOTALS.	24,343,181	25,015,800	2.8	8,684,982	192,572,000	301,306,201	12,045	34,693	318,361	9,098,467	9,289,042
CANADIAN METROPOLITAN AREAS											
Calgary	592,743	667,669	12.6	212,111	6,537,845	10,347,199	15,497	48,782	N.A.	N.A.	N.A.
Chicoutimi-Jonquiere	135,172	141,359	4.6	45,907	1,362,742	2,358,197	16,682	51,369	N.A.	N.A.	N.A.
Edmonton	657,057	710,792	8.2	224,974	6,957,574	10,277,262	14,459	45,682	N.A.	N.A.	N.A.
Halifax	277,727	294,265	6.0	91,036	2,101,491	3,100,959	10,537	34,063	N.A.	N.A.	N.A.
Hamilton	542,095	568,317	4.8	212,505	5,062,330	8,431,561	14,836	39,677	N.A.	N.A.	N.A.
Kitchener	287,801	310,083	7.7	118,016	2,358,484	4,144,132	13,365	35,115	N.A.	N.A.	N.A.
London	283,668	303,624	7.0	121,651	2,438,785	4,250,436	13,999	34,940	N.A.	N.A.	N.A.
Montreal	2,828,349	2,856,087	1.0	1,134,742	22,051,410	36,001,959	12,605	31,727	N.A.	N.A.	N.A.
Oshawa	134,217	176,166	14.2	60,275	1,394,954	2,702,068	15,338	44,829	N.A.	N.A.	N.A.
Ottawa-Hull	717,978	760,080	5.9	299,797	7,597,749	12,953,029	17,042	43,206	N.A.	N.A.	N.A.
Quebec	576,075	608,036	5.5	244,428	3,900,333	6,791,676	11,170	27,786	N.A.	N.A.	N.A.
Regina	164,313	180,772	10.0	59,590	1,703,950	2,747,218	15,197	46,102	N.A.	N.A.	N.A.
St Catharines-Niagara	304,353	314,642	3.4	115,383	1,838,861	3,013,804	9,579	26,120	N.A.	N.A.	N.A.
St John	114,048	117,112	2.7	30,849	1,240,074	1,589,495	13,572	51,525	N.A.	N.A.	N.A.
St John's	154,820	168,046	8.5	47,118	1,032,091	1,774,511	10,560	37,661	N.A.	N.A.	N.A.
Saskatoon	154,210	177,271	15.0	61,110	1,570,968	2,727,278	15,385	44,629	N.A.	N.A.	N.A.
Sudbury	149,923	147,481	-1.6	49,905	1,273,818	1,906,221	12,925	38,197	N.A.	N.A.	N.A.
Thunder Bay	121,379	126,570	4.3	45,735	1,137,419	1,891,051	14,941	41,348	N.A.	N.A.	N.A.
Toronto	2,998,947	3,262,031	8.8	1,238,995	28,920,688	50,204,077	15,390	40,520	N.A.	N.A.	N.A.
Trois-Rivieres	111,453	116,590	4.6	44,390	1,022,830	1,755,181	15,054	39,540	N.A.	N.A.	N.A.
Vancouver	1,268,183	1,351,117	6.5	427,475	12,435,106	16,423,162	12,155	38,419	N.A.	N.A.	N.A.
Victoria	233,481	245,550	5.2	83,481	2,215,955	2,863,732	11,663	34,304	N.A.	N.A.	N.A.
Windsor	246,110	251,204	2.1	92,642	2,429,846	3,898,005	15,517	42,076	N.A.	N.A.	N.A.
Winnipeg	548,842	619,728	12.9	221,712	5,363,337	8,555,201	13,805	38,587	N.A.	N.A.	N.A.
PROVINCES, Cities											
ALBERTA	2,237,724	2,469,795	10.4	805,633	18,724,424	28,277,667	11,449	35,100	58,056	1,963,067	1,741,841
Calgary	592,743	667,669	12.6	212,112	6,475,937	9,269,294	13,883	43,700	*	*	*
Edmonton	532,246	586,219	6.4	208,957	5,577,668	8,288,906	14,639	39,668	*	*	*
Fort McMurray	31,000	42,973	38.6	11,531	120,552	217,682	5,066	18,878	*	*	*
Grande Prairie	24,263	28,784	18.6	8,408	224,992	341,146	11,852	40,574	*	*	*
Lethbridge	54,072	57,184	5.8	18,621	504,217	673,075	11,770	36,146	*	*	*
Medicine Hat	40,380	44,855	11.1	14,630	326,295	459,850	10,252	31,432	*	*	*
Red Deer	46,393	56,076	20.9	17,219	476,923	738,420	13,168	42,884	*	*	*
BRITISH COLUMBIA	2,744,467	2,976,229	8.4	1,025,486	23,309,710	34,277,523	11,517	33,426	20,012	290,869	563,025
Cranbrook	15,915	17,659	11.0	5,055	165,341	219,397	12,417	43,402	*	*	*
Dawson Creek	11,373	12,055	6.0	3,539	82,967	105,869	8,782	29,915	*	*	*
Fort St. John	13,891	18,210	31.1	4,963	118,088	188,500	10,351	37,981	*	*	*
Kamloops	64,048	68,777	7.4	19,410	566,614	724,711	10,537	37,337	*	*	*
Kelowna	59,196	65,330	10.4	20,357	461,760	608,735	9,318	29,903	*	*	*
Kimberley	7,375	7,559	2.5	2,324	57,366	69,734	9,225	30,006	*	*	*
Nanaimo	47,069	52,834	12.2	16,393	457,081	613,885	11,619	37,448	*	*	*
Nelson	9,143	8,991	-1.7	2,907	99,573	115,670	12,865	39,790	*	*	*
Penticton	23,181	24,617	6.2	8,209	196,923	248,823	10,108	30,311	*	*	*
Port Alberni	19,892	19,603	-1.5	5,581	213,182	248,187	12,661	44,470	*	*	*
Prince George	67,559	73,983	9.5	19,917	685,205	895,588	12,105	44,966	*	*	*
Prince Rupert	16,197	17,386	7.3	4,683	169,078	216,163	12,433	46,159	*	*	*
Terrace	10,914	11,434	4.8	2,937	98,260	122,314	10,697	41,646	*	*	*
Trail	9,599	9,192	-4.3	2,975	118,358	133,557	14,530	44,893	*	*	*
Vancouver	414,281	415,248	.2	144,743	4,457,973	5,287,462	12,733	36,530	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CANADA POPULATION

INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS PROVINCES Cities	POPULATION 1981 Statistics Canada Census	POPULATION E&P estimate Jan. 1, 1986	POPULATION % Pop. Change 85 vs. 81	HOUSE-HOLDS 1986 Number of households	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1985 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1985 Estimate income per household	FARM PRODUCTS# Number of farms 1981 Census	FARM PRODUCTS# 1983 cash receipts of crops (Thousands)	FARM PRODUCTS# 1983 cash receipts of livestock (Thousands)
Vernon	19,987	21,935	9.7	7,085	160,644	210,446	9,594	29,703	*	*	*
Victoria	64,379	65,550	1.8	27,901	639,741	771,937	11,776	27,667	*	*	*
MANITOBA	1,026,241	1,080,833	5.3	369,537	7,780,940	12,562,945	11,623	33,996	29,442	1,123,902	634,188
Brandon	36,242	39,298	8.4	13,995	277,596	451,479	11,489	32,260	*	*	*
Dauphin	8,971	9,236	3.0	3,451	82,793	127,242	13,777	36,871	*	*	*
Flin Flon	7,894	8,039	1.8	2,722	76,998	116,896	14,541	42,945	*	*	*
Portage La Prair	13,086	14,203	8.5	4,770	92,906	151,261	10,650	31,711	*	*	*
Roblin	1,953	2,028	3.8	761	11,924	18,504	9,124	24,315	*	*	*
Swan River	3,782	4,035	5.9	1,450	28,461	45,096	11,260	31,101	*	*	*
Thompson	14,288	12,599	-11.8	3,517	51,779	67,094	5,325	19,077	*	*	*
Winnipeg	564,473	595,457	5.5	213,031	4,779,752	7,543,002	12,668	35,408	*	*	*
NEW BRUNSWICK	696,403	726,871	4.4	212,879	4,182,945	6,449,099	8,872	30,295	4,063	62,215	115,924
Caraquet	4,315	4,734	9.7	1,133	25,864	36,123	7,631	31,883	*	*	*
Fredericton	43,723	43,138	-1.3	13,022	420,709	533,811	12,374	40,993	*	*	*
Moncton	54,743	54,645	-.2	15,929	589,806	757,966	13,871	47,584	*	*	*
Saint John	80,521	77,226	-4.1	21,764	770,779	948,170	12,278	43,566	*	*	*
NEWFOUNDLAND	567,681	593,009	4.5	153,972	3,067,226	4,843,097	8,167	31,454	679	5,605	28,110
Corner Brook	24,339	24,100	-1.0	6,669	172,655	260,324	10,802	39,035	*	*	*
St. John's	83,770	83,496	-.3	24,752	502,835	840,850	10,071	33,971	*	*	*
NOVA SCOTIA	847,442	887,767	4.8	275,732	5,560,538	8,655,343	9,750	31,390	5,045	47,322	178,008
Amherst	9,684	9,384	-3.1	2,933	69,903	91,900	9,793	31,333	*	*	*
Halifax	114,594	114,637		39,080	895,770	1,219,335	10,636	31,201	*	*	*
New Glasgow	10,464	10,551	.8	3,180	83,191	114,222	10,826	35,919	*	*	*
Sydney	29,444	29,142	-1.0	8,202	305,812	411,437	14,118	50,163	*	*	*
Truro	12,552	12,621	.5	4,218	108,341	148,280	11,749	35,154	*	*	*
ONTARIO	8,625,107	9,191,134	6.6	3,175,170	74,284,652	119,995,393	13,056	37,792	82,448	1,797,256	3,089,811
Barrie	38,423	43,228	12.5	15,724	480,566	606,663	14,034	38,582	*	*	*
Belleville	34,881	35,399	1.5	14,080	337,076	539,208	15,232	38,296	*	*	*
Brampton	149,030	195,837	31.4	60,249	1,601,378	3,406,840	17,396	56,546	*	*	*
Brantford	74,315	80,981	9.0	30,121	611,940	1,058,060	13,066	35,127	*	*	*
Brockville	19,896	20,413	2.6	8,214	176,162	285,141	13,969	34,714	*	*	*
Cambridge	77,183	83,728	8.5	28,874	744,345	1,280,649	15,295	44,353	*	*	*
Chatham	40,952	44,161	7.8	16,326	342,321	585,091	13,249	35,838	*	*	*
Cobourg	11,385	11,650	2.3	4,401	77,688	125,384	10,763	28,490	*	*	*
Cornwall	46,144	47,379	2.7	17,295	396,349	642,146	13,553	37,129	*	*	*
Fort Frances	8,906	8,763	-1.6	3,316	71,727	110,907	12,656	33,446	*	*	*
Guelph	71,207	76,530	7.5	28,585	581,753	990,699	12,945	34,658	*	*	*
Hamilton	306,434	309,344	.9	120,149	2,851,320	4,534,543	14,659	37,741	*	*	*
Ingersoll	8,494	8,995	5.9	3,299	86,836	145,532	16,179	44,114	*	*	*
Kenora	9,817	9,421	-4.0	3,638	82,022	123,408	13,099	33,922	*	*	*
Kingston	52,616	50,982	-3.1	22,104	508,943	773,861	15,179	35,010	*	*	*
Kirkland Lake	12,219	11,398	-6.7	4,536	196,642	286,743	25,157	63,215	*	*	*
Kitchener	139,734	150,806	7.9	56,377	1,139,183	1,948,997	12,923	34,569	*	*	*
Lindsay	13,596	14,456	6.3	5,828	96,192	161,908	11,200	27,781	*	*	*
London	254,280	274,011	7.8	109,182	2,148,087	3,668,734	13,389	33,602	*	*	*
Niagara Falls	70,960	74,272	4.7	27,187	632,116	1,045,694	14,079	38,463	*	*	*
North Bay	51,268	52,269	2.0	18,237	503,645	809,668	15,490	44,397	*	*	*
Orillia	23,955	24,163	.9	8,913	125,200	198,938	8,233	22,320	*	*	*
Oshawa	117,519	130,482	11.0	45,406	1,144,318	2,019,613	15,478	44,479	*	*	*
Ottawa	295,163	294,441	-.3	128,420	3,249,603	5,100,971	17,324	39,721	*	*	*
Owen Sound	19,893	20,742	4.3	8,151	140,555	231,700	11,171	28,426	*	*	*
Pembroke	14,026	13,598	-3.1	5,067	111,779	170,054	12,506	33,561	*	*	*
Peterborough	60,620	63,095	4.1	24,504	629,343	1,034,779	16,400	42,229	*	*	*
Port Colborne	19,225	18,576	-3.4	6,842	165,292	250,581	13,490	36,624	*	*	*
Port Hope	9,992	10,447	4.6	3,952	97,260	160,700	15,382	40,663	*	*	*
St. Catharines	124,018	127,905	3.1	47,839	1,138,599	1,853,570	14,492	38,746	*	*	*
St. Thomas	28,165	29,808	5.8	11,353	271,818	455,187	15,271	40,094	*	*	*
Sarnia	50,892	48,195	-5.3	19,048	579,606	859,446	17,833	45,120	*	*	*
Sault Ste. Mari	82,697	86,425	4.5	29,567	945,190	1,561,049	18,063	52,797	*	*	*
Simcoe	14,326	14,832	3.5	5,565	168,393	275,273	18,559	49,465	*	*	*
Sioux Lookout	3,074	3,123	1.6	1,087	183,960	29,458	9,433	27,100	*	*	*
Stratford	26,262	27,522	4.8	10,806	213,482	353,659	12,850	32,728	*	*	*
Sudbury	91,829	84,623	-7.9	30,811	887,668	1,283,894	15,172	41,670	*	*	*
Thunder Bay	112,486	116,394	3.5	42,428	1,014,891	1,658,086	14,245	39,080	*	*	*
Timmins	46,114	48,612	5.4	16,740	357,434	595,994	12,260	35,603	*	*	*
Toronto	599,217	584,616	-2.4	248,403	5,853,143	8,967,348	15,339	36,100	*	*	*
Waterloo	49,428	53,366	8.0	20,660	407,001	696,635	13,054	33,719	*	*	*
Welland	45,448	47,020	3.5	17,075	381,626	623,391	13,258	36,509	*	*	*
Whitby	36,698	45,683	24.5	15,226	370,593	742,222	16,247	48,747	*	*	*
Windsor	192,083	193,047	.5	73,339	1,967,822	3,114,487	16,133	42,467	*	*	*
Woodstock	26,603	27,138	2.0	10,281	238,481	383,636	14,136	37,315	*	*	*
PRINCE EDWARD ISLAND	122,506	127,032	3.7	38,570	747,492	1,183,422	9,316	30,682	3,154	90,810	73,392
Charlottetown	15,282	13,886	-9.1	5,223	118,818	163,339	11,763	31,273	*	*	*
Summerside	7,828	7,224	-7.7	2,364	69,941	97,780	13,535	41,362	*	*	*
QUEBEC	6,438,403	6,634,858	3.1	2,260,632	46,955,541	72,482,851	10,925	32,063	48,144	412,872	2,200,933
Chicoutimi	60,064	62,286	3.7	20,539	615,195	1,029,148	16,523	50,107	*	*	*
Granby	38,069	38,984	2.4	15,132	290,798	479,805	12,308	31,706	*	*	*
Montreal	980,354	893,312	-8.4	409,100	9,923,838	14,498,504	16,140	35,440	*	*	*
Quebec	166,474	157,558	-5.4	67,186	1,222,495	1,850,706	11,746	27,546	*	*	*
Rouyn	17,224	16,843	-2.2	6,444	186,248	292,223	17,350	45,348	*	*	*
Sherbrooke	74,075	71,765	-3.1	29,060	567,484	881,390	12,282	30,330	*	*	*
Trois Rivieres	50,466	48,728	-3.5	19,883	434,746	672,721	13,806	33,834	*	*	*
SASKATCHEWAN	968,313	1,036,798	7.1	346,384	7,430,773	11,760,948	11,344	33,953	67,318	3,304,249	662,810
Lloydminster	6,034	7,634	26.5	2,399	52,098	94,137	12,331	39,240	*	*	*
Moose Jaw	33,941	36,072	6.3	12,452	324,905	484,358	13,428	38,898	*	*	*
Prince Albert	31,380	34,442	9.8	10,806	285,182	440,420	12,787	40,757	*	*	*
Regina	162,613	178,919	10.0	59,023	1,670,543	2,586,301	14,458	43,827	*	*	*
Saskatoon	154,210	177,271	15.0	61,110	1,526,108	2,479,660	13,988	40,577	*	*	*
YUKON NW TERRITORIES	68,894	72,581	5.4	20,987	527,759	817,913	11,269	38,972	N.A.	N.A.	N.A.

#1983 farm cash figures latest available; totals for Canada exclude figures from Newfoundland and Yukon/Northwest Territories.
*Figures for individual cities not available; included in provincial totals.
Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

EDITOR & PUBLISHER'S
RETAIL SALES
CENSUS & ESTIMATES* FOR 1985

ALABAMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,704,902	17,337,297	18,748,780	1,578	1,201,666	1,316	2,132,487	5,887	4,091,434	3,196	4,644,880	5,562	1,501,731	2,511	929,859	2,403	814,072	4,102	1,324,790	1,034	571,577
METROPOLITAN STATISTICAL AREAS																					
Anniston, Al	335,020	454,198	475,249	53	27,714	41	57,458	153	106,473	98	112,018	129	34,960	48	24,456	73	21,973	128	38,122	36	15,240
Birmingham, Al	2,853,943	5,252,920	5,817,828	311	303,885	210	718,695	989	1,206,348	601	1,470,851	749	428,982	535	347,034	564	238,694	1,007	446,506	236	180,592
Columbus, Ga-Al	695,446	1,144,210	1,217,264	76	49,201	47	164,340	277	214,862	147	302,674	209	101,295	134	60,577	157	61,853	321	104,272	51	32,313
Dothan, Al	377,455	503,352	524,155	49	40,346	40	69,518	212	101,590	100	135,161	110	40,167	93	24,746	107	23,612	147	36,985	28	11,274
Florence, Al	381,442	750,154	845,025	52	70,708	50	113,736	235	173,371	129	212,046	104	66,465	114	44,599	82	34,927	140	53,861	42	20,884
Gadsden, Al	307,723	448,994	473,744	42	31,139	33	60,169	136	96,453	98	113,376	102	29,873	82	30,789	88	22,739	118	34,838	33	13,907
Huntsville, Al	632,407	962,511	1,022,939	58	59,063	38	157,636	207	174,211	125	241,468	140	61,481	139	54,613	121	45,319	234	101,100	42	23,907
Mobile, Al	1,309,602	2,101,334	2,239,813	193	144,069	122	301,579	518	468,899	333	516,290	376	214,390	264	85,897	253	98,007	523	184,003	114	73,506
Montgomery, Al	849,619	1,159,300	1,208,819	106	65,258	58	178,609	337	215,059	174	299,698	229	113,032	181	60,193	158	49,618	316	99,821	60	29,571
Tuscaloosa, Al	480,031	566,736	595,022	37	53,021	25	78,896	178	123,407	107	127,352	117	47,580	78	29,298	97	27,353	190	48,670	31	16,663
COUNTIES, Cities																					
AUTAUGA	61,721	101,908	109,975	13	7,043	9	10,147	39	26,754	24	28,842	25	12,599	18	4,943	15	2,104	27	3,152	7	4,154
BALDWIN	206,631	439,139	496,015	55	39,083	37	28,624	120	114,162	70	102,321	99	80,327	41	12,562	53	19,676	106	39,075	25	15,638
BARBOUR	54,705	85,168	90,879	15	3,640	18	8,136	60	23,300	18	20,904	25	6,200	14	3,139	13	3,904	36	4,780	9	3,913
BIBB	23,013	38,867	42,097	3	638	11	1,916	27	11,800	12	16,613	16	3,760	5	1,070	10	1,039	7	2,327	5	1,367
BLOUNT	51,609	72,266	75,664	11	5,467	7	2,925	44	17,664	28	22,118	28	5,532	27	3,948	18	2,501	21	5,537	6	2,447
BULLOCK	20,150	47,455	54,607	7	3,762	9	4,605	37	18,347	7	8,533	11	5,708	4	2,082	5	1,165	8	1,367	3	1,550
BUTLER	51,090	74,710	78,803	11	6,433	9	4,551	69	25,086	27	11,315	32	10,055	17	3,615	12	3,856	21	4,372	7	2,993
CALHOUN	335,020	454,198	475,249	53	27,714	41	57,458	153	106,473	98	112,018	129	34,960	48	24,456	73	21,973	128	38,122	36	15,240
Anniston	230,799	308,320	320,105	26	12,707	21	34,134	68	66,540	60	98,421	65	19,278	25	16,699	47	14,242	72	20,887	19	9,180
CHAMBERS	74,504	151,073	169,148	11	5,869	16	11,398	77	51,675	30	34,536	41	26,471	15	3,333	14	5,738	32	10,279	13	7,778
Lanett	32,382	66,274	73,034	5	2,944	3	5,238	15	24,424	14	14,896	13	9,396	6	2,298	5	289	8	2,157	5	3,693
CHEROKEE	37,488	64,866	70,559	9	4,275	11	3,421	32	18,290	16	21,146	23	7,840	17	2,475	3	839	18	2,881	3	2,418
CHILTON	57,838	125,667	142,539	19	9,340	9	4,630	57	44,256	23	32,371	42	13,060	14	8,174	20	8,050	27	6,565	7	4,030
CHOCTAW	27,258	43,130	72,440	8	3,193	15	3,535	33	17,740	17	14,619	18	6,703	14	2,533	4	1,430	18	10,163	7	1,991
CLARKE	77,449	107,971	112,939	18	10,919	22	8,035	57	28,523	30	26,679	31	8,018	27	5,956	19	6,754	30	5,733	12	4,519
CLAY	23,290	34,620	36,631	9	4,518	11	1,981	37	10,358	14	8,307	13	3,585	11	1,530	6	868	8	1,832	5	1,524
CLEBURNE	17,339	37,538	42,554	5	2,611	8	2,766	20	8,737	11	16,173	14	4,672	4	567	2	624	11	2,817	4	1,758
COFFEE	102,504	217,092	245,171	20	17,715	19	13,172	78	45,453	50	89,245	60	10,733	35	9,941	31	15,041	36	10,283	11	7,229
Enterprise	83,098	178,955	202,707	12	15,175	8	10,709	36	33,321	40	80,132	33	7,734	28	7,971	24	12,933	27	9,006	6	5,298
COLBERT	171,724	446,402	523,053	27	59,351	21	65,068	188	105,457	44	131,330	45	47,351	43	23,566	29	17,225	64	33,677	18	11,809
Muscle Shoals	65,543	203,730	231,393	9	23,397	6	30,351	16	42,347	15	45,056	12	10,099	22	19,722	14	8,099	29	22,635	4	2,677
Sheffield	63,067	124,193	138,360	9	14,064	6	7,600	22	35,666	16	39,843	11	5,412	10	2,705	8	4,583	24	7,848	6	3,910
Tuscumbia	34,058	103,965	120,330	6	18,315	6	6,384	42	13,198	10	46,007	16	19,642	9	3,139	6	3,602	7	2,454	6	2,996
CONECUH	24,115	33,329	37,282	6	2,429	7	1,907	41	12,124	12	8,446	28	5,590	14	1,031	1	289	6	520	2	820
COOSA	6,659	14,212	16,061	3	1,330	4	648	20	5,456	7	1,140	15	3,726	4	340	2	143	4	341	3	728
COVINGTON	99,966	130,383	134,785	17	6,270	19	8,863	97	34,805	47	34,838	48	9,802	34	6,564	35	6,629	54	6,278	15	5,164
Andalusia	52,196	71,132	74,094	9	3,871	7	3,644	41	17,947	23	19,432	18	4,765	19	4,620	20	4,007	34	3,712	6	1,063
CRENSHAW	22,030	35,169	37,700	7	1,137	11	1,411	58	12,145	10	9,439	20	4,838	6	1,237	9	815	12	938	4	1,696
CULLMAN	157,900	397,501	463,247	28	51,271	18	23,624	104	103,680	81	146,563	52	42,102	41	25,901	45	18,701	60	21,060	15	13,642
Cullman	127,273	327,862	383,663	20	30,989	14	22,337	59	82,859	58	121,435	34	23,545	39	25,209	31	16,082	33	19,340	13	9,837
DALE	72,650	130,234	142,601	20	11,007	13	7,376	76	37,633	31	29,187	45	17,737	18	7,882	17	2,420	40	12,199	8	3,336
DALLAS	147,925	181,668	185,808	18	8,686	26	19,312	106	44,968	39	41,072	55	18,023	37	10,662	40	9,643	64	10,570	9	5,642
Selma	137,403	167,251	170,786	16	8,427	21	18,740	79	40,311	37	40,303	37	14,025	36	10,583	38	9,511	53	9,584	9	5,642
DE KALB	112,408	208,133	229,396	30	23,861	26	8,225	83	49,139	75	82,757	47	14,310	35	7,206	38	13,021	36	7,352	16	8,017
Fort Payne	70,038	139,923	153,905	10	14,611	10	5,517	36	26,032	27	68,880	21	7,937	22	6,556	15	6,584	20	5,151	6	3,197
ELMORE	63,630	97,822	104,110	23	6,374	13	4,342	89	35,771	28	19,090	38	11,132	21	4,401	17	5,339	25	3,805	15	4,026
ESCAMBIA	100,403	136,459	142,034	20	9,387	20	13,094	71	34,773	42	29,032	50	14,767	29	6,601	30	8,157	44	7,642	12	5,573
ETOWAH	307,723	448,994	473,744	42	31,159	33	60,169	136	96,453	98	113,376	102	29,873	82	30,789	88	22,739	118	34,838	33	13,907
Gadsden	245,255	346,758	363,719	26	23,519	23	50,416	88	62,765	70	106,155	59	15,679	61	23,904	64	18,916	82	23,691	23	10,386
FAYETTE	41,190	62,774	66,719	12	4,664	5	2,904	42	19,713	16	16,737	14	4,049	13	3,807	10	2,366	12	1,806	4	2,201
FRANKLIN	71,904	104,752	110,455	12	13,202	9	5,480	63	25,669	32	31,881	32	9,547	23	4,474	23	4,693	34	4,502	8	3,636
GENEVA	41,117	96,537	111,062	11	8,074	16	10,233	51	39,674	27	25,212	18	9,057	13	2,338	16	3,959	17	2,085	7	4,377
GREENE	17,339	11,870	35,056	1	517	5	3,313	25	9,649	6	10,227	12	5,490	3	232	2	356	15	1,936	2	880
HALE	18,696	34,051	37,384	5	1,597	11	2,306	48	14,918	7	9,229	16	2,045	6	797	4	335	7	758	4	1,214
HENRY	29,861	47,990	51,502	9	9,302	13	2,818	42	14,760	19	6,837	11	2,158	12	1,610	11	1,647	15	1,999	6	1,414
HOUSTON	304,805	373,118	381,554	29	39,339	27	62,142	136	63,957	69	105,974	65	22,430	73	16,844	98	21,192	107	24,786	20	7,738
Dothan	277,547	344,157	352,645	26	29,092	16	52,957	104	54,156	58	103,963	51	19,508	70	16,626	82	20,807	93	23,950	13	6,841
JACKSON	113,741	157,962	165,138	17	10,901	26	14,105	102	40,821	44	49,712	53	13,169	35	4,787	23	7,781	36	7,490	13	5,219
Scottsboro	83,879	114,788	120,971	7	9,102	13	12,163	34	36,811	27	37,564	22	7,160	24	4,195	17	6,604	32	5,112	10	3,829
JEFFERSON	2,428,057	4,476,338	4,963,387	212	220,038	141	484,045	694	993,211	428	1,220,592	551	359,286	430	312,988	459	227,474	848	399,767	192	152,693
Birmingham	1,292,635	1,873,520	1,974,192	83	85,893	59	239,427	314	279,746	197	589,205	245	120,081	168	139,735	221	115,983	474	178,239	86	45,108
LAMAR	26,950	54,559	61,080	9	2,915	12	3,575	43	18,630	19	13,490	10	2,814	10	4,874	8	2,486	14	1,359	8	2,551
LAUDERDALE	209,718	303,752	319,982	25	11,357	29	48,648	127	69,914	85	80,736	59	19,114	71	19,033	53	17,702	76	20,184	24	9,075
Florence	184,556	325,739	285,808	21	7,951	25	48,185	83	58,696	64	71,784	45	15,651	59	18,293	46	16,491	64	18,849	19	7,351

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Bldgr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	34,483	64,876	71,645	5	3,411	10	2,889	50	25,775	15	12,069	28	9,887	19	4,003	12	3,717	18	2,102	7	2,708
LEE	208,441	335,086	359,794	32	22,914	23	47,168	99	67,979	41	94,331	51	25,027	51	13,161	35	14,552	75	28,376	19	8,973
Auburn	112,663	187,325	202,341	12	11,473	6	32,164	30	33,479	15	55,735	23	15,102	27	7,210	12	3,665	42	17,511	6	4,215
Opelika	90,842	141,497	151,010	20	11,441	14	14,382	55	31,617	23	38,309	26	9,758	24	5,951	23	10,887	29	10,705	12	4,676
LIMESTONE	95,457	142,532	151,025	19	12,194	12	10,708	68	39,094	41	35,108	40	13,026	35	7,785	25	6,824	35	7,800	7	5,332
Athens	85,999	130,907	139,145	17	11,919	11	10,382	51	35,180	39	34,738	31	8,968	30	7,381	23	6,706	28	7,094	7	5,332
LOWNDES	16,974	27,057	28,999	1		4	1,846	31	7,803	8	6,150	11	4,529	1	143	2	157	7	1,002	2	1,049
MACON	34,216	47,114	49,162	8	2,994	6	1,330	45	16,131	15	8,812	22	5,434	13	1,525	8	1,666	17	3,622	6	2,689
MADISON	632,407	982,511	1,022,939	58	59,063	38	157,636	207	174,211	125	241,468	140	61,481	139	54,613	121	45,319	234	101,100	42	23,907
Huntsville	596,968	909,658	946,989	50	57,762	31	156,286	127	137,089	110	235,334	115	55,180	125	52,706	108	42,660	214	95,146	38	22,985
MARENGO	57,791	88,846	94,563	13	6,860	16	6,397	54	30,543	14	18,526	25	8,191	15	3,836	16	4,142	12	3,597	6	2,387
MARION	52,224	71,455	74,480	15	6,844	13	3,322	55	30,993	31	18,558	30	4,772	24	3,409	15	3,149	25	4,375	8	4,773
MARSHALL	224,581	266,123	270,632	44	25,328	37	19,134	134	59,771	166	106,567	53	8,447	68	8,879	55	9,619	63	11,739	20	5,683
MOBILE	1,102,972	1,662,175	1,763,798	138	104,986	85	272,955	398	354,737	263	412,969	277	134,063	203	73,335	200	78,331	415	144,928	89	57,868
Chickasaw	36,907	57,985	62,202	5	3,889	6	13,521	11	23,287	15	3,612	10	2,878	6	2,886	7	923	12	6,009	2	3,790
Mobile	853,157	1,321,646	1,359,653	71	63,005	52	245,878	219	288,881	144	374,425	162	89,642	163	61,090	137	64,330	304	116,562	61	40,112
Prichard	63,199	81,813	84,408	16	8,612	10	3,721	39	19,332	35	8,248	33	13,384	15	5,178	20	6,062	33	4,610	8	1,904
MONROE	47,349	91,200	101,168	13	12,395	17	9,367	46	27,424	14	21,636	19	7,027	14	3,674	10	4,758	18	3,548	6	3,334
MONTGOMERY	724,268	959,570	994,734	69	51,841	36	164,120	209	152,534	122	251,766	166	89,321	142	50,847	126	42,175	264	87,864	38	21,391
Montgomery	690,894	921,039	955,769	56	48,290	28	163,663	165	144,242	110	249,892	140	80,788	138	48,554	115	34,556	243	85,542	38	21,391
MORGAN	260,045	291,945	293,877	41	21,616	23	24,685	123	36,330	92	79,434	104	23,585	62	19,069	86	16,202	92	20,770	29	9,626
Decatur	200,980	226,409	228,062	30	17,840	12	22,176	64	33,941	61	68,102	57	12,214	49	16,536	63	12,457	62	16,542	21	6,367
PERRY	20,206	27,726	28,912	7	953	9	1,510	34	8,432	10	6,580	9	2,018	11	2,172	2	613	12	1,156	3	1,278
PICKENS	38,417	60,199	64,300	11	3,783	14	3,843	52	24,693	20	13,956	21	6,079	13	1,595	10	2,654	14	1,535	5	1,761
PIKE	67,537	83,552	85,584	11	3,677	17	5,752	83	21,790	21	24,414	20	4,829	27	4,027	10	2,105	40	6,837	6	2,846
Troy	54,617	68,901	70,812	6	2,901	10	5,185	42	16,333	16	21,420	16	4,371	22	3,589	8	1,822	29	6,345	4	2,451
RANDOLPH	37,818	58,225	62,011	10	3,580	17	4,242	33	16,819	15	17,525	33	5,845	15	1,998	13	2,529	15	2,107	6	2,551
RUSSELL	86,039	119,373	124,815	23	7,908	11	13,226	77	36,960	40	19,181	47	14,081	19	3,042	24	2,649	43	10,099	10	4,731
ST. CLAIR	64,994	144,356	164,398	20	8,810	16	7,029	64	43,593	23	52,465	32	15,782	12	4,752	12	3,920	38	9,495	7	5,298
SHELBY	114,594	217,720	240,934	38	31,696	19	6,629	82	68,893	39	57,363	52	22,808	26	7,500	28	9,036	44	13,956	12	8,006
SUMTER	29,224	42,526	44,814	5	2,637	18	3,836	38	11,364	11	5,823	19	10,420	11	966	5	2,189	16	2,348	4	1,481
TALLADEGA	161,315	259,775	279,193	21	14,906	25	26,663	116	81,186	66	63,081	82	19,117	53	11,297	41	11,467	71	17,196	26	11,584
Sylacauga	70,475	107,982	114,895	8	8,301	11	11,546	33	34,706	37	23,795	26	7,084	21	5,969	20	4,527	23	6,287	12	5,623
Talladega	71,076	125,333	136,839	9	6,311	6	13,590	48	34,776	22	37,443	37	9,334	19	4,068	17	6,732	27	7,006	10	4,569
TALLAPOOSA	94,536	123,814	128,064	16	6,255	15	9,191	90	37,203	35	30,478	41	7,553	23	6,222	26	7,305	31	5,759	14	5,176
Alexander City	63,939	82,948	85,640	9	1,977	9	7,842	45	23,247	22	16,486	24	5,544	13	5,452	23	6,721	19	4,387	8	3,868
TUSCALOOSA	400,031	566,736	595,022	37	53,021	22	78,896	178	123,407	107	127,352	117	47,580	78	29,298	97	27,353	150	48,670	31	16,663
Northport	37,554	63,220	68,355	7	4,040	4	3,729	23	27,718	13	8,018	9	6,391	6	1,625	14	3,419	22	6,331	5	2,846
Tuscaloosa	301,313	404,866	420,660	22	32,585	16	49,838	95	66,156	76	100,600	89	33,228	69	26,889	72	22,560	112	37,959	25	11,835
WALKER	194,689	342,240	373,445	30	37,874	27	18,167	105	82,987	83	118,313	86	25,574	50	17,846	41	15,763	56	17,751	19	12,148
Jasper	140,955	251,964	275,794	19	32,772	10	14,134	38	50,798	53	100,841	39	12,783	33	15,787	33	12,506	28	11,920	8	5,558
WASHINGTON	18,120	33,036	36,279	8	3,629	6	1,574	28	10,226	9	7,494	19	6,614	4	178	3	658	12	1,570	4	1,359
WILCOX	20,216	36,810	40,411	8	4,138	9	3,201	46	12,974	8	6,859	12	2,094	4	1,084	3	534	13	1,458	3	906
WINSTON	53,848	87,000	93,454	18	11,543	11	6,533	40	25,224	21	21,243	33	7,912	15	3,273	17	3,838	28	3,843	5	2,282

ALASKA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Bldgr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,798,858	2,929,670	3,165,346	188	256,344	161	361,371	365	699,174	244	419,233	204	186,266	231	109,651	219	100,636	764	405,268	56	[illegible]
METROPOLITAN STATISTICAL AREAS																					
Anchorage, Ak	962,140	1,383,777	1,460,525	66	129,133	21	209,358	132	266,714	94	253,759	77	84,578	103	55,832	114	58,364	293	191,458	23	55,260
COUNTIES, Cities																					
ALEUTIAN ISLANDS	7,333	15,360	17,347			7	8,385	5	320					1				11	6,809		
ANCHORAGE	962,140	1,383,777	1,460,525	66	129,133	21	209,358	132	266,714	94	253,759	77	84,578	103	55,832	114	58,364	293	191,458	23	55,260
Anchorage	962,140	1,383,777	1,460,525	66	129,133	21	209,358	132	266,714	94	253,759	77	84,578	103	55,832		58,364		191,458		55,260
BETHEL	14,803	55,206	69,115			23	23,164	12	25,761	1	2,816	2						5	5,137		
BRISTOL BAY	2,599	7,281	8,666	1				4	2,065			1						6	5,640		
DILLINGHAM	6,991	24,943	30,983	3	821	10	6,542	9	14,112	4	971	2	400					5	3,729		
FAIRBANKS NORTH STAR	320,011	367,925	373,313	34	47,600	12	25,014	30	64,307	47	58,047	35	25,813	40	10,002	31	15,252	108	59,706	9	23,032
Fairbanks	297,638	344,015	349,366	31	44,827	10	22,539	26	59,062	39	56,274	31	22,125	39	9,609		14,554		54,711		23,032
HAINES	5,739	19,515	24,045	4	2,262	4	1,008	3	7,340	2	608	3	2,076	2	2,008			7	3,868		
JUNEAU	82,523	216,323	254,590	13	29,507	3	5,210	16	60,155	13	31,323	6	8,985	18	14,238	12	7,408	44	36,929	4	13,566
Juneau	82,523	225,906	254,590	13	29,507	3	5,210	16	60,155	13	31,323	6	8,985	18	14,238		7,408		36,929		13,566
KENAI PENINSULA	92,263	133,302	122,771	23	9,353	12	4,939	33	30,834	25	15,714	22	9,377	13	2,308	12	1,250	60	15,178	4	8,619
Kenai	46,123	30,049	26,834	8	2,766	2	893	13	7,149	4	2,818	4	1,071	6	683	5	291	24	2,639	1	1,069
KETCHIKAN GATEWAY	57,930	140,873	163,529	8	8,701	4	4,065	12	37,398	13	14,116	3	7,506	14	10,082	12	8,024	44	30,743	5	13,623
Ketchikan	57,795	145,592	163,156	8	8,701	4	4,065	11	37,212	12	14,051	3	7,506	14	10,082	11	7,985	42	30,660	5	13,623
KOBUK	10,494	20,330	22,636	1		15	11,823	11	2,432	3	190							6	4,879		
KODIAK ISLAND	41,282	114,768	136,471	4	2,719	3	4,098	7	51,321	6	18,157	2	3,014	5	1,416	8	4,048	19	23,730	3	3,826
Kodiak	40,524	118,344	133,912	4	2,719	2	3,640	7	51,321	5	17,148	2	3,014	5	1,416	8	4,048	17	22,896	3	3,826
MATANUSKA-SUSITNA	34,020	97,775	116,972	12	8,897	5	8,581	10	29,639	9	12,790	15	18,086	4	1,439	8	1,249	33	15,507	3	5,650
NOME	20,773	49,384	57,075	2	508	7	9,612	16	16,510	5	1,171	2	514	3	1,418	2	644	10	7,699	1	4,640
NORTH SLOPE	28,938	29,255	29,018			8	11,537	2	915					1		1		15	15,930		
PRINCE OF WALES-OUTER KETCHIKAN	2,114	7,318	6,338		21	2	677	6	1,158				22			1		9	3,757		
SITKA	26,980	62,179	71,496	3	6,514	2	870	7	16,435	5	6,365	2	5,251	11	5,414	9	3,990	16	9,977	1	4,545
Sitka	26,980	64,075	71,496	3	6,514	2	870	7	16,435	5	6,365	2	5,251	11	5,414		3,990		9,977		4,545

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEASWAY-YAKUTAT-ANGOON	7,700	16,473	16,133	2	180	2	443	9	4,944	1		2	1,084	2	36	1	119	12	5,467		
SOUTHEAST FAIRBANKS	9,957	18,144	20,367	1	632	2	251	4	6,906	5	599	9	7,040			3	96	11	2,663		
VALDEZ-CORDOVA	26,642	28,276	34,538	5	2,658	3	2,100	14	8,634	4	1,277	12	4,475	5	1,410	4	192	23	7,505	1	1,704
WADE HAMPTON	6,956	25,980	32,531			7	16,026	3	12,902	1		1						1	3,429		
WRANGELL-PETERSBURG	19,518	64,249	78,701	4	6,032	3	3,051	8	34,290	1	1,127	6	5,652	8	4,048			16	11,671	2	2,172
YUKON-KOYUKUK	12,147	21,025	18,186	2	806	6	4,587	12	4,482	5	203	2	2,783	1		1		11	3,857		

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	8,169,933	17,084,548	18,954,682	900	1,087,910	320	2,363,870	2,257	4,189,746	1,487	4,008,822	1,636	1,593,685	1,332	617,675	1,638	961,231	4,134	1,960,126	455	634,852
METROPOLITAN STATISTICAL AREAS																					
Phoenix, Az	4,835,775	9,991,563	11,037,697	453	624,447	195	1,325,939	1,111	2,345,652	778	2,697,431	760	742,877	744	358,566	951	635,034	2,133	1,156,593	269	382,002
Tucson, Az	1,657,817	4,088,471	4,667,129	120	238,186	73	607,614	469	1,031,860	302	1,004,912	248	431,733	252	141,724	313	225,545	768	454,912	89	154,122
COUNTIES, Cities																					
APACHE	55,093	112,398	123,541	7	2,348	30	41,119	39	24,417	8	6,057	29	25,118	7	1,194	6	602	34	8,810	2	2,800
COCHISE	188,941	278,915	288,696	37	13,549	25	31,910	90	60,985	44	65,595	72	31,371	52	8,805	58	11,776	167	24,088	15	10,441
Bisbee	14,121	18,647	19,552	3	828	5	923	14	4,636	3	3,193	8	2,047	3	459	7	938	22	2,038	1	2,082
Douglas	49,961	67,807	69,016	10	2,379	12	13,779	18	20,658	11	7,231	13	6,337	21	4,234	13	3,261	36	4,054	5	3,267
Sierra Vista	82,833	103,986	141,053	9	6,907	5	17,057	24	29,509	17	49,223	10	7,318	14	2,854	23	5,931	31	10,122	2	1,985
COCONINO	241,854	451,037	487,340	27	25,736	34	58,198	63	98,502	40	60,576	105	80,547	35	9,277	30	13,185	142	75,938	13	10,330
Flagstaff	132,590	281,618	303,706	16	22,050	14	38,036	32	63,218	29	38,789	59	46,315	29	6,602	23	11,171	81	42,630	9	5,840
[illegible]	95,554	154,283	162,132	19	8,151	13	11,101	53	50,837	32	30,924	33	15,987	28	5,642	20	3,510	102	18,557	8	4,212
GRAHAM	55,924	73,731	74,687	11	7,359	11	7,385	25	19,452	20	10,157	16	5,571	15	3,790	13	2,451	39	5,129	5	1,084
GREENLEE	23,111	33,412	34,405	4	308	8	2,511	11	14,835	2	5,150	13	3,838	3	406	5	1,958	10	1,683	3	1,188
LA PAZ																					
MARICOPA	4,835,775	9,991,563	11,037,697	453	624,447	195	1,325,939	1,111	2,345,652	778	2,697,431	760	742,877	744	358,566	951	635,034	2,133	1,156,593	269	382,002
Chandler	55,535	96,424	102,787	15	12,635	5	6,875	21	30,910	14	8,617	18	14,723	14	3,799	14	1,524	61	11,274	5	4,325
Mesa	379,794	1,414,641	1,109,880	68	130,160	19	2[illegible],582	92	276,451	86	459,433	46	65,370	60	34,444	99	91,763	161	88,819	23	56,211
Phoenix	2,539,011	4,637,865	4,973,524	216	191,922	110	861,040	600	1,030,059	444	982,993	436	374,125	377	179,134	504	333,910	1,261	613,147	135	175,414
Scottsdale	536,252	1,312,872	1,365,212	33	59,018	10	199,046	79	211,692	47	351,438	55	64,901	129	77,288	100	63,839	194	156,047	22	38,085
Sun City	NO DATA AVAILABLE FOR THIS CITY																				
Tempe	328,080	755,614	849,818	27	37,355	10	73,896	79	208,545	44	197,159	49	61,444	34	6,662	66	48,619	144	118,634	15	23,701
MOHAVE	159,068	289,782	311,704	47	31,353	16	10,881	51	83,123	54	45,962	73	58,155	31	6,693	52	7,532	121	30,524	10	6,555
Kingman	66,522	123,500	134,498	11	6,082	7	4,631	18	29,021	19	29,318	40	29,970	13	3,760	20	2,951	43	14,421	4	3,329
NAVAJO	165,346	246,405	255,187	28	23,391	41	23,831	60	66,505	31	33,997	78	45,741	26	4,135	27	5,338	108	22,408	8	3,839
PIMA	1,657,817	4,088,471	4,667,129	128	238,186	73	607,614	469	1,031,860	302	1,004,912	248	431,733	252	141,724	313	225,545	768	454,912	89	154,122
Tucson	1,392,110	3,264,824	3,687,814	94	145,813	58	575,570	353	743,979	256	951,058	197	205,106	220	128,423	263	200,893	601	327,108	76	121,804
PINAL	168,380	318,699	320,800	37	16,338	22	11,324	101	71,851	50	39,564	67	27,545	39	7,727	30	6,119	146	20,617	17	5,746
Casa Grande	66,347	83,519	83,874	16	7,492	5	7,182	25	24,793	16	19,615	21	5,622	16	3,271	8	688	30	6,218	6	3,667
SANTA CRUZ	87,184	238,267	264,198	8	16,500	12	47,474	25	62,487	13	20,983	18	19,856	24	42,122	15	14,959	43	20,841	6	9,330
Nogales	69,424	162,836	183,882	4	5,882	8	24,643	19	38,982	13	20,983	12	11,970	21	40,818	14	12,749	28	13,693	5	6,661
YAVAPAI	173,852	515,186	607,804	49	51,421	10	24,458	75	159,645	45	92,012	75	55,434	36	16,047	62	20,511	168	75,164	14	24,293
Prescott	102,557	296,988	348,918	20	23,320	6	18,751	34	89,423	26	69,044	25	19,296	21	13,733	38	13,271	69	39,626	8	12,567
YUMA	262,034	402,489	419,362	45	28,811	22	51,925	84	91,587	60	86,502	69	48,912	40	11,547	56	14,713	165	44,854	16	16,990
Yuma	207,185	315,915	328,768	24	20,666	14	50,007	51	65,230	43	77,238	37	25,652	31	9,717	42	12,782	105	34,390	11	14,157

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,383,258	10,983,239	11,947,561	1,126	804,167	740	1,306,425	3,595	2,600,329	2,255	2,921,510	2,407	980,164	1,731	567,071	1,571	496,110	3,098	786,520	634	361,519
METROPOLITAN STATISTICAL AREAS																					
Fayetteville-Springdale, Ar	322,172	636,432	709,307	56	42,220	24	120,147	104	135,314	95	156,407	87	36,441	64	31,516	74	34,925	161	52,330	27	21,033
Fort Smith, Ar-Ok	327,197	953,931	1,039,874	79	76,055	41	133,271	203	213,466	163	246,049	165	88,660	127	47,346	127	48,515	275	80,281	42	24,285
Little Rock-North Little Rock, Ar	1,609,972	3,457,563	3,900,228	189	252,605	99	515,450	489	732,463	402	938,166	394	316,444	366	202,262	340	177,650	535	277,936	110	125,004
Memphis, Tn-Ar-Ms	2,949,115	5,597,766	6,174,090	243	236,218	193	849,850	1,062	1,279,548	506	1,472,700	639	544,089	519	296,943	491	290,099	1,119	491,188	167	186,047
Pine Bluff, Ar	273,075	338,873	344,421	28	18,551	24	44,835	126	72,740	74	80,170	82	33,489	52	13,442	73	17,208	120	21,844	21	11,392
Texarkana, Tx-Ar	361,932	915,099	1,055,143	45	44,596	27	143,653	168	211,969	112	292,256	128	81,301	89	49,814	82	43,582	152	80,259	24	25,147
COUNTIES, Cities																					
ARKANSAS	75,577	83,790	83,631	22	3,571	11	6,931	48	21,167	32	16,882	31	9,066	28	3,748	18	3,503	37	4,196	7	3,439
Stuttgart	55,566	63,796	64,465	12	1,525	8	6,357	24	14,956	14	13,084	18	6,810	13	3,006	13	2,965	27	3,243	5	2,811
ASHLEY	58,749	81,310	84,384	12	4,614	12	8,215	43	22,815	23	24,859	32	6,944	12	2,668	10	3,095	24	3,461	8	2,730
BAXTER	71,498	142,371	157,874	23	16,314	8	14,962	51	39,833	25	28,556	34	10,839	24	5,517	23	8,494	57	12,171	7	3,650
BENTON	180,450	380,155	438,588	50	45,993	17	41,805	77	104,534	76	101,644	70	24,780	55	20,895	56	19,315	104	34,339	17	9,157
Bentonville	15,013	42,411	47,892	3	3,935	2	9,856	8	8,651	10	12,645	9	3,062	4	1,445	1	2,148	6	3,405	3	568
Rogers	72,486	190,599	233,553	19	16,463	3	21,888	13	49,074	35	66,577	23	12,459	23	14,156	21	10,899	37	22,388	7	6,143

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREA COUNTY City	1977 U.S. Census	EST 1984 estimate	EST 1985 estimate	Lumber/Bldr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BOONE	97,927	116,148	117,106	20	14,480	10	9,803	32	22,156	40	33,841	39	6,606	25	7,105	26	6,359	42	6,148	7	2,479
Harrison	90,044	105,590	106,537	19	12,699	9	8,596	25	21,382	36	29,672	34	5,527	25	7,105	25	6,013	33	5,229	7	2,479
BRADLEY	30,848	34,334	34,448	7	2,845	5	2,082	27	10,290	13	7,459	14	3,184	13	1,387	8	949	8	785	4	1,267
CALHOUN	6,579	8,996	9,301	1	484	2	376	10	4,308	5	791	6	643	2	36	2	72	7	603	1	273
CARROLL	34,373	71,814	88,319	12	10,734	7	6,393	25	21,184	14	8,251	18	6,593	9	2,249	12	2,505	38	6,641	9	2,197
CHICOT	24,407	44,092	45,361	10	3,864	10	2,331	50	11,816	19	10,224	18	5,678	9	1,473	6	589	24	1,599	8	2,750
CLARK	75,040	148,250	153,689	11	9,232	10	10,681	39	29,831	22	52,306	34	20,726	25	6,548	18	3,434	25	9,354	9	3,910
Arkadelphia	64,799	128,813	132,918	9	8,010	6	9,706	22	22,967	16	46,955	22	16,346	19	5,788	15	3,018	19	8,715	6	2,998
CLAY	32,822	47,200	48,996	12	3,874	11	2,087	36	14,873	49	10,960	26	6,339	23	1,412	13	1,395	23	2,244	4	1,779
CLEBURNE	37,980	56,384	59,196	12	6,731	11	4,256	32	14,896	17	14,005	19	5,169	15	1,411	12	2,545	29	3,025	6	1,722
CLEVELAND	4,215	5,150	5,216	2	280	3	207	16	2,020	3	557	7	1,122	2	20	1	131	1	66	1	173
COLUMBIA	64,016	98,745	104,618	8	6,466	9	10,410	68	27,287	28	22,211	33	6,112	25	10,427	14	4,232	30	5,532	6	3,087
Magnolia	57,879	93,825	98,867	8	6,466	6	9,769	60	24,758	25	21,839	21	5,227	23	10,286	12	4,087	25	5,219	6	3,087
CONWAY	33,089	62,946	63,472	13	2,568	6	5,358	37	13,210	28	18,105	20	3,882	12	2,578	14	1,930	35	3,295	7	1,469
CRAIGHEAD	227,399	306,681	316,913	41	22,543	15	20,713	102	58,763	76	83,926	80	17,506	73	21,813	70	15,989	92	20,179	19	9,464
Jonesboro	210,281	292,047	302,979	31	20,021	12	19,548	67	53,570	59	82,445	58	15,488	66	21,679	61	15,712	77	19,525	15	9,162
CRAWFORD	76,127	120,049	127,421	12	7,993	13	10,973	44	34,227	22	24,292	32	25,567	15	2,459	18	4,651	36	10,086	11	2,893
CRITTENDEN	160,667	263,160	281,396	17	12,458	19	16,463	82	58,142	48	83,105	60	58,675	30	5,702	20	6,153	50	13,094	11	8,890
West Memphis	136,643	212,518	228,274	13	12,421	11	15,923	41	43,913	35	74,436	33	34,824	22	5,130	16	6,098	39	11,894	7	8,225
CROSS	48,038	61,326	62,399	8	4,067	12	5,675	32	17,776	21	14,880	19	4,859	16	2,289	8	1,437	34	2,958	8	2,175
DALLAS	29,878	32,384	32,896	10	1,702	8	2,737	29	8,448	12	8,508	21	2,743	11	1,200	8	1,276	11	1,049	5	1,202
DESHA	52,307	71,526	73,979	10	5,965	12	7,151	38	20,314	24	15,050	21	3,373	14	2,920	8	1,605	30	2,671	7	2,352
DREW	43,579	72,107	78,616	7	4,543	8	7,288	33	19,268	20	22,234	18	4,621	12	2,478	14	1,681	19	5,413	3	1,641
FAULKNER	108,539	223,589	249,639	20	20,513	11	20,924	58	54,220	39	41,879	43	31,233	36	13,758	29	13,622	49	18,444	10	6,930
Conway	101,295	215,159	241,372	19	20,319	7	20,522	36	49,883	32	41,430	35	29,748	32	13,703	26	13,464	40	17,930	8	6,877
FRANKLIN	24,871	42,462	45,792	6	4,952	5	755	14	9,687	9	13,803	14	3,326	6	787	5	1,031	18	4,240	5	2,088
FULTON	12,557	20,213	21,548	7	1,929	5	952	12	5,488	11	3,162	16	3,513	10	654	4	748	13	1,065	3	2,023
GARLAND	229,427	371,365	396,526	28	28,965	13	37,378	90	87,896	59	85,791	65	23,993	63	17,974	62	15,515	156	42,148	20	13,202
Hot Springs	222,529	362,169	387,889	28	28,832	12	37,269	70	84,513	56	84,677	59	22,717	59	17,851	58	15,492	145	41,132	20	13,202
GRANT	23,667	28,985	29,386	4	1,511	7	739	19	7,399	15	9,520	19	3,856	4	336	10	666	13	1,500	2	1,028
GREENE	81,655	108,276	111,374	19	12,510	7	11,677	57	23,378	63	25,234	25	7,365	34	6,373	25	3,988	43	6,246	9	2,788
Paragould	78,148	104,047	107,101	16	12,300	6	10,960	42	21,880	58	24,942	20	6,561	33	6,314	24	3,939	39	6,084	8	2,727
HEMPSTEAD	47,615	61,466	62,916	7	3,041	5	4,502	38	18,112	19	11,739	23	6,318	20	4,592	12	3,259	18	2,944	9	2,299
Hope	45,940	58,167	60,012	7	3,041	4	4,010	28	17,172	19	11,739	21	6,017	20	4,592	12	3,259	14	2,585	9	2,299
HOT SPRING	59,413	67,838	67,950	14	2,684	5	6,994	51	16,580	28	17,993	30	7,694	14	3,412	21	2,833	29	2,512	7	1,991
Malvern	57,388	65,716	65,560	11	2,422	5	6,994	37	15,616	27	17,743	26	6,711	13	3,318	19	2,728	26	2,411	7	1,991
HOWARD	37,866	62,980	67,888	8	4,788	5	5,922	41	19,708	13	16,320	17	5,206	11	2,812	3	2,348	14	3,208	6	2,746
INDEPENDENCE	84,840	144,857	156,099	19	13,168	10	15,321	57	32,550	37	45,649	29	9,299	30	5,889	27	5,680	30	8,520	10	4,595
Batesville	77,106	130,429	141,096	13	11,114	8	14,873	25	26,025	29	43,631	18	7,630	24	5,741	20	5,255	25	7,780	8	4,461
IZARD	17,119	24,440	25,484	8	1,999	7	3,502	20	4,120	8	6,898	20	3,692	4	534	7	394	9	802	3	1,199
JACKSON	38,163	75,323	77,126	10	3,155	9	6,257	46	18,700	24	15,847	25	4,699	20	4,675	16	2,324	43	5,650	7	3,458
Newport	31,488	64,855	67,545	8	2,487	6	6,064	30	15,936	18	15,064	12	3,233	20	4,649	13	2,259	26	4,780	5	2,423
JEFFERSON	273,075	338,573	344,421	38	18,551	24	44,833	126	72,740	74	80,170	82	33,489	52	13,442	73	17,208	128	21,844	21	11,592
Pine Bluff	238,419	331,978	337,687	36	17,883	23	43,647	101	65,650	70	79,909	73	28,115	52	13,442	70	17,175	117	20,841	20	11,071
JOHNSON	39,680	47,324	47,990	10	1,598	7	4,169	29	10,376	15	16,997	24	5,013	11	1,316	10	1,239	13	2,776	5	1,527
LAFAYETTE	12,663	12,948	12,712	6	668	5	887	26	3,540	8	3,414	14	1,601	9	347	4	235	10	538	4	642
LAWRENCE	41,890	57,391	59,377	7	2,131	7	5,138	27	16,605	29	15,412	28	5,886	15	1,688	9	2,464	29	2,693	4	1,479
LEE	24,138	30,584	31,200	6	1,602	6	1,603	39	11,115	10	6,608	11	2,388	7	876	3	636	15	1,510	6	1,188
LINCOLN	14,098	16,490	16,579	2	804	10	986	26	5,390	11	4,589	11	2,033	1	60	5	144	11	998	2	406
LITTLE RIVER	25,776	74,971	89,123	3	765	4	3,694	30	26,563	13	30,438	17	9,237	10	2,476	3	480	9	2,108	5	713
LOGAN	48,060	79,118	84,666	7	3,205	11	5,032	28	23,939	14	25,786	15	5,470	14	2,375	17	4,844	27	5,190	7	2,316
LONOKE	70,454	87,311	88,726	18	7,636	14	3,091	51	21,994	38	27,257	38	9,524	22	2,236	17	2,320	21	2,816	8	3,301
MADISON	17,459	31,151	33,836	4	3,745	7	1,637	17	8,519	6	9,047	12	2,295	3	191	3	2,647	13	1,442	5	1,817
MARION	13,989	17,743	18,098	6	2,850	2	531	13	6,514	14	3,042	12	2,188	3	57	2	174	20	1,057	3	534
MILLER	107,910	137,495	140,016	8	5,513	10	11,086	52	54,298	20	5,925	41	15,656	29	16,069	17	3,316	68	14,607	7	4,714
Texarkana, Ark-Texarkana, Tex.	332,681	777,483	894,380	23	33,556	27	138,062	128	166,304	73	264,153	125	56,243	72	46,148	51	38,915	122	67,925	25	18,180
MISSISSIPPI	162,927	178,859	177,980	32	9,957	19	19,886	108	38,292	49	52,264	68	15,910	40	6,917	41	5,743	89	9,427	12	4,865
Blytheville	105,885	122,302	122,757	20	6,420	9	13,312	44	22,749	25	39,904	36	11,478	23	5,213	26	3,336	46	7,000	6	2,947
MONROE	39,330	46,548	46,313	11	4,770	6	3,549	46	12,866	16	6,028	17	5,132	15	3,098	11	1,459	30	3,088	6	1,572
MONTGOMERY	8,719	11,161	11,377	4	1,248	4	1,148	18	4,653	3	722	9	926	4	134	3		7	542	2	249
NEVADA	22,080	30,951	32,154	11	3,935	4	390	27	7,779	7	6,516	12	6,958	9	1,261	7	1,869	6	883	5	1,191
NEWTON	3,907	6,092	6,452	2		2	540	16	3,967			2	679	2				5	481	2	
OUACHITA	88,532	204,616	237,366	14	15,969	16	20,938	59	60,653	33	58,767	35	12,351	18	12,610	23	10,366	41	11,846	8	4,117
Camden	35,710	148,770	171,340	9	10,887	8	17,940	38	41,465	19	38,353	26	10,900	13	9,273	17	8,727	33	10,444	4	2,525
PERRY	4,370	7,304	7,836	2	613			14	2,833	4	1,028	6	1,149	2				7	492	1	360
PHILLIPS	88,149	103,230	104,174	12	5,126	14	8,532	75	31,355	36	20,894	28	5,795	36	6,236	24	4,340	51	5,525	10	3,288
Helena	45,471	50,038	49,775	4	2,232	6	1,888	25	13,870	14	16,478	11	1,604	20	4,598	10	1,828	21	1,589	5	1,707
West Helena	28,753	41,124	42,882	4	1,793	4	6,165	18	12,099	15	3,609	8	3,288	9	1,287	9	1,792	21	3,691	3	1,112
PIKE	27,674	44,542	47,469	7	2,796	9	1,956	30	12,524	15	20,210	16	3,347	7	598	4	588	17	1,770	4	1,695
POINSETT	59,087	66,677	66,634	14	4,387	17	3,323	71	19,687	42	16,941	37	4,601	21	1,311	20	1,929	55	3,959	12	2,463
POLK	38,684	42,597	42,398	17	4,788	6	3,529	33	11,261	20	10,432	27	3,827	11	1,583	8	1,709	16	1,904	4	1,072
Mena	33,623	36,223	36,765	10	3,393	6	3,161	19	9,073	17	9,914	19	3,201	11	1,583	7	1,638	10	1,515	4	1,072
POPE	123,112	273,210	289,147	20	18,572	14	29,032	49	63,294	45	86,726	45	22,791	32	21,023	26	12,917	45	20,861	15	8,701
Russellville	112,469	253,352	267,392	17	18,462	8	28,167	24	52,998	36	84,726	29	18,393	29	20,422	21	12,533	37	19,649	10	7,827
PRAIRIE	34,022	30,947	31,660	8	1,702	6	611	22	5,846	9	11,815	17	5,716	6	746	4	631	11	830	3	801
PULASKI	1,325,501	2,981,920	3,387,052	131	197,826	61	476,361	338	615,479	282	838,281	275	261,647	285	180,084	267	154,088	429	246,363	84	110,283
Jacksonville	82,985	246,535	294,342	15	22,020	4	30,890	21	53,586	32	119,321	22	17,514	17	6,462	19	4,164	22	19,686	4	4,677
Little Rock	780,399	1,943,898	1,802,288	51	67,260	32	253,631	173	292,165	114	495,470	132	99,014	176	111,624	160	101,979	243	140,520	44	77,518
North Little Rock	335,589	763,537	867,527	39	68,454	19	165,760	85	172,038	81	124,152	67	100,374	78	54,135	51	22,325	108	64,176	27	21,691
RANDOLPH	31,832	37,004	37,160	5	2,884	8	4,349	32	10,881	14	7,763	23	3,273	7	1,285	15	1,330	19	1,677	4	1,220
ST. FRANCIS	86,023	126,192	132,189	12	5,238	9	7,659	79	32,078	27	24,703	32	26,436	25	4,680	17	5,498	50	7,642	10	2,691
Forrest City	61,266	87,551	91,268	10	4,814	5	6,455	36	23,128	17	17,583	19	7,771	21	4,256	15	5,269	38	5,237	8	2,625
SALINE	105,510	164,743	174,611	20	16,630	13	14,876	42	40,770	43	50,749	38	14,040	23	6,184	27	7,620	36	10,313	8	4,490
Benton	97,355	152,477	161,717	17	14,953	11	13,338	31	37,429	41	49,801	33	12,240	19	5,458	27	7,620	29	8,746	6	3,733
SCOTT	13,855	21,716	23,031	3	1,395	1	1,053	16	5,401	7	7,862	12	1,820	8	854	4	589	9	1,289	2	1,138
SEARCY	15,240	19,860	20,357	4	1,860	6	1,026	26	5,807	7	4,167	19	3,106	4	346	5	392	8	521	4	1,088

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEBASTIAN	396,062	747,075	820,509	53	64,180	19	113,973	118	151,431	117	201,198	102	31,375	100	42,593	94	40,962	196	61,551	26	20,424
Fort Smith	377,548	697,955	763,100	42	54,961	16	113,249	92	123,959	107	193,595	86	45,927	93	41,695	86	39,726	182	60,005	22	19,302
SEVIER	36,259	46,864	47,643	11	3,891	4	3,436	31	13,394	16	11,677	24	5,845	12	1,266	8	1,022	18	3,018	5	1,467
De Queen	31,607	38,273	39,606	10	3,625	3	2,792	14	10,347	14	10,578	11	4,021	12	1,266	7	925	13	2,731	4	1,248
SHARP	27,473	35,644	36,504	11	1,186	7	1,993	29	13,153	9	5,876	31	4,961	13	686	13	1,643	23	2,472	3	2,132
STONE	17,746	25,282	26,344	5	2,951	6	1,681	21	7,323	8	5,944	11	3,303	6	566	4	853	13	1,035	1	440
UNION	147,299	269,708	294,840	23	14,821	19	24,430	83	68,204	53	83,759	42	11,220	47	19,599	46	13,298	82	16,638	15	11,780
El Dorado	129,498	246,321	271,063	20	14,077	16	24,344	56	62,352	43	74,594	32	9,794	40	18,946	42	12,856	69	14,872	11	11,118
VAN BUREN	20,495	36,776	39,990	7	1,831	8	1,693	27	10,702	13	12,077	18	3,086	7	809	7	1,206	14	1,776	5	1,651
WASHINGTON	322,172	636,432	709,307	54	42,220	24	120,147	104	135,314	95	156,407	87	38,441	64	31,516	74	34,925	161	52,338	27	21,033
Fayetteville	189,763	448,796	513,643	19	15,797	13	103,092	42	87,968	34	116,004	42	26,627	43	27,473	43	27,909	85	39,120	13	15,469
Springdale	112,457	162,624	170,874	20	18,379	8	16,741	33	44,281	48	36,769	27	9,227	16	3,064	28	6,876	51	10,948	11	4,933
WHITE	134,581	240,060	261,709	27	26,536	20	26,114	93	57,166	66	81,763	60	16,190	31	10,114	36	9,781	56	11,884	12	5,016
Searcy	96,783	191,434	211,974	17	23,187	8	23,928	31	40,183	34	71,540	24	9,315	19	8,979	21	8,925	29	7,849	7	3,474
WOODRUFF	20,735	26,359	26,900	6	1,547	5	438	30	10,063	10	4,432	15	2,703	9	895	11	1,118	18	900	4	1,075
YELL	29,394	35,921	36,398	10	5,510	8	1,005	40	11,564	17	7,421	16	3,555	9	813	9	789	21	1,818	7	2,223

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	81,057,855		173,066,454		9,148,669		20,870,579		35,110,456		35,024,105		12,881,848		7,434,564		9,154,635		18,709,037		6,453,406
		157,228,539		8,115		3,251		21,115		12,757		14,388		15,346		13,469		40,050		4,311	
METROPOLITAN STATISTICAL AREAS																					
Anaheim-Santa Ana, Ca	7,377,949	14,935,812	16,471,879	702	934,917	209	2,240,423	1,388	3,074,151	1,139	3,405,051	1,093	1,196,595	1,284	641,384	1,409	903,086	2,930	1,802,392	324	477,015
Bakersfield, Ca	1,295,066	2,531,006	2,800,520	140	173,146	74	283,712	399	597,630	262	569,899	330	289,509	207	98,078	227	141,043	686	278,132	70	110,019
Chico, Ca	465,227	797,146	863,932	105	88,252	21	60,823	163	197,151	107	163,976	98	43,848	86	35,922	116	51,682	245	84,577	27	46,656
Fresno, Ca	1,788,817	3,492,109	3,888,748	195	235,980	94	532,874	539	760,851	329	803,358	374	273,894	305	163,778	332	224,015	850	364,271	105	191,211
Los Angeles-Long Beach, Ca	25,889,383	46,185,802	49,600,799	2,000	1,799,100	889	5,840,224	6,263	9,999,917	3,564	10,133,719	4,370	3,546,807	3,637	2,437,280	4,858	2,723,905	12,900	5,564,542	1,430	1,739,524
Modesto, Ca	871,937	1,608,854	1,762,274	112	152,503	45	225,968	262	355,491	198	337,612	175	122,682	157	64,040	185	116,434	379	141,930	48	93,375
Oakland, Ca	6,041,143	11,651,569	12,944,439	526	534,477	216	1,813,792	1,551	2,742,469	893	2,569,719	972	917,056	897	477,243	1,102	652,269	2,669	1,255,991	307	624,529
Oxnard-Ventura, Ca	1,511,465	3,494,898	4,014,387	158	205,460	63	475,942	328	897,538	292	945,496	266	285,145	274	134,632	331	189,587	662	361,430	85	152,596
Redding, Ca	435,968	755,934	818,020	100	106,663	18	65,190	150	174,770	96	163,755	107	87,298	80	31,535	95	31,354	230	64,432	23	23,296
Riverside-San Bernardino, Ca	4,581,469	10,002,973	11,349,838	628	911,603	218	1,314,694	1,211	2,449,207	909	2,304,026	1,003	1,022,296	765	376,412	927	472,792	2,292	1,148,338	229	361,757
Sacramento, Ca	3,862,736	7,607,033	8,556,892	396	547,677	148	1,040,664	934	1,782,904	622	1,819,285	710	669,302	560	320,521	670	453,351	1,881	890,226	205	351,092
Salinas-Seaside-Monterey, Ca	951,602	1,814,787	1,999,622	100	98,272	38	170,754	273	383,554	172	415,329	201	163,842	237	111,026	196	105,046	533	234,765	51	86,609
San Diego, Ca	5,895,121	12,020,149	13,165,931	606	857,898	217	1,884,562	1,379	2,426,111	960	2,653,751	902	968,731	997	488,373	1,167	762,426	2,741	1,425,567	235	412,906
San Francisco, Ca	6,095,214	11,961,067	13,256,189	444	395,767	250	1,544,757	2,026	2,652,929	617	2,239,527	777	768,505	1,296	796,468	1,118	764,089	3,764	1,895,853	354	494,898
San Jose, Ca	4,920,896	10,820,280	12,269,669	404	651,332	162	1,679,952	983	2,308,709	651	2,752,380	699	824,678	759	533,593	787	709,435	1,813	1,147,520	210	415,999
Santa Barbara-Santa Maria-Lompoc, Ca	1,112,619	2,244,839	2,499,530	125	133,734	57	231,309	276	463,352	177	430,347	226	194,506	257	110,239	271	146,719	622	331,981	66	95,042
Santa Cruz, Ca	653,672	1,243,897	1,370,740	91	130,142	40	104,053	188	306,641	121	245,739	111	104,264	156	50,811	146	56,192	387	152,984	33	82,817
Santa Rosa-Petaluma, Ca	1,009,728	2,205,134	2,492,379	177	242,392	49	263,271	313	553,458	183	442,050	238	195,067	165	84,777	213	117,612	534	232,362	53	108,457
Stockton, Ca	1,115,368	2,051,517	2,247,232	134	130,482	46	257,590	357	455,365	242	505,246	228	178,124	178	92,754	215	124,942	636	214,373	82	105,913
Vallejo-Fairfield-Napa, Ca	939,582	1,924,596	2,157,798	112	133,876	42	222,558	273	454,979	192	476,119	195	194,592	151	60,971	201	99,034	473	230,270	46	103,062
Visalia-Tulare-Portorville, Ca	731,206	1,374,741	1,511,274	105	107,095	38	173,131	293	330,895	173	388,341	178	107,309	136	59,354	151	64,224	338	107,617	47	59,097
Yuba City, Ca	294,243	480,329	515,023	42	51,435	25	52,552	115	126,554	70	94,932	65	30,668	54	22,953	67	20,038	172	45,838	17	29,086
COUNTIES, Cities																					
ALAMEDA	3,792,232	7,313,698	8,129,348	313	321,463	131	993,657	1,016	1,723,441	570	1,664,358	623	591,803	547	275,066	704	407,780	1,843	850,507	204	390,072
Alameda	186,650	333,106	388,328	13	4,756	6	29,698	46	94,091	46	107,410	28	23,124	30	9,954	31	10,851	105	43,756	11	26,935
Dublin	NO DATA AVAILABLE FOR THIS CITY																				
Fremont	430,128	932,266	1,051,606	36	49,606	15	159,240	79	195,056	61	289,888	60	74,660	40	25,059	75	46,252	122	80,906	14	48,727
Hayward	551,751	874,211	930,831	34	30,348	14	157,305	104	139,024	84	280,892	69	46,946	70	42,565	74	44,332	173	64,950	21	43,616
Livermore	141,459	239,500	258,031	16	14,058	5	5,322	36	71,396	22	61,704	28	21,220	24	11,395	32	8,046	54	21,833	8	19,609
Newark	63,529	231,539	315,466	7	6,473	3	53,207	21	112,936	8	29,643	12	33,534	5	1,686	14	10,215	31	32,946	5	20,519
Oakland	1,118,257	1,729,867	1,833,156	70	56,982	40	190,300	374	366,926	145	371,822	198	128,874	196	81,706	208	94,291	676	217,481	65	79,331
Pleasanton	88,504	382,947	484,762	9	8,036	5	91,010	19	166,985	9	19,172	13	20,171	17	14,468	28	27,049	40	56,130	5	36,153
ALPINE	1,304	2,801	3,152			3	745	1	536			2	299					5	1,321		
AMADOR	61,744	134,231	151,457	20	16,770	4	1,726	30	41,315	17	36,342	18	9,970	16	5,169	25	2,494	57	15,693	6	5,128
BUTTE	465,227	797,146	863,932	105	88,252	21	60,823	163	197,151	107	163,976	98	43,848	86	35,922	116	51,682	245	84,577	27	46,656
Chico	194,809	388,124	420,934	42	49,756	4	14,093	56	86,967	46	87,196	28	16,747	47	24,015	44	32,228	97	49,376	9	18,199
Oroville	84,475	160,722	176,906	20	11,774	5	10,996	28	44,485	21	35,673	30	12,570	14	5,704	26	7,294	51	14,730	8	16,178
CALAVERAS	35,908	73,913	82,521	14	6,611	5	2,218	31	29,770	11	7,036	21	8,367	18	2,040	15	3,686	54	11,735	7	2,591
COLUSA	32,216	64,901	72,188	11	4,560	3	1,674	21	20,955	15	8,810	17	12,702	9	1,917	7	2,354	39	10,600	3	3,773
Colusa	16,880	33,490	36,813	7	3,072			8	11,823	6	6,272	7	4,057	5	1,192	5	1,778	15	2,829	2	2,695
CONTRA COSTA	2,248,911	4,337,871	4,815,091	213	213,014	85	820,135	535	1,019,028	323	905,361	349	325,253	350	202,277	398	244,489	826	405,484	103	234,467
Antioch	159,112	293,123	320,747	17	16,984	6	48,345	43	88,414	25	66,494	23	19,651	22	9,112	30	12,696	68	26,352	7	12,223
Martinez	36,559	76,997	86,343	4	1,761	1	7,055	11	25,820	5	7,622	10	9,254	7	2,081	8	3,666	41	16,149	6	6,914
Pinole	37,992	129,068	157,918	7	3,909	1	12,131	13	69,371	5	7,176	12	5,153	3	2,276	5	1,222	17	16,015	3	31,442
Pittsburg	62,621	116,861	128,180	15	15,199	2	8,906	33	33,620	11	29,596	14	12,846	5	1,350	12	4,546	34	8,264	5	7,332
Richmond	231,983	354,666	375,078	13	21,892	9	88,109	66	51,672	36	84,876	38	22,117	31	19,628	43	27,604	90	21,523	13	6,335
San Ramon																					
Walnut Creek	366,957	858,515	982,206	19	28,199	14	139,310	38	152,808	40	257,693	32	64,927	64	55,974	58	45,143	84	73,257	12	42,954

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DEL NORTE	57,845	73,969	75,698	11	10,160	3	1,504	30	21,440	13	9,369	15	4,673	13	3,192	14	2,481	46	10,448	3	2,491
EL DORADO	261,083	503,742	556,962	48	56,497	19	13,174	74	133,306	46	68,370	64	61,166	52	21,250	66	18,623	193	77,387	15	40,288
South Lake Tahoe	133,799	232,864	252,118	11	24,568	5	6,094	23	57,275	15	26,292	27	25,337	24	11,969	36	9,170	84	35,774	6	20,592
FRESNO	1,788,817	3,492,109	3,888,748	195	235,980	94	532,874	539	760,851	329	803,358	374	273,894	305	163,778	332	224,015	850	364,271	105	191,211
Fresno	1,043,334	2,396,028	2,731,386	77	163,627	42	490,383	209	473,130	149	443,176	174	175,160	172	134,086	190	184,441	466	282,678	57	138,044
GLENN	55,135	86,651	92,192	17	8,535	4	3,541	29	25,740	15	17,211	26	12,763	9	1,449	12	2,198	45	10,180	4	2,119
HUMBOLDT	377,911	630,419	677,307	73	53,209	37	48,161	151	167,505	79	116,547	89	57,894	64	28,731	69	21,022	255	70,758	23	42,308
Eureka	207,779	341,746	366,291	23	24,215	18	41,722	52	57,778	41	71,518	34	27,464	40	24,641	43	17,426	111	40,064	7	30,052
IMPERIAL	298,941	509,003	550,178	37	32,648	21	73,463	122	144,903	56	91,373	74	44,208	77	42,952	37	16,126	166	41,656	22	26,346
Brawley	52,343	74,600	77,869	12	5,563	4	4,209	22	21,688	12	20,176	10	4,571	13	1,742	8	879	37	6,747	6	4,866
El Centro	127,771	210,298	225,408	14	14,677	5	34,978	36	42,270	28	44,362	27	17,687	24	9,880	15	10,775	54	19,440	8	14,873
INYO	76,300	141,701	155,928	16	8,961	7	6,369	19	30,888	16	30,592	41	24,701	13	2,696	13	4,551	51	21,173	4	3,071
Bishop	59,974	122,314	119,206	12	6,602	2	1,730	11	28,066	14	29,385	19	14,753	12	2,474	11	3,901	30	12,690	3	2,047
KERN	1,295,066	2,531,006	2,800,520	140	173,146	74	283,712	399	597,630	262	569,899	330	289,509	207	98,078	227	141,045	686	278,132	70	110,019
Bakersfield	718,845	1,414,549	1,567,317	43	93,105	26	251,187	105	222,307	89	392,688	114	104,012	109	70,215	110	103,417	246	142,710	29	71,520
Ridgecrest	73,950	142,436	156,137	11	7,008	3	11,560	15	32,290	20	38,121	9	12,848	16	3,929	12	6,904	28	15,546	6	7,200
Taft	36,277	70,465	77,304	5	2,869	1	1,034	11	28,200	9	14,046	9	5,672	11	3,911	6	2,561	26	7,069	2	2,919
KINGS	191,389	351,499	384,512	24	15,028	13	30,696	79	88,076	54	98,935	53	34,549	44	14,187	33	16,715	101	33,220	17	17,568
Hanford	127,610	241,446	265,375	11	9,753	9	29,138	35	54,219	32	77,515	26	12,941	27	10,285	22	14,120	50	19,576	11	13,296
LAKE	82,743	189,404	215,756	36	23,028	6	3,479	45	70,665	42	38,574	38	17,949	17	2,107	32	8,487	93	20,388	9	4,842
Lakeport	30,251	69,642	76,924	6	5,548	1	1,993	12	29,054	7	18,247	5	3,393	5	699	12	3,994	18	4,652	2	3,584
LASSEN	61,059	97,613	104,034	22	8,797	7	3,436	36	28,342	16	21,582	26	8,646	11	2,935	10	1,972	53	11,006	6	3,369
LOS ANGELES	25,889,383		49,600,799		1,799,100		5,840,224		9,999,917		10,133,719		3,546,807		2,437,280		2,723,905		5,564,542		1,739,524
		46,185,802		2,000		889		6,263		3,564		4,370		5,637		4,858		12,900		1,430	
Arcadia	265,762	469,273	509,524	18	17,084	10	104,475	40	90,506	14	37,257	32	38,309	61	42,390	46	18,468	98	69,154	16	41,048
Baldwin Park	96,473	145,448	153,322	13	8,880	5	5,042	38	62,680	24	26,425	26	17,782	11	1,293	23	1,383	66	14,074	5	3,794
Bell	82,894	118,449	123,686	4	2,678	3	6,116	28	42,021	19	31,266	11	2,574	20	4,021	15	1,984	47	13,312	5	9,632
Burbank	329,290	691,579	775,272	32	47,427	17	36,762	81	186,763	60	156,095	56	55,137	59	18,705	75	43,740	203	107,574	28	39,834
Covina	257,653	503,898	537,811	20	29,850	5	87,811	60	95,831	36	182,193	36	33,596	21	4,056	38	25,609	90	35,694	9	12,368
Downey	497,679	823,667	884,009	25	35,788	11	101,741	96	126,814	57	371,862	47	35,700	57	25,785	66	35,215	172	74,205	15	21,032
Glendale	620,182	1,202,208	1,328,325	33	28,570	16	158,941	134	262,709	91	350,867	103	78,676	162	59,236	124	89,667	247	110,471	29	25,420
Glendora	143,802	290,773	323,773	14	13,798	5	46,646	31	71,412	27	78,357	24	23,992	23	8,318	36	13,494	64	32,551	8	8,017
Hermosa Beach	68,165	154,077	175,125	7	10,204	2	17,684	21	35,001	13	29,948	9	9,487	19	7,063	11	5,391	56	29,423	3	1,496
Huntington Park	127,537	231,427	252,548	5	547	10	46,515	57	62,384	13	13,700	26	15,828	88	30,727	30	19,513	84	23,269	12	15,348
Long Beach	1,201,849	2,157,991	2,067,769	82	51,950	44	182,777	265	386,317	203	539,528	198	132,931	184	51,236	225	136,120	729	258,730	80	67,213
Los Angeles	10,287,622	17,395,197	18,734,840	772	625,766	377	2,119,725	2,658	3,729,639	1,171	3,101,872	1,776	1,399,301	2,538	1,017,733	2,074	1,149,275	5,532	2,320,356	567	695,431
Manhattan Beach	129,001	333,789	389,007	7	4,537	2	19,861	24	78,473	20	122,283	18	17,894	34	11,564	21	12,774	79	51,718	5	7,762
Maywood	30,543	46,404	48,994	3	1,824	2	8,139	17	15,342	7	3,634	12	5,752	5	402	5	1,251	39	5,290	3	2,083
Palmdale	55,732	104,908	114,746	9	10,131	4	1,913	17	40,325	20	9,137	18	16,548	12	2,114	15	5,125	42	14,744	4	5,494
Pasadena	628,097	1,368,518	1,545,235	42	45,438	19	315,872	90	239,019	66	372,627	73	84,728	80	55,269	114	83,492	213	140,369	32	29,646
Pomona	352,789	499,585	521,024	27	19,333	10	58,590	61	90,051	62	173,037	52	31,376	27	9,982	58	21,837	169	47,248	15	14,539
Quartz Hill																					
Redondo Beach	240,964	397,219	425,816	14	5,534	7	59,039	72	106,781	28	37,458	40	28,992	50	12,156	40	28,428	132	74,727	16	16,352
San Fernando	102,021	141,161	146,612	4	1,648	4	10,494	33	30,756	23	56,303	15	7,176	27	6,767	16	6,520	47	10,032	4	2,287
San Fernando Valley	5,912,836	10,368,115	11,066,264		265,187		2,167,307		2,132,982		1,605,181		585,933		818,682		665,995		1,192,481		282,673
San Gabriel Valley	1,030,175	2,045,135	2,260,326	78	93,215	38	365,390	254	451,635	173	560,696	159	144,732	166	85,290	185	101,343	439	195,935	48	64,606
San Pedro	NO DATA AVAILABLE FOR THIS CITY																				
Santa Monica	508,884	1,258,323	1,454,332	25	38,311	16	114,146	89	191,678	70	414,814	45	59,963	115	80,742	90	99,564	244	185,888	39	63,697
South Bay	2,439,940	4,581,048	4,998,489	166	187,349	69	785,718	481	976,171	311	1,156,224	385	299,388	516	236,360	368	263,405	1,030	465,620	117	164,395
South Gate	167,396	256,896	271,836	21	13,240	6	18,819	53	69,500	47	83,199	36	22,628	27	4,488	35	10,285	115	22,918	7	12,340
Torrance	877,141	1,734,435	1,923,817	46	63,931	23	416,737	115	311,058	79	444,884	97	82,309	173	122,408	112	117,001	252	148,096	33	58,441
West Covina	346,932	750,828	846,756	13	17,728	13	178,024	58	130,154	39	210,445	39	38,335	86	56,621	33	48,143	109	71,498	13	24,355
Whittier	387,045	596,164	631,494	19	19,750	5	77,281	54	117,797	55	200,993	47	31,571	61	26,861	80	41,867	112	39,823	20	14,990
MADERA	143,157	260,320	284,808	36	30,087	15	7,502	75	71,718	41	61,633	45	36,617	29	11,743	27	10,987	96	29,651	16	10,973
Madera	92,371	150,364	160,844	12	12,829	7	6,022	41	42,713	21	40,358	22	9,489	21	8,740	16	4,125	50	14,822	9	7,663
MARIN	888,798	1,754,372	1,949,160	98	92,348	37	173,280	230	447,535	146	419,641	123	115,614	234	86,030	204	98,529	403	211,274	48	86,806
San Rafael	346,973	721,219	807,268	27	45,895	8	127,863	55	99,323	64	208,129	33	38,358	73	44,710	82	59,694	107	59,533	15	35,072
MARIPOSA	22,498	44,721	49,607	8	3,365	6	1,484	26	15,871	4	3,557	15	10,065	4	1,540	3	615	26	4,790	1	1,115
MENDOCINO	226,784	390,816	422,407	68	41,871	23	23,179	104	102,907	51	71,687	64	39,892	54	16,523	52	13,428	167	47,213	16	23,924
Ukiah	94,656	168,853	183,670	17	12,224	7	6,582	34	42,239	21	33,647	20	15,538	24	12,101	24	7,595	43	18,755	9	17,224
MERCED	352,823	643,456	703,033	52	38,396	24	66,807	142	152,021	88	146,590	110	82,122	72	25,528	70	33,316	211	69,124	26	43,174
Merced	208,084	387,567	425,071	22	23,635	12	60,912	51	69,942	49	103,591	41	33,503	34	19,943	40	20,950	88	36,081	12	33,409
MODOC	22,939	35,018	37,023	6	2,386	8	464	13	6,208	8	11,647	12	6,064	6	531	6	921	16	3,104	3	1,357
MONO	29,629	83,393	98,905	5	2,578	3	3,206	17	26,880	2	216	27	22,030	4	2,224	6	1,656	42	23,727	2	1,210
MONTEREY	951,602	1,814,787	1,999,622	100	98,272	38	170,754	273	383,554	172	415,329	201	163,842	237	111,026	196	105,046	533	234,765	51	86,609
Monterey	189,625	343,199	374,345	14	17,762	6	40,368	38	50,232	35	73,746	25	18,338	48	23,247	36	21,597	121	68,441	7	12,831
Salinas	386,718	715,148	783,093	37	47,458	11	81,912	94	168,473	73	155,546	78	60,843	78	42,169	75	52,032	161	59,167	19	45,297
NAPA	303,470	530,812	575,621	52	50,412	15	42,917	118	140,749	65	121,728	59	43,928	72	20,942	72	22,359	163	60,656	18	20,211
Napa	253,983	430,305	463,659	40	37,341	12	41,299	80	109,499	49	108,751	49	36,031	54	17,658	59	21,106	103	39,682	13	19,750
NEVADA	146,254	316,871	357,272	33	59,806	10	11,661	66	90,784	31	48,439	35	32,337	34	11,492	28	12,671	115	38,548	11	10,903
Grass Valley	88,141	194,949	220,639	19	40,703	6	8,253	31	56,018	20	32,722	14	14,152	20	7,943	17	9,556	46	17,539	6	7,044
Nevada City	NO DATA AVAILABLE FOR THIS CITY																				
ORANGE	7,377,949	14,935,812	16,471,879	702	934,917	209	2,240,423	1,338	3,074,151	1,139	3,405,051	1,093	1,196,595	1,284	641,384	1,409	903,086	2,930	1,802,392	324	477,015
Anaheim	793,338	1,592,581	1,770,676	66	107,350	22	169,975	165	307,580	115	325,765	140	125,127	102	48,935	172	151,717	405	260,365	33	47,916
Brea	88,236	351,337	441,036	13	29,630	4	70,035	23	88,740	14	78,159	17	36,260	31	20,286	10	5,057	44	44,727	5	14,137
Costa Mesa	718,001	1,666,691	1,904,196	49	62,696	15	398,747	75	199,573	87	524,860	64	101,055	113	121,587	100	102,106	177	140,920	13	42,262
Fullerton	459,353	753,077	806,735	26	37,029	12	149,003	74	130,234	61	214,653	62	61,049	60	17,253	63	30,343	156	81,958	23	26,663
Huntington Beach	357,487	1,204,120	1,357,126	49	106,869	14	193,445	90	290,497	76	272,331	72	77,561	79	29,666	96	86,079	184	125,469	31	44,027
La Habra	202,792	336,144	360,821	27	23,827	6	41,693	46	59,698	36	119,914	33	20,834	39	11,911	45	17,552	85	31,595	9	9,172
Newport Beach	410,552	740,513	807,200	28	12,724	11	99,408	65	114,829	100	190,176	32	34,630	129	56,219	67	22,693	174	170,528	18	26,128
San Clemente	85,521	148,044	160,110	19	7,247	7	12,859	25	47,419	23	17,908	25	17,884	23	4,152	24	7,990	58	21,534	10	4,661
Santa Ana	863,042	1,408,030	1,500,608	69	113,166	19	156,755	170	222,188	140	380,245	135	116,106	95	31,783	152	99,801	354	141,062	35	39,707
PLACER	390,190	928,052	1,065,510	69	76,298	19	14,073	131	247,111	82	300,179	108	103,854	54	31,194	85	29,037	233	134,400	24	54,645
Auburn	85,706	173,370	193,027	18	20,526	5	2,986	24	38,840	19	51,322	23	15,781	17	8,410	21	5,159	41	12,031	7	16,183
Roseville	156,167	381,785	441,447	12	18,954	5	8,611	44	72,267	31	198,856	22	25,917	14	16,922	28	15,383	62	41,435	7	23,747
PLUMAS	57,156	101,405	110,194	21	9,236	13	17,690	33	24,347	18	19,549	30	9,094	9	2,090	12	906	64	11,515	8	4,145
RIVERSIDE	2,098,656	4,427,407	4,988,369	314	455,222	91	516,313	498	1,098,295	387	1,060,009	423	421,755	396	179,991	435	198,139	994	511,374	105	152,960
Banning	47,261	83,350	90,471	6	3,205	2	2,103	12	21,343	12	23,855	14	12,187	12	2,856	8	1,688	30	12,401	4	5,169
Beaumont	20,370	62,604	71,053	8	4,680	1	1,131	10	22,063	6	6,103	12	15,426	2	807	2	313	15	10,889	4	1,876
Corona	174,924	390,450	442,783	22	50,277	9	33,391	36	92,714	40	131,596	28	27,399	15	7,445	37	12,528	68	41,027	12	17,215
Hemet	151,067	286,973	315,816	28	49,113	5	20,172	25	67,382	25	79,038	20	18,161	26	12,250	25	12,927	60	23,616	7	9,554

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Indio	158,051	288,229	314,927	12	25,646	8	84,584	26	34,143	24	68,870	25	25,035	22	11,458	30	13,824	51	26,274	6	7,297
Palm Springs	254,398	424,739	456,669	28	27,355	7	31,001	39	65,500	26	89,751	29	30,397	89	47,967	49	22,728	112	59,443	10	39,989
Palm Desert	28,639	85,502	96,877	10	18,549			6	7,628	1	1,163	6	9,791	37	17,722	16	7,041	19	16,226	2	1,490
Riverside	702,807	1,332,900	1,444,754	57	95,934	23	288,282	104	213,070	109	396,328	101	81,946	87	45,522	119	60,112	236	128,219	28	45,594
SACRAMENTO	2,881,986	5,684,700	6,304,239	236	357,565	104	1,002,075	643	1,242,682	440	1,306,869	467	439,486	400	245,773	466	386,313	1,267	608,269	146	232,025
Sacramento	1,082,772	1,940,193	2,112,244	99	127,114	40	278,125	280	441,326	151	375,990	189	152,700	154	72,631	163	127,897	618	254,054	65	61,443
SAN BENITO	62,232	110,315	119,849	11	8,495	4	1,767	27	31,735	16	22,330	21	16,774	12	6,693	12	3,293	36	7,722	7	6,533
Hollister	55,848	98,138	106,598	10	7,932	4	1,767	22	29,230	15	21,311	17	12,244	11	6,288	12	3,293	19	4,699	6	5,856
SAN BERNARDINO	2,482,813	5,575,566	6,361,489	316	456,381	127	798,381	713	1,350,912	522	1,244,017	580	600,561	369	196,421	492	274,653	1,298	636,964	124	208,797
Barstow	106,923	206,383	227,734	9	16,327	7	22,409	19	43,712	22	30,553	41	48,745	15	5,139	24	8,919	65	33,697	5	5,158
Fontana	106,823	235,476	266,401	12	14,392	5	14,475	34	66,641	39	66,535	24	16,376	12	4,180	21	9,106	50	25,320	6	23,948
Ontario	247,519	601,099	778,845	18	30,163	6	43,063	59	168,787	52	233,176	57	79,981	22	24,137	43	30,954	113	67,121	13	25,995
Redlands	147,495	326,497	369,772	13	8,506	9	65,076	24	50,258	34	119,885	23	25,356	23	10,044	29	14,359	54	32,049	9	7,635
San Bernardino	705,194	1,161,084	1,319,719	40	72,704	20	328,006	122	129,795	110	271,824	92	53,131	109	53,470	101	75,415	271	107,735	23	28,239
Upland	124,269	330,571	387,093	17	43,853	4	10,671	30	81,800	17	78,084	32	45,173	20	18,021	28	11,005	46	45,111	8	19,432
Victorville	114,256	319,007	377,013	10	18,193	6	47,280	20	58,563	28	119,208	27	41,419	17	9,066	28	17,577	38	34,293	5	9,633
SAN DIEGO	5,895,121	12,020,149	13,165,931	606	857,898	217	1,884,562	1,379	2,426,111	960	2,653,751	902	968,731	997	488,373	1,167	762,426	2,741	1,425,567	335	412,906
El Cajon	241,744	927,999	1,011,060	33	76,115	13	189,410	65	125,198	61	278,197	76	79,058	38	53,166	37	43,386	105	69,528	12	17,313
Escondido	400,551	737,767	837,529	39	82,780	12	151,971	51	115,130	57	205,683	51	45,652	57	25,794	89	40,652	115	55,837	9	24,347
Oceanside	208,907	488,731	559,104	19	29,249	8	90,986	55	92,615	56	133,189	44	47,998	21	13,471	42	24,177	115	61,693	9	19,606
San Diego	2,804,052	5,717,812	6,377,132	187	209,716	98	926,308	645	1,115,518	380	1,225,537	395	438,552	512	297,545	537	458,232	1,430	802,471	109	186,030
Vista	76,900	123,916	132,210	13	9,795	6	18,274	45	56,834	16	3,583	17	13,407	6	958	12	1,143	48	13,954	4	6,252
SAN FRANCISCO	2,849,566	5,448,019	6,002,615	160	117,661	126	663,453	1,250	1,127,093	675	699,426	320	303,811	715	474,304	538	354,852	2,431	1,109,896	186	182,637
San Francisco	1,994,702	5,448,019	6,002,615	149	117,661	155	663,453	1,270	1,127,093	185	699,426	437	303,811	673	474,304	484	354,852	2,286	1,109,896	215	182,637
SAN JOAQUIN	1,115,368	2,051,517	2,247,232	134	130,482	46	257,590	357	455,365	243	505,246	228	178,124	178	92,754	215	124,942	606	214,373	82	105,913
Lodi	176,159	335,854	369,872	25	25,429	8	6,307	40	70,990	37	103,248	38	38,531	27	22,178	39	15,948	85	32,610	13	31,762
Manteca	93,310	189,563	211,406	14	14,485	5	9,930	21	52,781	25	65,370	19	13,100	22	4,993	23	10,632	45	16,704	6	12,176
Stockton	571,350	1,058,444	1,159,699	41	47,675	19	218,209	139	179,253	98	270,486	84	71,107	76	47,553	76	70,608	280	111,024	42	42,019
SAN LUIS OBISPO	469,966	994,864	1,117,619	92	91,088	32	55,750	151	254,742	96	189,565	144	119,526	120	36,888	133	49,957	291	151,335	35	47,071
Paso Robles	56,670	127,925	142,180	11	8,420	3	3,310	13	36,934	13	32,860	14	18,805	11	4,486	13	3,315	26	13,498	5	3,356
San Luis Obispo	208,358	404,440	446,988	18	20,281	11	37,892	37	76,757	41	115,878	44	34,840	51	21,953	53	28,037	84	46,052	12	15,249
SAN MATEO	2,356,850	4,758,676	5,304,414	186	185,758	87	708,024	546	1,078,301	296	1,120,460	334	369,080	349	236,134	376	310,708	930	574,683	120	225,455
Redwood City	293,592	657,703	746,447	17	27,310	10	74,768	49	141,766	52	254,255	52	52,499	24	18,028	41	24,718	113	58,376	12	39,702
San Mateo	428,368	912,217	1,025,450	28	31,952	21	203,381	83	176,244	36	147,048	53	71,204	75	66,490	68	43,717	164	109,246	21	51,194
SANTA BARBARA	1,112,619	2,244,839	2,499,530	125	133,734	57	231,309	276	463,352	177	430,347	226	194,506	257	110,239	271	146,719	622	331,981	66	95,042
Lompoc	84,808	166,218	184,001	11	8,748	6	22,473	23	42,064	25	40,003	22	15,160	19	7,089	31	10,933	37	15,886	4	6,352
Santa Barbara	404,527	896,494	989,586	39	42,852	16	81,710	117	187,661	63	180,430	72	55,500	121	59,001	114	65,868	245	152,247	32	42,871
Santa Maria	270,482	611,745	695,529	24	31,647	11	78,387	40	82,405	48	174,590	45	43,598	56	26,658	58	42,037	84	49,703	11	23,601
SANTA CLARA	4,930,896	10,830,286	12,269,669	404	651,332	162	1,679,952	983	2,308,709	651	2,752,380	699	824,678	759	533,593	787	709,435	1,813	1,147,520	210	415,999
Gilroy	73,868	182,059	210,253	4	6,540	2	21,608	13	57,271	10	56,389	17	24,593	5	6,670	14	3,580	20	11,300	5	10,643
Palo Alto	342,741	810,920	929,600	20	21,927	10	134,910	62	130,448	36	176,936	30	41,967	74	102,200	67	37,574	148	116,520	11	17,222
San Jose	1,985,594	4,118,222	4,606,943	150	241,220	59	588,724	416	906,556	276	1,004,575	291	332,969	303	185,920	297	274,491	744	409,802	93	154,260
Saratoga	39,496	127,489	154,601	17	16,947	2	15,899	20	37,071	5	9,857	10	23,813	13	4,573	11	4,006	23	14,312	2	4,442
SANTA CRUZ	653,672	1,243,897	1,370,740	91	130,142	40	104,053	188	306,641	121	245,730	111	104,264	156	50,811	146	56,192	387	152,984	33	82,817
Santa Cruz	284,096	536,593	589,952	28	48,690	13	51,016	64	99,831	62	157,212	36	33,467	59	15,487	56	31,160	152	71,517	12	23,101
Watsonville	137,533	219,931	234,490	18	20,363	12	21,955	42	42,343	28	65,919	25	15,091	23	6,797	30	10,073	80	16,376	10	17,981
SHASTA	435,968	755,934	818,020	100	106,663	18	65,190	150	174,770	96	163,755	107	87,298	80	31,555	95	31,354	230	64,432	23	23,296
Redding	317,426	541,283	583,937	47	78,502	6	60,786	62	77,612	52	127,365	55	54,243	55	27,454	66	27,395	119	44,074	14	22,381
SIERRA	4,295	6,183	6,665	4	923	4	177	9	1,501	2	1,021	2	571					14	1,189	2	635
SISKIYOU	114,424	171,953	181,190	37	14,350	16	5,909	71	53,411	31	24,264	58	26,146	23	6,238	20	4,545	110	21,780	13	5,486
Yreka City	49,532	72,937	77,619	12	5,758	2	2,437	12	21,131	9	12,952	16	9,566	7	3,453	9	2,118	31	7,663	6	3,897
SOLANO	636,112	1,393,784	1,582,177	60	83,464	27	179,641	155	314,230	127	354,391	136	130,664	79	40,029	129	76,675	312	189,614	28	82,851
Fairfield	171,817	491,741	583,748	10	33,121	4	92,841	32	87,643	30	140,122	31	58,482	31	19,320	33	29,648	68	61,532	7	38,058
Sui Sun	9,981	25,857	29,033	4	2,170	1	1,218	8	4,577	7	2,085	4	1,423	2	205	7	2,031	13	5,527		
Vacaville	112,236	185,170	228,346	15	21,149	5	6,526	26	55,827	12	31,657	27	26,828	14	8,645	25	10,621	48	41,108	5	14,703
Vallejo	276,297	506,560	554,004	22	20,981	13	73,183	62	108,160	59	151,400	48	42,248	22	9,434	51	32,600	128	45,761	11	28,222
SONOMA	1,009,728	2,205,134	2,492,379	177	242,392	49	263,271	313	553,458	183	442,050	238	195,067	165	84,777	213	117,612	534	232,362	53	108,457
Petaluma	105,285	230,333	260,176	16	28,738	6	24,749	36	70,373	16	27,130	23	19,757	18	11,401	30	8,783	59	23,470	5	16,500
Santa Rosa	454,401	1,081,680	1,241,346	38	76,448	18	212,938	99	224,727	60	191,038	94	85,889	78	58,892	102	77,685	162	106,992	21	70,053
STANISLAUS	671,937	1,608,854	1,762,274	112	152,503	45	225,968	262	355,491	198	337,612	175	122,682	157	64,040	185	116,434	379	161,950	48	95,375
Modesto	548,811	1,060,207	1,170,511	46	105,658	19	191,314	116	195,187	97	229,787	61	58,877	96	46,326	116	80,696	186	93,910	22	75,628
Turlock	104,745	199,566	219,752	10	7,184	8	10,189	26	53,612	21	47,486	24	18,167	25	11,061	24	19,194	47	21,141	9	11,868
SUTTER	164,518	282,502	305,316	25	34,946	9	38,744	57	79,877	35	51,134	36	15,614	22	11,661	30	11,583	67	24,410	8	19,682
Yuba City	137,115	308,901	347,993	17	29,935	4	28,649	39	71,742	27	45,987	24	13,582	21	11,431	21	10,028	46	20,985	7	19,124
TEHAMA	113,679	217,673	239,596	23	14,498	9	8,107	49	51,307	32	61,290	36	47,637	18	6,740	16	4,505	66	19,572	8	6,943
Corning	33,940	66,535	73,055	7	5,030	2	1,094	10	12,350	5	16,226	12	28,908	4	1,158	2	220	13	2,969	2	1,299
Red Bluff	70,323	133,073	146,345	12	8,654	6	6,853	21	33,224	23	41,737	17	13,976	13	5,486	12	4,223	36	12,984	4	5,337
TRINITY	17,081	32,958	36,357	8	1,700	7	3,325	29	13,691	4	930	11	4,589	3	333	3	599	30	5,242	2	1,395
TULARE	731,206	1,374,741	1,511,274	105	107,095	38	173,131	293	330,895	173	388,341	178	107,309	136	59,354	151	64,224	338	107,617	47	59,097
Porterville	126,243	244,541	270,167	22	14,055	7	32,821	47	73,327	34	69,783	24	14,376	26	12,446	36	8,808	54	17,039	8	8,766
Tulare	99,970	158,429	168,612	13	17,436	5	8,021	41	41,843	18	39,522	27	14,096	22	7,584	27	9,622	51	11,126	6	5,557
Visalia	329,689	656,998	729,739	32	59,265	11	123,479	61	104,277	56	200,352	43	39,655	58	28,897	53	33,338	89	53,058	14	38,950
TUOLUMNE	102,042	167,816	179,791	28	19,380	5	7,744	45	48,872	30	25,339	40	16,945	29	6,359	30	5,873	92	20,934	10	7,968
Sonora	73,148	118,370	127,416	15	9,386	5	7,026	14	34,118	24	24,173	19	11,561	20	5,241	18	4,529	38	9,910	8	5,810
VENTURA	1,511,465	3,494,898	4,014,387	158	205,460	83	475,942	328	897,538	292	945,496	266	285,145	274	134,632	331	189,587	662	361,430	85	152,598
Camarillo	92,362	188,050	209,595	15	48,609	6	13,630	16	15,264	12	19,697	18	19,580	14	4,526	16	6,184	45	20,677	4	12,827
Oxnard	389,281	676,054	731,821	21	41,235	16	104,826	70	140,080	77	173,078	63	55,021	85	31,949	65	31,108	163	65,294	19	23,010
Port Hueneme	20,766	25,541	25,945	3	1,025	1	1,835	14	9,866	9	776	2	598	3	420	4	377	26	6,198	4	1,573
San Buenaventura	362,578	857,989	983,802	22	24,692	12	156,373	48	159,919	71	309,958	47	57,463	46	27,220	77	62,655	133	79,790	14	24,842
Santa Paula	56,437	85,811	90,636	7	1,287	4	3,774	22	26,455	23	22,407	13	8,479	18	2,976	21	4,018	44	9,727	4	3,903
Simi Valley	164,711	454,310	535,515	18	26,323	8	109,289	39	164,615	34	56,644	35	37,546	23	12,500	43	22,908	65	48,781	9	18,672
Thousand Oaks	280,569	915,238	1,112,333	33	60,278	8	70,117	39	247,413	32	321,126	36	66,909	57	46,491	64	45,862	77	108,975	15	55,035
Ventura	362,578	677,955	837,766	22	14,498	12	107,259	48	121,494	71	168,089	47	43,763	46	18,241	77	37,620	133	53,983	14	17,223
YOLO	329,467	580,534	630,181	43	57,317	6	11,342	86	159,505	54	143,867	71	64,796	54	22,304	53	19,378	188	70,180	20	24,134
Davis	114,068	215,061	236,357	5	8,303	1	1,648	19	54,977	16	77,607	17	17,765	18	8,277	20	9,585	46	25,515	6	6,651
Woodland	123,264	205,010	220,129	19	22,912	3	6,721	28	57,274	25	50,526	19	13,680	27	12,368	23	7,982	50	17,284	8	12,299
YUBA	129,725	197,827	209,507	17	16,482	16	13,808	58	46,677	35	43,798	29	15,054	32	11,292	37	8,455	105	21,438	9	9,404
Marysville	93,771	130,867	136,130	8	5,181	8	13,799	22	24,748	23	38,657	18	10,562	23	6,418	28	6,765	60	15,113	5	6,009

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,824,594	19,481,620	21,495,442	1,302	1,459,499	493	2,434,895	2,177	4,175,816	1,869	4,591,287	2,485	1,627,011	1,812	883,801	2,185	1,034,564	5,004	2,296,087	536	538,549
METROPOLITAN STATISTICAL AREAS																					
Boulder-Longmont, Co	662,971	1,336,277	1,469,275	90	119,266	21	96,591	110	297,132	131	316,345	116	94,872	143	64,258	185	83,126	282	151,709	32	45,726
Colorado Springs, Co	984,131	2,114,957	2,356,519	98	140,433	50	287,665	196	400,299	202	578,412	220	172,121	166	85,939	222	141,761	433	218,635	59	43,726
Denver, Co	5,200,801	10,542,239	11,696,492	472	631,162	162	1,609,852	909	2,231,931	776	2,586,906	1,005	790,078	792	510,217	997	565,866	2,132	1,234,181	223	287,678
Fort Collins-Loveland, Co	481,578	851,950	914,115	78	103,400	25	80,578	95	165,024	102	200,760	102	54,277	86	34,176	150	49,410	236	101,387	23	23,106
Greeley, Co	307,069	586,756	639,859	61	50,625	20	78,912	80	131,050	76	132,174	106	47,257	51	25,481	92	32,641	180	58,481	17	17,597
Pueblo, Co	406,205	480,419	478,116	41	28,589	17	65,141	122	104,920	105	107,232	113	33,011	69	18,247	87	25,407	265	45,478	26	14,326
COUNTIES, Cities																					
ADAMS	803,612	1,770,895	1,985,138	90	157,202	35	312,912	158	461,055	130	373,034	175	167,318	114	66,536	136	73,927	303	168,111	29	42,411
ALAMOSA	48,897	76,978	80,693	13	6,867	6	10,210	15	16,749	13	13,586	16	5,880	11	4,351	12	6,031	35	8,925	3	1,086
Alamosa	47,809	73,379	78,494	13	6,867	5	10,188	14	16,736	13	13,586	15	5,862	11	4,351	12	6,031	32	7,318	3	1,086
ARAPAHOE	1,199,646	3,231,379	3,773,116	86	177,388	37	628,971	160	602,254	171	1,019,428	169	212,522	238	228,890	188	150,268	346	317,999	34	83,082
ARCHULETA	9,820	23,642	26,869	2	3,174	1	413	5	6,272	3	2,948	10	7,292	6	1,746	3	331	13	2,530	2	320
BACA	14,066	16,062	15,877	7	2,975	6	751	8	2,055	7	3,141	12	4,450	7	337	3	59	10	881	4	464
BENT	12,673	17,221	17,578	3	922	3	823	4	3,732	2	4,460	5	1,838	4	278			11	905	2	578
BOULDER	662,971	1,336,277	1,469,275	90	119,266	21	96,591	110	297,132	131	316,345	116	94,872	143	64,258	185	83,126	282	151,709	32	45,726
Boulder	353,319	725,343	800,136	34	55,112	11	49,834	53	163,344	49	139,927	52	49,208	93	52,089	89	51,521	138	93,415	16	21,619
Longmont	160,451	325,078	357,765	23	41,050	4	24,441	24	87,547	41	69,931	26	27,674	41	11,146	55	19,469	63	29,521	10	20,678
CHAFFEE	48,234	82,093	87,417	15	6,051	8	3,864	19	21,047	19	16,661	36	14,332	16	1,490	15	1,330	45	8,459	4	1,912
Salida	30,495	49,745	53,596	7	3,278	3	2,911	8	14,062	14	13,933	17	3,020	12	982	9	978	25	3,676	3	984
CHEYENNE	5,856	15,652	18,142	5	1,239			5	8,873	2	1,348	9	2,481	2	711	2	422	8	1,882	2	550
CLEAR CREEK	16,980	30,423	32,689	4	1,549	1	199	11	8,611	2	1,454	13	6,570	2	326	4	421	38	8,257	1	
CONEJOS	9,227	13,224	16,108	4	1,091	1	858	12	5,054	3	558	9	3,304	3	230			12	765	3	449
COSTILLA	2,645	3,974	4,130	1	198	3	312	6	1,746			8	822			1		7	596	1	103
CROWLEY	3,565	6,917	7,554	3	764			3	1,281	5	3,256	4	563	1	246	2	184	5	395	1	203
CUSTER	1,117	3,146	3,682	1	253	1		2	928	1	414			2	71			4	1,385		
DELTA	52,527	81,599	85,402	21	10,994	7	4,558	26	21,002	16	22,691	23	5,899	17	2,667	17	2,139	34	5,316	6	2,374
DENVER	1,910,077	2,876,960	2,993,437	142	121,951	49	288,210	360	578,006	267	456,735	400	202,318	285	136,853	407	207,937	1,052	463,760	104	77,405
Denver	1,910,077	2,876,960	2,993,437	132	121,951	68	288,210	365	578,006	215	456,735	515	202,318	264	136,853	322	207,937	997	463,760	136	77,405
DOLORES	2,858	4,751	5,101					3	2,443	3	976	3	904					5	462		
DOUGLAS	25,624	71,230	83,193	12	4,217	3	418	12	25,679	12	18,623	11	10,494	9	1,063	17	2,394	16	7,486	4	4,007
Castle Rock	NO DATA AVAILABLE FOR THIS CITY																				
EAGLE	62,473	165,146	191,010	13	16,391	4	1,041	20	38,839	4	1,504	24	18,286	26	6,845	12	2,585	75	47,651	3	3,577
ELBERT	5,456	9,971	10,772	4	355	1	72	5	2,574	2	329	7	2,729	4	111	2	305	12	1,191	1	
EL PASO	984,131	2,114,957	2,356,519	98	140,433	50	287,865	196	400,299	202	578,412	220	172,121	166	85,939	222	141,761	433	218,635	59	43,726
Colorado Springs	888,846	1,968,727	2,203,882	74	133,152	36	276,539	156	392,428	171	569,302	169	140,810	145	82,532	194	133,649	334	197,149	32	42,431
FREMONT	54,839	111,826	119,354	13	7,939	12	8,461	34	28,017	27	20,687	31	9,376	21	5,490	23	6,074	59	12,954	5	3,306
Canon City	54,870	93,288	100,973	11	7,540	6	6,632	25	22,201	19	17,301	19	6,596	18	4,994	19	5,726	43	11,028	4	2,939
GARFIELD	90,701	233,384	268,713	18	20,801	6	4,888	21	55,393	18	69,721	37	35,789	24	9,307	25	9,510	48	22,708	8	12,800
Glenwood Springs	69,413	198,172	922,649	9	11,350	4	3,556	14	36,812	15	68,765	23	25,577	15	6,997	19	6,140	29	16,143	3	6,646
GILPIN	3,356	5,727	6,096	1	115	1	59	3	612	1		2	169	2				14	2,944	1	133
GRAND	25,574	59,952	67,808	8	2,232	3	3,914	15	14,189	9	7,629	24	11,617	5	1,038	4	631	50	12,767	3	2,249
GUNNISON	32,693	71,588	79,925	10	4,156	1	932	15	24,261	9	11,044	12	9,631	14	3,498	9	2,027	48	9,793	3	2,599
Gunnison	29,350	64,750	71,832	7	3,762			10	22,329	8	10,655	11	9,379	10	2,700	8	1,955	24	8,245	2	2,323
HINSDALE	1,360	4,175	4,964	1	1,247	1	171			1		2	556	1				6	785	1	677
HUERFANO	15,833	24,768	25,949	5	1,513	2	963	8	7,249	4	3,449	20	5,607	5	376	3	697	21	2,307	2	627
JACKSON	5,322	11,860	13,280	1	1,940			5	5,319	1		2	1,756	3	295	1	881	7	1,535	1	277
JEFFERSON	1,261,842	2,591,775	2,861,608	142	170,404	38	379,341	219	564,937	196	719,086	250	197,426	146	76,875	249	131,340	415	276,805	52	80,773
Golden	58,989	140,373	156,894	7	7,875			12	35,991	14	49,624	14	10,154	4	2,552	10	2,227	34	29,904	3	3,993
KIOWA	3,487	5,557	5,841	2	397			4	1,022	2		2	1,806			3	276	5	1,411	1	221
KIT CARSON	26,729	53,632	58,913	13	4,695	3	1,129	11	13,829	9	11,355	16	13,691	8	2,310	7	2,117	12	2,846	4	1,799
LAKE	23,089	35,728	37,361	6	1,576	4	896	5	11,689	6	7,065	10	1,701	3	1,366	5	882	27	5,078	1	1,318
Leadville	20,903	31,488	33,605	6	1,576	4	896	5	11,689	5	6,068	6	1,125	3	1,366	5	882	25	4,759	1	1,318
LA PLATA	96,046	205,497	228,502	27	29,947	13	17,229	24	50,183	17	30,430	27	19,537	28	10,774	29	9,329	66	29,130	7	4,201
Durango	88,519	190,922	212,608	24	27,483	11	15,256	18	45,365	17	30,430	21	17,670	26	10,211	26	9,236	56	25,898	7	4,201
LARIMER	481,578	851,950	914,115	78	103,400	25	80,578	95	165,024	102	200,760	102	54,277	86	34,176	150	49,410	236	101,387	23	23,106
Fort Collins	288,268	506,515	542,735	35	51,279	10	65,725	44	106,520	45	117,727	50	23,555	53	24,044	86	31,403	110	52,812	13	15,525
Loveland	109,306	186,147	198,273	16	14,804	7	7,703	23	45,949	32	55,387	30	18,294	21	6,779	40	12,148	48	14,353	6	5,096
LAS ANIMAS	36,292	55,091	57,415	7	2,328	13	4,979	28	16,159	15	11,574	23	6,763	13	1,994	7	969	43	4,905	5	1,648
Trinidad	33,269	48,890	52,015	6	2,305	7	4,822	24	14,692	15	11,574	17	4,164	13	1,994	7	969	35	4,131	5	1,648
LINCOLN	19,432	39,683	43,734	4	526	1		7	6,036	4	13,461	27	13,081	3	1,031	4	865	19	6,118	2	331
LOGAN	70,868	93,764	95,348	14	6,366	5	7,044	19	16,919	20	21,636	38	12,424	19	5,280	20	4,419	37	7,487	4	1,404
Sterling	67,736	87,585	88,585	14	6,366	5	7,044	15	16,703	17	20,300	29	9,103	19	5,280	17	4,150	29	6,654	4	1,404
MESA	280,082	613,986	685,974	51	86,483	15	75,208	64	124,479	67	152,278	83	58,682	50	21,687	60	38,715	95	53,481	14	17,056
Grand Junction	230,783	548,567	612,667	41	77,233	12	70,450	40	101,765	57	142,344	59	45,233	49	21,455	50	37,118	73	48,966	11	15,064
MINERAL	1,956	2,823	2,925	1	592			2	914			2	701					3	272	1	188
MOFFAT	47,347	118,635	135,919	12	9,485	4	5,159	9	35,679	12	36,552	18	13,366	9	5,656	7	1,619	25	12,951	2	2,394
Craig	45,823	116,808	131,008	12	9,485	3	5,046	5	34,260	11	36,279	14	11,415	9	5,656	7	1,619	21	12,766	2	2,394
MONTEZUMA	63,938	116,727	125,958	14	11,789	8	7,130	19	26,852	13	29,633	29	8,258	11	2,704	16	4,888	37	15,093	6	3,539
Cortez	54,825	98,069	106,720	11	10,381	6	6,157	12	21,474	12	28,382	20	6,520	10	2,569	15	4,720	23	10,109	4	2,897
MONTROSE	76,902	108,039	110,972	21	16,689	6	6,836	25	23,747	16	22,656	23	8,971	15	4,502	19	3,337	42	9,723	9	2,570
Montrose	58,585	93,318	98,264	17	15,634	4	6,473	16	19,358	12	21,751	18	6,717	14	4,278	17	3,281	29	8,326	7	1,565
MORGAN	75,795	172,749	194,419	21	18,973	7	15,902	19	35,740	31	46,462	35	26,678	20	7,919	12	2,888	43	18,116	3	4,390
Fort Morgan	54,472	124,928	139,023	12	10,144	5	13,909	9	24,897	19	34,250	22	17,314	13	6,183	11	2,782	24	11,587	2	3,746
OTERO	63,125	93,419	96,900	13	9,946	7	7,855	30	26,422	22	19,662	18	5,544	19	4,479	20	4,996	47	7,090	8	2,495
La Junta	40,006	57,199	60,639	5	4,741	4	3,730	11	14,894	11	14,122	8	2,758	10	2,532	12	4,124	26	4,114	5	2,184
Rocky Ford	16,387	23,898	25,401	3	2,693	1	486	13	8,989	8	5,189	5	1,597	7	1,576	7	779	15	2,247	2	222
OURAY	3,238	6,372	6,970	1	296	2	200	4	1,915	1	421	2	647	1		1		14	2,066	2	207
PARK	5,825	12,337	13,684	2	847	3	117	5	1,742	1	1,519	9	2,927			2	220	13	3,926	1	261
PHILLIPS	12,834	22,467	24,063	3	2,685	4	3,458	10	3,677	8	8,459	3	1,669	1	433	5	226	9	1,306	3	170
PITKIN	77,480	167,643	186,732	13	23,802			21	23,092	6	4,147	8	8,285	38	12,999	22	8,610	95	50,478	4	9,282

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PROWERS	51,938	91,390	97,905	14	7,466	6	8,608	16	24,159	20	15,013	19	15,599	11	3,275	10	4,585	37	8,367	4	2,730
Lamar	47,229	82,004	88,961	11	6,462	6	8,608	11	22,096	16	13,529	16	14,381	10	3,128	5	3,451	26	7,446	3	2,393
PUEBLO	406,205	480,419	478,116	41	28,589	17	65,141	122	104,920	105	109,232	113	33,011	69	18,247	87	25,407	265	45,478	26	14,326
Pueblo	377,991	447,773	445,769	35	27,543	15	57,394	109	99,471	92	103,466	97	29,002	65	17,133	80	23,303	230	42,864	25	13,722
RIO BLANCO	13,670	32,198	36,441	6	3,778	3	201	10	10,830	4	1,214	9	6,330	4	1,854	2	378	15	5,656	3	1,706
RIO GRANDE	31,541	54,438	58,122	15	5,124	3	1,167	18	17,652	9	11,052	16	3,817	7	2,468	10	4,347	20	3,221	6	1,547
ROUTT	44,533	105,971	120,190	10	15,086	4	2,202	13	22,890	9	12,196	17	13,898	19	6,690	15	2,677	50	18,668	7	5,786
SAGUACHE	5,940	8,308	8,528	1	851			3	2,039	3	2,308	7	1,051	1	492	1	202	5	762	3	204
SAN JUAN	2,334	6,032	6,945	2				1	344			5	1,849					9	2,102		
SAN MIGUEL	7,889	14,161	15,231	5	1,469	3	212	8	3,301	2	3,099	5	1,773	3	435	2	584	14	2,614	2	304
SEDGWICK	15,327	25,592	27,151	5	1,478	1	836	6	5,795	4	7,202	12	5,003	5	908	5	1,024	11	2,593	3	522
SUMMIT	38,419	136,243	166,346	6	13,573	3	723	15	17,564	6	3,207	17	17,863	19	3,780	9	1,938	60	44,331	4	3,648
TELLER	13,490	36,434	42,311	2	9,110	3	855	9	8,071	5	1,502	12	6,436	8	1,389	5	751	23	5,063	3	596
WASHINGTON	10,513	19,825	21,511	8	2,874	6	1,423	3	6,109	1	252	12	4,820	4	233	3	539	14	2,797	3	724
WELD	307,069	586,756	639,859	61	50,625	20	78,912	80	131,050	76	132,174	106	47,257	51	25,481	92	32,641	180	58,481	17	17,597
Greeley	223,710	460,862	508,825	37	27,684	13	76,247	38	108,849	47	108,232	56	31,358	44	25,072	62	25,190	94	34,798	9	16,707
YUMA	25,998	38,262	39,640	10	5,027	5	4,098	12	9,142	12	9,249	10	2,374	10	1,412	13	1,565	19	3,172	4	865

CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,428,005	19,059,171	20,851,823	1,193	946,671	571	2,351,528	3,207	4,574,083	1,538	3,621,979	2,215	1,704,057	1,940	1,038,111	2,056	896,692	5,169	1,946,740	755	619,622
METROPOLITAN STATISTICAL AREAS																					
Bridgeport-Milford, Ct	401,820	2,737,772	2,975,104	139	168,162	77	316,473	491	685,777	184	533,425	310	259,086	270	140,416	285	152,413	726	255,047	107	91,824
Bristol, Ct	204,024	262,024	290,662	30	11,464	12	30,869	67	71,840	30	70,725	45	22,912	30	7,404	42	13,311	104	21,422	16	6,018
Danbury, Ct	624,838	1,044,675	1,150,855	91	64,335	32	129,460	165	255,844	92	155,158	117	87,947	112	63,749	121	47,408	256	90,975	28	22,051
Hartford, Ct	2,558,062	5,083,379	5,763,453	251	238,683	108	686,349	619	1,208,458	325	967,850	496	496,601	401	312,708	459	218,855	1,150	586,098	200	190,034
Middletown, Ct	194,743	289,361	319,929	15	11,472	8	46,589	53	72,735	31	56,917	46	33,530	18	7,779	29	9,169	91	26,308	15	13,255
New Britain, Ct	408,125	748,163	842,239	47	29,498	25	71,675	160	210,377	70	143,301	94	80,065	68	31,657	74	39,466	251	92,360	35	32,896
New Haven-Meriden, Ct	1,503,962	2,578,985	2,816,732	170	86,265	80	405,382	537	612,379	200	456,282	351	220,939	361	163,208	303	132,411	858	277,839	105	74,529
New London-Norwich, Ct-R.I.	880,311	1,639,862	1,807,120	102	74,484	53	216,820	260	395,563	143	358,533	206	149,588	182	60,898	181	79,311	482	154,431	63	55,141
Norwalk, Ct	629,282	1,222,438	1,356,242	60	57,991	32	97,126	136	255,985	84	275,421	109	81,772	116	88,063	132	69,704	233	125,210	23	23,896
Stamford, Ct	860,480	1,808,823	2,053,290	82	93,230	53	199,675	213	414,056	85	351,241	151	158,097	197	125,116	168	101,498	316	171,243	48	54,398
Waterbury, Ct	680,970	1,051,130	1,156,897	87	61,918	37	132,346	265	279,314	129	202,765	147	86,137	120	54,854	146	40,817	368	95,639	59	37,644
COUNTIES, Cities																					
FAIRFIELD	3,026,657	5,801,192	6,396,620	323	328,504	164	634,159	876	1,350,020	373	1,067,713	578	475,541	620	364,264	613	303,007	1,303	547,256	177	170,388
Bridgeport	418,473	658,483	696,534	35	22,602	37	65,780	215	159,758	65	117,889	95	58,093	85	35,110	101	43,495	291	57,681	42	26,474
Danbury	344,946	485,859	503,572	37	32,664	21	69,276	77	76,977	48	71,330	55	31,535	44	12,316	61	25,546	122	35,290	9	4,561
Greenwich	262,533	593,339	671,533	22	22,061	11	32,906	63	137,661	37	163,589	40	54,419	66	55,520	43	23,528	90	63,256	19	13,077
Norwalk	352,475	640,837	696,313	32	30,458	23	79,754	90	143,986	54	122,351	66	46,297	39	33,034	69	33,314	138	56,009	9	11,814
Stamford	420,450	904,075	1,013,714	37	32,319	35	167,997	111	199,867	38	144,246	77	61,000	84	49,755	89	61,473	181	74,397	20	28,188
Trumbull	118,341	185,117	195,532	12	7,589	4	79,800	18	40,051			15	10,837	35	23,685	17	3,517	18	4,689	5	6,065
HARTFORD	2,813,743	5,470,408	6,065,465	278	265,273	130	723,937	730	1,266,453	338	1,011,942	535	501,080	466	331,375	513	253,142	1,346	638,272	220	205,089
Bristol	189,354	249,829	255,839	25	10,793	11	29,931	59	65,109	23	65,935	42	19,921	29	7,233	37	8,153	89	17,102	14	5,829
Enfield	189,032	318,760	341,503	16	7,987	15	84,397	33	63,095	18	32,277	22	17,348	37	19,945	31	18,905	53	23,766	12	7,189
Hartford	406,823	702,424	755,969	23	19,614	22	100,791	140	107,592	33	120,162	75	51,763	79	38,540	70	33,899	324	119,877	43	37,835
Manchester	230,500	449,283	494,572	21	15,843	10	73,680	47	128,644	31	85,087	43	45,557	30	29,762	42	17,280	88	43,107	11	13,242
New Britain	167,018	265,637	281,353	16	5,114	14	28,643	68	65,304	23	59,617	41	21,283	38	16,367	31	9,383	112	27,313	23	6,516
LITCHFIELD	436,953	715,220	764,556	88	45,715	41	72,032	178	176,338	111	168,618	108	58,140	81	28,575	102	28,191	279	55,130	43	25,481
Torrington	122,071	213,656	230,539	21	11,328	14	32,804	46	60,893	32	43,865	24	16,030	22	10,446	26	8,562	67	14,287	8	5,066
MIDDLESEX	403,070	634,831	672,087	63	31,282	28	86,396	130	149,782	101	121,225	110	64,866	52	13,213	77	20,148	219	65,311	37	22,458
Middletown	133,176	204,090	214,848	14	8,931	7	41,845	36	51,804	20	35,884	22	13,969	15	6,770	20	6,721	69	20,397	11	8,545
NEW HAVEN	2,482,495	4,235,678	4,359,462	276	177,145	131	580,740	893	1,066,081	360	760,631	561	384,557	507	221,383	496	202,827	1,374	439,397	182	126,059
Ansonia	51,803	125,428	143,811	6	4,155	3	12,726	21	21,155	9	44,356	14	9,399	21	7,408	17	9,841	32	10,635	3	2,437
Meriden	175,175	403,837	304,285	17	14,043	7	46,190	57	56,020	23	56,744	44	20,137	47	20,656	31	16,519	96	19,175	8	8,088
Milford	234,294	495,298	553,611	22	29,304	13	57,686	62	95,551	38	128,040	53	74,151	30	16,269	39	39,053	95	53,983	14	9,994
Naugatuck	49,630	87,001	93,909	10	4,539	4	8,731	27	29,158	15	17,276	12	8,668	8	2,014	12	2,842	31	6,495	7	4,522
New Haven	357,172	577,424	613,866	36	7,958	17	87,447	162	117,005	44	64,865	83	41,266	121	55,036	93	39,447	289	75,289	44	21,065
Wallingford	146,827	256,257	276,340	17	10,328	10	36,484	40	61,244	29	81,602	32	21,403	23	4,659	20	5,930	71	23,619	6	4,491
Waterbury	410,236	599,305	625,290	31	28,195	23	111,682	142	131,895	67	103,742	75	38,324	74	33,098	80	17,725	203	47,431	30	19,419
NEW LONDON	735,017	1,388,289	1,525,079	87	57,791	47	173,803	220	334,611	129	323,431	185	136,298	134	49,305	150	69,316	402	128,273	52	43,537
New London	157,648	243,951	257,278	12	8,908	7	55,359	34	24,944	22	73,041	18	8,957	30	10,310	35	13,648	82	19,870	12	6,083
Norwich	173,974	423,491	485,943	15	12,208	12	60,538	39	117,203	23	124,170	33	37,034	32	16,278	32	24,729	75	30,084	12	11,436
TOLLAND	275,041	507,520	553,526	36	15,033	11	59,100	84	156,633	62	108,822	70	55,153	38	17,123	48	10,509	119	45,596	25	18,012
Vernon	133,605	268,208	296,874	12	4,311	3	37,568	33	78,459	21	58,186	22	23,647	23	14,539	26	8,157	44	28,024	11	11,109
WINDHAM	255,029	306,033	315,028	40	23,928	19	21,361	96	74,165	84	59,597	68	28,422	42	10,873	57	9,552	127	27,505	19	8,598
Willimantic	85,335	44,369	39,199	8	1,329	4	2,947	22	12,983	14	3,940	11	2,442	19	2,881	16	1,236	34	2,548	8	1,528

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

DELAWARE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS	2,138,502	3,819,364	4,170,084	233	230,756	139	593,394	656	882,047	343	715,528	435	332,114	368	182,640	338	201,187	863	349,259	132	143,686
METROPOLITAN STATISTICAL AREAS																					
Wilmington, De-N.J-Md	1,791,371	3,297,115	3,623,385	177	161,673	99	512,637	514	730,083	282	634,221	370	320,480	274	144,895	268	185,489	719	302,024	107	124,411
COUNTIES, Cities																					
KENT	371,280	454,567	457,377	45	33,576	23	60,355	111	78,434	89	116,383	78	29,069	55	18,187	62	14,190	128	40,174	18	10,363
Dover	207,094	267,619	271,698	16	16,036	13	58,721	40	45,325	40	59,086	36	16,255	36	12,893	34	10,104	76	29,888	12	7,154
NEW CASTLE	1,459,582	2,665,831	2,923,973	124	126,489	74	489,478	392	590,542	172	471,065	252	240,919	234	134,737	213	162,732	545	232,831	90	110,076
Newark	161,299	301,525	328,115	16	11,884	9	20,347	29	52,768	19	96,466	44	36,412	26	13,981	24	8,878	48	29,430	9	12,800
Wilmington	300,211	252,777	238,071	12	9,844	19	22,511	136	20,926	42	63,009	49	14,757	73	17,030	44	7,654	208	25,031	21	5,733
SUSSEX	307,640	698,946	788,734	64	70,691	42	43,561	153	213,071	82	128,080	105	62,126	79	29,716	63	24,265	190	76,254	24	23,247
Milford	65,644	140,189	156,450	5	4,463	5	2,492	15	30,365	19	59,090	13	7,161	11	14,013	11	4,887	23	7,131	6	5,259

DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS	2,084,664	3,274,340	3,531,547	70	62,955	68	314,374	538	562,366	103	339,943	250	242,383	435	258,025	266	188,280	1,158	686,787	148	161,054
METROPOLITAN STATISTICAL AREAS																					
Washington, D.C-Md-Va	11,847,217	21,466,936	24,754,589	667	857,789	362	3,353,489	2,187	4,705,375	1,044	5,012,425	1,684	2,157,697	1,611	1,267,354	1,604	1,127,319	3,698	2,484,927	532	1,075,238
COUNTIES, Cities																					
DISTRICT OF COLUMBIA	2,084,664	3,274,340	3,531,547	70	62,955	68	314,374	538	562,366	103	339,943	250	242,383	435	258,025	266	188,280	1,158	686,787	148	161,054
Washington	2,084,664	3,274,340	3,531,547	70	62,955	68	314,374	538	562,366	103	339,943	250	242,383	435	258,025	266	188,280	1,158	686,787	148	161,054

FLORIDA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)																	
STATE TOTALS	31,413,088	67,376,061	74,953,917	4,595	3,675,925	1,922	9,105,382	11,379	15,966,980	6,069	16,045,794	7,287	6,001,992	6,830	3,106,491	6,669	3,669,880	13,673	7,606,087	1,964	2,658,210
METROPOLITAN STATISTICAL AREAS																					
Bradenton, Fl	477,101	1,102,774	1,254,080	84	69,376	24	175,545	134	299,229	90	255,326	95	91,867	73	44,542	92	51,738	176	136,920	29	50,214
Daytona Beach, Fl	861,352	1,659,733	1,824,122	154	101,457	52	188,440	307	398,317	178	328,218	266	163,702	181	68,177	180	70,311	516	234,304	64	90,251
Fort Lauderdale-Hollywood-Pompano Beach, Fl	3,802,430	8,184,919	8,836,465	433	308,354	147	1,091,856	1,059	1,775,309	672	1,962,779	655	618,065	889	438,803	849	500,504	1,585	1,031,781	219	320,620
Fort Myers-Cape Coral, Fl	721,152	2,009,713	2,362,045	127	211,888	40	284,968	261	510,690	131	467,104	143	159,812	155	79,192	174	153,778	300	210,986	60	70,135
Fort Pierce, Fl	454,037	1,013,084	1,146,298	88	93,675	27	95,651	166	252,696	120	249,889	108	105,449	102	39,384	137	58,281	187	103,576	28	30,972
Fort Walton Beach, Fl	314,899	573,958	624,794	52	43,671	31	80,468	131	110,459	89	149,684	95	48,653	61	23,705	77	31,148	169	68,434	14	12,342
Gainesville, Fl	526,645	1,170,317	1,319,266	78	75,594	33	157,273	216	277,570	88	263,614	148	124,203	88	61,753	82	61,183	228	132,947	36	51,450
Jacksonville, Fl	2,407,905	3,887,628	4,155,377	298	170,671	138	481,249	897	793,473	463	1,025,340	561	403,351	425	166,151	432	151,063	975	368,110	141	160,600
Lakeland-Winter Haven, Fl	1,001,126	1,799,964	1,949,005	157	133,394	72	214,212	405	427,775	255	448,383	305	163,960	158	80,458	202	75,767	374	163,302	59	71,352
Melbourne-Titusville-Palm Bay, Fl	816,733	1,796,578	2,029,518	123	106,495	66	305,497	236	408,667	200	493,594	233	162,659	130	41,341	168	69,984	372	190,284	40	77,845
Miami-Hialeah, Fl	5,561,036	9,504,840	10,226,195	567	272,666	322	1,427,884	1,825	1,939,636	790	2,116,089	1,039	721,460	1,673	638,833	1,106	586,043	2,396	1,094,261	427	389,206
Naples, Fl	342,585	834,712	956,702	66	66,443	21	96,699	108	185,265	65	211,809	68	62,937	110	51,479	96	73,865	148	89,480	15	23,456
Ocala, Fl	352,790	738,297	822,456	88	72,711	28	87,151	179	182,282	87	147,330	123	105,434	50	23,989	78	27,809	162	75,321	22	22,299
Orlando, Fl	2,275,552	6,103,221	6,859,842	305	308,078	125	752,313	695	1,461,135	494	1,644,772	498	649,854	349	187,272	451	255,835	873	710,528	108	196,576
Panama City, Fl	333,919	594,735	643,632	45	32,050	28	83,424	157	110,953	66	163,885	108	40,920	70	31,345	85	33,177	204	79,222	22	16,985
Pensacola, Fl	873,621	1,289,341	1,352,715	125	71,554	53	191,819	364	307,724	212	329,612	195	105,431	147	39,955	174	55,204	379	115,019	60	42,602
Sarasota, Fl	775,961	1,879,977	2,159,343	137	147,635	45	220,428	190	415,272	136	446,346	150	157,268	186	83,559	214	178,265	317	226,376	43	77,568
Tallahassee, Fl	571,244	1,038,872	1,137,510	74	69,650	36	139,930	230	227,529	93	276,834	143	83,764	122	64,737	116	40,157	200	103,743	35	32,514
Tampa-St. Petersburg-Clearwater, Fl	4,933,390	12,247,785	14,113,169	760	640,804	262	1,953,377	1,749	3,250,309	911	2,880,653	1,082	1,065,305	881	465,647	976	609,446	2,171	1,447,818	261	470,067
West Palm Beach-Boca Raton-Delray, Fl	1,949,701	5,363,143	6,042,403	280	231,714	108	634,672	638	1,327,822	302	1,254,875	350	427,229	516	312,296	459	367,588	742	618,440	113	222,249
COUNTIES, Cities																					
ALACHUA	485,365	1,097,129	1,240,237	70	71,340	27	152,407	183	252,415	75	247,692	126	114,604	84	60,142	75	58,986	207	126,316	32	47,632
Gainesville	417,180	959,413	1,087,935	48	66,193	20	150,217	91	211,005	52	236,118	75	72,876	68	56,758	60	56,628	146	99,622	23	43,328
BAKER	27,192	41,350	43,383	6	1,166	6	1,222	26	11,727	9	12,320	17	10,125	3	644	3	906	10	1,385	3	1,186
BAY	333,919	594,735	643,632	45	32,050	28	83,424	157	110,953	66	163,885	108	40,920	70	31,345	85	33,177	204	79,222	22	16,985
Panama City	266,663	451,046	483,009	33	20,597	18	74,675	98	74,080	51	140,301	72	25,657	53	24,915	65	29,616	134	49,539	17	13,896

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/bldr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRADFORD	41,280	73,189	79,029	8	4,254	6	4,866	33	25,155	13	15,923	22	9,599	4	1,611	7	2,197	21	6,631	4	3,818
BREVARD	816,733	1,796,578	2,029,519	123	106,495	66	305,497	256	408,667	200	493,594	233	162,639	130	41,361	168	69,984	372	190,284	60	77,845
Cocoa	42,155	64,777	68,070	7	1,804	6	2,767	12	20,742	3	1,276	10	5,108	16	2,295	9	1,544	49	23,110	3	2,729
BROWARD	3,802,430	8,184,919	8,836,465	433	308,354	147	1,091,856	1,059	1,775,309	672	1,962,779	665	618,065	889	438,903	849	500,504	1,585	1,031,781	219	320,620
Fort Lauderdale	1,077,185	1,734,261	1,840,197	89	64,031	37	184,227	207	232,729	251	599,052	149	100,213	237	90,657	185	71,834	432	262,836	45	51,293
Hollywood	618,399	1,525,087	1,752,193	42	32,752	26	369,467	145	357,762	80	361,023	99	103,400	147	102,997	121	62,741	238	134,031	41	81,574
Pompano Beach	401,584	938,717	1,067,784	30	23,120	16	254,054	81	137,921	57	267,721	90	45,720	108	89,461	71	47,441	116	74,263	16	24,128
CALHOUN	21,118	33,556	35,496	5	3,778	3	1,223	20	11,567	10	6,781	20	4,877	6	675	3	1,582	12	1,128	2	13
CHARLOTTE	130,885	364,532	417,114	40	44,031	11	27,740	46	75,410	28	91,737	37	38,617	26	24,370	46	21,060	62	26,193	11	26,017
Punta Gorda	58,905	145,624	162,972	16	12,024	2	3,611	21	22,672	14	48,431	18	17,021	8	7,561	17	9,820	25	12,607	4	7,695
CITRUS	100,106	282,604	332,750	41	33,967	14	13,586	62	93,731	34	41,299	44	41,609	22	11,605	36	11,101	76	26,017	10	14,725
CLAY	175,776	467,561	544,701	36	23,440	12	133,610	74	98,706	35	70,519	39	45,216	41	29,174	35	11,749	71	50,470	12	22,849
Orange Park	52,086	151,276	171,119	13	6,752	5	18,426	13	30,413	6	5,160	12	24,825	24	18,763	12	6,619	25	21,710	4	3,585
COLLIER	342,585	834,712	956,702	66	66,443	21	96,699	108	185,265	65	211,809	68	62,937	110	51,479	96	73,865	148	89,480	15	23,456
Naples	255,220	625,719	718,007	47	41,221	11	85,098	58	140,143	44	160,463	39	38,706	90	43,965	77	55,092	91	62,458	11	19,793
COLUMBIA	106,842	187,456	202,198	23	19,132	15	14,302	49	41,491	33	41,280	43	27,743	27	7,602	22	4,811	50	20,594	8	6,965
Lake City	96,305	173,442	187,850	22	17,769	12	11,661	46	40,642	31	37,850	40	25,258	27	7,602	22	4,811	46	18,602	8	6,965
DADE	5,561,036	9,504,840	10,226,195	567	272,666	322	1,427,884	1,825	1,939,636	790	2,116,089	1,039	721,410	1,673	638,833	1,106	586,043	2,396	1,094,261	427	389,206
Florida City	12,579	26,213	28,941	5	2,049	1	1,526	9	3,552	2	1,976	9	9,951	5	479	6	2,681	8	4,782		
Homestead	100,773	144,839	150,400	21	15,246	7	25,615	45	46,822	18	17,417	14	6,719	16	2,277	18	5,345	44	9,623	6	5,662
Miami	1,495,395	2,101,019	2,173,567	169	49,908	98	267,440	599	339,279	272	483,319	287	135,472	515	157,061	372	157,698	810	247,986	141	92,331
DE SOTO	39,660	77,009	84,564	13	5,496	8	5,842	21	26,650	11	17,191	15	9,448	8	1,971	7	1,650	22	5,293	4	4,632
DIXIE	13,150	22,037	23,570	4	61	1	1,965	15	7,278	7	3,762	13	6,157	3	1,923	4	569	13	1,339	1	
DUVAL	2,025,100	2,906,933	3,018,515	221	121,714	101	319,634	690	534,226	380	825,731	437	248,213	338	120,297	359	158,570	775	259,823	112	124,798
Jacksonville	1,929,092	2,783,338	2,892,720	210	119,125	94	312,900	653	525,367	363	797,363	410	234,903	314	117,916	340	156,084	700	238,567	104	120,098
ESCAMBIA	771,857	1,048,592	1,078,401	101	58,277	43	177,854	301	198,789	179	274,567	185	78,070	132	37,446	143	48,916	334	97,970	49	33,247
Pensacola	304,514	383,495	391,311	25	18,020	17	14,755	106	66,396	37	147,549	86	36,131	69	18,411	52	18,409	132	33,577	23	11,245
FLAGLER	17,916	43,553	49,890	7	2,085	1	1,566	14	11,994	8	14,251	16	9,763	2		4	1,016	17	4,511	2	
FRANKLIN	15,726	24,127	25,351	9	3,085	2	26	34	10,004	7	3,089	10	2,888	3	57	6	689	17	2,596	3	1,050
GADSDEN	68,590	87,213	88,576	8	1,197	13	4,744	83	23,345	21	24,193	34	11,373	39	4,749	23	3,196	25	3,540	11	3,147
GILCHRIST	5,030	9,695	10,628	2	58	3	575	15	5,872			4	1,070	1		1	41	13	1,260	1	
GLADES	3,784	5,147	5,288	2	2	1	826	8	2,710	1		7	716	1		1	41	12	993		
GULF	19,070	26,906	27,837	6	2,230	8	1,852	24	12,304	8	3,539	10	2,376	2	34	8	1,327	20	1,916	4	1,120
HAMILTON	20,283	47,097	53,467	3		4	2,233	21	12,338	4	5,076	25	20,722	1	2,510	5	892	19	5,827	2	1,034
HARDEE	38,731	78,320	86,662	14	9,584	6	3,175	30	31,143	10	11,570	23	8,917	8	2,876	12	2,415	15	3,452	5	4,876
HENDRY	56,238	125,661	141,682	14	11,603	7	6,456	32	54,177	19	28,419	22	11,660	12	2,316	13	3,135	25	9,708	3	4,519
HERNANDO	82,939	230,563	270,727	37	23,245	8	16,882	44	77,424	25	69,878	31	34,912	17	4,434	19	7,116	49	18,844	5	15,157
Brooksville	77,429	198,697	222,956	19	22,025	8	16,555	31	58,104	14	44,048	31	22,758	31	4,278	10	6,329	33	13,622	2	13,760
HIGHLANDS	125,499	346,148	370,890	32	22,460	10	18,772	65	70,682	39	61,245	47	27,835	32	10,707	30	7,328	55	17,664	10	10,778
HILLSBOROUGH	2,070,389	5,282,039	6,117,068	284	252,324	102	835,147	831	1,394,021	418	1,297,761	502	502,184	369	209,634	379	250,291	956	638,045	102	190,354
Tampa	1,364,600	3,187,754	3,625,225	137	93,267	58	515,880	487	605,215	239	900,441	307	269,047	285	169,508	253	184,745	664	432,410	68	112,192
HOLMES	22,114	57,179	66,242	7	3,545	6	2,280	26	21,452	7	14,619	10	7,955	8	1,622	6	1,864	12	3,575	4	2,964
INDIAN RIVER	176,772	605,594	738,953	44	54,892	10	33,916	63	180,361	30	159,573	47	55,093	69	31,047	60	47,509	81	72,194	12	29,358
Vero Beach	131,601	435,104	527,330	32	45,957	8	30,831	38	124,691	22	75,216	29	38,196	45	30,550	50	40,129	55	57,802	11	28,235
JACKSON	99,807	131,714	134,661	23	6,738	21	10,977	93	35,433	31	35,165	49	12,971	21	3,984	22	4,592	43	8,941	11	4,357
Marianna	66,651	85,653	89,454	13	4,390	7	9,222	31	18,724	20	26,489	24	7,558	15	3,429	13	2,410	27	7,607	7	2,727
JEFFERSON	18,089	40,668	45,894	3	7,946	4	1,434	23	12,635	4	3,583	17	11,076	6	1,063	5	2,257	9	1,699	3	165
LAFAYETTE	4,103	6,533	6,883	3	1,734	2		5	782	1	25	5	1,275	2	23	1	1,869	5	351	1	10
LAKE	303,103	595,751	649,506	82	55,107	29	76,362	139	149,681	100	158,290	119	50,751	56	18,579	71	21,023	135	41,365	25	26,406
Leesburg	137,658	262,286	287,143	28	24,693	11	23,932	39	57,331	37	92,793	31	16,381	23	7,406	28	11,212	66	18,824	12	14,058
LEE	721,152	2,009,713	2,362,045	127	211,888	40	284,968	261	513,690	131	467,104	143	159,812	155	79,192	174	153,778	300	210,986	60	70,135
Cape Coral	53,168	154,676	183,110	21	20,563	2	2,742	30	66,447	9	8,092	15	14,455	25	11,641	28	15,070	35	15,567	4	10,515
Fort Myers	462,858	1,231,279	1,434,494	51	83,544	19	241,680	140	251,656	78	413,119	70	67,032	68	47,733	97	85,694	120	95,940	15	22,676
LEON	502,654	951,659	1,048,934	66	68,453	23	135,186	147	204,184	72	252,629	109	72,191	93	59,998	94	36,961	175	100,203	24	29,367
Tallahassee	335,444	511,669	537,307	50	45,364	15	65,792	98	113,613	58	80,505	82	38,682	62	29,598	80	28,866	145	57,986	21	18,436
LEVY	40,462	56,159	57,938	12	1,978	9	2,969	49	18,786	14	10,008	28	11,342	7	1,243	6	2,452	38	4,599	4	1,358
LIBERTY	3,252	5,666	6,096	3	122	1		4	534	1		12	2,539			1	2,478	4	61		
MADISON	27,216	39,085	40,573	7	3,292	7	645	35	12,173	9	5,969	22	8,133	6	743	7	645	12	1,624	5	4,230
MANATEE	477,101	1,102,774	1,254,080	84	69,376	24	173,545	154	299,239	90	255,336	95	91,867	73	44,542	92	51,738	176	136,920	29	50,214
Bradenton	197,186	380,234	417,142	37	31,042	10	68,287	54	63,999	44	100,322	34	27,173	41	18,571	45	21,623	62	35,763	15	18,196
MARION	352,790	738,297	822,456	88	72,711	28	87,131	179	182,283	87	147,330	123	108,434	50	23,989	78	27,809	162	75,321	22	22,299
Ocala	270,643	554,636	615,416	52	46,665	14	82,547	98	125,904	58	113,533	63	80,103	39	20,561	59	23,466	104	61,819	15	17,824
MARTIN	185,596	476,725	551,963	54	61,093	10	26,970	73	135,970	37	100,081	50	42,457	50	17,075	75	33,419	87	51,938	12	12,794
Stuart	115,663	302,287	350,958	22	32,024	4	20,224	28	79,833	30	71,869	33	23,134	32	13,490	49	26,927	49	33,457	7	8,799
MONROE	212,038	430,353	477,883	51	34,285	15	62,010	101	110,711	64	98,953	49	34,869	67	15,851	49	14,318	105	82,033	14	17,980
Key West	117,083	204,397	220,113	14	10,358	9	35,464	58	47,933	29	38,478	17	11,616	41	7,379	25	6,294	105	32,425	7	8,005
NASSAU	67,065	127,485	139,438	17	6,775	17	10,543	54	40,248	13	20,003	33	23,470	19	5,803	9	1,457	40	11,736	7	4,374
OKALOOSA	314,899	573,958	624,794	52	43,671	31	80,468	151	110,499	89	149,684	93	48,653	61	33,705	77	31,148	169	68,434	14	12,342
Fort Walton Beach	158,354	332,079	370,201	20	30,306	9	26,468	43	42,169	50	123,360	40	25,196	37	13,159	29	20,921	87	49,022	4	4,437
OKEECHOBEE	49,128	298,681	317,527	14	64,606	8	114,908	33	28,914	18	11,782	30	13,011	12	3,138	14	37,198	33	9,543	4	27,173
ORANGE	1,639,775	4,605,625	5,439,279	210	253,490	85	621,618	474	1,128,412	368	1,243,617	383	317,711	230	161,369	316	217,898	622	572,037	78	144,686
Orlando	734,485	1,661,759	1,878,846	69	73,130	35	298,145	155	274,606	139	504,991	122	133,030	119	82,896	144	106,183	337	193,795	37	49,228
OSCEOLA	132,207	374,472	441,288	25	30,179	11	30,419	61	108,427	31	110,369	43	31,971	23	8,606	28	12,973	68	36,340	9	17,836
PALM BEACH	1,949,701	3,363,143	6,042,403	280	231,714	108	634,672	638	1,327,822	309	1,234,873	350	437,229	516	312,296	439	367,888	742	618,440	113	222,249
Boca Raton	184,900	595,728	718,639	25	26,612	11	114,007	60	172,709	18	13,038	24	32,018	83	48,516	80	84,679	84	89,910	10	28,643
Palm Beach	98,803	245,634	282,550	5	2,127	7	7,525	20	48,596			5	6,630	90	79,557	30	14,913	29	42,871	7	7,089
West Palm Beach	521,733	1,235,648	1,408,995	38	39,245	23	277,725	111	183,966	64	415,892	62	51,814	103	73,534	83	73,331	157	184,733	33	48,151
PASCO	342,248	985,703	1,165,080	104	99,704	33	129,298	139	326,580	75	160,303	91	108,307	43	33,023	113	59,900	183	92,206	22	34,837
PINELLAS	2,437,814	5,749,478	6,560,294	335	265,531	119	972,050	715	1,452,384	393	1,372,911	438	419,997	432	216,536	465	293,024	1,083	698,733	133	229,719
Clearwater	514,565	987,450	1,082,707	51	36,823	21	155,821	93	165,158	71	330,643	79	91,822	113	40,640	92	53,380	189	138,219	18	23,853
St. Petersburg	36,266	54,145	58,600	1	161	4	1,544	13	17,296	3	1,102	9	5,376	20	3,393	8	1,437	40	14,139	3	3,393
POLK	1,001,126	1,799,964	1,949,005	157	133,394	72	214,212	405	427,773	233	448,383	303	183,960	158	30,458	303	73,767	374	163,302	59	71,333
Lake Wales	71,834	130,502	142,242	19	18,839	10	6,134	29	30,632	24	30,332	27	13,332	10	7,362	9	3,171	32	11,033	6	7,441
Lakeland	415,044	741,100	801,458	53	40,575	21	125,342	108	161,990	89	187,194	80	52,304	66	33,680	84	33,901	119	66,223	17	27,332
Winter Haven	208,952	373,681	404,222	32	34,531	12	49,336	79	84,758	51	80,783	44	19,607	44	27,586	47	13,415	88	38,034	14	16,512
PUTNAM	120,657	245,573	272,134	30	18,711	14	11,636	73	74,732	39	36,813	35	39,915	21	8,529	27	9,437	56	13,121	9	24,070
Palatka	91,399	182,639	201,708	12	8,266	8	9,400	34	45,418	24	20,883	20	23,439	18	7,979	21	8,714	30	10,176	6	20,488
ST. JOHNS	139,964	385,647	452,723	24	18,742	8	17,460	79	100,293	33	109,087	52	86,432	37	10,877	29	9,287	89	46,081	10	8,579
St. Augustine	126,347	333,763	388,278	22	17,965	6	15,330	63	89,254	29	102,484	43	51,997	34	10,437	27	8,971	77	40,902	10	8,579

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FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ST. LUCIE	268,441	536,159	594,335	34	32,582	17	68,681	93	116,726	63	149,908	58	62,992	32	22,309	62	24,862	100	31,638	16	18,178
Fort Pierce	227,845	488,009	546,042	30	30,361	14	67,378	80	107,955	49	131,408	47	55,152	45	21,971	49	22,465	86	48,697	13	17,166
Port St Lucie	8,802	10,372	10,986	2	613	2	683	2	2,339	1	2,584	1	2,084	4	166	3	318	5	1,151	2	242
SANTA ROSA	101,764	240,749	274,314	24	13,277	10	13,965	63	108,535	33	55,045	40	30,961	15	2,309	32	9,288	45	17,049	11	9,355
SARASOTA	775,961	1,879,977	2,150,343	137	147,635	45	220,438	190	415,272	136	446,346	150	157,268	186	83,559	214	178,265	317	226,376	43	77,568
Sarasota	364,451	716,882	789,262	39	42,692	24	123,831	91	180,935	64	98,745	68	46,347	114	41,444	114	43,050	167	87,775	27	34,217
SEMINOLE	503,570	1,123,134	979,275	70	34,409	39	100,276	180	224,296	95	291,786	93	80,172	96	17,297	107	24,964	185	82,151	21	34,032
Sanford	136,138	266,407	427,888	17	12,732	11	25,456	33	80,769	32	187,429	33	27,516	17	6,455	26	8,517	55	29,603	7	17,970
SUMTER	43,937	91,741	101,235	13	2,592	4	3,317	42	20,794	11	5,228	33	36,223	5	1,321	9	2,529	28	9,928	5	3,176
SUWANNEE	54,132	87,786	93,222	13	3,873	9	6,560	31	24,450	17	25,144	29	7,779	14	2,947	12	2,639	25	4,305	8	4,596
TAYLOR	47,222	83,668	85,338	9	4,236	8	3,389	37	14,821	17	13,137	29	7,739	14	2,635	13	3,087	30	6,813	6	1,859
UNION	6,770	13,135	14,418	3	1,753			13	6,137	5	2,317	9	1,810	1		4	302	2	95	1	4
VOLUSIA	861,332	1,659,733	1,824,122	134	101,457	82	185,440	307	398,317	178	328,218	266	163,702	181	68,177	180	70,311	516	234,304	64	90,251
Daytona Beach	407,973	695,037	745,129	59	33,865	19	134,338	85	84,831	63	192,354	82	41,808	108	42,643	53	21,024	234	100,142	22	21,927
De Land	75,859	135,113	146,079	16	7,793	4	6,367	39	38,341	16	51,216	22	10,173	12	4,048	20	5,784	39	15,220	6	2,988
WAKULLA	9,966	19,616	21,597	2	1,577	4	1,340	21	8,676	6	3,723	10	1,143	4	122	4	166	12	3,740	1	165
WALTON	34,773	69,735	81,616	8	4,057	8	2,004	40	16,029	8	10,625	30	8,872	8	1,186	10	1,338	26	2,715	4	1,792
WASHINGTON	23,048	128,593	166,494	4	18,239	7	8,218	41	80,889	9	13,180	18	14,872	8	3,550	10	4,486	11	8,659	2	310

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,915,816	29,988,067	32,916,308	2,035	1,760,643	1,507	4,090,477	7,495	6,816,068	3,895	7,286,486	5,066	2,945,106	3,267	1,416,347	3,353	1,381,345	6,345	2,819,069	1,428	1,049,966
METROPOLITAN STATISTICAL AREAS																					
Albany, Ga	345,745	524,663	548,998	36	41,635	25	74,317	144	98,063	70	132,733	86	36,038	65	28,080	84	30,736	135	40,380	24	14,506
Athens, Ga	373,000	674,011	731,153	45	40,781	35	71,311	169	136,132	120	199,971	135	61,849	83	26,412	78	33,682	177	65,251	38	21,237
Atlanta, Ga	7,095,276	15,378,180	17,325,928	672	828,758	391	2,629,427	2,098	3,266,213	1,257	3,690,757	1,659	1,544,102	1,153	671,085	1,265	652,163	2,514	1,671,797	474	549,448
Augusta, Ga-S.C	981,280	1,607,222	1,723,911	125	105,736	70	216,934	414	385,537	245	384,636	262	144,557	173	79,250	190	67,438	407	135,984	76	50,636
Chattanooga, Tn-Ga	1,339,964	2,100,191	2,233,526	156	138,019	107	291,080	523	477,351	313	500,491	432	229,826	220	89,839	262	90,350	539	170,806	109	65,233
Columbus, Ga-Al	695,446	1,144,210	1,217,264	78	49,201	47	164,340	277	214,862	147	302,874	209	101,295	134	60,577	157	61,853	321	104,272	51	32,312
Macon-Warner Robins, Ga	843,968	1,235,135	1,383,917	91	75,437	32	162,762	336	263,663	182	280,094	269	125,599	177	65,405	158	52,908	330	102,962	71	34,958
Savannah, Ga	706,525	1,292,234	1,417,312	86	74,382	44	181,413	248	239,742	136	318,727	204	121,391	135	72,213	143	66,721	292	128,558	51	41,264
COUNTIES, Cities																					
APPLING	30,712	52,796	56,509	7	2,815	6	4,135	31	16,822	11	13,934	21	4,717	7	2,205	5	1,210	17	4,469	5	1,163
ATKINSON	8,176	13,914	14,762	2	1,907	3	185	13	5,234	3	293	12	2,134			2	372	11	1,036	2	215
BACON	22,268	34,877	36,697	3	653	2	1,850	15	7,755	6	13,483	11	3,117	10	1,658	2	703	6	1,849	5	2,187
BAKER	3,785	5,290	5,446			1		8	2,312			5	954					2		1	14
BALDWIN	86,645	134,900	142,128	9	9,113	16	18,777	41	39,632	27	25,334	28	12,009	20	4,669	18	4,596	47	10,980	8	3,383
Milledgeville	72,433	104,649	108,417	9	9,113	11	8,955	35	35,323	23	16,105	26	8,623	18	3,206	16	3,100	42	9,842	8	3,383
BANKS	1,452	4,120	4,843			1	458	9	1,704	3	56	1	531	1		2		4	467		
BARROW	56,825	113,643	125,180	8	5,703	8	4,572	45	31,379	25	36,892	24	13,593	16	6,417	14	2,758	23	7,654	7	4,628
BARTOW	115,848	189,189	200,566	22	16,400	13	9,378	72	38,374	34	50,006	53	30,168	25	9,515	26	10,205	39	13,136	9	6,009
Cartersville	83,890	140,371	148,837	15	12,074	11	8,399	27	30,279	17	38,762	20	12,650	23	8,999	21	8,870	26	11,421	8	5,972
BEN HILL	43,091	67,975	71,585	11	3,897	6	3,653	32	23,514	18	14,274	12	5,278	17	4,595	17	3,975	17	3,599	8	2,739
BERRIEN	38,714	53,600	55,220	4	3,276	8	1,469	31	15,876	11	20,653	15	2,749	4	1,217	9	1,433	16	1,415	3	224
BIBB	581,287	820,157	846,743	49	38,225	31	120,037	209	163,265	103	190,846	178	82,224	128	44,130	110	35,378	206	66,372	42	23,197
Macon	554,101	776,999	800,744	39	31,644	30	117,220	182	148,068	94	188,614	165	74,682	120	41,108	100	32,776	196	64,030	40	22,391
BLECKLEY	23,630	32,023	32,793	4	391	4	1,249	16	10,501	12	9,124	14	4,564	7	1,407	4	518	8	1,714	4	1,228
BRANTLEY	5,006	8,287	8,806	2	934	2	696	15	3,396	2	901	11	1,357			1	264	4	100		
BROOKS	20,642	33,111	34,984	3	1,424	12	1,975	31	10,423	7	9,162	15	2,065	4	1,611	10	2,484	12	1,127	3	1,597
BRYAN	15,624	33,475	37,349	5	4,446	2	41	16	9,684	6	8,550	19	8,198			2	182	9	1,813	1	476
BULLOCH	100,259	158,674	167,341	20	9,258	12	12,727	51	37,748	35	43,885	37	7,973	25	15,529	22	8,056	37	13,205	10	5,297
Statesboro	89,169	144,488	152,963	16	7,461	10	10,600	38	36,461	31	38,380	29	6,722	25	15,529	19	6,906	34	13,047	8	4,268
BURKE	37,604	64,845	69,456	9	6,168	9	2,795	48	24,022	14	12,050	12	2,859	10	3,317	10	8,081	16	2,376	5	2,764
BUTTS	25,349	48,434	52,873	4	2,859	6	890	20	14,838	13	7,907	26	11,231	10	3,135	5	1,297	17	3,463	4	1,917
CALHOUN	10,323	13,799	14,094	4	611	6	1,028	22	5,680	8	3,807	9	1,238	4	407	1	368	6	295	2	178
CAMDEN	21,786	50,381	57,008	4	1,586	11	5,194	30	17,770	15	8,584	22	11,430	7	986	2	2,676	16	2,998	3	1,850
CANDLER	10,519	20,536	22,927	2	1,535	4	1,214	16	7,642	11	9,209	8	3,367	4	1,108			9	1,559	5	1,086
CARROLL	156,577	295,026	321,332	34	19,083	24	16,117	118	95,207	60	75,236	55	22,931	47	11,689	38	10,981	55	21,677	18	12,706
Carrollton	101,669	196,090	214,458	18	13,077	11	12,680	67	68,369	34	32,329	31	12,395	35	10,013	21	7,530	39	19,470	11	9,391
CATOOSA	66,667	138,719	153,877	12	10,062	8	26,522	24	42,163	12	22,749	29	24,980	10	3,475	20	4,540	20	8,400	6	6,950
CHARLTON	15,637	23,477	24,507	4	1,482	6	1,335	16	4,791	6	9,725	9	2,535	3	567	1	661	9	1,526	3	120
CHATHAM	685,739	1,258,778	1,381,784	52	72,053	41	180,923	227	250,035	129	305,253	194	110,895	132	71,888	134	85,492	285	127,378	49	40,174
Savannah	357,252	644,856	668,441	28	30,125	30	34,701	157	98,024	75	57,621	97	37,970	95	34,873	85	25,200	182	49,981	35	13,745
CHATTAHOOCHEE	4,400	9,154	10,154			1	582	6	629	1	275	5	933	3	785			12	2,970		
CHATTOOGA	45,360	76,800	81,984	14	4,268	17	5,095	39	26,402	36	18,188	18	5,327	13	3,435	14	3,278	20	3,365	6	2,358
CHEROKEE	77,432	163,438	181,832	20	25,303	13	8,306	64	49,166	32	41,882	29	12,470	20	5,333	33	9,056	36	8,007	9	7,225
CLARKE	303,993	569,315	595,788	29	35,686	19	62,995	81	101,010	56	76,845	78	36,195	58	21,811	58	28,771	125	52,629	24	16,854
Athens	227,253	367,027	386,286	26	24,245	15	50,936	66	76,113	39	43,976	66	28,942	57	21,220	55	25,102	114	48,684	22	14,921
CLAY	2,512	4,365	4,680			3	516	9	2,037	1	602	5	338	1	186			5	598	2	58
CLAYTON	495,548	1,251,921	1,442,023	47	51,532	25	313,933	149	265,259	92	216,184	98	123,194	71	61,612	71	32,406	123	108,126	24	78,554
Jonesboro	34,473	99,030	111,944	10	3,123	4	2,276	32	52,129	11	9,075	12	18,432	5	1,269	9	1,767	15	11,075	5	7,931
CLINCH	8,965	13,623	16,763	4	1,236	4	1,135	16	4,102	3	3,375	9	2,471	2	510	2	280	5	445	2	349
COBB	1,034,443	2,689,511	3,117,672	114	155,826	56	637,958	253	575,985	190	687,356	224	271,633	165	134,452	175	102,276	295	250,892	65	93,017
Marietta	223,073	431,109	471,827	27	27,682	10	51,310	47	73,668	52	154,881	53	35,459	33	14,772	32	18,566	77	51,669	16	20,547
COFFEE	68,786	106,472	111,762	16	11,355	13	8,296	51	31,190	22	22,270	27	6,906	24	6,590	18	4,381	38	7,782	8	3,114
COLQUITT	89,145	151,606	162,131	23	15,821	11	9,737	80	44,654	28	28,932	31	9,970	31	10,592	22	6,909	32	7,875	12	6,752
Moultrie	82,756	144,527	155,147	18	15,399	7	9,470	55	41,401	26	28,603	22	7,693	30	10,335	22	6,909	28	7,776	10	6,690
COLUMBIA	48,479	106,040	118,743	19	20,371	11	10,108	38	30,598	16	10,772	19	18,552	11	2,085	20	4,045	26	6,446	6	3,479

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
1COLUMBUS CONSOL. GOVT. 1Columbus																					
COOK	23,347	35,406	37,007	7	909	7	1,530	31	10,369	6	4,038	22	8,620	6	1,048	5	1,232	13	2,728	5	2,030
COWETA	98,089	221,141	249,141	20	21,282	13	23,856	69	83,926	27	46,605	42	23,161	18	9,564	21	14,271	38	18,604	8	8,841
CRAWFORD	5,327	7,595	7,846	1	523	3	276	13	2,468	2	566	7	1,497	1	56			3	12	1	
CRISP	80,044	107,774	110,228	10	2,373	10	7,406	48	28,739	20	17,033	32	25,611	14	5,841	15	2,359	20	8,245	4	1,270
Cordele	64,035	87,490	89,715	10	2,373	10	7,406	40	27,959	19	12,752	28	17,792	12	3,982	14	1,739	28	6,079	4	1,270
DADE	25,418	40,220	42,376	4	1,698	4	1,855	17	13,681	11	4,642	15	12,035	5	1,381	6	2,054	5	1,877	2	1,456
DAWSON	5,238	10,740	11,879	2	779	4	343	16	5,547	3	785	6	2,210	1		1	133	3	476	1	25
DECATUR	58,469	75,032	76,596	17	4,553	12	6,173	51	21,058	16	16,503	25	5,260	19	3,338	15	2,428	27	5,448	10	2,228
DE KALB	1,809,736	3,921,066	4,388,868	134	171,474	75	914,796	375	777,781	235	826,017	381	357,467	261	180,585	316	200,158	570	394,406	102	122,666
DODGE	50,048	77,239	81,002	12	4,038	10	4,326	56	22,470	15	12,175	43	18,572	11	1,751	8	2,858	15	7,270	9	2,593
DOOLY	20,313	28,611	29,514	6	498	6	295	13	5,171	7	9,884	16	8,512	3	66	6	1,778	6	890	4	1,175
DOUGHERTY	342,166	517,074	540,552	32	40,845	24	74,317	135	94,482	69	132,453	80	33,107	84	28,080	81	30,483	132	60,148	23	14,498
Albany	308,633	473,442	496,685	26	38,128	19	57,210	120	87,255	65	132,039	77	32,518	72	25,029	69	27,592	124	56,818	20	13,082
DOUGLAS	114,277	266,578	302,177	24	20,238	11	14,295	51	87,816	43	69,074	39	41,363	22	9,114	30	8,239	35	19,265	11	15,172
EARLY	29,813	38,671	39,289	4	2,322	5	1,868	21	13,303	14	10,414	10	1,990	10	1,574	7	965	12	1,188	6	1,618
ECHOLS	494	872	937					1	748			1	189								
EFFINGHAM	20,786	33,456	35,428	4	1,529	3	490	21	9,707	7	13,474	10	2,496	3	325	9	3,229	7	1,180	2	1,090
ELBERT	49,087	86,259	92,726	15	5,508	12	5,256	45	25,321	14	30,984	21	5,092	12	2,900	14	2,931	19	4,046	10	3,586
EMANUEL	51,552	73,651	76,163	15	8,326	14	5,271	38	20,213	19	19,837	29	6,688	14	3,047	7	3,600	22	2,665	8	2,079
EVANS	22,218	36,727	39,026	5	6,805	1	793	18	9,442	7	7,600	17	4,770	8	1,969	7	857	16	2,409	3	1,607
FANNIN	33,997	54,686	57,807	9	4,991	7	4,959	24	18,421	18	8,715	18	7,116	11	2,149	6	1,801	13	2,496	5	2,202
FAYETTE	31,225	118,339	138,546	10	7,083	3	5,355	26	34,000	9	16,109	13	8,691	8	3,287	6	4,253	12	6,096	4	2,946
FLOYD	246,609	336,022	344,439	35	13,089	21	39,285	115	80,074	68	80,223	76	18,672	55	19,237	81	19,758	114	30,043	25	10,782
Rome	227,883	312,554	320,755	27	9,762	17	38,824	96	74,004	60	78,909	58	15,210	50	18,781	73	18,272	91	26,320	21	9,204
FORSYTH	47,081	103,704	116,393	12	15,249	5	2,370	41	27,240	19	31,896	21	12,841	11	2,113	17	3,868	20	8,183	4	3,201
FRANKLIN	31,534	84,168	89,238	12	11,624	8	1,572	39	20,948	30	22,459	38	12,894	20	2,238	13	2,914	29	4,512	8	2,869
FULTON	2,516,963	4,465,656	4,866,316	147	193,730	95	561,615	582	748,761	290	1,068,737	470	406,211	400	200,111	357	181,564	1,066	683,103	153	128,497
2Atlanta	1,834,449	2,682,426	2,780,712	80	72,969	65	405,641	403	375,959	181	602,986	295	183,608	310	161,942	233	99,668	795	383,670	100	65,637
Roswell	55,437	171,546	194,773	7	3,422	6	10,556	20	17,953	17	92,592	9	15,360	13	6,434	16	5,394	20	23,827	4	1,348
GILMER	29,871	46,596	51,492	12	6,752	10	3,587	22	11,155	18	17,092	9	2,628	10	794	6	1,687	10	2,051	3	1,485
GLASCOCK	1,089	1,882	2,015	1	115			5	850			5	867					3	92	1	
GLYNN	216,443	382,680	411,925	27	18,280	17	32,522	86	84,346	36	107,633	48	26,878	61	27,641	52	20,781	103	48,610	20	9,265
Brunswick	147,083	251,366	268,741	17	13,437	11	21,297	65	64,963	23	51,116	34	15,725	38	20,875	45	18,241	63	29,377	14	6,736
GORDON	70,809	105,055	109,389	11	3,744	12	4,195	62	31,058	31	18,657	35	13,304	29	6,400	24	6,102	37	10,885	9	4,203
GRADY	42,313	63,038	65,702	13	4,956	7	2,396	39	20,075	14	17,613	18	7,040	9	2,687	15	1,874	13	2,805	5	2,115
GREENE	21,438	44,294	49,074	7	1,945	6	1,142	32	16,403	10	9,543	23	9,394	7	1,028	5	1,148	10	1,743	5	2,674
GWINNETT	328,153	1,114,234	1,354,011	48	100,628	31	78,365	142	262,465	102	388,716	96	157,694	53	16,773	102	56,870	104	85,208	26	46,094
Lawrenceville	84,051	297,922	340,706	13	21,294	10	28,608	32	67,339	37	123,885	21	34,545	13	6,225	24	8,077	25	19,147	6	12,422
HABERSHAM	73,508	129,868	139,735	12	22,535	16	5,497	43	32,214	42	32,072	26	8,733	15	4,689	17	5,027	35	7,740	10	4,871
HALL	228,360	515,394	580,812	32	41,335	17	79,789	124	132,242	63	104,849	69	30,482	47	34,974	59	22,108	76	38,433	23	23,177
Gainesville	179,553	415,731	470,621	23	39,136	13	77,051	58	89,321	35	71,269	45	20,494	35	32,400	40	19,764	58	33,462	20	22,738
HANCOCK	9,839	16,624	17,736	2	644	3	925	21	7,033	6	3,168	7	3,033	3	843	2	283	6	544	1	146
HARALSON	18,067	53,722	55,431	7	4,220	16	1,588	38	14,600	22	10,636	22	4,268	27	5,200	18	1,788	22	3,044	8	2,929
HARRIS	16,746	30,008	32,366	6	696	4	894	30	9,428	6	4,788	15	3,061	2	438	4	248	14	9,510	3	919
HART	25,688	49,079	53,584	10	2,246	5	4,216	32	19,595	17	9,413	14	4,356	8	1,985	13	3,512	21	3,865	5	2,645
HEARD	3,185	6,306	6,850	1	666	2	256	17	2,330	2	546	10	1,404			4	110	5	549	1	30
HENRY	56,841	103,410	111,867	16	10,043	10	2,878	37	28,448	26	24,929	47	22,197	7	623	14	1,931	30	13,778	6	2,090
HOUSTON	207,905	313,307	327,252	26	27,446	16	40,791	77	68,899	59	70,866	56	25,496	36	17,100	37	13,521	85	30,048	19	6,102
Warner Robins	159,247	242,431	253,705	19	13,850	10	37,864	45	54,302	50	62,909	24	13,374	25	15,469	29	10,042	60	21,927	13	5,545
IRWIN	12,088	17,835	18,550	2	1,861	4	727	19	4,417	7	4,717	10	1,813	3	1,203	3	55	9	657	3	761
JACKSON	52,370	87,077	92,628	10	3,623	9	5,397	38	18,889	43	17,995	36	17,821	20	2,968	14	3,842	37	9,920	8	3,113
JASPER	8,810	13,983	14,746	3	1,269	3	433	16	4,382	6	4,505	5	1,582	3	169	1	228	4	772	2	68
JEFF DAVIS	27,553	40,094	41,597	4	1,719	4	2,619	19	11,454	7	9,834	16	5,806	1	1,832	9	1,311	11	1,643	5	1,536
JEFFERSON	30,505	36,899	61,840	7	1,989	11	3,237	35	19,517	18	13,264	25	6,969	9	1,972	10	2,854	16	2,374	5	2,833
JENKINS	13,611	18,948	19,502	3	756	1	390	23	8,258	6	4,232	10	3,496	6	1,791	2	583	10	685	3	662
JOHNSON	11,571	17,171	17,882	5	397	6	665	22	8,094	11	5,143	10	2,464	3	669	4	753	4	324	1	116
JONES	12,834	26,032	28,740	3	1,381			24	10,077	4	3,208	14	5,287	3	388	1	595	12	1,818	4	3,018
LAMAR	22,177	37,199	39,645	3	1,717	6	2,687	24	9,605	15	13,251	7	2,492	5	1,605	7	1,056	16	2,868	3	1,504
LANIER	5,968	11,309	12,331	4	1,167	2	563	9	2,560	3	4,922	7	1,063			2	230	3	12	1	101
LAURENS	102,850	179,599	192,845	14	12,120	14	17,367	76	46,507	42	49,236	40	10,625	26	10,831	26	7,942	66	7,823	14	7,381
Dublin	88,662	152,696	163,521	8	6,619	11	13,995	53	40,984	37	48,166	28	7,148	26	10,831	19	5,741	35	6,634	13	6,800
LEE	3,579	7,589	8,446	4	790	1		9	3,379	1	280	6	2,931	1		3	253	3	232	1	8
LIBERTY	45,738	94,636	104,889	9	9,159	7	7,794	35	21,974	15	18,485	19	14,901	8	2,167	5	2,338	32	16,663	6	4,575
LINCOLN	6,056	8,646	8,938	4	852	3	348	13	2,695	3	1,176	8	1,517	4	887	2	156	6	486	2	106
LONG	3,064	5,420	5,830	1	546	1	1,470	7	1,472	2	478	8	1,028					5	333	1	94
LOWNDES	249,757	476,809	520,532	37	31,975	15	45,938	116	95,891	61	117,266	83	64,942	71	28,823	49	19,034	93	43,458	22	29,017
Valdosta	223,750	426,040	464,892	30	28,372	14	44,693	92	86,308	55	113,129	63	60,572	70	28,652	42	18,561	78	39,479	19	27,845
LUMPKIN	12,832	31,335	35,826	4	6,443	4	564	25	12,387	7	3,872	3	2,381	1	1,275			13	5,953	2	597
MCDUFFIE	53,349	86,091	91,053	10	10,047	11	5,369	37	28,555	12	16,984	20	7,595	13	2,297	13	4,693	17	5,086	8	3,594
MCINTOSH	17,995	27,137	28,342	2	1,028	2	358	16	6,522	5	8,439	12	6,450	1	139			19	3,526	1	75
MACON	21,311	42,526	46,824	5	1,203	8	1,271	24	14,338	8	11,369	9	3,742	4	1,766	6	2,102	11	1,835	6	1,309
MADISON	11,422	20,879	22,608	3	148	3	478	39	9,279	18	4,200	16	2,937	2	91	4	125	12	1,679	3	310
MARION	7,867	12,537	13,932	2	119	2	184	17	2,971	6	4,735	5	1,253	3	186			3	289	3	714
MERIWETHER	59,079	84,288	87,170	14	4,282	8	2,234	50	18,139	14	41,186	25	4,215	14	2,412	10	3,503	29	4,142	6	1,997
MILLER	14,135	17,343	17,439	3	1,007	4	507	24	6,296	5	4,471	9	2,319	5	852	4	857	4	195	3	531
MITCHELL	40,171	58,120	60,245	5	4,060	14	4,452	44	18,175	11	13,247	25	7,928	12	1,639	11	2,600	17	1,666	8	2,191
MONROE	25,599	56,912	60,103	6	2,377	6	586	20	11,228	10	17,304	19	17,185	10	1,895	3	522	16	5,355	3	1,939
MONTGOMERY	17,730	24,619	25,324	6	873	4	3,545	21	4,952	10	8,359	12	2,408	2	525	4	1,226	9	2,794	3	455
MORGAN	24,804	54,540	61,151	7	5,424	9	2,676	21	16,066	10	15,297	19	9,122	5	821	4	1,844	4	1,541	3	1,837
MURRAY	35,371	60,658	64,895	7	4,276	9	2,300	25	23,899	15	11,550	16	5,703	9	1,594	16	6,625	19	4,105	5	1,748
MUSCOGEE	605,007	1,015,683	1,082,295	53	41,293	35	150,532	194	177,293	106	283,418	157	86,281	112	56,750	133	59,204	266	91,203	41	27,582
Columbus	600,348	1,015,683	1,082,295	57	41,293	48	150,532	247	177,293	114	283,418	216	86,281	117	56,750	129	59,204	241	91,203	38	27,582
NEWTON	77,059	133,674	143,423	11	5,212	12	15,545	58	41,789	31	27,830	35	12,266	15	5,794	18	4,761	30	11,915	11	6,528
OCONEE	5,217	16,740	20,129	3	1,324	4	2,341	11	6,954	3	931	5	2,896	3	1,542	2	964	3	1,023	3	460

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL REVAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OGLETHORPE	8,268	14,322	15,351	2	2,839	2	454	22	4,641	3	2,767	6	1,246	3	714	1	477	3	257	1	279
PAULDING	32,009	58,519	63,376	10	2,984	5	2,101	34	21,052	16	16,781	18	7,694	7	700	7	1,027	9	2,891	7	3,478
PEACH	41,942	75,239	81,182	13	8,385	5	1,934	26	21,422	16	15,174	21	12,592	10	3,787	10	3,414	27	4,724	6	2,641
PICKENS	30,302	64,938	72,489	5	2,128	8	2,154	15	14,111	11	32,949	12	6,276	6	419	5	1,155	10	3,004	3	2,761
PIERCE	19,104	29,538	31,002	7	3,262	2	494	20	6,442	6	9,530	20	2,854	4	963	2	460	12	2,360	4	1,442
PIKE	4,427	8,735	9,594	3	486	3	716	18	3,714	4	235	9	1,037	1		3	311	3	784	1	450
POLK	78,981	126,430	133,525	16	8,894	13	5,307	72	43,225	31	32,963	41	8,242	33	6,555	17	5,145	51	7,372	13	8,658
PULASKI	24,698	38,444	40,397	6	751	5	1,050	24	12,341	9	12,295	9	2,852	8	1,369	9	1,295	8	1,565	4	1,892
PUTNAM	17,112	31,617	34,301	5	859	7	1,547	21	12,708	6	7,362	10	3,062	4	922	4	841	12	1,978	3	1,377
QUITMAN	898	2,024	2,278			1	208	9	1,848			1	113					1	109		
RABUN	23,470	46,647	48,711	6	4,590	2	1,858	26	15,005	10	8,650	14	4,154	4	1,717	6	2,163	20	2,814	5	1,991
RANDOLPH	15,237	20,201	20,603	6	1,224	6	1,061	17	6,210	6	4,380	9	1,731	7	1,078	6	1,008	10	1,184	4	1,146
RICHMOND	622,198	950,260	1,000,255	55	50,620	28	154,803	178	185,082	126	242,606	117	61,464	100	51,171	101	42,824	256	98,020	39	23,104
Augusta	299,365	357,772	358,115	23	18,472	14	58,107	87	34,250	57	86,046	48	16,500	76	31,575	64	26,639	133	31,630	21	9,516
ROCKDALE	88,560	233,136	270,394	12	19,406	4	8,187	29	58,259	30	87,332	23	28,150	13	4,375	18	7,925	27	25,365	7	7,401
Conyers	68,050	221,464	252,154	17	17,722	3	8,187	27	48,383	17	87,332	18	26,104	4	3,889	20	7,395	15	23,587	6	6,455
SCHLEY	5,431	8,545	8,996	2		3	776	6	1,978	3	2,537	5	1,051			5	614	3	359		
SCREVEN	29,257	51,054	54,806	8	6,529	7	1,653	40	16,375	16	11,805	18	4,106	7	2,714	6	1,264	10	1,471	5	2,390
SEMINOLE	24,954	32,054	32,508	6	3,057	4	1,043	22	10,809	9	7,374	9	1,898	7	1,048	6	931	12	1,283	4	1,459
SPALDING	146,404	274,341	298,480	19	13,686	10	29,355	62	59,363	49	68,557	47	13,986	44	18,497	40	15,544	54	21,385	18	13,546
Griffin	141,050	264,455	287,758	18	13,158	10	29,355	56	64,449	49	68,557	46	13,763	41	17,698	40	15,544	53	21,096	17	12,998
STEPHENS	74,588	122,447	129,962	9	4,966	9	11,069	43	25,929	29	50,266	17	7,053	13	2,953	26	5,380	35	7,629	8	4,960
STEWART	10,278	16,604	17,570	2	563	4	555	21	4,917	6	5,189	11	2,825	2	60	3	66	6	823	3	731
SUMTER	86,947	164,972	180,220	10	9,683	6	5,954	49	39,279	18	31,194	30	15,225	27	12,903	14	5,663	34	9,433	8	6,493
Americus	82,304	160,445	175,851	8	8,799	6	5,954	39	38,344	17	30,629	26	14,792	25	12,636	14	5,663	29	9,184	6	6,155
TALBOT	5,377	9,447	10,150	2	387	5	1,198	12	3,247	3	373	8	2,226	1	432	2	151	2	79	1	45
TALIAFERRO	1,167	1,444	1,453			3	494	5	538			1	34			1	169	1	18	1	48
TATTNALL	33,233	51,138	53,622	6	2,410	10	2,052	32	16,317	17	11,952	25	4,949	9	2,392	12	5,172	16	1,629	6	2,400
TAYLOR	13,647	23,360	24,990	4	860	6	747	20	6,867	6	8,478	9	1,932	8	966	1	1,292	6	575	3	1,182
TELFAIR	25,446	34,131	34,889	7	1,873	11	1,995	25	10,403	10	7,853	15	2,380	8	1,181	11	1,858	9	1,417	4	2,164
TERRELL	23,391	29,247	29,515	6	1,572	8	1,279	29	8,014	6	6,763	15	1,932	6	2,376	10	1,161	12	1,331	5	1,183
THOMAS	107,677	184,806	197,890	21	13,019	16	18,071	82	53,150	23	40,393	51	15,763	24	10,274	32	6,913	42	10,944	13	6,159
Thomasville	99,422	174,219	187,162	16	12,374	11	17,617	59	49,201	19	39,249	36	13,836	23	10,244	29	6,822	38	10,666	10	5,746
TIFT	111,566	158,805	164,107	18	12,365	7	13,481	56	28,920	33	38,972	55	17,301	26	5,567	27	5,714	43	13,398	11	5,621
Tifton	106,983	151,504	156,408	17	12,032	7	13,481	46	27,077	33	38,972	43	13,438	26	5,567	27	5,714	41	13,094	10	5,376
TOOMBS	66,629	108,750	115,287	15	11,603	11	7,123	37	29,906	23	22,381	22	9,240	17	7,098	17	3,677	24	5,828	6	3,304
TOWNS	9,216	17,864	19,562	1	3,267	3	867	14	4,453	9	4,706	4	1,104	2	311	2	310	8	2,457	1	204
TREUTLEN	8,357	11,055	11,267	1		5	646	5	3,063	7	2,001	7	2,313	4	395	3	597	7	906	3	1,027
TROUP	153,784	294,974	322,636	20	15,612	13	22,834	103	76,013	53	61,465	54	27,265	47	28,559	44	24,546	53	19,417	18	11,970
La Grange	114,104	230,722	254,614	15	9,280	9	20,817	72	64,047	37	44,844	36	21,946	28	23,281	30	17,168	42	17,597	12	10,387
West Point	25,493	13,021	10,526	1	2,593	1	520	7	4,070	9	880	8	718	15		10		6	373	5	
TURNER	20,375	27,440	28,563	2	1,375	6	1,416	18	8,087	10	8,169	17	3,472	7	1,179	8	728	8	1,056	4	1,172
TWIGGS	5,495	10,527	11,495	1	329	1	543	16	6,248	2		4	2,035	1	611	1	134	4	484	2	84
UNION	15,157	25,327	26,982	6	4,465	4	743	27	6,983	12	4,243	6	2,416	6	760	6	1,127	8	1,590	2	818
UPSON	64,634	85,502	87,188	9	2,302	9	6,182	48	21,856	28	21,281	22	5,616	21	4,979	20	4,255	32	4,798	10	3,821
WALKER	110,811	143,836	146,111	17	5,579	9	2,958	75	53,533	46	27,797	54	17,087	32	9,838	22	3,898	42	7,023	13	3,445
WALTON	59,280	97,435	103,426	16	6,518	9	5,058	61	30,686	22	27,953	24	10,260	12	4,600	21	3,959	25	3,456	8	3,647
WARE	138,024	200,709	208,314	23	13,567	10	32,040	67	39,743	28	44,414	50	20,106	40	12,896	33	9,821	44	11,657	15	5,460
Waycross	134,111	195,141	202,452	20	12,586	8	31,340	59	38,911	27	44,241	43	18,839	39	12,862	32	9,788	41	11,536	15	5,460
WARREN	8,233	10,903	11,114	3	430	2	272	13	3,053	3	2,478	8	1,977	3	367	4	562	5	398	2	130
WASHINGTON	37,522	60,165	63,569	11	6,226	8	2,197	36	15,301	17	16,666	23	5,598	12	3,149	8	2,191	14	2,660	6	2,119
WAYNE	57,381	95,876	102,090	12	5,566	7	3,233	33	19,278	20	26,050	27	6,731	18	5,501	15	6,379	29	7,599	7	9,180
WEBSTER	3,056	4,917	5,195	1		2	2,218	3	823	1		2	465								
WHEELER	3,874	5,696	5,920	2	896			13	2,016	5	611	7	1,244	3	120	3	163	3	277	1	71
WHITE	24,819	52,116	57,940	3	2,394	6	1,190	18	7,465	14	20,958	13	4,237	4	238	3	1,651	26	6,083	3	1,572
WHITFIELD	223,114	380,593	407,228	20	13,891	15	26,915	93	90,703	88	79,436	63	30,085	55	21,101	108	54,615	72	30,986	20	11,982
Dalton	193,640	342,150	368,138	19	13,663	13	26,320	63	78,349	65	72,315	47	26,827	47	18,883	86	48,895	59	27,825	18	11,728
WILCOX	8,363	12,690	13,269	3		7	783	16	3,117	4	2,205	11	1,354			2	2,749	5	618	4	585
WILKES	27,186	52,335	57,235	9	3,913	8	2,451	26	16,040	12	17,626	7	2,449	7	2,905	6	1,967	14	2,417	5	2,050
WILKINSON	15,036	26,467	28,456	4	866	4	1,183	26	8,337	4	7,753	11	6,158	1	57	2	1,062	9	1,247	2	68
WORTH	27,606	39,098	40,348	8	2,209	6	2,268	28	12,156	13	13,009	16	3,362	8	946	6	346	15	1,598	5	1,738

HAWAII RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,294,118	5,992,363	6,553,223	194	146,807	239	1,164,807	876	1,235,232	291	920,562	415	369,051	733	375,665	444	201,014	1,657	1,049,167	115	344,888
METROPOLITAN STATISTICAL AREAS																					
Honolulu, HI	2,604,207	4,367,217	4,681,892	127	79,603	140	965,513	601	776,062	214	654,313	284	242,407	495	256,983	317	127,962	1,294	790,871	91	246,783
COUNTIES, Cities																					
HAWAII	275,938	902,858	1,092,947	28	30,591	54	105,766	111	265,413	33	178,757	64	80,615	85	68,571	56	46,093	147	131,815	14	68,916
Hilo	183,782	596,544	721,148	13	12,423	13	64,530	44	152,612	21	164,356	35	50,012	34	38,323	37	35,890	83	78,432	8	56,296
North Kona	NO DATA AVAILABLE FOR THIS CITY																				
South Kona	NO DATA AVAILABLE FOR THIS CITY																				
HONOLULU	2,604,207	4,367,217	4,681,892	127	79,603	140	965,513	601	776,062	214	654,313	284	242,407	495	256,983	317	127,962	1,294	790,871	91	246,783
Honolulu	1,905,160	2,981,279	3,148,463	67	39,928	95	640,892	425	422,289	131	422,324	176	140,385	401	213,645	220	95,933	991	596,270	63	143,003
KAUAI	126,399	234,438	255,498	16	13,899	29	32,574	64	74,795	17	25,907	33	19,799	43	12,736	38	7,903	84	41,961	2	5,386
Lihue	63,489	114,793	123,036	6	11,844	7	20,308	11	22,718	12	23,893	7	7,242	19	5,658	11	3,173	30	18,923	1	1,654
MAUI	287,574	487,850	522,885	23	22,714	36	60,954	100	118,962	27	61,585	34	26,232	110	37,373	43	19,036	132	84,520	8	23,803
Wailuku	45,459	74,559	80,380	5	1,735	8	2,686	23	18,570	10	26,576	8	8,270	6	970	10	4,291	27	10,766	1	632

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,016,361	5,142,642	5,589,517	536	524,798	256	479,722	908	1,162,284	832	1,310,727	830	434,816	309	208,081	792	274,392	1,795	523,655	213	195,424
METROPOLITAN STATISTICAL AREAS																					
Boise City, Id	638,599	1,173,731	1,282,067	91	131,157	23	130,180	134	231,729	144	294,011	101	83,813	95	45,147	156	78,355	306	141,084	31	37,531
COUNTIES, Cities																					
ADA	658,599	1,173,731	1,282,067	91	131,157	23	130,180	134	231,729	144	294,011	101	83,813	95	45,147	156	78,355	306	141,084	31	37,531
Boise City	491,612	801,596	859,978	49	54,342	19	97,134	99	176,964	86	178,304	77	44,685	78	38,688	119	58,001	234	99,912	25	27,125
ADAMS	4,374	7,906	8,640	2	2,041	4	293	5	3,164			5	1,411					7	533	2	456
BANNOCK	239,768	418,348	454,769	39	38,754	13	45,067	64	84,736	58	100,757	68	37,450	42	26,656	69	25,023	111	42,534	12	16,400
Pocatello	227,011	403,268	439,511	30	34,943	12	45,014	54	80,816	49	99,272	56	35,190	41	26,477	60	24,290	97	40,877	9	15,911
BEAR LAKE	17,964	28,342	30,219	4	1,614	4	946	10	7,605	10	9,543	11	2,897	5	1,626	5	1,040	13	1,961	3	1,475
BENEWAH	21,535	35,662	38,361	5	2,422	4	1,265	12	9,088	7	12,579	10	3,770	5	771	3	922	27	4,149	2	2,165
BINGHAM	76,122	125,766	135,258	20	15,573	10	6,351	46	34,100	29	44,013	20	6,368	17	4,094	24	3,603	35	8,480	7	3,818
Blackfoot	39,389	98,695	106,265	13	10,892	8	5,503	21	23,627	15	38,105	11	4,906	12	3,215	12	2,790	22	6,757	4	2,720
BLAINE	43,306	95,969	108,923	7	13,470	3	2,804	18	23,247	10	16,637	11	6,938	16	5,148	12	3,618	43	16,043	3	4,127
BOISE	2,852	4,895	5,297	1		2	153	5	1,948			2	475			1		12	1,894		
BONNER	64,107	143,538	163,225	20	13,846	9	5,928	24	41,773	20	39,498	22	13,592	11	4,319	16	6,282	56	18,552	5	5,349
Sandpoint	45,592	103,064	114,561	11	8,422	4	4,058	11	20,196	17	36,004	12	7,814	11	4,319	11	5,696	21	11,485	3	4,098
BONNEVILLE	301,151	358,620	363,559	26	37,029	16	50,109	58	60,767	53	82,535	66	27,274	35	14,106	64	23,440	96	26,203	12	10,044
Idaho Falls	298,809	354,871	359,553	25	36,917	14	49,637	51	59,234	50	82,177	62	27,007	35	14,106	59	23,299	93	25,261	12	10,044
BOUNDARY	20,308	38,415	42,341	8	3,584	3	1,596	13	13,847	8	9,910	8	4,283	5	663	3	868	18	5,294	2	1,817
BUTTE	8,070	12,490	13,275	3	356			7	2,816	3	926	12	4,002	3	553	1	157	11	2,099	1	1,122
CAMAS	785	763	746	1	173	1	37	2	224			2	149					2	82		
CANYON	274,712	464,028	502,008	43	40,760	17	54,252	84	108,700	94	129,993	57	28,160	52	19,031	74	25,131	119	37,611	12	18,870
Caldwell	100,341	145,961	153,334	18	15,182	6	6,819	26	31,147	36	44,680	26	11,194	13	2,165	29	9,962	40	10,760	3	5,889
Nampa	149,056	281,723	310,713	17	23,079	9	44,796	35	64,095	45	78,679	21	13,275	30	15,058	31	12,299	60	24,763	8	12,991
CARIBOU	20,014	29,878	31,536	7	2,124	3	253	14	5,006	10	9,199	10	5,465	4	1,447	8	801	11	1,638	4	1,020
CASSIA	72,205	160,862	211,173	17	18,840	14	21,716	21	41,490	26	56,540	25	12,336	15	9,059	19	7,937	42	14,053	7	6,841
Burley	60,455	165,106	194,969	17	18,840	12	17,576	15	39,572	27	54,032	15	10,329	15	8,088	16	6,360	35	12,729	5	6,038
CLARK	1,977	3,299	6,228			1	891			2	3,110	1	776					4	700		
CLEARWATER	26,711	41,762	44,453	7	4,124	4	502	12	14,186	8	13,383	10	2,218	2	1,491	6	728	20	3,674	3	1,159
CUSTER	7,429	24,568	29,978	4	1,551	2	1,724	10	11,657	2		4	4,591	2	231			19	4,090	1	2,089
ELMORE	48,450	59,179	60,263	10	4,601	5	3,163	15	12,943	18	21,263	17	5,271	5	689	13	2,192	34	5,165	3	1,245
FRANKLIN	20,817	40,636	45,065	6	2,900	4	2,063	7	8,231	13	12,229	9	5,504	5	1,161	14	5,309	13	2,498	2	1,557
FREMONT	25,702	33,856	34,930	15	4,642	-	919	18	7,793	8	8,139	13	5,427	3	833	6	711	22	2,700	3	1,158
GEM	25,02C	22,514	21,739	7	2,079	4	933	7	6,160	15	6,253	12	1,206	4	213	13	1,305	15	1,199	4	831
GOODING	24,997	46,185	50,691	5	5,961	8	4,285	15	13,323	9	10,177	15	6,709	2	798	6	1,064	20	3,872	2	1,383
IDAHO	30,353	45,596	48,180	13	4,099	10	1,746	29	13,189	9	9,336	16	5,224	5	1,270	8	2,637	39	4,977	3	1,806
JEFFERSON	22,608	40,796	44,582	8	6,256	8	1,501	13	12,560	11	7,803	11	6,459	6	1,346	12	1,759	11	3,023	2	1,230
JEROME	24,313	55,591	63,440	6	4,623	8	3,745	11	18,870	5	6,054	13	10,639	9	2,478	10	3,340	24	6,237	2	1,806
KOOTENAI	181,789	375,728	421,138	36	43,991	9	27,418	56	99,999	56	87,860	45	37,604	29	10,132	45	12,948	142	46,714	12	11,907
Coeur d'Alene	137,009	274,034	305,230	19	29,098	8	22,567	32	63,863	40	75,025	25	24,451	22	9,233	31	11,936	75	28,259	7	9,788
LATAH	90,645	126,839	132,350	18	9,920	8	10,197	31	30,278	21	30,939	20	5,572	14	5,200	27	8,967	57	13,225	10	6,212
Moscow	80,693	113,745	118,846	12	9,715	8	9,899	17	26,474	17	30,118	12	4,794	12	3,267	24	8,671	30	10,241	7	5,917
LEMHI	17,823	37,176	41,719	7	3,379	3	2,181	10	10,590	10	6,417	8	3,628	6	3,187	10	1,701	28	5,432	2	579
LEWIS	10,053	15,435	16,371	4	2,198	1		9	6,160	3	1,176	7	1,526	3	781	4	152	17	1,992	2	413
LINCOLN	2,683	4,474	4,818	1	204	2	411	5	1,112	2	821	3	790	1	67	2	91	10	896	1	181
MADISON	57,799	93,093	99,640	10	14,134	5	4,799	13	21,566	5	19,000	10	6,840	12	6,935	17	7,821	16	4,718	3	4,000
MINIDOKA	38,508	79,563	89,164	6	5,861	4	1,850	16	21,198	16	32,593	14	9,360	7	2,499	9	2,680	29	6,569	3	2,219
NEZ PERCE	168,610	232,823	242,344	19	16,396	11	40,787	38	44,325	33	56,820	29	12,466	28	9,419	42	13,927	93	23,123	10	11,322
Lewiston	166,987	231,367	240,941	19	16,396	11	40,787	32	43,493	33	56,820	26	12,222	28	9,419	41	13,887	88	22,903	10	11,322
ONEIDA	6,986	12,745	13,956	2		3	733	2	1,742	4	4,116	11	1,980			3	619	6	1,365	1	1,433
OWYHEE	10,978	23,143	26,021	4	6,500	6	2,486	6	4,526	3	1,137	13	3,744			2	263	14	3,049	2	917
PAYETTE	27,541	46,698	50,460	9	5,017	1	418	19	12,189	11	14,443	13	5,806	3	599	15	3,214	21	3,455	4	1,177
POWER	10,617	18,942	20,654	5	588			7	6,839	4	5,285	3	2,063	5	914	4	183	9	2,123	2	1,118
SHOSHONE	51,173	81,287	86,776	10	4,425	4	772	25	25,277	20	19,287	20	12,494	9	2,838	11	2,984	61	8,202	10	3,497
Kellogg	25,353	38,927	41,643	3	1,504	1	227	10	9,667	9	15,945	7	4,810	4	1,337	6	1,454	14	2,049	4	1,506
Wallace	16,733	30,878	29,051		2 216		372		10,857		3,238		2,553		1,354		604		5,591		2,040
TETON	6,574	12,425	13,696	2	2,441	2	469	8	3,058	3	2,560	6	1,053	2	57	1	217	9	1,253	1	916
TWIN FALLS	210,236	369,741	402,851	39	34,986	14	38,825	45	64,500	50	106,681	60	29,595	33	21,430	44	20,972	107	33,054	16	20,687
Twin Falls	189,794	346,142	379,071	29	32,300	11	37,647	26	58,696	41	102,870	36	24,815	29	20,648	39	20,327	77	31,028	13	20,138
VALLEY	18,655	48,998	57,365	4	10,361	3	2,816	10	9,234	8	8,030	10	6,189			7	801	25	7,559	2	2,581
WASHINGTON	21,442	28,329	29,248	5	1,818	5	2,138	14	7,539	11	9,674	7	1,699	9	893	6	630	17	2,581	4	966

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	39,215,003		64,787,589		3,149,354		7,832,453		11,888,096		13,475,374		5,576,883		3,349,525		2,961,211		6,576,623		2,236,432
		60,184,484		4,117		2,319		8,097		5,379		7,815		7,065		6,354		30,704		2,645	
METROPOLITAN STATISTICAL AREAS																					
Alton-Granite City, IL	883,158	1,611,456	1,799,260	105	105,967	57	177,879	259	391,351	186	490,038	239	179,028	116	46,746	166	68,361	493	159,771	71	53,397
Aurora-Elgin, IL	1,158,429	1,609,951	1,690,987	124	120,804	51	212,491	173	304,528	146	344,166	245	154,640	166	69,619	198	75,815	447	165,173	56	54,327

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Bloomington-																					
Normal, IL	447,034	753,763	837,227	72	61,095	27	94,665	72	148,057	74	147,705	119	107,507	74	41,877	71	36,163	200	93,739	19	22,397
Champaign-Urbana-																					
Rantoul, IL	609,900	957,396	1,043,000	69	66,978	31	142,596	93	170,223	86	198,727	116	89,737	102	43,949	111	49,838	239	126,379	26	34,105
Chicago, IL	21,743,779		26,283,272		1,233,696		4,546,930		6,382,083		6,896,461		2,577,306		2,333,291		1,724,253		3,854,699		1,364,974
		33,017,842		1,472		955		4,684		1,683		3,034		3,867		2,883		10,885		1,471	
Davenport-Rock																					
Island-Moline, Io-																					
IL	1,422,385	2,024,727	2,164,436	151	122,410	70	305,770	246	387,215	229	480,845	315	201,064	223	80,639	237	98,198	780	232,154	77	76,908
Decatur, IL	507,583	639,101	698,664	61	54,121	29	98,110	81	130,006	89	182,681	71	55,506	74	36,735	77	30,527	199	63,171	22	13,767
East St. Louis-																					
Belleville, IL	885,284	1,436,599	1,578,144	102	91,550	50	300,738	236	307,408	188	309,355	190	119,916	138	71,950	157	63,094	559	156,352	72	37,321
Joliet, IL	902,742	1,317,189	1,353,471	109	79,601	34	138,478	192	238,462	139	340,670	220	156,130	166	36,969	150	57,302	500	153,682	65	31,469
Kankakee, IL	344,020	471,407	503,621	46	43,163	24	53,483	59	94,035	78	123,501	73	43,238	55	16,053	43	16,843	205	55,832	22	18,146
Lake County, IL	1,565,211	2,933,333	3,303,500	144	200,435	64	344,744	229	570,172	210	907,170	278	277,770	299	153,799	239	153,236	747	312,003	73	103,411
Peoria, IL	1,424,152	1,736,857	1,813,516	148	114,383	76	251,192	278	330,286	238	427,335	292	138,719	175	61,303	227	81,841	842	163,467	75	44,188
Rockford, IL	947,762	1,427,133	1,547,505	105	109,304	34	240,724	198	291,924	160	272,889	233	144,075	161	48,727	181	82,706	441	163,837	48	48,735
St. Louis, Mo-IL	6,255,038	12,088,616	13,277,418	539	457,479	314	1,958,136	1,599	2,756,015	1,005	2,841,658	1,377	1,269,684	970	529,869	987	392,888	2,830	1,266,983	397	384,287
Springfield, IL	749,833	1,131,266	1,223,589	78	118,021	39	187,128	136	222,672	109	222,392	157	97,700	133	57,690	121	48,360	376	120,542	30	31,457
COUNTIES, Cities																					
ADAMS	230,410	376,940	414,146	28	24,452	14	54,984	32	84,883	49	83,221	56	36,332	43	21,601	38	22,353	163	42,096	12	16,699
Quincy	203,983	349,844	386,717	19	23,203	10	53,732	33	81,915	34	68,580	34	34,542	40	20,927	30	20,489	134	39,330	12	16,699
ALEXANDER	34,636	47,920	51,006	3	1,195	8	6,099	18	9,977	10	8,629	21	10,349	18	1,332	4	1,400	36	7,532	4	1,305
Cairo	27,505	38,509	40,710	1	484	4	3,385	12	8,167	6	7,642	15	9,578	13	1,301	3	1,090	22	5,097	4	1,305
BOND	37,204	55,880	57,805	13	4,174	8	2,332	12	11,367	13	13,114	26	11,211	10	1,934	13	1,560	28	6,597	3	1,849
BOONE	73,786	111,667	120,933	13	10,672	6	3,860	20	29,343	19	30,021	26	17,390	11	2,827	13	4,355	38	12,409	4	3,084
Belvidere	61,860	89,108	95,541	9	7,891	4	3,198	14	20,811	15	28,345	20	12,940	11	2,827	11	3,489	28	8,114	3	2,870
BROWN	10,258	11,746	12,084	6	1,467	3	484	4	3,772	6	2,383	7	1,119	3	342	4	471	8	1,082	2	383
BUREAU	114,743	134,798	139,539	24	7,390	13	13,832	38	25,693	39	43,336	47	16,608	28	3,423	32	5,359	102	11,931	8	3,983
Spring Valley	21,999	23,516	24,219	4	759	1	1,015	8	5,631	5	11,723	8	2,892	9	513	6	947	16	1,082	1	474
CALHOUN	12,290	15,932	16,763	3	860	5	518	15	3,349	8	3,381	11	4,436	1	192	4	239	23	3,043	2	330
CARROLL	38,109	47,141	49,214	17	2,813	4	1,080	19	9,107	13	10,439	18	6,857	13	1,402	16	1,983	55	7,058	4	1,379
CASS	38,786	46,390	48,037	12	3,665	4	982	19	10,047	18	14,409	24	5,643	8	1,169	14	2,343	40	4,577	5	1,836
Beardstown	23,171	28,360	29,398	6	2,031	2	713	6	6,392	8	5,873	13	4,420	5	983	5	1,771	24	3,341	3	1,537
CHAMPAIGN	609,900	957,396	1,043,000	69	66,978	31	142,596	93	170,223	86	198,727	116	89,737	102	43,949	111	49,838	239	126,379	26	34,105
Champaign	305,919	575,587	570,513	18	24,975	10	79,779	30	79,772	34	123,836	39	40,489	61	34,366	38	36,367	116	69,268	11	21,051
Urbana	76,739	129,692	142,965	9	8,386	4	13,621	16	22,860	10	17,886	24	17,280	12	6,543	10	8,237	33	23,623	3	3,095
CHRISTIAN	103,383	192,381	215,048	28	17,487	11	12,124	34	55,923	30	45,380	42	20,625	30	12,234	29	11,996	82	13,061	13	7,044
Taylorville	62,770	117,946	132,513	9	8,687	4	9,130	11	29,416	15	32,084	14	9,236	17	8,545	19	10,246	34	8,878	7	4,799
CLARK	45,387	55,814	58,210	15	3,370	5	1,445	16	12,874	15	12,572	26	12,531	7	619	16	1,119	33	5,008	7	1,226
Casey	15,351	18,921	19,595	4	1,129	1	312	4	5,505	3	4,543	10	2,731	3	443	4	553	10	806	2	371
CLAY	43,106	79,736	89,321	14	6,662	12	4,324	19	25,096	28	21,823	16	6,792	15	4,069	16	3,414	22	3,610	2	2,115
Flora	30,682	57,300	62,852	6	4,882	7	3,639	8	14,797	16	17,849	8	4,413	13	3,678	10	2,902	13	3,405	1	1,363
CLINTON	71,666	119,139	130,989	28	26,340	7	4,517	41	33,698	23	26,828	34	10,400	17	4,570	24	5,280	79	12,903	7	2,374
COLES	191,065	265,196	282,852	24	12,940	14	33,674	39	48,694	53	74,342	42	28,016	42	11,992	44	13,095	88	23,047	13	11,690
Charleston	56,382	73,360	77,198	8	3,553	3	4,264	12	19,549	16	17,728	15	7,908	13	2,631	11	1,893	36	9,134	6	2,282
Mattoon	114,998	171,625	185,153	10	6,379	6	25,467	20	28,580	31	30,630	20	18,398	27	8,961	28	10,558	41	13,211	7	9,408
COOK	18,476,595	27,414,697	29,281,471	1,190	855,255	847	3,865,755	4,262	5,254,227	1,399	5,208,522	2,594	2,042,632	3,457	1,977,319	2,435	1,406,890	9,840	3,240,213	1,329	1,124,245
Chicago	8,959,584	11,893,147	12,568,001	565	308,075	486	1,476,610	2,809	2,331,467	636	1,672,523	1,213	790,189	1,929	871,765	1,197	593,129	6,211	1,560,326	844	541,764
CRAWFORD	57,622	100,895	111,933	10	6,540	8	8,036	14	30,138	19	36,042	21	11,818	16	2,757	16	3,766	29	6,102	6	4,651
Robinson	41,296	72,811	79,115	7	6,143	5	6,256	6	20,016	11	20,513	10	4,673	13	2,254	8	2,061	17	5,063	4	3,736
CUMBERLAND	19,769	31,061	33,803	9	3,204	4	326	8	6,381	9	6,775	13	7,582	4	683	3	2,821	11	2,697	2	186
DE KALB	210,766	300,699	324,285	40	24,404	15	24,086	38	60,976	48	79,825	63	29,870	47	16,673	46	13,845	141	38,231	15	10,360
De Kalb	111,982	145,075	152,645	13	13,591	5	11,038	24	34,357	15	23,883	24	13,271	26	10,109	21	4,750	64	20,490	6	5,737
DE WITT	64,032	81,308	85,271	15	7,730	6	1,894	13	16,786	17	24,754	17	11,405	17	2,082	15	3,141	42	10,031	3	1,310
Clinton	45,167	57,383	59,829	9	5,380	3	1,538	9	12,669	13	18,739	9	8,175	11	1,686	7	1,111	22	6,849	4	914
DOUGLAS	73,885	86,957	90,245	16	4,812	8	1,277	20	17,776	21	15,734	25	18,635	16	7,867	18	9,983	33	5,843	6	3,688
DU PAGE	2,783,504	5,840,615	6,169,595	201	322,849	86	608,026	322	975,613	167	1,425,247	352	461,131	324	228,178	334	292,714	770	546,043	118	212,767
Wheaton	124,113	228,019	235,125	15	19,782	6	2,280	24	34,039	11	75,766	22	20,664	31	16,383	30	13,658	34	13,589	9	13,595
EDGAR	60,160	76,478	80,237	19	5,414	11	10,686	17	17,691	16	20,362	23	7,047	16	2,380	9	2,582	43	5,875	6	2,708
Paris	44,298	56,964	59,498	10	3,148	8	8,324	13	14,319	10	12,840	11	4,688	15	2,260	7	2,117	39	4,539	5	1,998
EDWARDS	18,902	28,774	31,132	14	4,723	4	271	10	7,150	12	9,140	12	2,344	6	736	11	1,501	14	1,652		
EFFINGHAM	151,889	267,760	297,506	22	23,401	16	22,630	22	45,706	34	61,885	48	67,160	32	10,005	34	13,506	61	28,223	5	3,171
Effingham	127,523	229,756	256,180	15	13,819	12	22,172	19	42,547	23	54,401	32	60,244	28	8,707	15	8,174	39	22,830	5	3,171
FAYETTE	66,379	86,864	91,558	20	7,636	11	8,695	27	21,078	26	15,425	27	10,037	12	2,941	18	2,243	37	7,247	4	3,052
FORD	51,073	62,482	65,110	9	5,354	5	2,444	20	15,306	21	15,143	29	8,402	9	2,381	17	1,169	28	5,573	6	1,903
Paxton	15,583	19,569	20,366	2	1,035	3	809	6	5,702	6	2,931	9	3,356	4	931	4	260	8	1,908	4	1,110
FRANKLIN	113,105	170,432	184,165	28	10,327	20	7,772	62	48,901	47	50,217	60	14,601	28	7,994	34	9,451	77	13,392	13	4,923
Benton	45,290	67,086	71,446	9	2,936	6	3,830	13	17,781	19	27,903	10	3,920	13	2,694	8	3,438	22	3,636	3	1,407
West Frankfort	39,412	61,390	65,787	7	3,711	5	2,527	23	19,794	18	11,723	12	6,078	11	2,365	17	4,422	19	4,212	4	1,806
FULTON	117,406	155,819	164,722	30	12,864	20	9,651	42	39,943	40	41,643	49	15,028	27	7,693	37	8,790	77	12,468	11	3,901
Canton	68,452	86,737	90,937	7	3,169	6	8,606	13	19,896	18	24,374	17	8,334	16	6,305	21	5,416	28	5,930	4	2,273
GALLATIN	17,408	21,633	22,609	8	2,757	2	1,008	8	4,634	9	3,151	14	2,364	3	866	5	1,871	14	1,108	6	883
GREENE	34,499	41,749	43,429	14	2,986	6	1,060	24	12,326	14	9,562	21	5,280	13	1,386	16	1,782	34	3,073	7	1,933
GRUNDY	100,062	146,667	157,712	20	7,823	6	13,370	21	32,178	20	40,135	34	23,542	13	2,778	22	4,874	72	17,701	10	3,533
Morris	67,021	98,251	104,499	8	3,906	4	9,977	10	22,958	13	27,578	13	12,463	9	2,489	11	3,483	34	9,296	5	4,447
HAMILTON	22,145	28,064	29,419	6	2,498	8	1,803	10	6,699	9	7,716	14	3,539	3	333	2	634	8	802	2	1,217
HANCOCK	41,206	54,381	57,414	22	4,732	7	914	25	12,501	25	18,189	30	5,502	13	943	20	2,388	48	5,474	9	1,669
HARDIN	7,653	8,839	9,115	3	373	3	351	12	3,683	4	1,300	8	1,419	1	142	3	342	12	729	1	166
HENDERSON	10,447	11,050	11,235	6	1,193	2	186	11	1,781	8	2,738	10	2,331			3	405	22	1,848		
HENRY	170,987	211,674	221,052	42	12,615	18	13,412	40	47,611	45	52,261	59	32,001	41	11,578	34	8,111	113	20,843	9	7,510
Kewanee	62,571	80,069	84,073	15	3,482	4	11,148	16	20,446	16	14,784	16	7,134	20	8,144	12	4,260	39	6,303	4	4,370
IROQUOIS	90,055	98,741	100,994	24	7,848	9	4,336	29	21,615	31	23,725	45	14,479	19	2,931	28	4,187	88	10,440	7	1,801
Watseka	38,794	41,946	42,601	7	2,988	3	4,022	10	10,136	11	9,016	8	2,839	11	2,373	7	2,206	30	3,357	3	1,336
JACKSON	241,587	408,029	480,022	32	22,395	16	77,930	51	67,010	43	91,146	48	25,943	39	18,221	40	13,846	121	43,362	12	9,732
Carbondale	179,824	314,347	348,680	11	7,177	8	68,606	23	44,861	20	73,530	24	17,024	31	16,484	20	8,361	70	36,141	8	8,414
Murphysboro	39,805	58,737	63,215	13	7,730	5	7,303	11	15,163	13	9,010	11	5,344	8	1,737	11	1,969	20	4,853	4	1,316

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES —Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and (1984 ESTIMATE) AT SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
AURORA	28,348	36,752	38,719	12	6,552	4	1,345	12	8,155	8	10,927	15	1,912	4	840	7	1,171	17	1,703	2	785
JEFFERSON	129,747	252,847	285,943	23	15,126	17	45,779	36	53,179	37	68,034	37	25,815	10	6,339	39	18,950	55	23,266	8	8,004
Mount Vernon	119,293	235,473	266,847	17	12,581	16	44,084	25	50,673	32	67,816	28	24,178	17	6,132	34	12,153	45	22,436	8	8,004
JERSEY	42,442	69,878	76,685	4	4,076	5	2,709	21	18,390	14	23,879	17	6,043	9	3,576	10	3,026	40	7,581	4	2,402
JO DAVIESS	43,939	69,200	75,338	20	6,020	8	1,381	23	12,924	10	14,578	24	7,880	12	804	11	1,119	89	14,000	6	2,360
East Dubuque	NO DATA AVAILABLE FOR THIS CITY																				
JOHNSON	18,556	26,235	28,028	5	753	5	1,483	23	9,122	7	5,025	12	3,243	5	528	3	523	13	1,557	3	602
KANE	1,094,895	1,561,600	1,609,239	110	111,991	69	209,784	163	282,684	126	331,499	220	144,648	184	66,796	184	71,342	407	155,372	52	50,040
Aurora	421,163	539,167	566,295	35	20,906	16	123,788	65	80,672	41	134,522	78	43,285	96	35,533	70	28,227	129	37,085	21	18,362
Elgin	333,904	480,958	515,706	26	36,986	11	62,502	31	83,197	35	129,112	54	30,290	32	14,771	39	24,040	87	35,175	13	19,764
KANKAKEE	344,020	471,407	503,621	46	43,163	24	53,483	59	94,035	78	123,501	72	43,228	55	16,053	43	16,843	205	55,832	23	18,146
Kankakee	204,826	230,002	236,761	14	8,320	11	46,186	24	40,499	35	55,163	31	12,443	38	13,296	23	10,903	84	19,868	15	11,956
KENDALL	63,534	78,351	81,748	14	8,813	2	2,707	10	21,844	20	12,667	26	9,992	12	2,825	14	4,473	40	9,851	4	4,287
KNOX	236,349	296,045	309,970	37	19,229	20	38,622	59	60,016	47	68,451	64	29,043	55	14,373	63	17,387	142	26,658	15	11,397
Galesburg	196,410	254,502	267,858	17	12,874	12	37,596	29	51,184	30	60,146	41	20,805	44	13,395	44	16,286	88	22,412	12	11,247
LAKE	1,565,211	2,933,332	3,303,500	144	200,435	64	344,744	229	370,172	210	907,170	278	277,770	299	153,799	259	153,256	742	312,003	73	103,611
North Chicago	26,155	45,064	49,822	3	2,392			6	9,500	6	2,279	11	7,575	2	1,433	2	912	55	16,149	1	1,516
Waukegan	374,307	554,796	572,357	22	20,580	15	99,435	45	90,885	44	144,575	43	35,339	85	37,418	52	28,238	139	46,065	15	18,840
LA SALLE	427,010	627,450	678,261	64	39,610	42	80,007	118	135,125	88	157,355	123	75,835	92	28,736	116	32,361	335	67,351	31	17,765
La Salle	44,902	125,113	51,930	6	511	5	5,872	14	10,546	8	9,717	19	7,934	11	1,805	13	2,248	49	5,165	3	991
Ogelsby	8,058	9,124	9,337	2	225	2	399	7	2,692	1	66	5	857	6	1,036	7	1,442	17	1,763	2	511
Ottawa	126,457	210,872	231,929	16	14,230	8	14,711	23	41,168	21	66,579	31	32,528	17	8,819	23	10,284	72	19,364	8	9,183
Peru	90,000	170,459	191,781	3	8,568	5	48,738	16	40,286	11	38,956	11	13,672	14	6,729	16	9,268	40	15,069	3	2,150
Streator	86,210	106,299	110,947	11	7,629	7	5,719	29	24,006	24	28,629	22	8,066	23	8,622	24	5,115	64	12,031	7	2,985
LAWRENCE	34,099	49,554	52,982	9	2,953	5	2,086	18	12,410	12	9,880	23	7,681	12	2,878	11	3,804	31	4,427	6	1,891
Lawrenceville	23,965	33,933	35,927	3	1,209	2	1,256	8	7,837	8	7,686	14	5,234	9	2,733	5	3,658	22	2,969	3	1,263
LEE	94,271	138,641	149,264	18	10,074	14	10,314	29	36,031	27	29,222	33	11,585	17	6,515	28	6,479	82	18,143	8	4,471
Dixon	66,943	103,474	112,285	10	8,349	8	9,555	16	29,972	14	12,574	20	7,935	14	6,082	16	5,412	47	13,777	5	3,827
LIVINGSTON	123,707	165,011	174,771	34	7,305	19	18,495	29	40,503	37	39,239	45	17,412	30	6,891	35	6,230	86	16,368	9	2,531
Pontiac	38,906	87,720	94,570	13	3,192	8	15,475	9	22,075	11	16,081	14	8,264	16	5,028	9	3,926	32	10,219	2	1,439
LOGAN	101,864	143,354	153,059	27	10,518	13	12,447	31	32,147	27	36,098	43	19,116	21	6,433	31	6,166	69	16,699	7	3,931
Lincoln	81,605	116,230	124,363	14	7,317	11	11,404	18	26,906	18	29,158	22	13,072	18	5,931	23	5,295	60	13,974	5	3,727
MCDONOUGH	124,013	152,264	159,040	27	10,991	16	15,854	25	29,684	21	34,424	44	13,881	33	8,388	29	7,739	69	19,112	9	4,519
Macomb	95,321	125,060	131,848	13	4,770	11	15,170	12	24,642	10	30,454	27	9,380	25	7,078	15	6,089	47	17,699	7	3,658
MCHENRY	483,680	762,530	832,206	81	57,592	20	53,149	100	152,243	69	262,692	108	73,543	86	27,796	84	24,649	275	68,241	24	28,462
Crystal Lake	105,869	205,004	231,490	11	15,900	6	25,694	17	42,765	12	39,349	21	18,839	28	15,928	25	8,214	34	14,511	3	8,466
Woodstock	66,389	113,226	125,012	13	15,072	2	7,884	12	24,519	6	20,947	14	16,645	12	3,723	12	7,914	35	9,859	4	4,375
MCLEAN	447,034	753,763	837,227	72	61,095	27	94,665	72	148,057	74	147,705	119	107,507	74	41,877	71	36,163	200	93,739	19	22,397
Bloomington	317,955	587,216	579,487	32	34,529	14	89,473	37	91,433	45	131,467	52	41,169	53	34,886	43	25,828	123	58,958	12	20,400
Normal	54,166	150,396	180,920	5	11,709	2	3,609	9	44,297	2	3,186	19	46,930	12	5,605	16	9,097	29	28,828	4	1,600
MACON	507,580	659,101	698,664	61	54,121	29	98,110	81	130,006	89	162,461	71	55,506	74	26,755	77	30,527	199	63,171	22	15,767
Decatur	467,524	558,065	579,097	38	35,084	26	94,629	61	99,630	76	138,873	55	42,531	67	24,763	60	25,893	162	52,574	21	15,523
MACOUPIN	123,380	204,756	225,028	36	20,612	18	10,562	54	50,395	37	62,632	59	22,526	34	5,924	35	7,847	116	19,461	17	7,068
MADISON	640,716	1,338,578	1,722,575	101	101,891	52	175,170	238	372,961	172	466,159	222	172,985	107	42,170	156	65,335	453	152,190	67	50,995
Alton	173,962	330,677	372,305	14	31,702	10	54,943	34	74,059	36	88,752	37	23,377	19	7,807	27	17,106	83	32,954	16	11,698
East Alton	44,166	73,565	80,896	3	2,438	4	20,030	11	21,202	14	12,499	10	4,320	12	4,260	8	3,025	17	6,084	2	3,812
Edwardsville	57,998	86,548	93,355	8	8,083	7	4,446	17	20,348	10	23,862	15	8,564	12	4,099	12	2,711	37	10,725	4	3,986
Wood River	69,549	167,097	196,151	3	18,164	1	17,127	17	23,358	11	85,392	9	12,713	8	4,992	8	8,277	29	14,268	4	3,327
MARION	163,266	293,960	327,666	30	14,575	19	33,288	51	72,215	49	78,440	61	33,069	40	17,370	41	13,879	98	26,187	12	7,404
Central City		74,750	89,703		3,462		10,778		25,037		33,496		10,510		1,372		2,807		3,200		9
Centralia	102,162	180,973	204,012	13	9,482	7	17,910	18	35,654	23	42,063	25	16,604	29	15,885	21	11,068	52	20,460	9	7,395
MARSHALL	30,122	31,012	31,395	11	4,019	5	1,536	14	7,041	9	7,584	17	3,313	10	967	7	553	31	3,413	7	1,284
MASON	49,939	45,399	45,036	16	3,810	9	3,019	20	10,437	16	9,238	24	5,404	10	814	10	1,635	53	4,622	4	958
MASSAC	38,146	51,335	54,372	8	3,377	7	2,755	17	11,215	19	14,088	16	7,930	9	1,255	7	1,020	29	5,511	5	2,550
MENARD	23,710	26,599	27,313	5	3,041	6	875	13	6,783	6	5,773	12	5,144	4	798	6	416	16	2,480	3	999
MERCER	35,111	41,521	43,015	15	2,832	4	951	19	8,974	13	8,559	24	6,870	12	1,854	15	1,944	36	3,777	6	903
MONROE	39,222	68,471	75,918	10	8,536	6	2,982	19	18,377	14	20,131	13	5,047	7	1,723	10	2,266	44	7,670	4	1,900
MONTGOMERY	97,993	132,516	140,513	21	6,884	14	11,893	35	29,783	47	38,698	48	15,957	33	5,364	17	4,665	79	12,878	10	4,031
Litchfield	42,293	57,787	60,887	7	2,993	3	6,110	9	12,104	18	14,465	16	6,997	13	2,333	9	3,260	18	5,408	4	1,875
MORGAN	147,610	213,530	229,137	27	14,386	14	26,631	28	45,808	29	58,352	39	20,086	26	9,247	36	7,160	69	19,721	13	10,007
Jacksonville	129,196	189,684	204,044	17	12,609	10	26,088	14	38,390	26	52,189	25	17,109	22	8,557	26	6,104	53	17,419	12	9,760
MOULTRIE	27,241	30,913	31,811	6	2,195	4	1,044	13	5,988	14	8,776	12	4,041	8	1,035	10	1,293	24	3,742	4	1,480
OGLE	102,509	135,347	142,926	29	10,444	13	4,750	36	33,703	29	34,213	49	17,464	23	4,614	34	4,167	88	14,580	11	5,921
PEORIA	375,186	1,069	1,073,171	76	65,997	50	195,784	144	165,110	114	196,474	147	66,776	116	42,205	128	51,308	410	104,176	45	26,278
Peoria	126,819	821,232	845,535	43	49,559	36	186,617	84	99,697	81	167,257	91	42,406	84	28,999	96	46,914	275	68,985	29	18,255
PERRY	43,095	91,353	100,755	15	7,524	10	6,265	22	27,651	15	15,886	21	13,196	19	4,580	14	3,813	33	8,510	6	4,948
Du Quoin	33,055	56,715	61,448	7	4,107	6	3,878	9	16,926	9	10,379	10	5,412	12	2,547	9	2,701	15	6,062	4	3,581
Pinckneyville	19,204	33,294	36,113	6	3,226	4	2,387	8	9,514	4	5,098	8	6,981	7	1,533	4	1,063	12	2,093	2	1,367
PIATT	41,734	47,280	48,650	8	2,027	5	1,387	13	10,898	15	21,171	17	4,080	8	478	11	1,913	27	3,148	4	1,202
PIKE	45,638	60,759	64,245	18	10,572	13	2,194	27	12,892	19	14,760	29	7,924	12	1,729	9	1,482	37	5,102	5	2,217
POPE	4,189	5,397	5,677	1	346	1	326	7	1,277	3	2,150	2	307	2	43	1	230	4	546	1	60
PULASKI	12,219	14,566	15,110	7	1,277	2	871	19	4,595	5	2,872	16	2,308	5	193	4	348	16	1,103	4	396
PUTNAM	10,360	19,087	21,360	7	1,575			6	6,171	3	3,612	9	4,356	3	56	2	459	15	1,531	1	368
RANDOLPH	37,162	131,068	141,554	22	10,005	20	8,635	33	32,633	30	38,428	42	14,445	22	3,441	25	6,677	75	12,311	10	3,778
RICHLAND	61,575	109,161	121,401	11	12,234	9	7,337	17	28,229	18	26,456	20	11,598	14	5,929	25	5,704	21	8,769	4	2,262
Olney	52,707	91,914	101,919	9	11,320	8	6,489	8	17,422	14	26,352	16	8,583	13	5,488	18	5,195	18	7,986	4	2,262
ROCK ISLAND	636,533	896,620	957,949	52	48,796	29	136,060	109	170,527	118	231,933	118	68,874	93	33,351	91	33,787	362	108,856	32	34,001
East Moline	62,997	101,379	110,819	4	1,420	3	1,466	12	34,210	16	33,853	16	11,788	9	3,438	6	1,330	48	10,543	4	5,858
Moline	297,495	431,935	463,703	20	13,339	13	111,783	39	60,958	37	96,147	36	21,413	50	19,441	43	22,868	121	44,634	10	17,335
Rock Island	136,660	420,588	183,316	16	6,238	4	21,660	29	25,905	37	51,368	28	14,039	19	5,847	24	7,327	95	25,225	11	8,400
ST. CLAIR	813,618	1,317,240	1,447,155	74	65,010	43	296,221	215	281,710	165	282,527	166	109,516	141	67,380	133	57,814	479	143,449	65	34,947
Belleville	258,899	468,095	522,382	16	23,554	8	70,617	30	77,285	58	102,174	36	29,283	38	16,587	51	23,475	113	39,001	21	13,275
SALINE	88,350	174,855	198,237	20	12,113	11	18,661	30	51,324	26	35,901	39	15,457	24	7,675	26	11,955	43	13,700	14	8,794
Eldorado	24,799	48,134	52,802	1	1,682	3	4,294	6	16,054	9	10,909	11	5,363	6	1,390	8	4,683	10	2,605	4	3,371
Harrisburg	51,820	104,817	119,280	13	6,596	5	12,572	13	30,181	15	23,249	13	6,588	13	5,245	13	6,089	25	8,802	9	5,102
SANGAMON	726,143	1,104,667	1,196,276	73	114,980	33	186,253	125	215,889	103	216,619	145	92,556	129	56,900	115	45,946	360	118,062	47	50,458
Springfield	568,520	901,955	983,252	44	102,317	22	147,504	83	174,439	58	187,818	96	75,306	93	44,864	79	38,122	266	94,648	38	47,137
SCHUYLER	20,920	28,246	29,944	5	1,897	3	3,721	8	5,418	8	6,619	15	4,081	8	1,973	10	1,791	14	1,959	4	833

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Bldg.	Gen. Mdse.	Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCOTT	14,004	17,414	18,288	0	1,349	2	903	7	3,088	7	8,669	11	1,756	7	534	1	174	19	1,449	2	139
SHELBY	51,123	67,551	71,345	21	4,293	6	2,759	21	14,280	17	18,078	26	9,623	10	2,177	10	2,415	45	4,886	5	1,685
Shelbyville	28,610	37,472	39,241	6	1,192	6	2,759	6	8,496	8	11,065	7	3,342	8	1,785	4	1,118	18	2,696	5	1,685
STARK	17,145	11,089	11,011	9	1,376	3	121	12	2,504	9	3,893	6	417	3	52	4	101	13	1,117	2	124
STEPHENSON	130,954	239,680	261,389	27	15,895	14	38,393	44	55,534	37	58,334	40	20,767	22	8,629	43	12,052	89	22,120	6	9,735
Freeport	133,568	215,146	235,177	18	11,200	12	37,529	29	51,377	26	50,359	27	17,732	20	8,501	35	10,383	58	18,923	5	9,706
TAZEWELL	453,165	595,063	628,210	46	35,710	20	56,011	99	143,411	103	184,709	113	62,347	45	17,956	78	24,992	187	51,944	24	16,688
Pekin	195,957	247,058	258,808	10	5,164	7	26,599	31	66,592	41	67,601	42	21,637	29	8,925	24	11,169	47	18,654	9	6,948
UNION	41,499	64,224	69,725	10	3,643	8	1,771	25	17,895	13	22,246	22	7,405	13	2,519	10	2,432	28	4,608	5	1,873
VERMILION	307,695	404,608	427,389	49	23,237	23	54,099	73	87,476	72	91,134	93	37,391	50	22,611	65	18,477	185	42,240	23	16,612
Danville	208,620	293,054	312,759	20	17,112	11	48,988	37	54,337	35	60,513	43	24,490	36	20,122	32	13,019	99	33,095	15	14,678
WABASH	41,693	77,260	86,595	9	5,533	4	3,007	10	17,476	15	26,701	18	7,963	13	3,928	10	2,820	15	6,872	3	2,011
Mount Carmel	40,601	76,899	84,160	8	4,935	4	3,007	8	16,672	15	26,701	15	7,154	13	3,928	10	2,820	18	6,788	3	2,011
WARREN	69,416	84,768	88,367	15	3,980	12	7,760	16	17,358	23	29,925	25	7,057	21	3,338	14	3,799	41	7,336	5	2,897
Monmouth	38,252	72,822	76,192	8	2,735	8	6,040	10	16,063	18	25,703	16	5,658	16	3,212	10	3,431	33	6,712	4	2,520
WASHINGTON	29,522	50,041	55,207	14	5,577	4	2,213	22	13,036	6	17,557	11	3,791	8	1,218	11	1,826	38	4,342	4	1,798
Venice	NO DATA AVAILABLE FOR THIS CITY																				
WAYNE	56,540	98,447	109,120	17	21,467	12	5,189	18	21,639	28	27,341	22	8,850	12	3,882	14	3,868	30	4,972	3	1,202
WHITE	63,499	127,533	144,973	11	7,628	13	7,355	22	27,152	18	45,057	36	21,358	13	2,868	14	4,406	26	7,285	7	3,663
Carmi	46,792	98,414	108,341	6	5,348	6	6,001	9	20,487	11	33,521	14	12,715	10	2,534	9	3,087	18	5,377	4	2,587
WHITESIDE	215,066	298,337	318,258	37	24,640	17	46,849	57	53,807	50	76,137	50	23,900	37	15,128	50	15,713	104	24,714	13	10,313
Sauk Valley	43,350	54,275	56,779	9	2,084	2	3,029	13	14,460	13	10,073	15	12,017	4	1,074	9	2,730	26	5,094	2	2,018
Sterling	110,900	197,602	186,436	9	4,708	9	42,514	20	30,067	18	45,197	12	6,427	23	13,231	23	9,620	40	13,122	6	7,484
WILL	803,680	1,170,502	1,195,759	89	71,578	48	125,208	171	226,224	139	300,535	189	132,588	91	34,191	128	52,428	431	115,981	55	45,936
Joliet	430,407	642,488	693,115	34	31,205	19	93,827	70	133,334	50	183,251	68	47,690	42	24,147	52	39,973	176	59,741	28	26,931
WILLIAMSON	169,779	315,463	353,871	20	35,350	17	27,759	52	74,413	32	87,408	56	33,957	47	19,530	41	18,653	81	22,107	15	11,948
Herrin	46,582	78,399	84,764	5	4,503	6	3,517	14	21,459	10	20,188	8	5,036	17	7,656	10	5,416	24	5,135	6	4,465
Marion	100,804	199,238	224,307	17	28,033	7	23,746	20	41,331	16	59,501	25	19,278	25	10,715	20	10,834	33	13,186	5	4,257
WINNEBAGO	374,056	1,315,486	1,426,572	92	98,832	48	236,864	178	262,581	141	342,868	207	126,685	130	45,910	148	78,351	403	151,428	42	45,651
Rockford	650,828	866,895	916,686	51	36,313	30	126,127	123	189,768	90	195,423	137	68,783	95	27,232	113	64,060	273	89,267	32	30,515
Rochelle	NO DATA AVAILABLE FOR THIS CITY																				
South Beloit	14,215	30,916	34,255	1	1,080	2	5,109	6	8,737	11	2,343	7	5,661			3	615	15	3,245		
WOODFORD	95,801	108,995	112,138	28	13,868	0	1,307	35	21,765	21	46,152	32	9,596	14	1,142	21	5,461	45	7,347	6	1,222

INDIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Bldg.	Gen. Mdse.	Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,266,271	29,930,999	32,408,689	2,535	1,744,818	1,183	3,929,710	4,254	6,190,406	3,784	7,470,033	4,867	3,176,335	2,948	1,208,800	3,554	1,378,191	8,523	2,932,485	1,255	1,128,141
METROPOLITAN STATISTICAL AREAS																					
Anderson, In	478,933	641,878	667,526	72	33,237	21	91,494	91	131,208	108	171,804	122	52,902	71	25,291	114	28,608	222	62,056	35	25,650
Bloomington, In	302,016	457,095	485,584	35	27,169	11	60,201	58	96,661	56	87,881	74	43,705	65	29,896	69	24,386	128	50,601	17	20,762
Cincinnati, Oh-Ky-In	4,754,713	8,248,721	9,123,301	660	347,606	204	1,483,952	1,661	1,920,941	547	1,783,321	1,030	685,483	639	307,435	706	397,328	2,341	951,649	311	281,570
Elkhart-Goshen, In	538,497	778,720	820,441	69	42,675	32	96,360	112	143,905	112	252,635	116	71,392	87	28,136	108	30,527	226	71,513	34	32,556
Evansville, In-Ky	969,888	1,616,459	1,748,542	118	117,792	53	212,120	215	319,548	210	390,439	231	159,609	136	105,182	182	86,939	506	163,144	62	55,626
Fort Wayne, In	1,294,271	2,043,329	2,188,780	129	91,859	76	317,086	183	395,629	239	519,916	276	199,278	221	93,385	271	103,431	533	233,705	84	69,218
Gary-Hammond, In	2,147,832	3,060,436	3,219,191	186	148,633	84	399,989	433	709,424	337	693,058	475	327,662	313	142,186	288	147,681	1,001	298,794	149	118,135
Indianapolis, In	4,427,493	9,267,482	10,466,784	421	455,339	219	1,411,407	819	1,835,567	613	2,303,585	927	950,847	594	345,628	732	434,606	1,592	940,963	252	346,039
Kokomo, In	397,483	566,382	594,531	52	30,121	25	95,223	88	107,142	69	143,733	91	48,974	77	27,374	81	26,828	177	55,897	25	20,716
Lafayette, In	419,324	570,754	594,704	48	30,551	16	109,786	63	106,978	62	115,758	79	45,694	60	19,627	63	33,491	190	64,482	26	24,824
Louisville, Ky-In	3,210,192	4,874,464	5,208,439	304	254,964	164	721,756	902	1,036,153	505	1,176,781	708	472,613	407	193,106	496	246,533	1,366	504,455	224	169,188
Muncie, In	439,682	679,209	726,167	76	35,712	15	82,674	98	134,875	107	187,369	95	66,269	81	25,249	92	36,350	194	66,493	26	28,627
South Bend-Mishawaka, In	846,059	1,189,113	1,246,311	92	53,182	37	175,662	188	230,079	143	288,547	189	102,239	125	55,347	158	62,898	432	133,845	51	41,583
Terre Haute, In	600,829	873,765	922,684	62	51,879	31	112,293	111	127,238	84	185,467	128	83,470	69	42,608	82	29,681	256	69,382	26	28,710
COUNTIES, Cities																					
ADAMS	35,296	126,708	137,032	20	11,642	10	14,837	19	25,951	38	36,509	28	10,962	21	4,097	23	7,073	41	13,112	7	4,894
Decatur	62,417	88,969	96,257	13	9,697	6	9,665	11	17,413	27	26,792	16	7,123	14	2,792	12	2,709	27	9,309	4	3,042
ALLEN	1,140,396	1,749,323	1,862,536	98	72,100	37	299,953	133	309,051	188	427,996	216	165,445	189	83,911	220	92,695	437	206,267	70	57,279
Fort Wayne	867,619	1,308,238	1,388,502	58	34,932	45	253,818	96	206,117	136	329,569	151	99,534	153	72,672	165	74,705	339	163,137	56	45,843
BARTHOLOMEW	245,228	320,998	332,097	24	21,723	12	41,969	53	64,396	49	70,949	58	37,886	38	11,350	59	18,040	87	28,658	13	10,347
Columbus	214,383	281,175	291,002	20	21,314	9	40,505	34	56,570	41	65,178	41	21,628	36	11,296	52	16,744	75	23,963	12	9,967
BENTON	21,865	32,010	33,792	12	2,791	3	213	12	7,618	9	9,533	21	4,979	3	408	7	681	24	2,705	5	1,416
BLACKFORD	39,548	78,094	87,073	11	12,956	4	2,529	20	23,316	15	19,040	19	10,533	12	2,945	11	3,242	22	5,373	3	3,168
Hartford City	32,433	64,728	71,188	8	9,263	2	2,056	14	17,775	11	17,106	14	7,768	10	2,757	9	3,018	17	4,907	2	2,765
BOONE	107,665	155,591	161,309	23	9,719	10	6,313	33	28,637	27	29,875	35	33,582	21	6,415	22	4,971	49	11,615	10	8,245
Lebanon	61,216	76,812	78,865	10	5,277	4	5,786	20	16,257	18	19,156	20	10,006	12	4,385	11	2,652	23	6,350	5	2,843
BROWN	13,501	24,198	26,500	5	1,202	1		10	3,993	6	2,640	10	3,107	5	394	4	891	21	6,887	3	507
CARROLL	38,733	64,480	69,683	11	8,234	4	1,080	18	16,383	9	25,176	16	7,031	9	859	7	1,217	32	4,785	6	2,385
CASS	139,892	174,834	179,414	29	9,628	13	24,178	39	34,231	37	43,692	43	14,882	28	5,758	32	9,310	83	16,339	9	7,817
Logansport	126,601	159,630	164,020	19	8,475	9	23,888	31	31,277	30	38,013	29	12,138	27	5,738	28	9,203	70	14,970	7	7,649
CLARK	333,556	476,440	501,030	31	23,985	19	107,447	88	79,059	56	115,229	90	59,045	32	14,769	44	15,783	117	39,508	15	17,446
Jeffersonville	90,881	116,854	120,470	9	7,116	8	8,023	28	21,037	21	35,637	27	12,890	11	2,014	12	1,919	51	14,236	7	6,495

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INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLAY	75,287	134,811	147,653	16	8,132	8	6,439	30	26,086	17	49,591	25	24,660	11	4,428	14	2,619	37	8,350	6	5,685
Brazil	53,423	96,572	105,204	6	5,360	5	5,124	13	21,903	11	32,143	15	19,295	9	3,991	7	1,413	20	4,886	5	5,170
CLINTON	85,783	118,148	123,370	15	6,777	9	8,044	27	28,250	29	31,819	35	13,655	19	4,525	24	5,178	58	10,521	10	5,130
Frankfort	72,538	101,495	106,270	8	3,559	6	7,865	17	24,253	26	31,130	22	11,003	19	4,525	23	5,131	44	7,957	6	4,349
CRAWFORD	12,441	25,941	29,207	5	2,875	4	746	16	9,454	5	4,384	12	4,754	5	565	8	1,339	14	2,016		
DAVIESS	70,407	114,593	123,358	15	7,625	8	17,009	28	26,634	19	25,822	33	12,902	22	7,146	24	4,825	42	9,892	10	5,579
Washington	50,534	84,376	91,239	7	3,825	6	13,161	14	20,565	12	18,212	18	8,037	19	6,260	19	4,280	30	7,727	8	4,564
DEARBORN	72,321	141,262	157,154	14	8,256	10	4,742	29	37,633	23	33,284	24	19,528	15	4,047	18	7,059	56	16,203	9	10,002
DECATUR	72,761	85,681	87,024	18	4,340	7	7,072	19	18,158	20	23,246	30	14,854	17	2,126	18	2,542	29	7,272	4	1,191
Greensburg	67,807	80,746	82,157	15	4,201	6	6,861	11	16,733	19	23,001	21	12,874	17	2,126	14	2,477	23	6,849	3	1,124
DE KALB	87,085	181,687	204,636	20	10,569	9	12,435	30	56,364	23	57,741	34	19,315	18	6,830	27	7,050	53	17,810	8	6,555
Auburn	48,203	102,338	113,167	9	6,088	3	8,198	13	29,360	9	29,897	14	8,262	12	5,008	13	3,933	22	11,761	*	4,739
DELAWARE	439,682	679,206	724,167	76	35,712	15	82,674	98	134,875	107	187,369	95	66,269	81	25,249	92	36,350	194	66,493	26	28,627
Muncie	350,829	535,743	569,977	50	24,296	12	81,986	72	104,187	77	143,085	68	35,417	59	19,878	74	27,113	164	57,431	20	26,500
DUBOIS	124,496	260,994	294,734	29	16,482	12	20,249	29	43,792	25	126,460	36	20,427	22	8,699	23	11,699	65	23,402	8	5,301
Jasper	91,904	206,340	235,594	9	9,365	7	18,217	12	28,626	13	114,272	16	12,154	13	7,190	17	10,247	32	16,379	4	5,174
ELKHART	538,497	778,720	820,441	69	42,673	32	96,360	112	143,905	112	252,635	116	71,392	87	28,136	108	30,527	226	71,513	34	32,556
Elkhart	328,733	485,622	513,575	26	20,694	14	78,797	57	83,069	60	157,644	62	48,835	51	19,723	49	13,746	126	44,429	21	21,493
Goshen	91,751	130,307	136,833	15	7,672	7	4,860	24	30,217	25	38,822	21	13,979	19	4,897	24	5,255	45	11,518	6	5,784
FAYETTE	70,049	98,646	103,391	10	2,823	6	9,145	33	26,403	25	14,232	20	9,407	16	3,737	20	4,433	39	11,461	6	6,604
Connersville	67,629	95,486	100,124	9	2,756	5	8,798	24	24,696	22	13,887	18	9,193	15	3,685	18	4,354	38	11,397	6	6,604
FLOYD	152,293	226,209	239,474	29	11,136	4	6,915	61	62,842	33	51,304	46	25,512	15	14,425	37	18,265	84	21,650	14	8,976
New Albany	140,220*	205,334	216,765	21	9,830	4	6,915	51	53,738	30	49,936	37	22,208	13	13,866	32	17,332	68	19,354	13	8,788
FOUNTAIN	64,850	104,105	111,767	20	9,580	6	2,533	27	25,383	21	36,526	33	11,442	12	1,961	15	1,503	46	10,411	9	5,121
FRANKLIN	27,695	56,425	63,262	7	4,057	4	2,065	22	20,967	20	13,766	15	5,246	7	466	4	2,303	29	6,111	1	885
FULTON	45,509	79,929	87,219	16	4,823	7	4,363	22	22,099	21	24,035	25	9,950	15	2,081	12	2,618	34	6,477	5	3,709
Rochester	31,706	56,251	61,161	5	1,056	3	2,705	11	18,035	14	16,857	15	7,640	14	1,989	4	867	18	4,453	3	2,724
GIBSON	85,924	154,815	169,751	23	16,144	14	23,181	26	25,507	31	34,518	43	19,642	21	6,775	22	4,666	54	16,014	9	5,981
Princeton	52,945	93,870	102,057	8	6,894	7	10,293	11	12,713	14	25,515	18	7,048	14	6,394	12	3,159	23	7,059	5	4,037
GRANT	255,664	356,699	373,340	43	24,446	12	35,645	67	75,315	68	100,506	57	33,677	48	17,316	61	16,809	144	32,211	23	16,978
Marion	219,668	310,985	326,304	30	21,672	8	34,820	42	64,367	59	90,353	44	25,368	39	16,556	51	14,782	96	26,108	17	14,164
GREENE	71,051	136,374	151,255	24	17,461	9	10,179	21	30,408	30	32,134	39	22,668	21	5,558	16	3,241	56	10,599	6	5,010
Bloomfield	18,106	35,637	39,144	7	9,063	1	274	5	4,484	7	6,385	13	8,668	7	1,874	4	778	10	2,112	1	933
Linton	39,711	75,530	82,996	10	3,175	5	9,133	8	18,953	14	24,201	11	7,538	10	2,989	7	1,508	23	5,649	2	2,841
HAMILTON	174,733	292,282	316,165	45	25,754	10	5,944	44	71,432	33	81,334	49	32,736	36	9,037	50	16,325	87	30,558	18	13,966
Noblesville	62,802	100,655	108,013	13	5,075	2	5,225	12	30,558	11	28,601	19	11,832	13	4,149	10	4,458	28	8,782	2	7,342
HANCOCK	91,730	124,041	129,140	23	7,882	8	6,638	22	30,433	25	34,825	44	18,383	11	1,128	28	4,763	44	8,907	10	6,653
Greenfield	71,608	100,182	104,891	14	6,800	6	6,265	10	25,350	15	30,008	25	13,349	6	701	16	2,899	22	7,391	6	5,432
HARRISON	50,266	89,412	97,796	15	6,894	10	6,077	19	27,053	26	20,670	22	12,220	3	901	12	5,327	42	7,267	4	2,513
HENDRICKS	156,966	371,431	427,981	23	23,765	12	9,027	35	106,683	25	104,774	48	83,590	23	5,798	40	11,939	53	28,202	9	20,256
HENRY	150,715	163,521	163,698	23	8,528	18	13,303	42	34,055	58	39,785	52	20,578	27	5,357	43	9,741	74	13,123	8	4,919
New Castle	114,831	125,077	125,299	16	6,674	9	12,252	28	29,661	41	28,651	30	9,965	21	4,735	26	8,381	47	10,115	8	4,531
HOWARD	359,974	496,537	518,782	43	27,001	21	86,375	72	88,616	59	123,035	71	40,429	65	24,264	69	25,571	156	50,278	21	18,500
Kokomo	346,024	481,302	503,518	39	26,475	19	86,133	65	86,649	58	121,489	60	34,993	63	23,967	63	23,537	148	49,358	20	17,851
HUNTINGTON	104,817	145,899	152,643	26	12,255	10	10,656	35	31,013	29	34,300	43	22,687	17	4,744	35	5,086	49	9,883	8	5,082
Huntington	74,361	104,122	109,049	14	8,295	7	9,552	17	26,477	18	19,872	23	10,510	16	4,676	25	4,252	32	7,521	6	4,644
JACKSON	120,123	141,332	143,718	28	15,897	13	10,837	38	29,617	27	29,521	46	21,825	17	7,126	28	4,952	60	11,399	10	4,333
Seymour	95,906	113,645	115,519	18	14,493	9	10,553	21	20,744	18	23,457	25	16,275	16	6,975	19	3,447	38	8,411	7	4,257
JASPER	85,705	135,311	144,809	23	19,446	8	7,645	21	25,750	20	27,932	41	27,955	20	6,300	16	2,757	42	11,917	7	5,355
Rensselaer	40,434	63,065	67,592	7	6,622	4	4,014	9	14,761	10	14,883	17	8,443	9	2,790	7	1,979	20	7,471	4	3,673
JAY	57,398	94,548	101,968	18	5,099	6	2,194	15	28,297	19	23,986	32	14,138	14	3,762	18	5,565	39	7,828	4	3,451
Portland	37,787	58,267	62,364	10	3,785	3	198	8	19,326	15	14,646	14	8,287	10	3,236	13	3,189	22	5,512	3	3,349
JEFFERSON	100,231	181,334	198,957	24	19,276	13	18,193	29	41,735	25	48,832	32	15,926	20	6,725	22	9,381	43	13,463	10	6,974
Madison	86,412	156,535	171,795	16	12,190	9	17,186	16	35,739	24	44,268	22	12,357	20	6,725	17	9,145	36	12,495	9	5,936
JENNINGS	39,672	65,755	70,996	14	5,289	3	1,031	18	18,687	14	19,545	17	10,303	7	1,296	12	2,181	19	4,158	2	3,087
JOHNSON	235,529	368,447	393,827	43	19,265	18	89,965	52	63,855	44	85,221	70	47,365	32	12,243	53	11,135	94	31,033	14	14,122
Edinburg	22,441	34,435	36,834	5	2,144	1	818	7	8,841	6	10,744	10	7,145	3	206	6	723	12	1,533	2	1,897
Franklin	47,059	73,293	78,235	7	5,980	6	5,799	11	21,501	11	9,118	19	12,385	8	3,400	10	2,602	27	8,319	4	5,836
KNOX	145,604	240,547	259,630	27	26,627	16	39,677	50	46,781	44	57,148	51	20,854	25	7,145	35	10,840	87	21,304	16	11,555
Bicknell	13,101	19,765	21,098	3	613	2	688	4	4,156	5	8,945	6	1,208	2	867	2	769	10	1,328	1	1,030
Vincennes	117,596	196,357	212,341	17	24,928	12	38,394	30	31,635	30	47,491	29	16,255	23	6,278	29	8,866	60	17,972	12	8,303
KOSCIUSKO	170,876	264,905	282,652	40	20,522	18	22,436	55	58,838	62	68,233	66	29,562	36	9,620	50	11,211	99	25,396	16	11,321
Warsaw	108,737	174,596	187,435	20	16,469	9	19,303	20	38,022	28	43,590	22	14,397	22	7,743	27	9,341	34	14,647	6	6,686
LAGRANGE	51,413	105,454	118,392	20	19,122	7	4,613	22	22,030	20	23,334	23	15,859	10	994	13	3,055	31	10,476	5	3,471
LAKE	1,866,821	2,699,294	2,846,692	143	127,118	70	366,515	380	622,161	283	625,150	388	271,850	276	135,370	236	133,134	868	252,276	124	101,420
East Chicago	94,651	122,058	125,936	11	6,980	2	5,095	48	26,515	13	32,101	26	13,227	20	6,044	12	4,567	121	15,075	11	6,976
Gary	338,688	420,706	431,178	30	12,762	13	40,960	97	88,452	54	104,607	98	48,592	47	13,282	60	20,740	205	45,376	26	16,750
Hammond	371,679	553,415	512,884	27	15,458	10	65,008	69	114,495	55	84,991	80	51,899	47	27,736	47	30,299	185	56,709	22	15,998
LA PORTE	382,774	459,389	468,097	43	24,876	22	67,066	91	93,284	81	106,975	104	51,955	60	20,123	73	17,732	189	38,843	20	17,398
La Porte	134,330	160,054	162,851	18	6,463	9	11,916	27	35,266	32	42,946	40	21,964	16	8,381	30	7,258	64	11,081	11	6,106
Michigan City	216,439	263,648	269,368	16	11,546	11	54,249	46	54,023	42	59,774	41	18,691	42	11,723	34	9,878	93	22,916	9	11,292
LAWRENCE	123,443	155,716	160,039	20	9,307	16	14,699	39	37,987	52	39,232	48	15,381	25	6,877	31	7,199	46	10,415	10	7,325
Bedford	95,741	120,691	124,027	17	7,732	9	13,286	24	28,822	35	27,293	29	10,967	22	5,914	20	6,187	35	7,750	8	5,730
MADISON	476,933	641,878	667,526	72	33,232	31	91,494	91	131,208	108	171,804	122	52,902	71	25,291	114	28,608	222	62,056	35	25,650
Anderson	275,436	367,169	381,153	42	22,145	17	56,860	45	65,107	59	76,805	60	30,016	40	17,987	69	21,666	131	44,913	18	15,033
Elwood	52,644	68,596	71,278	7	2,797	5	8,609	14	16,219	16	24,215	18	7,901	10	2,066	14	192	26	4,076	4	2,932
MARION	3,427,062	7,617,200	8,679,823	227	348,861	142	1,268,423	561	1,440,168	398	1,881,692	611	692,758	433	298,186	481	372,963	1,160	799,686	176	266,441
Indianapolis	3,271,611	7,307,036	8,332,355	210	327,663	134	1,239,326	526	1,353,562	373	1,823,905	565	649,370	410	288,699	460	361,783	1,090	760,033	166	251,912
MARSHALL	128,561	205,349	220,232	36	14,414	10	8,427	30	40,703	39	73,283	43	27,239	29	9,033	39	8,564	62	16,142	12	7,958
Plymouth	68,920	110,528	118,852	14	7,553	4	7,816	10	23,404	18	31,153	18	12,641	15	6,823	19	4,571	30	10,336	4	3,625
MARTIN	26,241	41,871	44,896	5	559	3	1,367	10	11,295	8	13,376	12	7,701	4	333	6	3,228	22	3,338	3	380
MIAMI	87,284	116,140	120,542	22	6,673	7	11,234	29	23,160	31	33,083	39	13,314	20	3,846	32	4,756	58	9,833	5	4,735
Peru	74,003	99,874	103,908	11	4,180	6	10,835	17	19,612	24	28,223	24	11,361	17	3,699	22	3,876	40	8,228	5	4,735
MONROE	302,016	457,095	485,584	35	27,149	11	60,201	58	96,661	56	87,881	74	43,705	65	29,896	69	24,386	128	50,601	17	20,762
Bloomington	277,730	422,332	449,464	29	20,720	9	60,132	46	83,229	51	86,749	62	38,220	62	29,761	64	24,065	113	46,557	14	18,973
MONTGOMERY	108,087	159,501	168,717	26	8,984	14	20,097	27	37,958	32	37,843	45	15,360	23	7,025	29	7,135	64	14,752	10	7,045
Crawfordsville	94,157	142,134	150,934	12	4,550	11	19,896	17	35,846	30	34,931	28	12,679	23	7,025	17	5,995	41	13,280	9	6,294
MORGAN	114,749	199,460	217,226	16	5,897	12	14,745	37	65,491	28	47,343	40	27,324	16	5,203	30	7,860	57	20,739	7	8,576
Martinsville	59,966	102,785	111,351	7	2,704	7	10,421	20	29,972	14	28,991	20	12,463	10	3,789	21	5,778	26	8,305	4	4,275

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NEWTON	34,566	59,287	64,420	8	4,467	3	285	15	14,603	12	14,774	22	8,720	7	2,409	10	2,233	29	6,072	7	3,694
NOBLE	81,282	167,869	183,708	26	13,672	10	10,166	28	44,840	34	49,066	36	22,053	14	5,907	23	6,598	55	15,275	11	7,494
Kendallville	44,981	93,125	102,756	8	5,143	5	7,909	7	23,308	16	29,469	10	8,391	11	5,290	21	4,340	16	7,588	4	4,959
OHIO	4,738	7,578	8,119	2	130	2	18	6	5,177			2	1,171	3	284	1	110	7	497	1	30
ORANGE	37,839	68,446	75,080	13	8,310	6	2,704	26	21,622	20	15,524	17	9,943	18	1,667	11	1,341	24	3,849	7	3,443
OWEN	21,909	43,024	47,898	7	1,606	3	347	13	13,186	11	10,693	19	10,652	6	340	7	1,072	18	3,845	2	1,309
Spencer	20,434	40,482	44,492	4	1,020	2	324	8	12,436	10	10,489	12	9,215	5	231	4	977	15	3,711	2	1,309
PARKE	32,790	56,361	61,260	12	6,380	6	1,548	25	16,732	9	11,746	20	9,237	3	347	3	919	28	4,019	4	1,880
PERRY	48,809	84,290	91,689	11	4,595	12	9,646	26	23,552	13	17,124	24	6,784	13	2,853	17	6,417	45	9,783	7	3,195
PIKE	27,996	37,669	39,169	8	2,133	5	713	15	8,334	10	10,845	19	9,892	6	412	12	1,632	13	2,197	3	936
PORTER	281,011	361,162	372,499	43	21,515	14	33,474	53	87,263	54	67,908	87	55,812	37	6,816	52	14,547	133	46,518	23	16,715
Chesterton	35,911	43,697	45,255	6	3,253	1	669	7	10,437	6	8,942	15	10,962	10	758	8	1,771	23	3,421	4	2,255
Valparaiso	130,677	191,863	197,522	14	5,602	8	29,581	22	41,405	26	44,361	32	17,483	18	4,971	30	9,829	44	24,059	10	7,070
POSEY	50,906	86,737	93,306	20	3,031	9	7,772	17	17,035	17	30,617	23	10,301	13	2,439	14	3,484	41	7,697	5	2,957
Mount Vernon	34,406	55,631	59,877	7	3,701	5	1,908	5	12,144	10	20,787	8	5,407	10	2,141	9	2,715	20	4,081	3	2,059
PULASKI	27,885	49,268	53,825	10	4,002	4	1,325	9	7,191	20	21,531	17	5,911	8	1,786	3	1,821	24	3,966	5	3,018
PUTNAM	69,676	122,160	133,258	22	14,938	9	8,273	24	30,578	19	28,833	32	13,261	12	3,028	20	4,280	38	11,840	7	4,499
Greencastle	35,004	95,530	103,637	10	10,941	5	7,073	12	23,289	11	26,958	13	6,993	9	2,792	13	3,830	22	8,803	5	3,864
RANDOLPH	63,865	90,742	95,532	23	6,962	8	4,388	29	24,838	15	24,547	31	10,131	22	4,377	20	2,932	48	6,545	9	4,777
Union City	20,122	28,698	30,414	8	2,213	3	1,570	9	9,989	5	6,119	7	3,205	6	911	0	549	11	1,876	2	1,942
Winchester	28,161	39,046	41,224	4	1,162	3	2,175	5	8,538	6	14,699	8	2,940	11	2,756	7	1,595	16	2,573	4	2,447
RIPLEY	37,638	107,949	119,181	18	12,598	8	3,241	26	30,811	20	27,723	28	13,040	15	2,188	15	4,595	41	9,217	6	4,089
RUSH	30,864	79,721	85,221	7	6,395	8	4,475	21	17,660	15	28,032	24	10,025	9	1,110	8	3,771	26	4,871	3	1,314
Rushville	40,605	63,462	68,034	5	2,872	7	4,061	14	15,616	10	23,233	15	8,101	7	929	5	2,721	16	3,689	3	1,314
ST. JOSEPH	546,059	1,189,113	1,246,311	92	53,182	37	173,662	188	230,079	143	288,547	189	102,239	125	55,347	158	62,898	432	133,845	51	41,583
Michiana	201,289	284,566	298,602	14	12,237	9	28,946	34	60,564	32	98,636	41	18,287	28	9,275	40	13,908	99	31,803	10	8,307
South Bend	301,252	827,981	723,733	39	17,179	22	132,012	98	121,266	57	150,364	88	55,872	79	39,835	75	34,669	245	73,186	31	24,458
SCOTT	48,882	107,418	122,136	14	6,761	11	6,339	20	31,763	16	29,577	19	19,643	7	2,038	15	3,923	23	7,851	6	3,301
SHELBY	119,079	139,030	141,613	21	14,196	7	10,352	35	28,968	33	38,521	30	15,109	22	7,618	28	4,650	48	10,223	8	7,780
Shelbyville	105,709	127,945	130,546	14	12,489	7	10,352	26	27,018	25	35,452	23	13,938	22	7,618	24	4,408	41	9,901	6	7,056
SPENCER	41,841	77,604	85,531	13	3,694	5	964	19	18,403	19	25,719	26	18,925	7	1,220	11	3,814	34	5,460	4	2,428
STARKE	61,398	91,295	96,647	19	6,735	14	11,325	21	20,780	17	20,265	22	17,887	6	2,430	8	1,223	43	8,138	4	2,382
STEUBEN	93,418	181,264	201,444	25	16,021	5	5,407	34	34,877	38	41,898	39	36,941	23	8,610	15	3,715	59	23,818	7	5,139
SULLIVAN	43,310	74,807	81,388	16	5,221	5	4,426	22	16,077	12	19,041	27	16,114	11	2,517	9	1,946	41	5,219	6	2,914
Sullivan	30,845	51,746	55,927	10	4,346	2	4,130	9	9,418	9	17,659	11	5,632	10	2,414	5	1,559	18	2,893	3	2,399
SWITZERLAND	7,400	12,887	14,040	2	443	3	494	9	5,668	4	3,401	5	993	3	444	5	602	6	827	1	182
TIPPECANOE	419,324	570,754	594,704	48	30,551	16	109,794	63	106,178	62	115,758	79	45,694	60	19,627	63	33,491	190	64,482	26	24,824
Lafayette	310,062	473,729	446,510	37	18,934	13	84,506	38	84,251	43	98,875	51	29,025	53	17,695	43	25,932	117	40,628	19	13,621
West Lafayette	71,974	95,997	99,626	12	4,671	2	21,000	12	13,211	10	1,693	18	13,639	6	1,892	13	6,214	52	17,570	6	8,539
TIPTON	37,509	69,845	75,749	9	3,120	4	8,848	16	18,526	10	20,698	20	8,545	12	3,110	12	1,237	21	5,619	4	2,216
Tipton	34,318	58,190	62,966	6	2,297	3	7,092	11	13,941	9	19,049	15	6,573	10	2,698	9	1,007	13	5,258	4	2,216
UNION	11,114	22,074	24,629	3	6,372	2	124	10	5,841	5	2,721	7	3,733	5	321	3	640	9	2,725	1	26
VANDERBURGH	703,243	1,087,537	1,160,308	59	74,022	23	178,958	116	196,936	141	221,487	138	89,039	85	74,684	125	64,967	345	122,642	42	40,557
Evansville	656,566	981,433	1,041,591	55	36,813	21	156,170	108	179,221	129	214,007	123	75,829	81	72,222	114	63,424	321	112,334	40	37,809
VERMILLION	40,314	91,959	105,290	15	7,838	6	5,171	23	29,406	11	28,784	21	15,272	6	3,703	8	1,147	42	6,738	4	1,672
Clinton	27,603	63,040	70,129	7	5,202	4	4,080	10	22,582	7	22,167	11	4,228	4	2,923	8	1,147	21	2,956	2	1,146
VIGO	525,542	738,934	775,031	46	43,747	23	105,854	81	101,152	67	133,876	103	58,810	58	38,180	68	27,062	219	61,032	20	23,025
Terre Haute	425,227	574,640	597,982	36	29,318	16	71,497	58	96,376	43	74,853	79	44,234	47	32,452	62	21,732	172	45,164	16	17,508
WABASH	107,034	130,304	133,101	26	13,237	12	12,193	36	26,571	27	31,560	36	13,814	24	4,409	32	6,616	54	9,901	14	5,448
Wabash	69,358	84,953	86,872	13	6,487	7	10,134	21	17,192	17	20,077	20	8,482	15	3,596	18	5,080	37	7,750	8	2,885
WARREN	6,471	11,004	11,935	3	1,938	1	37	8	3,328	2		6	2,116			2	919	10	2,073	1	110
WARRICK	76,343	144,664	160,067	18	15,217	9	4,516	33	44,715	23	49,104	33	18,089	13	4,033	18	1,872	46	9,586	6	3,636
WASHINGTON	40,733	76,909	85,032	13	9,591	5	3,655	22	23,470	20	21,307	21	7,236	7	2,491	15	3,038	18	4,613	3	2,284
WAYNE	293,670	410,269	429,543	35	15,236	22	70,946	70	73,723	78	110,606	70	49,046	42	10,010	46	13,437	116	34,620	17	15,000
Richmond	258,085	328,971	343,732	22	9,318	18	69,604	43	58,314	56	94,574	41	25,084	36	9,608	36	9,603	88	27,760	14	12,099
WELLS	61,301	80,773	83,834	12	3,709	6	3,929	16	19,876	25	25,038	22	6,626	18	3,520	17	5,709	29	6,571	5	2,642
Bluffton	47,620	62,166	64,281	8	2,543	5	3,569	6	15,021	17	15,116	13	5,329	16	3,303	13	5,291	20	5,947	3	2,366
WHITE	66,516	116,985	127,696	19	14,463	9	10,507	23	27,992	27	26,755	30	12,412	17	3,183	18	3,814	53	13,434	6	5,585
Monticello	48,345	84,803	92,096	8	9,530	7	9,128	13	20,701	20	20,041	13	7,613	12	2,646	13	3,438	35	9,347	3	3,939
WHITLEY	66,790	112,319	121,608	13	9,190	10	4,698	20	30,214	28	34,179	26	14,518	14	2,644	24	3,686	43	9,628	6	3,384
Columbia City	42,179	71,938	77,891	6	7,486	7	4,344	9	21,566	17	13,364	15	10,858	12	2,549	20	3,453	25	6,411	3	3,847

IOWA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,832,778	14,101,603	15,085,640	2,184	1,215,529	921	1,653,448	2,529	2,877,515	2,159	3,458,275	3,424	1,540,387	2,009	578,138	2,311	682,128	6,193	1,346,297	708	419,581
METROPOLITAN STATISTICAL AREAS																					
Cedar Rapids, Ia	628,354	994,293	1,081,031	80	83,530	25	176,069	107	204,172	91	226,391	146	81,164	89	23,731	124	57,253	293	106,433	36	35,479
Davenport-Rock Island-Moline, Ia-Il	1,422,385	2,024,727	2,164,456	151	122,410	78	305,770	246	387,215	229	480,845	315	201,064	225	80,639	237	98,198	780	232,154	77	76,908
Des Moines, Ia	1,507,882	2,307,119	2,496,809	184	178,651	80	358,197	254	471,327	240	519,087	340	224,616	274	108,235	269	103,998	692	221,460	67	65,871
Dubuque, Ia	356,968	526,161	564,814	40	42,219	18	94,578	69	98,974	52	118,743	79	45,942	50	16,365	68	35,381	197	52,812	15	18,617
Iowa City, Ia	272,157	456,368	501,059	36	43,794	12	49,284	41	92,959	49	90,547	61	47,084	42	26,013	62	28,605	133	54,436	13	17,748
Omaha, Ne-Ia	2,012,209	3,294,043	3,583,549	223	141,571	89	533,845	385	661,620	319	781,268	460	307,821	271	140,593	331	218,096	1,009	404,489	123	120,688
Sioux City, Ia-Ne	451,370	589,411	619,697	67	43,557	27	78,109	124	127,540	88	122,786	113	65,021	62	24,200	89	29,993	286	62,059	30	23,666
Waterloo-Cedar Falls, Ia	610,753	839,869	891,172	105	64,360	32	111,732	118	153,979	113	218,676	150	73,925	111	38,355	113	40,092	297	73,634	23	23,791

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
ADAIR	30,108	41,377	43,867	12	4,043	4	747	11	7,687	10	9,251	17	12,045	8	818	4	721	22	3,302	4	933
ADAMS	10,958	15,364	16,346	5	909	2	702	9	4,979	5	3,277	7	1,639	4	1,172	2	275	10	995	2	490
ALLAMAKEE	38,598	56,673	60,790	17	6,868	6	1,586	14	14,937	17	14,786	20	4,702	17	3,110	12	1,468	52	5,713	4	1,036
APPANOOSE	47,338	60,759	63,657	20	6,120	8	7,549	18	13,164	16	13,430	24	6,074	17	3,552	12	2,813	35	4,208	2	1,241
Centerville	43,801	56,203	58,684	12	4,221	8	7,549	12	12,803	13	13,229	16	5,314	17	3,552	11	2,336	24	3,709	2	1,125
AUDUBON	24,672	36,177	38,793	12	3,740	3	588	9	7,484	8	11,571	12	4,874	7	1,279	9	2,058	24	2,816	4	1,031
BENTON	54,432	76,727	81,709	26	8,667	6	1,223	23	15,464	15	21,553	38	13,633	13	3,299	20	4,741	60	7,013	5	1,843
Vinton	22,165	31,758	33,677	7	3,665	4	852	6	7,211	7	5,980	12	5,615	5	1,558	6	2,077	17	2,738	2	1,299
BLACK HAWK	346,162	753,875	800,495	80	52,384	26	109,059	103	132,512	90	200,235	120	62,629	90	34,998	94	36,650	247	67,306	21	22,030
Evansdale	5,810	7,265	7,556	2	625	1	163	7	2,788	3	675	6	1,188	2	234	4	93	6	1,004	1	105
Waterloo	345,690	584,907	492,249	43	34,870	15	79,710	54	80,162	54	104,838	71	42,490	51	22,151	60	19,942	149	40,021	15	15,311
BOONE	70,372	92,761	97,678	22	7,198	10	5,517	21	23,159	16	26,644	25	7,113	19	3,113	18	7,276	46	6,819	9	4,801
Boone	56,062	75,947	80,331	14	4,252	7	5,379	13	18,373	12	24,299	15	5,301	14	2,971	11	6,050	33	6,515	6	2,899
BREMER	64,591	85,994	90,677	25	11,976	6	2,673	15	21,467	23	18,441	30	11,296	21	3,357	19	3,442	50	6,328	4	1,761
BUCHANAN	50,709	66,702	70,168	19	7,722	7	3,608	15	16,375	15	18,841	30	6,610	10	1,368	13	2,022	56	6,562	5	1,654
BUENA VISTA	77,616	120,966	131,204	20	11,998	14	8,114	17	23,032	16	29,455	33	15,052	16	6,590	13	6,759	51	12,944	6	2,775
BUTLER	31,044	41,979	44,380	22	8,770	6	2,204	22	6,912	10	8,939	31	5,056	7	608	18	2,025	30	3,236	3	500
CALHOUN	40,955	54,359	57,286	18	6,753	6	1,240	14	9,678	19	22,497	22	6,793	9	2,484	19	1,345	34	2,756	4	1,160
CARROLL	88,415	128,510	137,587	25	13,215	10	12,411	25	25,044	20	33,487	39	19,513	20	4,777	21	5,270	72	10,556	6	1,835
Carroll	67,151	96,636	103,274	10	7,311	6	12,147	10	19,260	12	26,662	20	12,528	16	4,107	9	4,184	34	6,919	4	1,366
CASS	68,459	99,632	106,677	16	10,305	14	7,674	18	20,201	18	21,388	34	16,386	22	6,018	16	3,244	54	9,850	8	3,256
Atlantic	50,576	73,980	78,662	11	8,836	9	7,476	6	8,986	9	14,768	22	13,329	18	5,762	11	2,591	28	7,032	7	3,041
CEDAR	48,788	59,391	61,646	21	7,085	6	1,967	19	14,891	18	16,485	28	10,691	11	1,360	12	1,311	39	3,830	4	508
CERRO GORDO	218,078	300,771	319,065	38	24,771	16	46,703	42	56,299	41	68,842	66	30,056	42	15,238	44	10,929	138	31,547	14	7,944
Mason City	171,289	236,637	251,109	26	17,459	11	45,615	23	41,773	36	63,294	40	14,721	26	11,735	32	9,340	88	21,696	10	6,507
CHEROKEE	54,531	78,822	84,302	13	7,003	7	5,143	13	22,556	17	17,566	20	8,090	23	6,076	14	3,855	36	5,265	7	2,715
Cherokee	44,997	64,543	68,813	9	5,215	7	5,143	6	20,856	13	14,134	8	4,430	21	5,637	8	3,516	19	3,358	5	2,070
CHICKASAW	38,062	55,875	59,931	14	6,343	6	1,658	19	14,202	11	12,871	23	10,926	10	2,366	9	1,468	40	5,138	5	1,006
CLARKE	30,520	41,547	43,977	8	2,823	3	2,364	5	8,993	10	10,915	18	10,560	8	464	6	817	14	2,585	3	651
CLAY	83,565	118,108	125,849	24	9,342	9	12,879	18	21,096	15	31,830	28	9,682	21	6,297	29	5,916	55	11,828	6	3,371
Spencer	78,862	112,746	120,344	14	7,879	8	12,747	10	20,079	13	31,623	17	8,389	19	6,086	26	5,843	39	11,172	6	3,371
CLAYTON	44,629	70,169	76,179	22	10,679	11	1,556	24	13,752	12	23,154	32	7,046	11	1,884	20	5,071	48	7,257	4	1,400
CLINTON	211,630	288,128	305,000	28	16,739	14	39,930	52	59,174	39	81,816	53	23,240	19	7,599	54	13,932	144	26,693	11	8,766
Clinton	168,380	226,449	239,176	16	11,243	10	38,626	30	44,466	21	56,584	31	17,315	15	7,343	36	12,073	92	20,990	7	7,827
CRAWFORD	59,102	84,515	90,210	21	7,718	5	5,690	21	20,742	17	21,189	33	9,788	14	4,893	19	3,014	57	9,792	5	1,657
DALLAS	78,650	103,579	108,922	29	12,909	12	8,235	25	26,367	29	30,407	38	8,769	20	2,575	22	3,087	57	7,781	7	1,791
DAVIS	22,112	35,322	38,448	8	4,075	3	2,076	5	5,243	8	11,885	11	5,829	9	1,578	8	600	15	2,387	2	68
DECATUR	18,178	25,719	27,402	7	2,063	3	910	12	7,448	6	3,418	17	5,691	10	1,468	6	692	13	1,910	3	1,227
DELAWARE	48,684	73,221	78,857	18	12,096	8	4,836	19	16,272	9	18,386	29	7,468	17	3,449	7	1,389	51	5,439	6	2,196
DES MOINES	175,012	254,511	272,908	27	23,267	12	42,825	42	53,500	34	44,128	44	23,303	29	8,223	39	18,720	93	23,875	12	13,575
Burlington	135,931	184,319	194,902	13	3,473	11	33,940	29	48,242	26	32,640	32	15,882	17	4,575	30	14,194	76	19,887	10	9,627
DICKINSON	59,917	85,377	91,091	17	19,802	10	4,031	23	14,361	15	14,272	22	7,391	29	6,647	14	2,984	58	9,216	6	2,671
DUBUQUE	356,968	526,161	564,814	40	42,219	18	94,378	69	98,974	52	118,743	79	45,942	50	16,365	68	35,381	197	52,812	15	18,617
Dubuque	317,392	477,401	514,082	30	33,163	13	93,951	57	90,251	41	104,683	58	41,507	48	15,157	57	33,482	152	46,510	14	18,522
EMMET	44,985	58,761	61,745	18	5,553	7	5,531	14	11,103	12	16,691	17	8,045	11	3,813	11	1,646	24	4,357	3	1,688
Estherville	39,657	51,740	54,157	10	4,045	5	4,961	8	9,776	10	15,687	11	6,866	10	3,688	9	1,539	15	3,400	2	1,486
FAYETTE	75,014	95,386	99,760	24	6,623	12	8,393	34	20,162	20	26,847	34	10,090	22	3,066	19	4,374	60	7,568	9	2,713
Oelwein	35,672	45,332	47,264	8	2,618	8	7,532	10	10,998	8	8,470	11	3,494	16	2,765	11	1,392	23	3,478	5	1,941
FLOYD	61,952	79,288	83,011	17	6,415	7	6,941	11	18,306	15	18,930	33	11,789	16	2,848	12	2,413	38	5,756	4	1,294
Charles City	50,637	64,529	67,519	11	3,329	6	6,204	5	17,165	9	14,196	18	9,264	15	2,718	10	2,238	19	4,289	3	1,051
FRANKLIN	34,218	41,951	43,603	9	4,880	4	1,612	16	8,383	9	10,468	14	6,717	8	1,498	13	1,366	26	3,428	3	918
FREMONT	15,620	24,353	26,392	12	2,689	2	365	9	4,908	6	5,914	13	4,702	7	659	9	955	29	2,592	3	1,543
GREENE	28,611	39,360	41,732	14	6,553	5	2,755	13	8,798	8	9,001	17	4,404	10	1,875	8	728	25	3,371	2	869
GRUNDY	32,547	37,511	38,581	8	2,232	4	436	17	7,573	13	10,413	24	5,905	10	1,298	16	3,506	32	2,905	3	1,385
GUTHRIE	21,077	32,985	35,773	11	2,128	8	1,567	11	6,143	13	7,784	16	6,760	5	507	9	2,495	26	4,514	3	976
HAMILTON	55,385	71,864	75,442	13	4,886	5	3,147	15	13,986	14	16,848	28	15,055	16	3,271	18	3,358	45	7,660	5	1,641
Webster City	37,386	47,379	49,378	6	3,055	3	1,994	9	11,628	11	13,505	13	3,579	14	2,891	12	2,736	24	3,863	4	1,337
HANCOCK	30,044	36,641	38,052	17	5,430	4	1,259	17	6,505	9	9,552	15	5,210	7	1,193	11	2,340	29	2,696	3	1,319
HARDIN	75,734	88,294	90,988	38	13,436	9	3,034	24	18,518	29	25,029	35	6,448	31	4,032	37	4,387	59	6,324	9	2,227
HARRISON	52,967	73,762	78,395	22	4,516	6	1,167	19	13,254	11	31,612	28	6,808	10	1,581	10	1,764	49	5,541	7	2,385
HENRY	56,066	73,149	76,856	17	5,926	10	5,240	13	15,087	20	27,489	23	7,566	17	3,570	15	2,855	36	5,621	5	2,185
Mount Pleasant	44,621	58,204	60,921	9	2,924	6	4,448	9	13,332	12	17,902	11	5,194	17	3,570	11	2,566	19	4,490	4	2,020
HOWARD	26,872	37,119	39,389	15	6,151	8	1,650	9	7,506	6	7,757	18	2,974	6	1,310	8	1,436	36	3,360	2	816
HUMBOLDT	36,468	46,023	48,073	17	5,531	7	1,873	15	11,387	17	13,516	17	4,561	13	2,006	13	2,146	27	3,385	3	1,251
IDA	21,493	32,826	35,453	9	4,019	4	1,409	9	6,402	10	10,412	10	5,879	7	635	5	834	17	2,602	4	1,202
IOWA	50,322	64,037	66,868	14	2,531	15	2,636	11	11,783	13	9,264	31	12,393	9	818	10	2,175	38	16,262	6	1,567
JACKSON	52,733	78,396	84,257	24	7,208	12	4,044	24	19,018	16	18,047	33	9,039	18	3,518	20	4,481	54	10,790	5	2,505
JASPER	108,354	154,551	164,960	23	15,666	15	9,644	23	31,764	29	41,436	51	24,810	20	6,253	28	6,412	67	12,635	13	5,965
Newton	80,935	117,995	126,418	16	9,604	10	8,648	8	25,672	17	35,780	27	13,390	18	6,013	19	5,283	34	9,384	9	5,608
JEFFERSON	49,448	78,086	84,841	12	5,446	7	7,443	13	19,609	20	21,881	19	8,224	13	4,027	12	3,105	26	4,386	2	2,482
Fairfield	46,731	74,697	80,292	9	4,270	7	7,443	12	19,080	16	20,338	18	8,072	12	3,919	8	2,740	20	4,082	2	2,482
JOHNSON	272,157	456,368	501,059	36	43,794	12	49,264	41	92,959	49	90,547	61	47,084	42	26,013	62	28,605	133	54,436	13	17,748
Iowa City	215,305	359,372	394,246	21	24,073	10	47,566	27	68,673	32	73,813	42	32,808	41	25,883	46	19,610	91	43,427	9	14,560
JONES	49,806	67,677	71,617	22	7,420	7	2,574	15	11,339	21	22,720	32	9,052	15	1,740	19	2,416	49	5,066	6	2,311
KEOKUK	30,719	33,319	33,921	18	4,725	6	1,016	15	4,476	15	11,630	31	3,637	5	420	11	1,596	35	2,549	3	608
KOSSUTH	81,449	101,495	105,804	27	9,821	10	5,310	21	14,210	19	45,051	26	7,136	16	3,098	16	4,323	42	6,802	5	1,487
LEE	161,398	214,973	226,696	29	17,869	16	24,435	43	48,987	39	55,097	55	22,150	33	8,045	38	10,354	91	15,924	13	7,327
Fort Madison	68,611	91,062	95,941	13	7,469	7	7,914	16	21,818	12	25,227	25	9,218	15	4,662	14	3,305	31	5,944	7	3,393
Keokuk	77,976	101,813	106,986	9	7,265	7	16,238	16	22,397	19	26,107	15	8,325	17	3,338	17	3,203	42	7,645	5	3,744
LINN	628,354	994,293	1,081,031	80	83,530	25	176,069	107	204,172	91	226,391	146	81,164	59	23,731	124	57,253	293	106,433	36	35,479
Cedar Rapids	523,613	872,004	900,469	50	66,153	16	157,043	73	155,188	62	204,495	93	60,570	43	20,411	89	47,507	216	88,799	28	28,242
Marion	33,146	98,220	109,719	10	7,149	2	5,571	8	35,849	10	12,081	15	8,921	7	2,257	17	8,803	22	11,710	5	6,531
LOUISA	25,427	38,787	41,880	11	3,164	5	656	13	8,015	13	15,624	12	5,165	4	1,342	7	1,295	28	4,457	3	1,054
LUCAS	29,531	48,702	53,309	4	1,818	6	4,297	14	13,495	11	11,177	14	6,485	10	3,065	11	2,144	19	2,871	2	1,392
LYON	28,478	38,341	40,502	14	5,567	3	622	18	8,981	9	10,756	15	4,286	4	632	8	2,142	30	3,548	3	641
MADISON	33,569	41,398	43,070	11	4,408	7	1,383	8	9,527	11	13,339	16	3,597	13	1,560	7	997	27	4,398	5	1,295

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IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MAHASKA	73,582	91,746	93,617	19	9,092	6	7,779	19	21,048	20	15,201	25	12,260	18	5,082	16	4,151	52	6,942	3	1,798
Oskaloosa	64,515	80,771	84,236	12	6,957	5	7,395	11	18,489	16	14,290	20	11,527	18	5,082	12	3,915	34	5,815	3	1,798
MARION	72,813	100,195	106,232	23	8,757	18	7,691	28	23,824	24	23,973	32	13,651	22	4,478	18	3,694	52	10,294	5	2,405
MARSHALL	155,506	205,689	215,644	29	20,174	14	24,884	37	42,706	35	46,015	46	13,904	37	9,596	34	9,296	91	20,140	8	8,150
Marshalltown	146,351	194,894	205,498	23	16,906	10	24,780	27	41,210	31	43,721	35	17,072	35	9,196	31	9,160	72	19,128	8	8,150
MILLS	34,793	49,106	52,312	8	2,487	5	3,092	13	9,979	10	17,254	20	5,274	11	1,471	6	3,813	30	3,795	3	1,242
MITCHELL	27,566	38,930	41,469	17	7,331	5	1,189	21	7,578	12	9,539	19	5,309	10	1,383	10	1,234	24	2,657	3	1,174
MONONA	34,476	38,458	39,336	13	3,268	5	658	17	8,851	8	11,060	19	4,064	10	762	9	1,546	39	3,287	8	2,222
MONROE	23,018	31,288	33,109	6	852	4	1,482	12	8,241	10	12,248	11	2,980	7	1,285	7	525	18	1,908	4	1,031
MONTGOMERY	40,654	50,759	52,920	12	3,783	8	4,884	15	13,338	15	12,189	18	5,777	14	2,201	10	1,717	24	3,671	4	2,039
MUSCATINE	165,172	266,328	290,762	27	21,689	7	14,722	33	49,005	28	81,960	48	50,745	26	12,120	31	9,207	82	21,351	6	8,377
Muscatine	108,452	161,248	173,295	18	11,891	6	13,344	24	42,537	20	35,309	30	16,886	21	11,418	24	7,463	57	14,603	3	5,747
O'BRIEN	58,090	84,317	90,265	30	9,541	9	5,728	19	15,695	19	25,252	32	9,854	18	4,801	19	3,238	38	6,383	6	2,360
OSCEOLA	16,974	22,852	24,138	9	2,389	3	614	8	3,818	9	5,502	10	3,161	7	1,073	8	804	19	2,440	3	691
PAGE	67,932	75,307	76,937	21	5,778	9	7,464	14	15,534	15	17,945	29	8,335	25	5,525	19	3,922	41	4,363	8	2,213
Shenandoah	37,331	40,054	40,599	8	3,722	4	4,328	5	8,326	11	8,724	11	2,567	14	3,632	9	2,195	20	1,624	5	1,285
PALO ALTO	34,978	43,588	45,427	16	8,570	4	777	16	9,014	9	10,810	19	4,630	8	1,686	11	991	35	3,841	7	1,174
PLYMOUTH	81,227	122,531	132,043	20	11,163	9	5,434	22	29,766	21	35,469	38	16,360	18	4,895	10	3,198	62	10,274	6	2,375
Le Mars	52,560	79,490	84,877	8	4,510	5	4,981	7	23,671	9	22,602	16	9,522	14	4,159	5	1,559	28	6,265	3	1,341
POCAHONTAS	32,838	40,998	42,748	13	5,239	6	851	16	11,010	13	11,584	20	3,290	8	715	18	2,214	23	3,076	2	621
POLK	1,359,014	2,094,836	2,270,132	133	157,924	60	343,998	210	412,813	198	450,544	270	201,188	241	101,527	228	98,839	601	207,410	56	43,049
Des Moines	971,429	1,439,588	1,546,478	89	108,672	46	258,756	153	276,593	144	308,374	180	114,743	163	70,801	157	68,537	436	143,063	43	32,879
POTTAWATTAMIE	257,678	421,439	460,673	43	15,689	19	52,238	65	95,306	52	122,644	95	58,943	33	10,188	41	14,009	160	48,620	22	19,509
Council Bluffs	220,521	363,640	398,069	28	12,840	13	52,078	44	84,003	39	113,488	48	38,630	26	9,680	27	13,006	102	36,606	17	17,255
POWESHIEK	61,912	100,274	109,425	18	5,656	11	5,290	15	20,800	19	24,215	31	25,005	15	4,325	19	4,545	35	8,469	7	3,067
RINGGOLD	14,856	17,737	18,353	7	858	3	671	9	3,497	5	5,636	14	2,742	4	877	4	256	12	1,319	3	573
SAC	35,618	44,383	46,258	16	7,883	10	946	20	8,533	19	12,781	32	5,236	12	1,126	14	1,052	42	4,196	4	844
SCOTT	614,865	916,433	985,455	57	60,999	23	156,298	97	169,077	66	196,651	138	100,189	91	35,710	112	56,300	305	102,455	36	35,397
Bettendorf	115,054	175,702	189,702	8	13,162	6	39,815	20	43,811	9	21,720	28	19,349	13	2,640	21	13,212	43	20,273	5	6,132
Davenport	452,448	751,389	720,371	41	41,944	14	107,544	63	109,764	51	171,512	87	52,679	77	33,029	84	42,820	217	72,285	26	28,083
SHELBY	36,135	53,254	57,147	22	6,509	6	5,196	16	10,393	15	15,005	21	7,066	10	1,585	12	909	34	5,121	5	1,689
SIOUX	82,712	108,414	113,994	28	9,939	12	1,591	34	16,650	28	38,113	30	17,935	27	4,348	36	5,939	50	7,625	8	2,450
STORY	224,836	380,916	419,478	37	29,106	17	55,108	40	75,050	40	88,635	61	34,815	53	19,158	56	20,355	125	48,534	14	7,459
Ames	185,017	325,239	360,764	17	19,156	11	53,929	22	63,492	25	73,243	29	28,595	41	17,620	38	16,867	92	44,838	8	5,843
Nevada	19,277	25,138	26,311	8	4,176	1	157	6	4,882	9	10,782	8	1,563	5	841	4	482	6	800	3	1,027
TAMA	42,291	49,431	50,961	23	6,028	10	1,898	24	8,124	17	14,204	28	7,722	11	997	13	2,154	51	5,465	4	903
TAYLOR	12,658	13,646	13,875	11	1,654	6	561	11	3,650	6	2,349	13	1,829	6	717	5	219	19	1,426	2	456
UNION	47,276	62,607	65,948	18	6,817	8	5,725	13	17,257	16	13,955	20	6,241	13	3,176	13	2,028	36	4,884	6	1,654
Creston	44,443	58,901	62,054	15	6,434	7	5,485	7	16,100	15	13,662	14	5,006	12	3,092	11	1,995	29	4,520	4	1,633
VAN BUREN	13,633	13,881	13,977	15	2,987	4	312	15	2,615	4	1,352	21	2,852	2		4	242	17	1,589	2	580
WAPELLO	137,618	189,646	201,122	21	16,342	12	22,558	33	46,996	30	34,241	48	20,302	18	5,716	31	11,852	82	17,038	8	7,624
Ottumwa	128,746	178,932	190,018	15	13,794	9	22,496	24	45,535	26	32,819	37	16,930	18	5,716	28	11,218	70	16,262	8	7,624
WARREN	70,218	108,704	117,685	22	7,618	8	5,964	19	32,147	13	38,136	32	14,659	13	4,133	19	2,072	34	4,269	4	1,031
WASHINGTON	64,767	78,802	81,799	20	7,649	12	5,483	18	13,833	19	20,805	33	7,689	14	3,939	21	4,319	47	8,023	8	1,869
Washington	42,459	51,329	53,103	12	4,104	7	4,369	8	11,206	12	12,213	9	3,281	14	3,939	11	3,121	20	4,528	6	1,515
WAYNE	15,159	18,887	19,466	11	2,807	5	696	13	4,535	3	2,747	18	4,667	3	329	3	116	15	1,180	4	638
WEBSTER	203,649	250,319	260,309	35	20,442	12	39,893	47	40,310	40	65,225	60	23,111	33	9,113	50	14,746	110	18,905	13	7,085
Fort Dodge	187,156	230,468	239,741	23	17,750	11	39,793	29	37,395	34	59,494	38	18,530	31	8,470	45	14,499	86	17,132	12	6,481
WINNEBAGO	37,804	42,404	43,414	19	5,460	8	2,283	18	8,104	13	11,921	16	3,299	9	961	23	2,348	31	3,772	6	1,344
WINNESHIEK	52,462	90,994	100,507	12	5,733	6	4,036	29	21,777	19	26,110	29	6,850	14	5,831	24	6,502	53	7,898	4	2,200
WOODBURY	400,058	498,381	519,419	63	40,505	26	77,811	110	105,125	62	101,706	93	42,804	60	23,597	81	26,496	255	48,466	25	19,312
Sioux City	373,273	462,206	481,188	47	37,609	19	77,110	57	99,619	51	87,875	71	37,082	57	22,606	73	26,176	198	42,479	22	18,686
WORTH	17,894	20,475	21,028	11	2,740	3	515	9	4,703	11	4,072	10	1,768	4	173	4	1,667	22	1,559	4	673
WRIGHT	44,893	50,881	52,191	19	4,334	7	1,282	20	13,192	15	15,302	18	3,839	24	2,492	22	2,437	39	3,656	7	1,519

KANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	7,696,381	12,940,857	14,047,651	1,487	935,768	623	1,677,671	2,082	2,648,764	2,027	3,395,773	2,466	1,272,155	1,681	623,912	1,929	659,122	4,268	1,186,164	592	348,079
METROPOLITAN STATISTICAL AREAS																					
Kansas City, Mo-Ks	5,138,627	8,343,256	9,010,675	545	384,400	299	1,379,998	1,120	1,635,806	923	2,169,376	1,023	764,181	841	383,270	863	361,081	2,114	818,343	272	228,667
Lawrence, Ks	199,066	305,917	325,472	36	28,845	13	30,813	33	65,453	36	64,973	47	26,239	37	16,257	31	15,321	105	30,411	12	5,925
Topeka, Ks	606,911	916,053	964,222	54	75,134	28	125,863	102	168,662	122	213,353	138	77,396	91	38,078	116	40,809	248	80,213	32	68,072
Wichita, Ks	1,502,114	2,894,182	3,209,533	175	194,580	70	403,199	262	559,341	297	801,469	328	239,076	239	167,883	289	147,532	777	323,130	73	74,519
COUNTIES, Cities																					
ALLEN	40,833	58,299	61,199	17	6,080	7	5,691	18	14,815	23	12,768	17	5,276	17	2,652	8	1,480	42	6,713	4	848
Iola	32,058	45,213	47,845	10	3,831	4	5,436	10	11,405	15	9,733	9	3,564	11	2,352	7	1,423	27	5,952	2	587
ANDERSON	16,684	20,772	21,278	10	2,563	2	547	11	5,316	6	4,059	11	2,283	7	1,066	7	1,348	19	2,006	2	369
ATCHISON	48,614	60,224	61,660	11	4,467	4	4,962	18	13,980	18	14,868	17	4,754	12	4,233	6	1,418	27	4,570	6	2,204
Atchison	46,774	58,581	60,070	10	4,360	4	4,962	14	13,638	17	14,650	13	4,005	12	4,233	6	1,418	25	4,478	6	2,204
BARBER	19,162	40,465	45,636	6	3,260	5	966	15	8,965	11	14,481	12	8,487	5	732	7	1,933	15	1,686	4	2,266
BARTON	134,329	240,658	263,359	28	14,427	12	33,365	36	45,823	29	76,152	38	24,633	37	12,352	33	11,893	68	19,853	12	4,227
Great Bend	117,292	209,220	228,778	19	11,660	8	31,727	22	37,094	23	68,390	23	19,648	32	11,617	22	9,935	43	16,617	7	3,965
BOURBON	49,829	76,053	80,822	11	4,959	6	7,701	17	17,811	13	22,790	17	5,474	15	3,666	15	3,407	28	5,615	5	1,780
Fort Scott	47,983	72,808	77,774	8	4,523	6	7,701	13	17,082	11	21,783	13	5,160	15	3,666	13	3,277	24	5,452	5	1,780
BROWN	28,371	36,598	37,726	6	2,380	3	1,694	15	9,467	15	11,049	18	5,014	10	1,025	10	1,266	25	2,092	5	1,273
Hiawatha	18,241	22,925	23,862	1	1,169	2	1,072	6	5,736	9	7,860	7	1,878	7	836	8	1,109	13	1,368	3	959

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BUTLER	109,490	238,583	270,597	27	14,014	9	10,532	29	59,897	36	80,559	50	28,939	23	8,494	31	19,127	68	23,342	9	5,097
Augusta	39,926	86,652	96,000	8	6,272	1	1,896	4	15,417	13	37,938	12	8,283	7	2,251	14	11,981	18	6,771	5	737
El Dorado	45,718	100,947	114,746	11	5,432	5	8,234	8	32,657	14	17,673	16	7,419	13	5,806	14	7,088	32	12,533	4	4,360
CHASE	7,166	10,693	11,311	3	623			4	1,674	3	677	7	5,735	4	599	4	208	5	1,059	1	181
CHAUTAUQUA	7,185	15,768	17,907	4	1,715	4	825	9	4,515	6	4,010	10	3,243	2	481			9	1,465	3	833
CHEROKEE	43,815	69,975	74,982	15	3,414	8	1,471	33	26,978	24	16,255	25	6,793	12	2,099	22	3,415	52	6,959	8	2,865
Columbus	16,930	25,856	27,642	4	815	3	697	7	7,286	12	10,461	7	949	5	1,067	10	1,862	10	1,504	1	785
CHEYENNE	7,931	11,551	12,170	5	435	1	297	7	3,746	7	3,668	7	384	5	597	5	579	11	1,091	2	76
CLARK	6,852	9,677	10,138	4	3,733			4	1,404	3	1,323	5	2,113	3	111	7	573	7	518	1	185
CLAY	29,394	40,742	42,552	6	4,900	2	1,262	10	7,409	12	11,637	15	6,305	8	1,734	6	1,836	22	2,652	3	433
Clay Center	26,183	35,519	37,387	5	4,559	2	1,262	6	6,181	11	11,232	10	4,259	8	1,734	5	1,707	13	1,968	3	433
CLOUD	39,794	54,490	56,775	18	5,834	8	4,329	18	11,678	14	13,469	19	6,244	13	2,963	11	2,804	38	4,185	4	972
Concordia	31,877	42,947	45,161	8	3,392	5	3,774	11	9,355	10	11,292	11	4,671	12	2,846	10	2,673	23	3,236	3	848
COFFEY	17,231	25,645	27,130	9	2,396	4	1,421	10	5,698	8	7,566	20	3,340	4	200	7	1,423	15	1,764	3	1,452
COMANCHE	5,876	9,822	10,610	8	1,363	2	259	7	2,699	4	2,069	7	2,411	2	305	4	194	8	845	2	177
COWLEY	104,286	151,048	159,139	20	11,498	9	12,832	20	34,741	37	37,920	48	13,097	35	8,691	42	7,354	67	11,172	10	6,939
Arkansas City	53,712	84,505	90,285	6	5,692	4	8,627	9	20,016	16	18,837	20	6,364	16	4,560	19	5,359	35	7,307	4	4,264
Winfield	37,901	49,342	50,950	11	3,453	2	4,047	8	13,748	15	8,460	21	4,480	18	3,896	15	1,639	22	3,458	5	2,612
CRAWFORD	105,937	145,433	151,646	31	12,880	14	21,225	44	36,375	32	26,621	38	10,845	24	4,717	27	9,257	76	15,192	10	2,401
Pittsburg	78,927	111,822	117,210	15	10,240	12	16,328	23	27,376	24	17,614	18	8,208	23	4,484	19	6,716	51	13,624	7	1,736
DECATUR	14,154	23,822	25,764	3	1,373	4	502	7	5,059	6	5,112	15	6,362	4	852	8	1,592	14	2,084	2	825
DICKINSON	53,277	78,537	82,924	21	8,180	11	5,189	25	18,257	17	18,629	33	14,285	21	3,339	17	1,516	36	4,894	8	1,839
Abilene	33,710	48,730	51,735	10	4,534	6	3,357	13	11,127	11	13,782	19	7,173	13	2,294	9	973	16	3,080	4	1,124
DONIPHAN	18,855	26,583	27,833	7	5,218	3	360	14	9,232	4	2,055	14	7,058			5	388	19	1,043	3	579
DOUGLAS	199,066	305,917	325,472	36	28,845	13	30,813	33	65,453	36	64,973	47	26,239	37	15,257	51	15,321	105	30,411	12	5,925
Lawrence	184,328	284,279	302,644	31	24,633	12	30,679	27	61,193	31	62,213	36	20,401	35	13,963	45	14,947	91	29,333	10	5,599
EDWARDS	12,002	17,242	18,122	5	511	2	506	7	3,558	5	6,585	6	1,956	4	583	4	748	12	1,895	2	258
ELK	5,150	9,483	10,427	5	765	1	415	10	2,027	4	3,393	9	1,631	2	378	1	113	8	707	3	112
ELLIS	122,698	231,583	255,871	15	25,382	10	26,035	29	44,398	30	66,089	42	19,427	29	11,435	42	15,166	68	24,177	4	5,679
Hays	114,307	217,437	240,567	11	22,861	8	24,848	21	40,634	27	65,513	33	16,720	27	11,052	37	14,291	61	22,821	2	4,359
ELLSWORTH	16,525	25,654	27,339	7	2,201	2	650	8	7,154	8	4,434	16	6,889	5	412	4	863	18	2,196	2	497
FINNEY	110,442	194,679	212,509	22	19,704	5	24,746	16	40,634	20	61,735	20	11,411	28	12,273	23	11,881	43	14,209	5	2,595
Garden City	108,439	192,676	210,535	19	18,816	5	24,746	14	39,750	20	61,735	19	11,397	27	12,133	23	11,881	42	14,196	5	2,595
FORD	110,088	196,035	214,438	23	18,766	7	30,443	26	38,026	32	48,858	30	15,221	31	11,074	34	14,314	47	18,155	7	2,367
Dodge City	106,710	192,668	211,120	20	18,474	7	30,443	20	37,022	27	47,810	28	15,041	31	11,074	34	14,314	43	17,877	6	2,306
FRANKLIN	60,470	79,308	82,011	19	10,143	4	5,074	21	18,914	23	16,485	22	8,902	21	3,672	19	2,202	45	5,329	6	1,181
Ottawa	53,950	71,452	74,010	12	7,444	3	5,031	14	17,359	20	16,234	18	8,144	19	3,522	15	1,990	32	4,328	5	1,086
GEARY	85,357	134,391	143,662	6	5,315	7	22,084	21	24,667	41	33,879	28	14,484	19	5,223	17	8,631	64	15,731	5	807
Junction City	83,335	130,396	139,212	6	5,315	7	22,084	21	24,667	39	32,790	26	13,993	19	5,223	17	8,631	59	14,928	5	807
GOVE	12,842	17,806	18,590	5	1,061	3	266	4	3,216	7	3,387	18	6,209	1	388	6	456	11	2,031	2	797
GRAHAM	13,309	24,201	26,558	8	4,090	2	540	9	6,184	4	7,916	9	3,525	3	392	6	641	10	962	3	396
GRANT	28,124	40,748	42,900	6	3,470	2	3,736	6	10,024	5	13,940	7	2,860	10	2,125	4	1,369	12	2,584	3	602
GRAY	14,074	17,616	18,066	4	2,866	2	156	7	5,027	3	5,645	3	1,101	2	426	4		11	637	2	856
GRIBLEY	3,592	5,411	5,734	2	889			2	1,308	1	736	4	1,289	2	182			4	652		
GREENWOOD	19,425	33,711	36,664	6	2,863	3	1,659	11	8,596	10	7,367	20	7,145	9	1,271	10	908	19	2,183	6	786
HAMILTON	8,755	10,813	11,067	3	370	2	281	4	1,879	4	5,486	3	777	4	217	3	100	8	680	1	245
HARPER	21,945	37,165	40,247	8	3,338	7	2,478	10	6,969	14	11,313	14	5,001	11	1,771	11	2,066	18	3,527	5	1,766
HARVEY	85,191	123,013	129,475	20	12,954	9	7,705	27	29,302	22	25,606	34	15,657	18	5,906	20	3,600	52	11,288	6	3,722
Newton	64,351	96,153	101,793	9	4,982	5	5,338	13	24,780	19	25,370	22	9,008	17	5,691	15	2,995	36	8,650	6	3,722
HASKELL	5,747	6,622	6,689	2	848			4	2,618	2	701	4	1,108	5	372			9	580	3	83
HODGEMAN	2,869	4,097	4,301	3	128	1		3	891	2	513	6	1,496	2	34	1	409	6	506	1	49
JACKSON	31,606	45,736	48,133	7	1,555	6	1,364	10	8,332	11	19,742	18	6,175	6	1,507	7	884	22	2,631	3	878
JEFFERSON	17,506	41,793	48,193	10	4,213	2	651	13	13,149	11	5,781	15	12,992	2	43	7	1,113	21	3,508	4	918
JEWELL	6,478	11,297	12,299	4	1,504	5	418	8	2,743	2	1,507	8	1,725	3	608	6	401	14	1,663	1	834
JOHNSON	1,080,385	2,328,583	2,642,582	99	105,451	47	496,318	167	378,163	141	647,685	144	190,356	195	128,491	205	145,921	318	200,339	43	55,303
Olathe	136,839	291,824	329,670	15	38,449	8	50,152	18	39,072	32	83,063	19	31,528	17	3,705	33	21,652	46	30,509	7	9,272
KEARNY	6,176	9,033	9,522	3	1,635			6	2,910	1	1,841	5	1,478			2	186	7	746	1	317
KINGMAN	19,796	31,903	34,235	13	2,672	3	1,648	14	9,638	6	10,344	12	2,340	5	1,023	6	1,367	16	2,629	3	555
KIOWA	11,409	17,528	18,645	3	1,226	3	703	3	4,109	9	3,803	10	3,678	4	413	6	849	11	2,327	2	381
LABETTE	70,885	93,225	96,524	22	9,814	5	7,930	26	22,191	30	24,314	26	9,260	18	4,139	27	3,745	39	5,599	9	1,465
Parsons	54,172	74,590	77,799	10	8,906	3	6,893	14	17,750	19	18,276	13	4,925	16	4,073	15	3,199	21	4,624	6	1,305
LANE	5,518	8,606	9,179	5	690	3	551	4	2,670	4	1,872	3	912	1	134	5	275	6	627	2	169
LEAVENWORTH	116,468	160,323	167,200	20	10,842	13	19,502	36	37,084	32	39,730	37	14,823	24	4,924	36	8,832	65	11,823	8	4,354
Leavenworth	97,935	135,234	141,117	5	4,162	10	18,710	27	29,789	26	38,504	24	9,812	23	4,821	30	7,902	44	9,976	6	4,347
LINCOLN	9,838	12,711	13,109	8	248	4	764	6	3,180	4	3,463	9	3,066	2	236	5	572	10	631	1	325
LINN	16,754	21,850	22,567	7	1,356	1	117	13	6,064	7	8,069	10	3,058	5	221	6	546	19	1,415	3	131
LOGAN	13,284	20,666	22,037	5	1,872	5	1,610	6	5,790	9	6,232	6	1,412	8	979	4	820	7	886	3	409
LYON	108,940	192,314	209,938	21	9,171	7	28,441	24	39,628	33	50,129	40	19,039	23	10,521	26	10,135	60	22,623	6	3,644
Emporia	104,623	186,437	203,920	18	8,357	7	28,441	18	39,171	30	50,129	29	16,168	23	10,521	24	10,135	50	22,095	6	3,644
MCPHERSON	72,901	111,409	118,606	25	10,254	10	6,728	27	25,964	29	25,745	32	15,580	17	5,325	23	5,391	53	11,770	9	2,872
McPherson	53,484	86,104	92,707	12	7,062	4	6,448	14	20,930	18	18,904	13	9,878	15	5,143	15	4,858	30	9,610	5	2,487
MARION	31,658	41,603	43,036	7	3,255	3	908	18	9,068	10	10,518	25	9,634	12	974	17	2,139	26	2,873	6	511
MARSHALL	38,493	57,666	61,074	14	6,686	7	2,437	17	11,717	19	13,631	24	5,588	11	2,482	9	7,977	35	2,803	6	1,917
MEADE	8,852	13,100	13,840	4	1,212	1	359	5	3,792	7	4,536	5	1,794	3	8	6	575	8	605	2	270
MIAMI	47,199	83,433	91,051	17	8,555	6	2,764	17	27,347	17	21,352	19	10,397	17	2,696	17	4,138	23	4,857	5	2,479
MITCHELL	30,459	44,493	46,909	9	2,812	7	2,304	11	6,419	10	14,768	16	10,513	6	887	12	1,804	19	3,425	4	851
Beloit	22,420	31,942	33,847	7	2,131	5	1,954	4	4,268	6	11,636	7	5,094	6	887	10	1,643	11	2,749	3	739
MONTGOMERY	150,424	210,800	220,572	25	13,285	14	20,414	55	49,056	54	52,268	46	14,352	45	9,956	47	7,764	76	13,195	13	6,835
Coffeyville	71,153	99,776	104,421	13	6,542	5	11,448	21	24,576	26	24,666	21	7,052	25	7,282	17	3,524	36	8,057	7	2,115
Independence	63,802	89,745	93,962	9	6,316	4	8,846	21	17,330	21	23,528	15	4,546	14	2,034	24	3,875	25	4,112	4	3,369
MORRIS	14,661	25,590	27,867	6	2,528	2	684	9	5,679	8	7,841	15	4,282	6	637	6	875	15	2,200	2	516
Council Grove	8,384	11,036	11,567		757		482		2,681		3,621		1,881		234		240		903		84
MORTON	9,166	18,604	20,831	2	606	1	822	4	5,189	6	8,416	7	3,029	3	175	3	510	6	1,241	1	390
NEMAHA	25,543	39,849	42,509	14	4,031	5	1,823	18	10,584	18	11,052	23	3,706	14	1,858	10	1,615	22	2,519	3	1,078
NEOSHO	67,498	117,745	128,240	13	9,656	8	14,165	20	21,608	19	38,133	28	12,026	13	3,225	24	6,926	50	10,585	7	2,461
Chanute	59,250	105,146	114,848	8	8,662	6	13,544	12	18,071	15	34,322	19	9,622	12	3,122	19	6,655	40	9,554	5	2,145
NESS	9,428	18,702	20,848	5	490	2	153	5	5,205	8	6,480	8	2,491	5	1,087	3	535	12	1,641	1	388

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NORTON	21,954	37,093	40,155	7	3,232	5	2,628	10	7,525	12	10,012	15	4,839	7	2,535	9	2,568	22	2,592	2	624
Norton	20,450	34,350	37,131	5	2,841	4	2,406	6	6,781	12	10,012	9	3,923	7	2,535	8	2,446	15	2,329	2	624
OSAGE	29,029	43,373	45,918	10	5,561	6	266	18	11,695	19	11,925	18	6,967	5	637	13	1,923	25	2,542	7	830
OSBORNE	14,773	21,449	22,585	19	5,519	2	356	11	4,136	7	3,679	9	4,064	5	1,222	5	985	9	1,358	2	626
OTTAWA	13,411	17,046	17,528	8	704	3	184	11	3,210	9	7,331	8	3,145	2	372	7	408	13	966	3	649
PAWNEE	26,975	35,685	36,950	10	3,325	3	6,552	8	7,941	10	8,427	8	2,557	8	1,485	5	1,571	16	2,975	3	432
Larned	25,750	33,607	35,179	8	3,061	3	6,552	6	7,152	9	8,090	7	2,430	8	1,485	5	1,571	14	2,828	3	432
PHILLIPS	19,338	28,933	30,629	10	2,512	3	973	13	8,275	10	6,873	13	2,707	8	1,841	9	2,277	15	1,928	3	640
POTTAWATOMIE	28,446	62,205	70,607	14	9,241	6	1,292	16	17,937	21	17,916	17	9,549	3	1,297	14	2,275	32	5,492	6	2,680
PRATT	41,468	83,370	93,172	13	11,307	4	9,695	16	21,109	15	20,674	11	7,525	10	3,870	13	3,760	22	6,593	4	1,763
Pratt	40,286	82,054	90,410	9	10,821	4	9,695	14	20,050	14	20,118	10	7,252	10	3,870	13	3,760	20	6,353	4	1,763
RAWLINS	7,490	11,659	12,432	9	1,054	2	368	7	3,303	5	3,553	7	1,780	3	205	3	489	9	552	1	244
RENO	247,101	315,471	324,688	46	25,695	13	39,407	50	66,243	58	65,770	66	23,332	32	15,400	59	16,777	140	28,266	12	8,672
Hutchinson	219,256	285,106	294,287	28	20,075	11	37,332	34	63,159	43	54,791	47	19,823	31	15,197	51	16,575	112	26,335	11	8,369
REPUBLIC	15,812	21,041	21,811	9	2,198	4	1,088	12	6,188	7	3,600	12	1,980	7	1,051	7	1,191	20	2,194	3	950
RICE	25,207	43,516	47,289	10	3,306	3	1,948	9	10,722	8	10,101	23	6,989	10	2,245	11	1,452	22	3,249	7	2,002
Lyons	17,194	29,636	32,125	5	2,335	1	849	4	8,426	5	6,896	10	4,602	6	2,148	6	751	9	1,547	3	1,253
RILEY	156,637	199,329	205,015	28	14,136	9	28,484	34	38,052	38	35,895	46	21,365	27	8,276	42	11,475	82	26,959	18	3,242
Manhattan	148,522	187,708	192,808	25	13,074	8	26,268	30	35,443	32	33,843	37	20,553	27	8,276	41	11,280	73	24,888	9	3,178
ROOKS	15,347	33,614	38,153	8	2,863	4	511	12	9,344	7	3,977	20	10,337	9	1,403	10	1,647	19	2,664	8	1,362
RUSH	9,150	12,749	13,320	10	3,240	2	372	7	1,947	2	315	8	2,803	2	210	3	1,296	17	1,104	8	302
RUSSELL	28,237	62,267	70,783	6	2,463	3	3,531	11	14,903	12	23,199	17	6,860	5	3,206	11	2,469	35	5,652	8	1,478
Russell	24,681	55,315	61,443	5	2,259	3	3,531	5	10,879	10	21,270	13	6,406	5	3,206	9	2,245	21	4,215	4	1,330
SALINE	209,348	301,916	317,640	24	17,948	12	41,304	32	57,345	53	82,523	54	31,671	50	13,855	52	16,185	98	27,797	13	3,871
Salina	206,323	298,762	314,509	21	17,861	12	41,304	30	57,210	52	82,461	48	30,203	49	13,846	51	16,177	91	26,537	13	3,871
SCOTT	22,026	30,897	32,333	9	3,721	2	2,256	6	6,659	7	7,204	6	3,927	13	1,493	7	2,528	12	1,633	1	417
SEDGEWICK	1,392,624	2,655,599	2,938,936	148	180,566	61	392,667	233	499,444	261	720,910	278	210,137	236	159,389	258	128,405	709	299,788	64	69,422
Derby	28,617	53,086	57,981	4	1,142	3	7,186	6	14,076	5	20,278	8	4,724	3	2,259	5	2,071	16	4,430		
Haysville	7,771	15,342	16,856	3	394	1	513	5	6,295	4	3,558	3	2,087	4	435	1	107	8	1,789	2	367
Wichita	1,241,419	2,367,710	2,620,368	106	135,370	51	378,853	183	433,247	217	635,494	218	169,185	217	153,968	221	115,768	617	280,082	58	67,378
SEWARD	88,256	126,828	133,333	18	10,080	7	12,743	21	24,478	18	35,745	22	9,230	33	9,941	24	7,693	34	10,525	4	2,125
Liberal	85,157	121,695	127,797	16	8,557	7	12,743	20	22,463	18	35,745	21	8,493	33	9,941	24	7,693	33	9,866	4	2,059
SHAWNEE	606,911	916,053	964,222	54	75,134	28	125,863	102	168,662	122	213,553	138	77,396	91	38,078	116	40,809	248	80,213	32	68,072
Topeka	584,958	854,067	900,170	47	64,563	26	114,557	94	152,485	109	211,682	121	63,185	89	37,994	110	40,187	232	77,386	31	64,316
SHERIDAN	6,756	8,428	8,635	5	1,643	3	395	5	2,066	2	903	3	728	1	19	3	418	5	499	1	260
SHERMAN	36,713	53,466	56,333	12	7,583	3	4,460	7	9,582	14	14,851	13	5,009	7	2,542	9	2,790	17	4,404	2	624
Goodland	36,647	52,961	56,225	12	7,583	3	4,460	5	9,486	14	14,851	13	5,009	7	2,542	9	2,790	17	4,404	2	624
SMITH	16,313	21,602	22,374	5	1,548	5	1,242	10	7,792	10	4,688	13	3,440	6	638	6	311	17	1,021	2	346
STAFFORD	12,817	26,006	29,111	6	2,440	1		7	9,293	7	5,733	14	6,530	6	349	6	852	17	1,957	3	494
STANTON	3,661	5,648	6,011	1				3	3,813	2	135	1	707	1		2	414	6	739	1	168
STEVENS	13,020	18,957	19,972	7	2,690	1	465	4	4,672	6	5,851	6	1,244	4	692	5	190	4	811	2	560
SUMNER	51,337	73,750	77,509	24	5,217	9	4,886	24	19,008	27	15,714	35	9,383	20	2,825	26	4,834	37	6,483	11	3,571
Wellington	30,206	41,823	44,147	12	2,757	4	4,647	9	11,479	13	10,798	12	2,621	15	2,038	8	2,730	14	2,199	6	1,859
THOMAS	35,796	52,034	54,799	13	3,851	5	3,137	8	11,640	12	11,917	15	7,515	12	2,485	10	1,808	27	5,290	3	926
Colby	33,183	47,610	50,496	11	3,614	4	2,886	5	9,911	12	11,917	11	6,721	12	2,485	9	1,735	21	4,227	3	926
TREGO	13,443	18,640	19,460	5	2,409	1	666	8	3,882	4	2,689	7	5,259	4	316	2	104	11	1,501	3	417
WABAUNSEE	8,706	11,540	11,949	6	1,307	1		9	1,569	3	802	13	4,259	1	55	2	195	15	2,302	2	180
WALLACE	5,830	6,417	6,431	5	1,136			3	1,069	2	1,266	5	943	3	128	3	518	3	586	1	170
WASHINGTON	17,224	20,522	20,855	12	1,518	2	684	9	4,694	7	1,898	14	4,749	2	131	9	1,608	20	1,624	3	521
WICHITA	9,271	23,590	27,532	3	2,432	1	313	7	5,650	5	13,050	1	1,916	7	818	1	189	10	1,584	2	267
WILSON	22,605	32,944	34,713	11	2,649	3	1,793	12	10,855	12	6,450	16	2,886	10	1,335	8	912	23	1,796	4	1,669
WOODSON	9,228	15,247	16,435	5	286	3	369	5	3,206	6	4,903	11	4,319	3	158	4	542	12	1,255		
WYANDOTTE	546,060	752,478	785,187	54	39,414	31	100,176	151	177,194	101	195,711	133	74,999	74	25,561	88	27,560	244	64,068	29	10,708
Kansas City	317,876	721,496	754,123	49	38,693	29	95,469	145	170,647	93	184,377	126	73,431	71	25,095	84	27,454	232	62,577	25	9,612

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,491,662	16,880,572	18,246,997	1,454	1,132,411	1,080	1,924,191	5,603	4,133,573	2,736	4,036,809	3,452	1,872,089	2,045	705,973	2,068	785,496	4,413	1,463,242	910	612,778
METROPOLITAN STATISTICAL AREAS																					
Cincinnati, Oh-Ky-In	4,754,713	8,248,721	9,123,301	440	347,606	204	1,483,952	1,661	1,920,941	547	1,783,321	1,030	885,483	639	307,425	706	397,328	2,341	951,649	311	281,570
Clarksville-Hopkinsville, Tn-Ky	433,433	555,890	569,983	47	43,361	43	78,045	160	94,881	121	165,976	140	39,797	91	18,222	103	27,920	196	42,620	28	13,530
Evansville, In-Ky	969,888	1,616,459	1,748,542	118	117,792	53	212,120	215	319,548	210	390,439	231	159,609	136	105,182	182	86,939	506	163,144	62	55,626
Huntington-Ashland, W.V-Ky-Oh	1,000,233	1,394,502	1,466,129	117	104,772	79	200,927	426	342,795	226	290,238	289	131,839	150	63,801	195	82,586	385	99,308	74	47,125
Lexington-Fayette, Ky	1,147,064	1,642,593	1,730,258	97	77,129	68	233,344	329	350,507	152	367,233	251	157,087	208	88,009	186	68,370	428	162,953	73	50,689
Louisville, Ky-In	3,210,192	4,874,484	5,208,419	304	254,964	164	721,736	902	1,036,153	503	1,176,781	708	472,613	407	193,106	496	246,533	1,386	504,455	224	169,188
Owensboro, Ky	302,055	665,436	756,862	39	57,697	17	93,341	105	146,623	102	173,279	77	51,917	63	37,270	65	41,112	128	63,711	24	25,092
COUNTIES, Cities																					
ADAIR	27,757	52,440	57,988	6	3,817	9	1,916	39	17,713	18	14,981	19	6,701	11	1,498	7	3,174	13	2,724	3	1,661
ALLEN	26,406	39,589	41,963	8	5,682	7	2,647	32	13,899	16	7,027	16	4,906	7	476	4	771	11	2,354	4	1,786
ANDERSON	24,637	39,720	42,665	3	1,692	4	2,547	13	10,501	11	11,261	19	6,039	10	1,544	7	861	17	2,110	3	1,454
BALLARD	23,946	37,291	39,811	6	2,967	2	399	20	11,289	8	13,185	17	5,825	3	211	5	359	17	1,732	4	783

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BARREN	107,708	238,149	257,646	22	22,253	10	19,023	58	54,650	39	32,749	52	30,319	31	11,363	31	15,896	53	20,325	12	9,377
Glasgow	83,485	180,390	204,454	16	16,642	8	15,564	40	45,046	32	47,872	34	15,976	23	9,415	28	15,668	31	12,466	10	8,112
BATH	12,159	19,680	21,156	2	942	4	813	25	5,100	13	5,902	13	3,735	3	723	4	1,077	10	813	2	507
BELL	113,571	201,734	220,603	18	22,850	13	18,505	82	55,471	24	45,096	20	18,629	30	12,377	23	11,296	30	10,166	14	10,064
Middlesborough	79,955	144,774	158,872	11	19,322	7	15,829	34	36,428	18	34,544	16	10,442	22	9,283	17	8,866	18	6,765	9	6,670
BOONE	218,563	571,226	670,065	20	25,841	10	143,312	51	108,264	25	84,615	53	155,506	40	23,663	23	12,908	65	64,780	12	14,474
BOURBON	39,832	69,122	75,256	8	3,188	4	2,570	23	25,110	10	17,926	18	7,397	10	3,264	7	1,809	25	5,681	5	2,713
BOYD	220,242	346,926	371,125	34	28,039	16	80,585	63	71,831	59	76,398	53	29,210	36	17,189	28	19,578	64	23,083	17	11,985
Ashland	196,667	311,736	333,860	25	24,637	13	75,625	43	62,698	52	73,886	40	24,340	34	16,761	29	17,939	36	19,661	13	11,157
BOYLE	81,198	135,021	146,388	15	7,534	10	22,656	32	33,473	19	29,298	27	12,266	15	2,883	20	4,646	25	11,001	9	3,972
Danville	62,377	93,005	98,509	13	6,399	4	12,080	19	18,112	16	28,574	20	8,841	11	2,404	16	2,959	20	7,566	8	3,468
BRACKEN	11,268	14,817	15,342	4	2,040	5	982	18	4,122	6	4,694	6	1,300			3	528	9	1,007	2	321
BREATHITT	28,323	58,630	65,938	7	5,808	9	6,322	50	15,606	13	10,819	11	7,165	8	2,610	5	2,923	14	2,502	3	1,664
BRECKINRIDGE	35,321	54,437	57,975	5	2,110	5	1,709	35	22,448	17	11,213	21	7,619	12	1,873	10	1,613	18	2,433	6	2,658
BULLITT	39,254	80,534	90,256	16	10,640	3	2,851	18	18,457	16	13,103	30	24,263	5	638	8	4,500	12	5,917	5	2,611
BUTLER	19,420	29,457	31,296	2	1,057	1	230	25	9,285	12	10,102	11	4,601	7	831	7	789	9	1,055	3	1,284
CALDWELL	48,001	70,452	74,423	11	4,234	6	4,112	15	14,317	14	20,694	23	5,459	16	3,279	8	2,719	18	3,373	6	2,417
CALLOWAY	101,891	165,893	178,679	18	12,016	9	10,364	44	32,719	60	61,873	25	12,631	26	11,110	27	7,335	37	13,721	10	4,716
Murray	98,601	163,044	176,014	15	11,831	8	10,147	33	31,774	55	61,455	21	12,278	26	11,110	23	7,205	35	13,583	10	4,716
CAMPBELL	217,225	402,334	443,451	20	12,546	10	35,724	108	119,292	53	84,585	54	42,331	19	8,043	31	14,239	176	55,533	20	21,723
CARLISLE	12,879	18,313	19,227	3	1,050	2	279	13	4,407	8	6,890	12	4,233	2	156	3	163	6	643	2	767
CARROLL	20,420	30,775	32,651	5	1,381	4	1,200	23	7,972	10	7,700	13	4,936	8	1,222	5	1,120	18	3,075	2	1,256
CARTER	56,091	89,974	96,562	11	10,648	10	6,409	38	26,827	14	17,717	28	14,209	13	3,748	17	6,100	16	3,250	5	2,830
CASEY	21,175	36,225	39,075	8	5,250	8	2,076	38	14,652	14	6,992	15	3,916	8	1,585	7	1,435	15	1,526	2	64
CHRISTIAN	192,524	176,018	171,140	21	10,706	22	20,825	81	31,188	53	42,961	74	13,323	46	7,426	36	7,526	79	11,540	14	4,349
Hopkinsville	140,603	126,773	122,960	17	9,750	13	5,969	48	25,221	43	35,237	54	9,498	39	5,708	31	6,938	57	8,349	12	3,755
CLARK	91,050	167,656	184,887	9	13,548	8	13,709	51	49,460	21	43,060	22	12,666	19	4,676	12	5,221	43	23,755	7	6,045
Winchester	89,762	103,924	112,393	9	13,548	8	13,709	48	4,139	21	43,060	22	12,666	19	4,676	12	5,221	42	2,066	7	561
CLAY	47,935	96,927	108,534	6	3,703	8	4,733	64	34,706	24	34,242	21	9,696	14	3,505	15	7,704	17	2,765	4	3,761
CLINTON	17,165	28,628	30,938	5	2,509	8	1,619	24	9,390	16	7,050	20	3,759	8	761	9	1,371	8	1,592	2	468
CRITTENDEN	19,439	24,979	25,756	5	1,322	3	810	9	9,254	10	7,136	8	1,884	6	1,221	6	786	6	820	2	1,068
CUMBERLAND	13,439	22,557	24,406	2	1,020	5	793	21	7,629	4	6,900	14	2,815	4	566	3	331	6	1,605	2	1,089
DAVIESS	302,055	665,436	756,862	39	57,697	17	93,341	105	146,625	102	173,279	77	51,917	65	37,270	65	41,112	128	63,711	24	25,092
Owensboro	282,032	622,424	708,188	29	51,575	16	93,122	78	129,803	95	167,916	65	44,209	62	36,796	65	41,112	114	59,669	22	23,079
EDMONSON	9,158	11,447	11,742	4	589	4	565	22	3,331	10	2,032	9	1,070	4	213	4	494	4	1,325	2	509
ELLIOTT	4,651	3,678	3,490	1	190	2	194	11	1,405	2	563	5	470	1	81	1	50	2	96	1	255
ESTILL	30,448	52,082	56,557	2	593	8	2,045	40	14,323	9	21,361	13	5,728	9	1,673	7	1,102	11	2,293	4	2,829
FAYETTE	901,113	1,220,887	1,271,066	61	49,020	41	210,796	180	214,427	88	271,232	156	106,441	156	77,379	143	55,750	294	117,548	45	32,861
Lexington	901,113	1,220,887	1,271,066	61	49,020	41	210,796	180	214,427	88	271,232	156	106,441	156	77,379	143	55,750	294	117,548	45	32,861
FLEMING	30,511	50,134	54,071	5	5,578	5	999	32	10,889	16	22,986	13	3,226	7	1,124	9	3,480	9	1,150	5	2,460
FLOYD	132,736	164,758	168,924	30	12,070	27	8,921	110	31,613	26	70,478	64	15,153	30	5,042	33	5,566	31	5,176	12	4,941
FRANKLIN	128,033	367,965	439,156	22	39,548	6	32,633	61	114,256	25	74,400	36	51,160	34	24,032	24	14,192	71	42,813	11	16,748
Frankfort	127,198	366,005	436,903	22	39,548	6	32,633	61	114,256	25	74,400	35	49,795	34	24,032	24	14,106	71	42,813	11	16,748
FULTON	41,328	50,967	52,160	11	2,443	7	5,275	24	14,316	8	9,195	19	6,505	11	1,242	15	2,464	20	2,025	4	1,005
Fulton	33,669	40,975	42,432	7	1,771	5	4,506	10	10,774	6	8,022	10	4,757	8	1,180	11	2,131	10	1,429	2	750
GALLATIN	8,776	19,421	22,098	3	1,301	1	184	11	6,446	1	2,432	8	4,260	3	43	3	468	12	2,859	1	576
GARRARD	19,948	33,439	36,175	4	3,527	8	1,031	20	6,911	7	4,543	14	2,850	6	781	6	2,469	10	1,982	5	1,637
GRANT	33,830	65,179	72,327	9	3,163	4	1,419	20	9,012	15	21,172	23	20,527	6	561	7	2,154	19	9,379	2	1,173
GRAVES	89,845	141,381	151,577	14	10,676	9	8,798	56	31,137	33	46,871	30	12,133	22	9,460	21	8,418	35	6,280	12	6,608
Mayfield	82,914	135,510	145,944	10	10,550	9	8,798	28	28,806	26	46,630	21	10,968	20	9,355	19	8,303	22	5,624	11	6,530
GRAYSON	42,766	79,799	88,025	17	9,806	9	3,941	39	23,607	25	18,420	21	11,261	13	2,839	12	4,788	21	3,446	6	3,238
GREEN	19,864	32,843	35,439	5	4,713	9	2,606	27	11,388	10	7,129	11	3,837	7	836	12	1,245	11	1,352	2	571
GREENUP	58,149	74,034	76,187	8	3,040	10	5,254	48	27,879	19	15,377	30	8,559	11	2,880	14	2,924	21	3,041	7	1,766
HANCOCK	8,617	13,010	13,802	2	338			14	6,067	2	2,458	10	3,032	4	392			7	1,004	2	221
HARDIN	230,706	289,981	297,860	32	22,420	14	18,200	67	45,937	65	88,676	74	48,641	46	8,066	44	12,840	78	25,424	11	5,527
Elizabethtown	135,691	172,319	177,344	16	15,940	8	10,523	27	28,277	31	57,464	38	20,952	26	4,933	26	8,587	41	15,953	7	3,852
HARLAN	109,322	149,097	155,355	12	4,588	18	13,699	107	60,761	30	19,159	33	13,704	18	4,992	26	12,735	29	6,538	11	4,430
Harlan	55,409	73,603	77,243	4	1,862	7	10,812	18	25,011	8	12,196	9	4,690	12	3,566	9	7,050	10	3,233	6	2,798
HARRISON	34,031	47,690	49,935	10	3,367	8	4,387	20	11,851	11	8,697	15	5,151	12	2,054	9	2,826	19	3,374	7	2,637
HART	33,043	51,834	55,402	9	7,232	11	2,699	30	14,387	17	13,672	25	5,915	11	1,939	10	1,934	10	1,117	5	1,837
HENDERSON	139,396	297,521	334,861	21	23,522	12	20,874	49	60,862	29	89,231	37	42,180	25	24,026	25	16,636	74	23,239	9	8,476
Henderson	137,693	289,109	325,998	21	23,522	12	20,874	42	54,826	28	87,168	35	42,172	25	24,026	25	16,636	67	22,770	9	8,476
HENRY	25,151	44,073	48,062	7	1,021	9	3,908	24	15,048	6	13,486	19	4,462	5	355	7	2,307	17	3,076	3	1,693
HICKMAN	8,845	12,918	13,626	4	2,112	3	226	7	5,781	3	2,103	4	861	2	418	2	60	3	389	2	547
HOPKINS	141,902	235,988	254,989	23	21,375	15	24,680	69	63,263	42	64,631	48	26,804	23	10,911	26	9,285	35	11,955	11	8,617
Madisonville	116,433	196,515	212,911	15	17,333	11	23,126	33	50,543	30	59,442	30	13,222	20	10,636	19	8,596	26	10,996	7	7,369
JACKSON	14,256	20,688	21,798	4	1,570	9	1,233	32	5,316	12	4,864	16	1,904	4	446	4	293	13	5,080	3	225
JEFFERSON	2,524,826	3,763,588	4,009,462	193	178,329	114	583,427	685	796,399	345	875,059	481	321,312	335	159,314	377	195,659	1,070	416,069	177	129,899
Louisville	1,106,870	1,239,503	1,247,244	86	46,000	45	112,609	410	286,916	139	228,102	229	101,316	150	60,186	169	67,261	657	171,355	97	50,345
JESSAMINE	48,254	99,599	98,752	7	7,595	3	2,701	34	33,524	14	19,883	16	9,452	5	555	10	2,775	16	6,413	6	3,148
JOHNSON	71,564	104,483	110,253	9	16,060	11	6,435	49	23,655	19	24,879	20	10,752	15	4,388	10	8,979	22	5,252	6	4,181
KENTON	392,101	707,426	777,439	38	35,248	12	66,602	178	216,635	55	120,315	92	63,160	32	12,280	54	33,338	249	84,459	33	47,025
Covington	213,707	333,523	356,219	19	14,221	7	17,255	88	72,283	32	104,658	37	29,256	17	8,520	29	17,346	147	36,931	18	14,612
KNOTT	18,248	33,747	37,159	8	3,971	7	3,112	49	14,089	11	3,678	22	5,464	8	1,623	6	370	8	395	3	860
KNOX	63,346	92,460	97,547	16	9,460	6	5,909	66	36,829	26	10,182	19	10,008	15	2,194	18	2,849	20	8,853	7	5,696
LARUE	25,567	44,759	48,974	6	1,285	5	1,829	18	14,368	10	9,342	22	8,807	7	2,264	10	2,444	13	2,116	4	1,557
LAUREL	92,710	160,747	172,688	13	9,480	9	11,312	67	31,192	33	51,373	36	30,904	19	4,387	17	7,115	25	9,958	6	5,694
LAWRENCE	30,727	50,800	54,520	3	1,985	5	723	34	19,686	13	16,650	16	5,547	3	1,001	8	2,668	6	1,514	3	2,669
LEE	15,450	28,408	31,262	2	1,541	8	1,596	27	8,810	11	9,277	6	2,359	1	517	6	211	5	883	3	1,571
LESLIE	14,056	21,982	23,471	4	925	8	2,601	43	8,553	11	1,761	15	2,787	3	682	10	1,760	7	680	1	2,011
LETCHER	53,019	48,960	47,663	9	3,610	17	4,877	91	17,466	29	6,735	28	4,320	10	1,767	17	3,208	23	1,330	8	1,121
LEWIS	15,945	31,187	34,696	4	2,413	3	1,365	28	10,883	17	6,130	13	6,465	6	2,510	6	539	8	1,196	2	67
LINCOLN	31,605	52,543	56,765	12	8,452	6	728	48	15,713	13	13,018	20	7,988	5	1,422	6	3,025	16	1,028	5	1,682
LIVINGSTON	11,402	9,710	9,325	3	175	3	145	23	2,684	8	1,009	21	1,485	1	24	1	30	12	1,505	3	447
LOGAN	53,316	89,292	96,583	15	7,047	13	5,610	36	26,346	23	25,863	28	9,608	13	2,918	23	4,837	24	4,817	9	4,217
LYON	9,136	16,447	18,013	2	372	2	591	7	8,034	3	1,768	11	3,435	2	270	3	79	7	1,448	2	565

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KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
McCRACKEN	264,457	438,014	466,770	27	30,631	14	61,182	65	82,375	67	96,382	57	24,967	62	24,660	62	26,956	107	34,184	22	24,023
Paducah	241,102	364,137	386,601	25	34,869	12	46,284	51	64,643	55	84,861	51	20,909	56	22,429	59	26,417	96	30,418	19	13,505
McCREARY	18,787	39,768	44,092	6	3,111	6	952	40	18,980	16	6,072	17	6,337	8	1,785	8	1,783	7	1,386	1	1,512
McLEAN	19,064	27,599	29,081	7	1,456	3	999	17	7,857	7	11,178	11	2,451	1	24	7	1,945	14	870	4	870
MADISON	154,267	193,013	198,094	22	16,586	12	13,227	84	39,932	44	36,678	52	25,249	40	8,009	26	4,285	70	25,123	12	5,702
Richmond	113,992	150,883	156,365	16	14,663	7	11,336	48	31,181	25	22,909	31	18,789	27	7,208	21	3,583	49	19,234	7	5,304
MAGOFFIN	16,617	43,934	51,629	6	3,592	9	8,928	33	16,852	9	2,901	16	11,467	1	405	6	1,426	7	1,191	3	3,439
MARION	21,681	52,026	56,054	7	4,407	10	4,694	21	20,327	15	4,076	18	4,159	9	2,600	9	2,038	23	3,459	4	1,842
MARSHALL	28,355	105,823	110,126	12	13,271	14	6,212	53	19,352	49	44,672	36	13,116	12	1,962	12	1,301	31	2,510	5	3,342
MARTIN	22,553	37,831	40,549	5	2,968	6	736	21	14,046	5	10,887	10	3,444	6	784	7	3,071	13	1,107	4	1,128
MASON	63,391	79,091	81,124	9	3,143	5	6,126	31	22,413	15	14,638	18	4,930	20	6,479	10	3,418	33	4,581	10	3,833
Maysville	60,755	75,869	78,893	9	3,143	4	5,900	25	21,822	13	14,278	15	4,779	20	6,479	9	3,355	27	4,095	10	3,833
MEADE	24,576	34,425	36,043	7	919	4	833	20	10,477	9	9,177	13	6,665	6	916	7	465	20	3,815	2	606
MENIFEE	3,122	4,000	4,122	1	114	3	1,249	14	765	1	702	4	418	2	6	2	299	2	45	1	290
MERCER	45,135	51,268	51,719	7	4,368	6	1,260	28	12,894	28	12,786	25	5,836	11	1,848	13	3,221	15	3,539	8	2,752
METCALFE	13,286	20,053	21,287	3	2,509	3	780	19	6,614	7	5,735	9	2,476	5	414	5	695	11	961	3	420
MONROE	23,794	33,851	35,348	7	4,058	5	961	30	12,910	18	7,414	14	3,043	16	1,538	7	805	12	1,241	5	1,888
MONTGOMERY	70,115	95,245	99,185	11	5,366	8	8,085	36	27,421	42	20,718	25	10,679	11	3,222	12	3,400	25	4,981	7	4,052
MORGAN	29,616	55,733	58,434	7	6,227	4	2,565	32	10,054	10	26,734	11	2,354	5	943	6	2,072	7	1,327	2	414
MUHLENBERG	94,075	97,072	98,353	14	3,158	9	4,867	62	25,902	21	32,639	34	7,263	21	3,626	18	3,645	24	3,338	6	2,639
NELSON	59,822	94,654	101,307	13	4,671	12	5,953	40	24,979	22	20,435	28	10,273	15	2,905	15	4,549	26	6,803	7	5,366
NICHOLAS	9,725	12,550	12,937	3	773	1	293	11	5,326	10	2,100	6	1,333	5	457	3	497	6	603	2	667
OHIO	46,705	50,683	50,737	8	1,448	7	1,296	33	15,353	15	15,564	30	7,257	13	1,238	11	1,242	23	2,758	6	2,423
OLDHAM	49,196	134,073	157,240	10	11,616	5	6,230	11	25,744	15	70,771	22	21,134	2	229	5	4,683	17	5,808	4	4,163
OWEN	14,255	21,126	22,808	3	773	3	603	12	6,695	5	10,176	8	1,801	3	342	5	286	6	958	2	1,225
OWSLEY	5,205	8,013	8,329			6	526	22	5,221	2	690	5	801			1	103	2	237	1	354
PENDLETON	13,724	19,301	20,226	6	1,493	3	1,353	14	6,037	7	4,040	7	2,317	3	323	4	32	8	802	3	538
PERRY	96,623	132,265	137,910	12	10,758	14	15,687	112	36,013	21	24,315	41	14,727	12	3,957	22	5,295	42	7,818	6	2,372
PIKE	190,530	351,645	387,895	37	30,864	29	42,874	194	102,539	47	98,208	71	32,329	39	13,983	38	14,055	61	19,368	9	5,996
POWELL	12,750	28,447	32,419	5	5,834	9	965	20	11,541	14	2,839	11	5,743	3		3	882	12	2,336	2	241
PULASKI	145,125	299,325	336,483	28	32,046	14	25,541	98	87,234	68	80,867	51	33,122	31	10,601	31	14,692	51	21,353	9	8,216
Somerset	123,770	261,358	294,961	21	23,998	10	24,361	54	72,968	49	71,725	35	27,685	25	9,682	28	14,427	44	20,274	8	8,145
ROBERTSON	1,995	2,988	3,166	2	128	1	240	5	1,208	1	953	1	363	1	145			1	129		
ROCKCASTLE	20,307	49,037	56,686	6	1,330	14	3,056	28	18,541	14	5,966	24	15,683	4	608	8	1,805	11	3,599	3	1,282
ROWAN	51,068	53,897	53,688	10	3,251	8	5,405	32	14,282	18	11,379	18	5,727	12	2,124	8	790	21	5,542	5	2,099
RUSSELL	29,997	48,266	52,147	10	5,932	10	2,328	24	13,902	18	13,669	23	6,277	13	1,663	8	1,233	14	1,792	4	1,985
SCOTT	35,964	45,291	46,517	7	1,805	6	1,992	24	12,203	11	8,642	21	9,462	11	1,408	7	1,299	18	5,232	5	2,237
SHELBY	60,801	104,208	113,191	10	12,364	9	8,689	28	26,599	14	30,565	17	9,127	15	3,030	13	2,316	24	8,236	5	3,584
SIMPSON	46,389	68,027	71,823	9	8,373	4	1,848	30	16,710	15	13,500	22	13,106	9	2,345	11	3,786	13	4,768	6	2,040
SPENCER	7,366	10,089	10,465	2	1,251	1	398	14	3,163	3	370	6	1,078	1	68	1	417	6	713	1	463
TAYLOR	51,908	78,429	83,250	12	6,053	7	4,831	39	20,522	25	16,967	24	6,926	23	4,717	21	3,493	25	6,570	4	2,914
TODD	19,446	21,631	21,741	3	464	6	443	30	7,475	12	4,188	13	3,187	7	551	8	1,120	10	1,832	4	943
TRIGG	21,701	29,555	30,790	5	1,778	3	1,035	25	10,140	9	7,251	10	2,420	4	454	5	1,091	10	2,000	4	1,690
TRIMBLE	3,460	7,670	8,726	1	296			5	1,515	1		5	3,909			2	268	4	936	1	409
UNION	26,680	59,664	64,172	9	3,093	5	4,392	29	20,098	13	10,508	22	6,734	8	2,531	14	2,390	29	3,769	5	1,965
WARREN	259,035	539,231	608,284	37	40,149	23	63,619	102	124,592	57	116,811	71	47,627	60	26,798	52	28,393	106	59,192	15	16,820
Bowling Green	237,812	515,012	583,835	34	38,030	16	52,242	77	122,328	54	118,731	61	45,808	52	24,422	49	27,976	101	58,781	14	15,036
WASHINGTON	19,955	28,386	30,061	2	1,518	8	988	14	6,209	10	11,635	12	3,003	5	850	5	1,474	8	1,061	3	1,078
WAYNE	29,721	54,324	59,599	9	3,007	7	3,072	51	20,426	14	10,957	10	6,239	14	3,395	10	2,298	9	2,883	5	4,079
WEBSTER	30,020	39,808	41,271	11	5,966	8	2,499	28	10,665	12	6,969	20	6,132	3	817	11	469	14	3,640	5	1,117
WHITLEY	113,586	160,010	167,773	17	12,643	16	14,728	61	27,860	28	40,490	48	24,886	28	6,408	27	10,241	40	9,379	11	6,441
Corbin	100,691	139,208	145,422	16	12,409	8	9,925	38	24,920	21	33,290	33	21,830	20	5,052	24	9,894	24	9,304	8	4,979
WOLFE	10,646	16,613	17,806			6	564	20	4,913	3	7,045	12	3,838	1	74	4	142	6	277	2	305
WOODFORD	30,851	50,038	53,780	5	1,973	6	1,576	17	15,803	8	6,490	16	11,669	7	727	7	1,416	32	6,324	5	3,685

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,417,144	21,590,042	23,505,005	1,508	1,252,053	1,045	2,948,024	5,801	5,591,468	2,429	5,215,952	2,989	1,722,266	2,476	1,189,135	2,169	1,042,158	6,382	2,068,171	1,008	767,864
METROPOLITAN STATISTICAL AREAS																					
Alexandria, La	410,198	501,466	504,907	60	28,822	28	86,562	181	104,362	87	106,123	105	36,212	64	35,052	71	21,981	172	33,191	25	16,961
Baton Rouge, La	1,604,631	2,046,331	2,083,833	171	129,281	94	355,616	528	481,746	260	462,725	289	148,536	267	70,779	265	87,747	643	156,161	99	67,325
Houma-Thibodaux, La	367,831	1,074,346	1,181,619	87	73,386	50	175,369	270	262,719	137	285,073	137	68,555	128	46,519	98	55,378	305	104,219	50	41,809
Lafayette, La	642,186	1,718,458	2,005,496	73	131,912	38	281,637	286	379,226	93	433,797	160	166,916	127	140,250	109	109,293	313	188,728	47	54,320
Lake Charles, La	582,793	1,284,587	1,454,225	91	119,243	37	187,319	226	335,550	124	342,022	122	90,451	98	63,965	112	65,831	241	116,372	40	48,568
Monroe, La	494,746	624,181	632,193	61	39,535	44	97,505	190	128,855	104	147,960	108	40,914	91	24,685	96	29,553	204	48,040	39	17,494
New Orleans, La	4,039,296	7,438,471	8,222,405	351	296,127	178	1,087,881	1,266	2,050,563	560	1,574,410	633	620,790	749	448,998	566	381,968	2,313	868,369	215	261,988
Shreveport, La	1,124,123	1,643,490	1,711,258	89	60,278	70	252,185	361	316,529	229	428,181	275	116,226	220	103,119	202	85,760	461	147,390	73	39,174
COUNTIES, Cities																					
ACADIA	119,727	182,638	191,513	21	12,133	20	15,407	112	52,345	33	37,784	53	21,242	23	6,567	20	6,427	93	12,793	21	9,427
Crowley	61,066	91,747	95,930	11	7,004	7	7,877	34	24,039	11	16,007	21	12,512	14	4,256	8	1,828	42	7,306	10	3,915
ALLEN	52,016	67,162	68,301	13	4,783	16	5,612	41	17,575	20	19,635	25	5,474	17	2,994	15	2,509	35	3,776	8	2,524
ASCENSION	154,024	223,049	231,698	23	22,648	17	21,665	74	46,117	39	65,304	36	14,446	31	5,083	17	5,145	87	14,639	12	8,633
ASSUMPTION	28,622	44,818	46,469	2	1,674	9	7,160	32	13,132	11	11,570	16	3,393	3	694	9	2,366	53	3,771	5	1,721

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
AVOYELLES	65,589	148,971	160,103	14	8,646	22	14,007	90	48,686	31	47,739	34	7,440	16	2,548	24	4,903	53	7,575	17	8,505
BEAUREGARD	76,943	128,711	137,301	20	16,099	9	10,856	47	30,726	24	40,829	22	7,331	14	5,585	18	4,689	25	5,230	6	2,158
BIENVILLE	21,375	42,846	47,276	6	2,103	8	2,265	32	16,993	9	10,148	21	7,956	8	1,808	4	463	17	1,204	6	1,904
BOSSIER	179,112	396,480	413,696	23	13,839	16	44,580	87	66,290	57	74,358	62	28,472	33	9,577	31	9,426	111	33,328	12	5,357
CADDO	945,011	1,367,090	1,395,562	66	44,449	54	207,605	274	248,249	172	353,823	213	87,754	187	93,542	171	76,334	350	114,062	61	33,817
Shreveport	854,314	1,358,516	1,381,569	58	41,607	44	178,540	204	236,530	148	340,565	181	73,160	167	84,102	153	72,481	300	106,113	54	28,943
CALCASIEU	562,733	1,384,597	1,454,225	91	119,243	37	187,319	226	335,550	124	342,022	122	90,451	98	65,965	112	65,831	241	116,372	40	48,548
Lake Charles	413,970	961,410	1,094,939	57	77,805	19	164,661	131	213,412	81	220,002	79	55,067	71	52,839	85	55,113	164	91,691	27	34,994
CALDWELL	20,164	37,916	41,342	3	1,598	7	2,973	28	13,389	7	10,772	12	3,800	8	1,715	3	253	12	1,467	3	2,119
CAMERON	14,797	28,015	30,567	4	2,095	5	2,214	17	11,237			12	7,664	2	178	2	116	20	4,082	2	665
CATAHOULA	25,249	64,758	74,834	8	7,153	6	4,110	26	17,833	7	17,745	19	6,263	9	2,130	5	4,383	19	3,025	6	4,432
CLAIBORNE	35,459	66,195	72,087	6	1,946	15	4,016	35	17,366	13	24,921	18	5,093	12	2,979	8	2,821	17	3,068	7	2,823
CONCORDIA	50,359	64,917	65,993	5	1,465	11	6,111	41	14,621	17	19,091	16	7,901	10	2,998	9	3,976	31	3,858	8	1,893
DE SOTO	46,273	89,637	98,288	13	7,019	11	8,313	43	30,346	15	24,714	23	5,577	10	2,487	10	2,873	13	4,007	6	3,230
EAST BATON ROUGE	1,332,321	1,582,256	1,565,273	123	83,152	68	220,464	343	331,663	179	329,293	206	99,599	232	62,337	228	78,035	474	125,395	75	49,168
Baton Rouge	1,091,060	1,267,589	1,264,818	89	66,689	49	291,532	221	192,637	139	279,946	162	79,033	184	55,005	162	66,898	373	107,625	50	34,861
EAST CARROLL	23,586	33,297	34,413	3	5,480	9	2,122	21	9,220	7	8,943	10	3,849	7	1,348	3	127	12	1,391	4	1,829
EAST FELICIANA	20,030	38,778	42,530	11	3,103	4	819	37	11,857	12	14,571	13	4,396	3	917	4	306	16	3,382	4	827
EVANGELINE	67,704	140,400	155,965	17	7,307	13	10,871	97	44,251	22	46,020	28	8,132	21	4,634	17	9,149	44	5,589	17	10,156
FRANKLIN	51,904	79,594	83,542	6	8,361	12	7,757	34	23,923	16	20,457	22	5,358	10	2,818	11	2,417	15	1,826	8	3,152
GRANT	18,824	28,381	29,696	8	296	6	1,217	43	11,925	6	11,764	7	1,480	1	101	5	862	8	1,115	2	386
IBERIA	205,894	533,980	621,197	25	45,936	13	47,346	127	152,086	46	170,756	52	34,342	39	39,477	48	26,550	134	43,674	19	21,204
New Iberia	176,100	454,457	525,866	19	37,175	7	42,858	78	114,782	38	154,192	34	25,802	32	36,166	42	24,658	94	36,587	13	19,164
IBERVILLE	70,848	84,315	84,460	7	5,620	13	5,735	64	24,345	19	20,135	26	5,686	11	2,386	19	2,904	70	8,403	11	4,009
JACKSON	35,354	44,681	45,256	6	1,634	6	4,821	35	13,066	10	10,970	15	2,872	13	1,042	11	2,833	18	1,966	7	1,756
JEFFERSON	1,734,439	4,057,586	4,616,692	144	145,485	67	706,282	430	1,168,289	223	937,445	223	324,869	273	249,090	232	244,436	694	420,403	66	133,044
JEFFERSON DAVIS	91,384	208,952	236,987	20	13,982	13	15,532	60	53,203	27	78,511	46	24,450	23	7,892	22	5,841	60	12,788	14	10,634
Jennings	67,794	166,810	194,041	11	10,470	6	13,683	27	40,039	16	71,408	19	17,002	14	6,735	13	4,165	32	9,059	7	6,482
LAFAYETTE	580,687	1,616,111	1,896,431	60	125,958	25	276,515	204	341,213	76	406,916	124	140,608	116	138,285	98	106,956	246	176,215	34	49,336
Lafayette	512,712	1,426,377	1,673,752	41	60,439	21	252,232	133	292,001	68	403,360	93	104,985	108	137,499	91	93,494	194	163,782	27	43,281
LAFOURCHE	223,861	363,351	387,894	42	33,336	23	31,271	127	98,864	50	82,565	77	30,433	53	11,903	51	18,515	137	44,627	27	14,090
Thibodaux	117,860	192,928	205,214	14	14,716	8	18,127	54	47,804	16	43,779	15	10,732	29	7,692	19	8,686	69	25,381	9	6,923
LA SALLE	35,350	44,301	44,809	11	2,189	7	2,343	28	14,156	20	12,621	13	3,063	9	1,695	9	1,529	22	2,183	7	2,078
LINCOLN	103,369	149,193	154,838	8	7,848	8	13,720	41	31,509	23	37,580	31	10,612	25	11,463	26	5,887	50	14,465	10	4,662
Ruston	93,008	134,834	140,048	8	7,848	6	11,225	26	29,435	20	37,421	21	8,319	23	11,409	24	5,768	37	11,761	8	4,505
LIVINGSTON	94,060	186,303	208,129	22	19,773	6	11,431	83	53,656	36	65,573	33	21,459	8	2,470	18	4,600	49	10,780	9	6,921
MADISON	30,408	42,942	44,393	4	953	5	2,930	29	13,598	7	13,053	12	3,523	14	2,156	7	1,662	25	2,270	5	1,522
MOREHOUSE	82,698	143,250	153,949	19	9,108	9	17,213	66	38,135	23	51,360	26	8,106	16	6,067	22	3,986	32	5,524	15	5,328
Bastrop	77,802	137,277	147,929	17	8,930	7	16,489	50	36,317	20	50,104	22	7,572	16	6,067	20	3,916	26	5,125	12	4,398
NATCHITOCHES	82,056	207,805	239,693	17	19,870	19	17,368	70	57,396	30	43,368	35	18,147	21	10,529	22	10,049	58	29,120	7	6,195
ORLEANS	1,763,378	2,079,012	2,075,017	136	90,405	60	227,067	569	434,929	200	353,668	254	130,387	364	149,317	242	102,114	1,149	297,157	107	77,655
New Orleans	1,763,378	2,079,012	2,075,017	136	90,405	60	227,067	569	434,929	200	353,668	254	130,387	364	149,317	242	102,114	1,149	297,157	107	77,655
OUACHITA	494,746	624,181	632,192	81	39,535	44	97,505	190	128,855	104	147,960	108	40,914	91	34,695	96	29,553	204	48,040	39	17,494
Monroe	360,548	508,079	647,441	31	21,548	30	83,932	92	62,790	67	134,092	68	18,659	65	28,372	68	22,860	127	32,328	24	8,897
West Monroe	100,441	130,943	133,343	26	16,886	11	10,236	52	45,612	26	8,988	26	10,389	25	6,179	19	5,451	50	11,423	9	5,855
PLAQUEMINES	56,086	102,225	110,762	13	6,703	8	4,677	46	41,685	17	5,905	23	13,679	10	729	3	5,088	52	26,401	6	1,803
POINTE COUPEE	47,695	106,357	119,737	8	4,548	11	8,108	56	37,884	13	35,626	18	9,425	8	3,624	11	5,044	45	7,250	8	4,644
RAPIDES	410,198	501,466	504,907	60	28,822	28	86,562	181	104,362	87	106,123	105	36,212	64	35,052	71	21,981	172	33,191	25	16,961
Alexandria	331,100	401,118	403,247	36	22,087	12	74,640	109	66,627	61	95,858	52	20,082	57	34,363	55	19,446	126	26,226	18	12,068
Pineville	42,196	52,413	54,487	5	4,688	5	6,324	18	22,271	13	2,851	21	6,699	4	374	10	985	15	4,857	5	3,319
RED RIVER	21,298	30,783	31,958	3		3	2,540	22	7,678	7	8,790	12	2,836	10	1,287	8	1,141	11	1,769	3	1,968
RICHLAND	57,785	94,221	100,025	11	6,134	12	5,319	53	28,445	22	22,230	29	10,786	20	4,119	10	4,512	21	3,452	11	4,955
SABINE	54,253	81,220	84,890	11	2,725	18	11,428	39	20,821	22	28,943	18	4,675	7	946	12	2,128	18	3,016	6	2,056
ST. BERNARD	147,734	165,609	164,209	19	3,837	10	23,545	76	71,415	37	9,443	36	15,510	23	6,727	22	4,375	89	14,583	13	7,284
ST. CHARLES	59,245	106,723	115,417	7	7,066	7	9,146	38	42,521	15	18,550	26	13,763	12	3,754	10	3,787	61	10,479	5	3,563
ST. HELENA	4,872	11,038	12,460	3	494	3	1,686	11	5,439	2	976	5	788			1		5	435	1	1,126
ST. JAMES	42,572	77,463	83,942	8	11,465	7	5,676	32	23,994	9	15,809	16	5,145	11	2,871	11	7,670	33	4,719	6	2,609
ST. JOHN THE BAPTIST	53,592	91,346	97,786	11	2,641	8	14,316	35	36,242	10	6,610	22	9,786	16	4,481	11	3,679	47	10,847	8	3,964
ST. LANDRY	210,367	397,581	433,996	37	29,237	20	28,593	202	109,474	43	103,556	87	36,521	55	25,056	44	18,261	121	23,941	32	21,880
Opelousas	88,418	171,681	189,573	9	5,038	9	10,734	51	25,683	20	63,999	26	12,896	30	15,855	16	9,517	38	10,877	10	10,605
ST. MARTIN	61,499	102,347	109,065	13	5,954	13	5,122	84	38,013	17	26,881	36	6,308	11	1,965	11	2,437	67	12,513	13	4,984
ST. MARY	190,706	277,019	415,260	36	22,995	10	22,528	114	119,699	49	82,582	56	37,909	42	22,534	37	15,684	136	46,115	21	15,291
Franklin	38,855	84,863	94,067	6	4,200	5	6,869	28	30,240	12	20,450	14	6,433	13	3,330	6	1,469	27	6,050	7	4,407
Morgan City	111,676	205,898	223,684	18	10,921	3	11,103	46	53,217	22	45,006	23	21,147	22	10,949	28	13,402	69	32,616	10	8,934
ST. TAMMANY	260,708	858,185	1,153,304	44	86,693	27	107,525	118	297,167	55	248,694	72	126,475	61	35,629	49	23,577	173	114,900	16	36,478
Slidell	151,063	536,060	686,552	16	38,026	12	78,326	43	158,611	30	158,555	37	78,200	34	20,627	22	10,382	87	82,306	7	22,173
TANGIPAHOA	249,999	380,366	398,978	36	30,161	26	40,266	159	95,555	64	100,644	68	36,178	70	19,113	42	9,652	118	28,946	25	12,567
Hammond	140,692	229,778	244,073	17	20,258	11	30,679	53	48,613	31	61,632	22	16,574	42	14,421	27	7,673	58	20,383	8	6,737
TENSAS	12,394	19,409	20,456	2	2,105	9	2,015	18	4,935	8	7,672	9	1,836	1	113	1	74	6	273	2	687
TERREBONNE	343,970	758,985	793,725	45	40,060	27	144,098	143	163,855	57	202,508	60	38,122	75	34,616	47	36,863	166	79,592	23	26,919
Houma	197,300	303,839	321,655	32	22,280	17	38,977	88	80,583	37	55,363	36	17,477	50	14,755	33	16,550	121	47,118	15	10,628
UNION	33,742	44,779	45,759	9	4,308	11	1,376	53	12,268	19	15,858	23	4,301	6	1,088	8	434	19	985	10	2,481
VERMILION	113,393	265,844	303,402	22	23,547	14	14,814	9	76,683	33	76,692	56	28,091	42	13,990	39	9,733	111	21,019	21	16,044
Abbeville	70,731	191,078	222,964	11	18,553	7	13,304	50	49,882	20	64,306	20	14,685	23	10,348	25	8,319	51	15,536	9	9,463
VERNON	75,002	120,434	127,518	17	11,600	9	8,747	76	41,251	24	22,502	19	4,326	20	4,345	12	3,195	55	11,704	4	1,936
WASHINGTON	109,935	142,776	145,373	14	4,892	13	8,519	77	43,979	31	31,961	38	10,627	32	9,993	28	6,287	57	6,415	12	6,896
Bogalusa	72,322	97,389	100,018	8	3,538	8	5,037	33	32,117	18	21,052	22	8,181	19	7,475	14	3,307	38	4,607	7	5,407
WEBSTER	117,114	118,030	114,821	13	5,721	17	11,458	76	31,693	37	28,229	42	9,714	36	6,369	23	4,330	44	4,305	14	3,237
Minden	67,156	68,385	66,896	7	3,588	6	7,598	33	17,066	19	16,275	23	6,180	21	3,609	16	2,837	20	2,722	6	1,818
WEST BATON ROUGE	24,226	54,725	61,731	3	3,708	3	2,256	26	30,310	6	2,558	14	13,032	6	865	2	167	33	5,347	3	2,603
WEST CARROLL	26,278	45,839	49,290	10	3,683	10	5,667	34	11,520	16	17,187	8	2,558	7	1,327	4	140	7	794	4	1,622
WEST FELICIANA	14,688	39,849	46,527	1	1,680	4	3,450	10	13,631	2	11,556	9	6,794	2		1	845	11	4,030	3	1,838
WINN	37,243	55,626	58,101	8	3,088	12	4,455	26	17,655	12	16,083	15	4,435	8	2,168	3	748	14	2,632	6	1,642

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MAINE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Ildwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,615,742	6,455,198	7,047,966	662	477,671	322	706,917	1,822	1,612,753	953	1,421,168	933	498,711	579	236,670	673	222,509	1,814	551,878	288	198,488
METROPOLITAN STATISTICAL AREAS																					
Bangor, Me	392,987	706,546	775,390		51,344		96,993		153,516		185,441		47,465		28,399		38,031		61,391		21,737
Lewiston-Auburn, Me	302,427	400,851	432,724	37	19,671	28	51,300	102	88,180	63	110,807	31	28,437	45	15,867	57	12,847	117	34,732	30	9,657
Portland, Me	766,933	1,422,430	1,573,632	90	79,064	72	216,430	236	313,915	115	237,035	128	83,370	97	65,634	100	43,721	302	121,172	48	34,416
Portsmouth-Dover-Rochester, N.H.-Me	681,808	1,908,002	2,015,451		122,576		110,944		366,761		477,976		157,402		63,235		66,330		206,935		66,863
COUNTIES, Cities																					
ANDROSCOGGIN	331,932	460,267	477,889	51	24,098	37	52,737	131	103,684	80	115,088	62	32,010	52	16,765	63	13,693	138	37,898	23	9,623
Auburn	118,522	166,624	173,471	8	3,659	9	16,734	33	33,778	26	75,871	19	13,250	5	1,474	20	3,762	32	11,077	6	1,704
Lewiston	168,812	308,393	236,167	22	10,947	16	34,021	63	48,649	29	31,961	26	13,453	40	14,393	32	8,396	79	22,435	11	5,523
AROOSTOOK	261,493	392,484	413,862	56	23,614	47	47,613	170	91,400	74	92,570	91	38,054	64	15,097	47	16,421	138	24,979	31	13,377
CUMBERLAND	918,066	1,743,996	1,928,161	123	118,242	90	267,663	298	397,345	148	308,758	163	110,961	120	75,239	129	56,113	339	145,205	54	45,208
Brunswick	104,405	199,151	219,307	15	28,468	8	23,785	30	50,502	18	53,796	14	10,404	13	6,121	23	11,539	32	17,111	6	4,670
Portland	302,050	437,313	457,560	34	25,698	25	34,567	113	96,213	50	97,993	46	26,161	42	13,552	44	15,437	137	48,057	20	10,455
FRANKLIN	66,108	151,403	172,434	17	10,904	14	13,349	36	40,473	28	39,848	21	9,591	14	3,991	11	3,223	46	14,460	6	4,707
HANCOCK	143,268	284,309	313,307	27	27,690	38	27,180	86	80,187	53	57,579	36	19,461	25	9,866	28	8,116	103	31,909	12	8,821
KENNEBEC	383,500	657,136	709,660	51	42,818	39	85,211	157	157,113	108	163,282	90	41,396	51	30,844	59	26,790	168	50,627	27	17,230
Augusta	152,055	291,046	307,651	15	17,630	19	44,994	46	66,294	33	84,736	31	16,859	18	11,596	17	15,518	56	19,608	10	6,247
Waterville	128,026	203,070	216,134	10	3,981	7	29,527	32	47,986	29	49,650	19	7,086	14	14,958	23	6,011	45	19,364	9	5,785
KNOX	107,619	191,042	207,569	33	15,218	20	17,197	78	51,833	38	36,774	25	18,694	29	10,205	38	5,044	60	14,826	9	6,420
LINCOLN	75,319	150,872	167,540	28	26,193	12	2,282	63	40,745	25	27,734	23	16,186	14	3,383	25	5,590	58	17,479	7	3,097
OXFORD	118,462	211,548	230,119	33	22,123	31	17,630	90	60,646	40	49,785	43	16,758	24	4,089	29	4,184	68	18,123	15	11,019
PENOBSCOT	493,292	893,580	974,549	78	72,478	55	110,737	194	205,904	117	230,648	113	71,460	66	32,800	80	42,147	174	69,442	34	25,024
Bangor	252,390	454,766	495,495	20	34,553	14	84,795	32	71,351	35	128,602	38	23,695	36	21,952	32	30,100	72	40,999	13	13,267
PISCATAQUIS	42,689	76,011	82,618	9	4,776	13	4,124	39	28,043	20	13,547	22	6,922	4	838	11	2,919	25	4,199	6	2,995
SAGADOHOC	50,460	146,101	173,717	10	4,932	11	4,116	33	49,386	23	35,626	20	14,213	6	1,954	9	3,316	27	8,894	4	4,249
Bath	33,239	101,033	114,619	5	3,262	2	1,105	19	41,400	8	30,810	8	5,982	6	1,954	8	3,089	14	4,793	4	4,249
SOMERSET	103,696	261,115	302,610	30	28,769	26	6,734	91	89,489	37	52,129	47	27,761	17	8,745	34	10,673	58	18,249	12	16,523
WALDO	55,180	84,237	89,003	17	5,906	14	3,694	36	25,323	26	18,466	23	6,720	8	1,267	13	2,018	40	7,921	7	4,321
WASHINGTON	88,612	119,949	123,964	30	9,463	31	10,879	77	39,123	34	16,464	42	11,601	13	1,777	23	3,049	63	7,392	8	3,296
YORK	375,844	631,145	678,944	67	40,447	44	35,761	203	152,055	100	140,848	112	57,943	70	17,990	70	19,211	307	80,379	33	22,578
Biddeford	67,941	102,579	108,139	8	8,815	6	9,926	33	26,308	22	16,375	15	6,209	17	4,378	17	4,715	38	7,132	6	3,636
Sanford	54,584	100,085	109,406	7	1,771	6	9,302	18	30,398	8	36,603	11	8,701	5	2,339	4	1,988	22	7,642	2	3,604

MARYLAND RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Ildwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,377,108	25,047,730	27,280,232	1,128	997,602	648	3,582,086	4,055	5,783,666	1,836	5,420,569	2,465	2,417,826	2,160	1,205,455	2,094	1,177,094	5,726	2,596,528	771	974,063
METROPOLITAN STATISTICAL AREAS																					
Baltimore, Md	6,911,201	11,757,199	12,771,950	557	416,640	311	1,603,779	2,242	2,824,147	887	2,468,654	1,145	1,083,868	1,139	540,365	969	529,877	3,291	1,342,518	439	413,672
Cumberland, Md-W.V.	313,197	421,779	438,156	45	24,153	31	56,852	145	105,039	66	75,818	101	40,705	72	21,183	70	20,715	194	37,705	31	19,020
Hagerstown, Md	421,932	543,467	559,625	37	30,374	27	79,242	122	108,118	66	90,322	93	84,030	60	21,662	76	22,103	175	39,173	19	16,371
Washington, D.C-Md-Va	11,847,217	22,466,936	24,754,589	667	557,789	362	3,353,489	2,187	4,705,375	1,044	5,012,425	1,684	2,157,697	1,611	1,267,354	1,604	1,127,319	3,698	2,484,927	532	1,075,238
Wilmington, De-N.J-Md	1,791,371	3,297,115	3,623,385	177	161,673	99	512,637	514	730,083	282	634,221	370	320,480	274	144,895	268	185,489	719	302,024	107	124,411
COUNTIES, Cities																					
ALLEGANY	275,530	356,275	367,311	36	19,987	32	49,796	106	89,505	50	61,783	81	32,614	58	17,484	54	17,479	153	32,240	27	17,257
Cumberland	150,385	180,794	183,899	23	16,838	10	24,226	48	37,304	24	29,526	40	16,984	32	11,486	23	8,388	74	13,363	12	7,652
ANNE ARUNDEL	1,215,748	2,523,254	2,834,350	97	119,546	42	410,039	275	618,515	219	591,028	218	265,392	140	69,817	150	95,502	446	293,218	57	82,370
Annapolis	176,235	355,381	397,131	19	23,046	3	16,203	43	51,144	66	153,538	34	15,833	49	16,130	31	8,810	67	41,389	12	17,678
BALTIMORE	2,653,492	4,746,806	5,187,568	190	164,292	101	747,500	598	1,182,767	274	956,910	389	407,303	432	259,235	343	243,239	856	493,370	136	155,993
BALTIMORE CITY	2,088,617	2,813,503	2,919,704	143	47,262	105	280,958	1,072	597,651	204	572,801	294	205,393	440	156,200	306	125,213	1,614	376,220	185	113,346
Baltimore	2,088,617	2,813,503	2,919,704	143	47,262	105	280,958	1,072	597,651	204	572,801	294	205,393	440	156,200	306	125,213	1,614	376,220	185	113,346
CALVERT	58,766	91,088	96,976	7	3,127	8	2,093	37	31,256	18	17,729	15	10,668	6	1,592	11	3,852	38	10,382	3	3,041
CAROLINE	57,630	60,788	60,420	13	6,094	10	1,269	30	17,866	23	16,004	24	6,592	11	800	11	1,503	27	2,849	4	1,783
CARROLL	238,562	365,000	387,664	54	31,434	21	18,147	102	98,684	52	77,518	70	37,368	24	8,366	52	13,496	108	27,404	16	17,424
Westminster	93,366	139,714	147,812	14	16,965	3	2,251	34	28,768	19	31,980	21	11,547	13	3,774	19	4,652	37	13,918	5	7,539
CECIL	177,635	410,033	469,614	36	24,640	13	12,731	56	90,663	56	100,145	58	57,824	11	4,070	22	12,396	90	46,975	7	9,407
CHARLES	193,593	365,872	403,893	15	17,757	13	17,859	32	87,565	45	97,991	44	49,683	13	14,974	39	12,058	100	41,003	8	24,451
DORCHESTER	86,758	91,343	90,758	13	3,408	10	7,479	70	23,563	21	9,799	23	8,045	21	2,501	16	2,337	58	7,716	6	3,760
Cambridge	71,292	73,340	74,927	7	1,953	9	7,437	39	20,084	15	9,140	13	6,889	19	2,469	15	2,311	33	6,432	5	3,686
FREDERICK	351,703	684,364	760,161	36	55,007	18	100,815	94	143,064	59	137,205	79	90,930	47	25,214	50	29,785	136	61,797	19	22,972
Frederick	274,978	538,536	624,836	21	37,486	13	99,783	48	115,724	39	113,501	45	70,641	46	24,868	32	22,353	82	45,854	11	20,471
GARRETT	73,233	139,039	152,906	13	19,426	6	7,665	35	42,102	25	45,098	18	6,328	12	1,664	18	7,353	39	7,734	6	4,914
HARFORD	369,155	567,830	604,103	38	27,742	23	56,972	114	150,649	89	116,505	88	70,769	51	17,016	61	18,567	123	35,664	29	23,031
HOWARD	294,725	665,697	739,293	25	21,310	11	88,173	58	139,008	30	132,760	54	86,648	48	29,307	45	31,611	115	86,305	12	18,247
KENT	54,756	81,417	86,022	13	6,993	7	5,488	33	23,763	22	13,829	20	6,790	6	1,583	13	2,228	40	10,235	3	4,371
MONTGOMERY	2,406,665	4,692,259	5,218,228	142	175,998	57	859,126	348	1,004,564	168	1,055,907	263	431,444	304	287,282	365	273,392	580	439,873	89	195,133
Rockville	289,830	482,778	530,876	13	44,566	7	31,822	64	84,802	24	140,673	28	37,336	39	22,123	60	39,091	71	47,662	9	11,893
PRINCE GEORGES	2,570,081	4,550,469	4,916,127	117	141,526	70	732,401	441	1,003,078	233	1,029,791	392	442,953	395	223,420	318	205,817	583	392,018	99	217,256
QUEEN ANNES	50,902	73,109	79,268	11	5,034	8	1,990	23	16,873	19	21,127	32	10,995	4	134	10	1,490	32	10,137	4	1,361
ST. MARYS	122,880	223,934	248,194	17	17,989	13	19,093	35	36,181	33	47,493	42	22,666	23	5,602	34	12,271	90	26,003	8	7,333

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MARYLAND RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SOMERSET	32,150	36,297	36,510	7	1,266	6	1,257	49	11,373	20	6,434	21	4,273	6	382	8	1,165	21	3,939	4	894
TALBOT	122,583	177,595	186,862	21	12,703	12	3,152	54	39,102	33	43,790	30	16,025	30	12,181	25	9,445	47	15,216	6	6,901
Easton	99,491	148,648	157,205	15	11,372	4	2,233	24	31,181	22	42,821	19	13,086	26	10,746	22	8,436	27	9,523	5	5,895
WASHINGTON	421,922	543,467	559,625	37	30,374	27	79,242	122	108,118	66	90,322	95	84,030	60	21,662	76	22,103	173	39,173	19	16,371
Hagerstown	255,990	318,409	325,820	19	16,258	12	41,364	65	63,023	42	76,437	47	24,676	43	16,032	46	10,459	110	24,917	11	8,869
WICOMICO	288,435	413,158	433,748	33	26,573	17	62,544	106	91,139	50	84,194	61	29,435	61	25,216	49	17,185	97	33,784	15	12,441
Salisbury	255,321	359,907	376,675	22	20,813	12	54,583	66	79,482	37	73,626	41	20,769	61	25,216	37	16,161	75	30,367	15	12,441
WORCESTER	169,578	371,113	420,927	24	16,094	26	16,297	107	94,638	27	94,401	52	33,658	55	19,413	27	16,847	161	82,981	12	12,086

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,474,302	38,292,570	42,432,888	1,851	1,756,761	1,295	5,001,358	5,745	9,172,619	2,834	6,673,681	3,882	3,105,057	3,340	2,243,391	3,254	1,646,421	9,948	4,550,613	1,697	1,316,487
METROPOLITAN STATISTICAL AREAS																					
Boston, Ma	10,125,573	22,845,043	26,642,964	838	1,004,243	579	3,270,807	2,665	5,585,835	1,113	4,146,001	1,842	1,809,587	1,795	1,515,026	1,631	1,101,224	4,864	2,893,305	866	829,972
Brockton, Ma	497,764	902,033	1,047,727	48	28,317	26	131,968	153	221,293	99	174,651	116	82,459	90	45,611	83	37,983	229	102,282	38	24,051
Fall River, Ma-R.I.	427,247	645,479	700,094	45	31,740	65	93,083	200	158,530	113	86,375	106	49,241	82	36,347	78	33,062	276	70,266	44	25,378
Fitchburg-Leominster, Ma	310,212	561,766	593,075	41	22,178	33	86,340	86	136,796	78	94,660	77	51,542	40	28,452	58	23,675	160	51,737	28	18,014
Lawrence-Haverhill, Ma-N.H.	996,655	2,119,567	2,430,868	113	116,897	84	251,173	306	584,836	171	407,178	215	178,126	181	139,924	207	107,788	548	229,807	87	69,830
Lowell, Ma-N.H.	595,002	1,356,047	1,578,136	52	67,648	59	181,096	183	403,391	98	291,742	141	141,745	70	56,375	102	44,104	297	135,012	63	52,730
New Bedford, Ma	465,242	656,104	719,370	37	31,835	37	98,066	188	159,708	127	100,490	112	47,349	98	43,063	102	41,035	331	69,352	58	24,724
Pawtucket-Woonsocket-Attleboro, R.I.-Ma.	1,109,063	2,673,256	3,758,252	113	115,670	58	185,610	306	1,029,453	185	564,449	224	518,881	153	116,582	143	202,184	540	633,380	70	71,705
Pittsfield, Ma	323,108	445,277	487,605	41	27,214	37	55,517	87	113,844	65	75,567	73	37,747	78	22,583	72	18,875	191	41,577	25	10,423
Salem-Gloucester, Ma	982,998	2,149,082	2,484,920	75	93,529	61	491,784	268	434,636	122	371,692	1,060	147,421	173	122,233	147	82,016	463	241,185	81	67,829
Springfield, Ma	1,950,898	2,567,726	3,348,806	226	165,676	161	345,658	618	792,423	375	573,079	407	273,389	349	149,860	389	113,626	1,024	322,626	208	100,454
Worcester, Ma	1,272,075	2,042,582	2,228,705	125	90,882	66	300,232	381	489,561	246	404,902	286	174,310	209	98,827	217	94,755	683	192,426	121	66,054
COUNTIES, Cities																					
BARNSTABLE	674,814	1,638,168	1,859,105	99	128,798	46	148,093	222	400,386	105	214,081	176	160,401	153	95,305	121	56,098	561	298,056	53	51,217
Hyannis	NO DATA AVAILABLE FOR THIS CITY																				
BERKSHIRE	462,872	713,200	736,617	65	41,059	61	78,048	143	177,112	102	109,957	128	57,511	114	34,084	106	24,683	304	67,170	40	19,878
North Adams	71,917	97,408	98,935	9	6,758	10	12,726	13	29,004	15	18,017	18	5,421	12	5,283	12	4,256	35	6,797	6	2,636
Pittsfield	227,783	327,897	336,905	23	17,373	23	49,551	43	77,768	45	52,884	34	18,510	45	16,435	55	14,700	104	23,259	17	8,837
BRISTOL	1,358,637	2,154,274	2,264,077	148	78,732	126	311,588	504	518,779	340	376,522	325	165,044	255	113,200	260	102,524	826	214,655	132	67,696
Attleboro	107,207	171,567	179,855	14	5,492	4	12,255	27	38,455	24	41,202	25	14,792	21	9,743	20	3,884	47	16,539	9	7,158
Fall River	248,703	362,252	372,995	18	10,131	49	43,887	128	88,928	53	63,161	56	23,767	53	21,912	51	24,503	162	30,395	30	11,981
New Bedford	246,100	319,902	322,554	33	14,581	21	13,785	136	64,259	69	57,544	69	24,391	57	13,475	65	27,164	210	33,380	37	13,380
North Attleboro	73,127	120,310	126,804	10	8,114	4	12,380	16	31,784	19	24,080	19	13,550	9	1,339	13	3,977	33	10,824	5	2,631
Taunton	116,281	169,534	174,649	11	4,394	11	9,610	38	47,105	25	34,039	39	13,572	33	10,705	32	9,871	70	12,104	10	5,911
DUKES	43,508	76,451	81,583	15	9,175	4	1,521	28	17,980	10	9,817	8	3,673	22	6,143	13	1,694	49	11,885	4	1,952
ESSEX	2,185,326	4,202,200	4,580,911	191	172,507	167	685,468	678	868,059	324	782,136	448	306,835	404	287,766	381	177,147	1,179	533,709	200	134,108
Beverly	143,223	276,175	299,999	13	10,655	11	16,067	33	71,331	22	59,208	29	18,398	21	21,610	17	4,602	59	25,384	15	8,618
Gloucester	89,579	160,851	172,353	7	9,712	9	9,638	45	46,488	8	26,681	20	11,740	12	4,859	11	3,226	75	24,476	11	9,484
Haverhill	178,896	329,936	355,395	16	13,935	20	26,547	47	74,582	33	83,260	41	29,257	28	26,563	27	18,452	79	28,485	17	10,715
Lawrence	189,272	311,074	327,808	14	15,468	18	10,821	90	56,385	41	82,566	44	24,323	41	19,216	59	25,397	135	33,293	26	9,9[illegible]
Lynn	233,936	365,901	381,978	20	9,748	27	12,347	97	84,068	42	110,789	47	24,730	48	22,180	49	16,525	160	32,881	28	14,55[illegible]
Newburyport	45,134	80,321	85,892	4	1,979	3	4,338	21	22,036	10	7,760	12	6,072	18	5,246	20	4,174	37	9,234	7	2,762
Peabody	233,113	411,530	439,357	10	6,908	9	166,778	44	49,522	23	42,142	36	31,885	36	23,674	28	14,011	76	30,471	11	8,700
Salem	145,435	227,890	237,904	10	10,041	12	30,428	46	62,902	25	35,527	22	10,064	22	11,477	30	11,395	102	26,551	15	7,937
FRANKLIN	166,277	280,353	297,617	26	14,325	22	26,273	82	54,621	55	68,960	50	22,867	29	9,947	47	9,774	122	26,958	23	9,983
Greenfield	105,296	197,286	213,126	8	9,551	7	22,981	27	39,820	26	53,484	18	13,587	20	8,883	20	7,811	38	15,084	13	6,224
HAMPDEN	1,433,981	2,199,210	2,287,733	162	113,462	111	253,005	462	536,051	265	389,693	307	187,563	236	102,671	280	85,578	760	208,180	152	68,098
Holyoke	142,121	220,486	229,752	13	4,594	8	12,262	51	59,215	33	50,306	30	14,843	21	8,538	38	10,666	94	21,359	27	8,908
Springfield	588,390	864,634	891,747	47	40,338	41	111,858	157	185,516	82	145,638	103	73,661	121	56,811	108	39,183	257	73,517	59	24,680
Westfield	137,536	235,272	249,789	16	20,609	15	26,132	45	62,203	26	50,601	23	17,966	16	5,864	30	6,471	59	18,739	11	6,989
HAMPSHIRE	330,130	661,152	724,833	58	41,008	37	50,222	115	176,771	80	101,111	78	68,182	81	31,706	69	19,452	205	86,294	42	21,889
Northampton	127,284	215,451	228,301	11	5,379	13	22,073	29	52,153	22	47,895	19	14,124	35	14,607	29	6,581	55	24,155	13	7,061
MIDDLESEX	4,444,779	11,300,143	13,233,263	395	572,335	268	1,578,252	1,298	2,863,185	503	2,170,496	913	1,013,577	708	656,438	762	544,978	1,911	1,215,036	390	417,784
Framingham	315,054	794,279	907,851	27	36,369	9	126,156	86	151,214	33	185,609	53	62,314	63	55,709	59	52,955	91	110,423	17	37,419
Hudson	45,507	134,044	157,767	8	18,669	2	4,363	12	43,982	6	20,485	12	16,043	11	11,297	9	6,752	24	8,416	6	4,402
Lowell	272,108	607,809	679,115	21	25,037	37	91,648	87	126,924	46	189,383	54	49,903	38	21,199	50	22,128	148	50,939	33	23,788
Malden	128,562	276,911	307,161	13	10,574	11	29,951	68	59,963	23	58,097	33	20,784	30	12,670	17	12,510	75	28,096	15	10,711
Marlborough	88,409	243,892	283,532	8	21,658	4	16,089	24	36,084	14	44,875	25	26,202	11	13,444	14	5,619	44	34,500	9	13,078
Medford	198,273	468,265	528,704	17	23,997	15	25,470	59	145,557	21	103,057	31	31,822	30	19,567	32	15,839	69	27,906	15	30,252
Melrose	54,624	154,047	178,725	6	3,235	1	3,111	25	80,277	9	24,608	15	13,626	6	1,239	13	7,815	21	7,425	6	9,283
Wakefield	67,653	179,357	207,006	8	7,197			24	37,769	10	58,076	19	15,756	12	5,495	22	5,087	31	15,942	8	8,254
Waltham	250,280	612,121	695,644	22	36,955	17	51,242	58	145,729	19	85,929	34	50,225	27	25,954	43	50,389	123	64,060	21	16,702
Woburn	133,561	333,453	380,485	10	6,164	5	35,246	35	88,821	14	86,498	31	35,363	15	7,222	21	15,660	47	19,219	9	10,767
NANTUCKET	37,028	93,552	106,970	4	8,562	2	754	14	22,705	4	10,293	2	2,495	14	7,019	6	1,104	42	20,780	3	1,729
NORFOLK	2,019,737	5,036,374	5,757,034	175	235,296	96	647,412	499	1,303,683	232	1,002,298	390	417,420	317	295,226	351	244,890	786	538,546	170	167,739
Dedham	176,034	467,226	539,131	7	5,499	10	192,588	27	70,741	10	69,232	29	19,584	26	28,694	26	35,071	38	42,991	9	9,001
Quincy	306,183	633,031	696,814	14	14,267	19	70,192	71	156,746	36	111,801	58	49,688	30	15,777	48	30,211	135	70,379	28	31,162
PLYMOUTH	1,185,803	2,413,107	2,651,159	157	115,674	73	288,926	365	607,872	224	441,445	283	204,705	220	135,833	213	84,134	574	261,243	94	79,354
Brockton	362,923	674,337	727,211	27	13,328	17	120,682	97	152,212	45	107,918	70	44,405	70	38,567	54	26,534	146	70,588	26	23,226
SUFFOLK	2,138,309	3,948,493	4,255,163	127	79,880	146	484,923	723	817,913	155	386,364	300	203,771	474	310,060	278	147,963	1,544	734,791	201	165,724
Boston	1,886,826	3,398,515	3,643,248	109	61,677	126	433,170	605	674,560	117	308,454	244	163,590	421	286,371	248	121,786	1,376	689,623	177	141,172
Chelsea	90,783	198,338	220,627	6	9,031	8	21,530	36	39,266	14	34,597	15	10,400	16	3,064	12	11,433	61	19,384	10	10,348

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES— Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WORCESTER	1,973,101	3,375,889	3,596,823	229	145,950	136	446,563	612	807,502	435	609,508	474	291,013	313	157,993	367	146,402	1,085	313,310	195	109,338
Athol	37,449	64,794	68,945	5	2,996	1	3,046	17	20,912	14	12,487	7	3,755	6	1,669	6	3,161	20	2,049	5	2,395
Clinton	30,576	39,115	39,303	3	949	5	224	15	15,090	8	3,338	11	3,370	13	2,648	9	1,874	32	4,766	7	1,606
Fitchburg	153,937	270,484	288,650	13	10,222	16	36,438	35	77,343	38	50,502	32	22,460	22	10,734	24	10,114	72	20,526	12	10,417
Gardner	66,924	120,804	129,566	5	4,540	7	16,591	19	34,314	15	12,991	17	1,047	14	5,142	22	9,835	36	9,839	7	4,832
Milford	98,325	206,536	227,988	12	7,156	4	26,581	30	66,097	17	20,456	18	14,241	18	13,670	19	8,041	34	14,733	8	6,781
Southbridge	50,680	76,277	79,027	10	6,583	9	2,973	22	20,036	16	11,638	10	5,055	12	3,693	17	1,737	36	8,294	9	2,271
Worcester	606,932	893,637	922,190	45	32,678	29	104,750	182	183,677	93	209,454	111	53,679	110	44,144	100	50,566	328	81,289	56	27,602

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.*		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	31,677,356		51,014,689		2,672,920		6,507,985		10,093,254		12,046,471		4,373,254		2,434,521		2,362,172		4,705,581		1,674,815
		41,541,226		2,712		1,372		9,033		4,970		6,572		4,649		3,042		13,836		1,899	
METROPOLITAN STATISTICAL AREAS																					
Ann Arbor, MI	981,126	2,026,198	2,316,021	72	123,587	27	333,772	171	372,841	122	542,077	163	206,702	141	116,949	144	119,957	308	229,854	62	74,031
Battle Creek, MI	458,717	542,113	559,595	67	22,530	21	79,951	116	110,036	84	119,154	118	62,684	65	19,541	96	25,302	245	65,586	32	19,636
Benton Harbor, MI	601,021	674,300	691,449	89	43,138	28	60,459	166	165,209	121	136,722	169	71,339	75	19,320	122	53,630	300	66,225	37	19,999
Detroit, MI	16,177,284	22,826,401	24,355,442	1,315	1,036,231	481	3,115,351	4,250	4,837,464	1,795	5,887,318	2,729	1,957,983	2,216	1,317,101	2,103	1,142,614	6,343	2,201,179	909	933,573
Flint, MI	1,817,915	2,263,106	2,150,019	170	90,251	57	303,932	396	382,521	233	643,375	274	181,322	224	81,798	271	105,374	587	144,478	108	73,478
Grand Rapids, MI	2,142,317	4,282,358	4,711,241	232	287,038	77	682,281	454	823,581	371	1,025,959	379	363,714	280	245,830	411	266,575	763	458,806	103	101,241
Jackson, MI	482,474	739,843	802,961	68	42,923	24	163,962	123	148,161	71	155,321	100	76,780	58	28,946	66	24,748	205	67,788	31	25,380
Kalamazoo, MI	798,370	1,477,821	1,658,708	77	90,430	36	339,010	145	299,317	106	297,033	155	130,510	128	71,919	136	87,905	290	156,494	32	32,745
Lansing-East Lansing-East																					
Lansing, MI	1,453,134	2,734,945	3,076,246	143	137,373	55	474,722	335	515,091	200	774,663	286	254,322	210	131,320	207	136,758	511	304,748	77	67,122
Muskegon, MI	478,325	687,853	741,459	54	37,952	19	166,046	143	130,385	114	162,118	109	50,931	66	22,339	94	29,674	228	67,197	34	21,504
Saginaw-Bay City-Midland, MI	1,484,790	2,079,479	2,222,718	165	123,050	50	291,485	442	476,388	265	479,111	286	182,813	234	116,043	272	109,890	546	225,187	93	64,906
COUNTIES, Cities																					
ALCONA	21,152	27,289	28,601	8	2,293	7	1,059	19	6,165	8	10,133	13	2,799	1		4	383	29	3,126	2	1,142
ALGER	23,515	31,131	32,768	9	1,763	5	592	23	11,346	5	5,829	16	5,777	4	676	5	623	34	3,663	2	507
ALLEGAN	172,398	307,569	341,317	40	18,921	18	4,427	61	72,927	70	120,645	65	45,500	34	8,337	40	7,732	102	28,862	15	12,472
ALPENA	120,157	168,308	179,131	26	13,843	11	12,643	51	43,923	29	36,921	27	13,867	24	10,589	32	9,315	65	16,688	8	5,613
Alpena	100,442	134,247	141,546	14	7,936	7	12,480	34	38,567	17	22,287	17	9,298	24	10,589	24	8,038	44	13,932	7	4,725
ANTRIM	39,130	53,256	56,326	18	8,280	8	629	21	16,772	14	10,207	21	5,177	5	899	4	691	44	6,523	5	1,753
ARENAC	41,350	64,680	65,426	8	3,316	3	670	37	11,141	18	11,487	27	9,900	3	692	3	446	33	4,410	4	1,072
BARAGA	25,950	26,235	26,372	6	854	7	2,164	10	6,355	9	5,983	10	3,914	3	318	5	280	18	2,458	1	681
BARRY	70,972	78,066	79,584	25	6,035	5	1,433	36	25,260	27	15,959	25	8,531	13	3,102	20	1,948	41	6,297	8	2,318
BAY	423,811	498,451	515,778	49	29,162	14	54,825	139	107,692	86	137,198	97	47,470	60	17,805	84	21,963	183	47,682	28	14,234
Bay City	214,201	209,486	209,425	25	8,945	10	32,527	72	39,450	29	45,784	52	19,392	40	11,828	41	8,124	104	17,296	17	6,643
BENZIE	35,188	45,842	48,122	12	6,020			22	13,098	16	12,883	17	4,477	9	960	11	953	33	5,092	8	2,428
BERRIEN	601,021	674,300	691,449	89	43,138	28	60,459	166	165,209	121	136,722	169	71,339	75	19,320	122	53,630	300	66,225	37	19,999
Benton Harbor	104,068	127,413	91,496	5	1,324	4	17,542	25	8,612	22	29,572	20	5,186	7	3,674	19	1,932	43	6,929	8	4,123
Niles	65,340	65,982	66,334	10	4,913	3	4,705	18	15,191	13	17,174	19	7,740	14	2,567	12	1,650	40	8,831	4	1,407
St. Joseph	74,067	68,418	67,755	7	3,128	1	1,668	15	3,933	11	5,867	9	16,222	17	3,588	13	17,012	35	7,034	5	1,209
BRANCH	112,248	131,308	135,653	30	12,332	14	9,175	39	25,839	31	40,029	35	10,392	24	4,650	25	3,526	60	12,722	8	3,870
Coldwater	66,835	68,879	69,494	12	3,047	8	8,384	21	13,103	12	20,709	14	3,010	16	3,238	12	2,355	25	5,618	5	2,626
CALHOUN	458,717	542,113	559,595	67	22,530	21	79,951	116	110,036	84	119,154	118	62,684	65	19,541	96	25,302	245	65,586	32	19,636
Albion	37,508	44,792	46,323	5	1,884	3	1,702	12	7,846	12	16,164	9	4,092	8	2,223	10	1,682	20	6,959	5	2,174
Battle Creek	197,715	227,232	233,449	27	12,116	8	34,436	42	33,853	30	63,623	40	19,850	29	12,669	39	8,149	108	19,128	11	8,052
Marshall	47,841	58,042	60,083	12	2,199	4	3,240	10	12,945	10	15,427	16	7,753	15	1,889	13	3,254	29	9,976	5	2,619
CASS	85,190	101,670	105,143	23	6,037	4	1,650	44	30,353	28	28,207	29	8,706	16	3,263	18	1,865	76	12,447	7	3,041
Dowagiac	35,669	42,672	44,073	15	4,320	3	1,375	21	15,120	11	6,653	12	3,696	9	2,274	8	860	28	3,737	2	1,548
CHARLEVOIX	27,057	67,764	69,994	14	5,382	12	1,546	30	20,841	27	15,926	23	7,547	13	1,836	20	3,650	49	7,163	7	2,100
CHEBOYGAN	81,488	101,371	105,555	18	8,925	10	2,007	33	26,423	24	20,337	41	11,910	21	3,797	9	1,737	83	12,975	5	1,918
Cheboygan	41,935	51,995	54,008	10	5,730	2	843	18	20,395	9	7,036	21	6,906	13	2,433	4	1,043	40	5,717	3	1,365
CHIPPEWA	46,034	91,568	91,179	24	6,990	8	9,274	63	22,995	34	16,292	44	8,943	23	4,459	17	2,173	78	9,470	8	2,862
Sault Ste. Marie	72,234	67,964	67,525	15	4,297	5	7,610	32	15,540	12	12,879	24	6,837	19	4,087	12	1,901	38	5,787	6	2,519
CLARE	70,763	104,862	112,571	22	12,474	11	2,102	47	33,915	16	21,709	32	10,090	11	3,828	18	4,621	54	9,239	5	3,033
CLINTON	114,306	210,490	234,883	25	25,313	5	2,218	44	61,038	33	66,489	35	38,719	22	8,857	21	7,397	47	17,306	9	6,158
CRAWFORD	38,257	50,166	52,727	9	2,257	4	3,515	14	11,502	5	12,841	19	9,192	5	713	3	689	30	6,215	3	1,089
DELTA	133,249	195,062	208,979	34	17,284	13	19,275	71	49,232	29	46,649	46	24,708	24	7,849	29	9,607	93	17,923	7	2,405
Escanaba	104,266	151,664	162,316	15	7,646	9	17,304	29	32,731	21	45,342	24	18,015	20	6,490	22	9,280	50	13,351	5	2,322
DICKINSON	96,930	157,759	172,382	28	12,294	12	27,494	43	30,737	21	42,640	30	15,179	19	7,928	21	8,053	71	13,826	6	4,064
Iron Mountain	52,464	78,601	84,572	14	8,392	3	3,220	19	10,491	13	24,792	18	10,503	15	5,575	12	5,419	37	7,810	3	1,690
Kingsford	28,331	49,699	53,974	4	393	4	21,421	10	12,073	3	11,261	3	1,491	1	1,406	3	1,690	8	1,734	2	1,945
EATON	337,887	438,371	485,213	38	13,586	19	109,127	78	85,169	45	109,761	80	46,756	57	22,662	50	15,297	108	40,437	13	6,937
EMMET	120,378	196,609	214,716	27	17,332	11	18,572	37	40,718	22	38,331	36	23,115	42	16,278	26	10,653	65	22,651	9	5,346
Petoskey	98,791	161,068	175,835	16	15,006	7	17,949	15	33,957	15	30,207	22	17,454	32	14,554	18	10,011	33	14,805	6	4,226
GENESEE	1,817,915	2,263,106	2,150,019	170	90,251	57	303,932	396	382,521	233	643,375	274	181,322	224	81,798	271	105,374	587	144,478	108	73,478
Flint	688,143	733,250	743,748	58	31,132	22	34,707	195	142,831	93	204,405	119	69,134	115	38,498	122	48,536	334	81,088	58	32,293
GLADWIN	45,084	74,387	81,369	11	5,516	6	2,779	23	22,470	16	20,262	21	9,178	8	1,347	8	2,880	31	6,939	6	2,417
GOGEBIC	60,740	72,068	74,434	17	4,333	11	7,719	31	15,871	14	14,512	29	7,442	16	2,398	14	2,772	67	6,846	5	1,739
Ironwood	40,812	48,103	49,562	6	985	8	6,851	16	9,733	8	9,984	11	4,131	10	1,953	12	2,608	37	3,868	4	1,396
GRAND TRAVERSE	242	931,663	616,593	40	69,986	14	39,160	82	90,673	43	148,242	40	52,303	41	30,413	61	29,304	106	62,794	15	14,344
Traverse City	156,105	317,280	360,183	20	42,618	11	39,043	47	64,506	21	44,397	35	37,491	36	25,825	46	21,238	73	44,333	12	9,276
GRATIOT	115,007	127,643	130,498	22	9,010	10	10,021	49	29,490	33	29,304	47	16,185	33	4,806	24	4,100	58	11,995	8	4,235
Alma	61,909	74,771	77,463	9	5,265	6	9,322	16	19,590	9	12,327	13	7,430	16	2,920	9	1,979	25	7,686	3	2,912
HILLSDALE	96,388	126,648	133,541	33	9,537	8	11,304	41	34,560	37	34,465	38	9,911	20	5,372	27	4,491	65	10,261	7	3,769
Hillsdale	60,430	89,403	93,950	7	4,219	5	11,266	15	26,510	16	26,042	6	4,134	13	4,389	12	3,205	23	6,935	5	3,341

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

RETAIL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate*	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HOUGHTON	100,858	131,390	137,798	20	11,611	9	4,851	55	38,871	39	26,299	48	15,859	14	5,007	20	4,115	91	13,413	8	3,683
Houghton	25,970	33,880	35,462	3	3,378	2	1,373	6	8,319	8	3,379	8	3,921	6	3,491	3	2,409	13	3,382	2	1,118
HURON	101,580	152,384	163,974	42	13,888	10	3,889	54	40,615	42	44,988	45	16,004	24	6,948	22	6,772	92	15,085	11	5,449
Bad Axe	29,107	43,353	46,203	7	1,550	3	2,119	6	11,095	7	13,408	5	3,140	9	3,010	4	1,097	8	2,624	3	4,886
INGHAM	1,000,941	2,086,084	2,356,150	80	98,474	31	360,377	213	388,884	122	398,413	171	178,847	131	100,001	126	114,584	362	340,880	55	54,027
East Lansing	97,140	180,171	201,264	2	3,997	1	809	22	33,837	6	28,611	15	19,011	24	26,960	19	13,106	42	26,267	5	5,757
Lansing	625,893	1,212,956	1,365,013	39	56,784	16	260,275	131	182,337	76	439,823	90	89,226	59	33,155	85	88,101	210	136,676	33	29,752
IONIA	139,309	167,122	172,953	25	13,913	9	22,349	62	46,690	34	38,200	39	15,346	27	4,084	24	3,409	73	12,571	9	3,775
Ionia	40,956	48,720	50,281	9	3,694	4	4,814	10	9,773	10	15,213	7	3,681	13	2,883	9	865	21	4,469	4	1,958
IOSCO	83,191	102,435	106,479	21	11,701	10	2,516	48	36,548	26	22,435	21	12,019	19	2,316	29	4,457	64	10,396	7	4,572
IRON	45,716	70,959	76,803	11	2,130	7	2,098	19	21,274	14	11,832	28	21,730	11	1,769	13	1,807	60	6,155	4	1,519
ISABELLA	146,264	287,856	325,194	36	21,230	6	23,284	37	70,083	28	64,226	33	28,643	34	21,185	27	12,933	74	28,190	11	14,180
Mount Pleasant	114,980	217,467	243,759	10	13,966	6	25,284	21	55,113	13	39,349	29	19,301	24	21,183	20	12,221	50	28,923	8	12,858
JACKSON	482,474	739,843	802,961	66	42,923	24	160,962	123	148,161	71	155,321	109	76,780	58	28,946	66	24,748	253	67,788	31	25,380
Jackson	202,542	234,520	241,269	24	10,834	8	20,485	29	39,706	29	63,301	43	23,976	33	17,664	26	14,037	114	28,417	17	10,432
KALAMAZOO	398,370	1,477,821	1,658,708	77	90,430	26	339,010	168	299,317	106	297,033	155	130,510	138	71,919	136	87,905	390	156,496	32	32,743
Kalamazoo	397,155	575,589	615,551	33	42,110	15	68,430	56	71,200	33	174,704	62	41,021	63	34,589	64	31,833	152	60,730	14	13,356
KALKASKA	33,591	48,840	52,287	6	4,644	3	313	14	12,688	9	28,538	11	4,360	3	368	3	488	19	4,350	1	1,814
KENT	1,733,723	3,361,229	3,645,308	170	210,378	53	479,824	347	647,825	283	779,901	382	279,197	220	212,482	308	219,125	698	357,891	78	76,332
Grand Rapids	756,703	1,337,143	1,481,184	60	67,215	27	220,758	182	234,389	78	308,847	114	81,542	118	74,357	164	102,661	305	146,893	30	30,863
KEWEENAW	3,688	3,234	3,174	1	36			11	1,387			6	706					14	653		
LAKE	12,796	16,077	16,764	7	1,509	3	669	24	4,764	3	708	9	2,131	1		1	726	30	3,719	2	357
LAPEER	159,360	218,885	232,208	28	12,897	12	18,301	59	57,521	41	66,876	39	34,316	24	9,598	29	7,690	57	18,239	15	12,379
LEELANAU	26,693	36,457	38,576	8	2,996	4	1,368	25	9,107	11	1,636	21	10,744	4	812	11	780	26	5,956	3	492
LENAWEE	303,537	386,532	404,175	51	20,389	23	32,098	77	86,277	60	106,983	69	34,753	48	15,136	55	14,530	159	32,989	19	11,943
Adrian	126,558	162,265	169,824	13	6,280	7	29,909	20	33,286	19	21,670	24	14,462	19	10,458	20	6,274	48	15,784	7	7,842
LIVINGSTON	225,970	358,099	389,031	45	26,523	12	24,518	74	93,447	43	83,780	47	53,652	30	7,683	49	13,103	98	39,015	12	17,523
LUCE	22,409	20,528	20,310	5	1,253	2	422	14	6,537	7	6,864	7	433	4	571	5	364	21	1,610	3	451
MACKINAC	35,823	57,838	63,029	12	5,333	2	2,233	28	15,538	9	4,175	28	12,967	10	793	6	1,128	62	10,882	3	845
MACOMB	2,702,797	3,524,577	3,719,315	215	212,220	57	443,497	387	820,315	311	957,076	441	303,320	278	120,549	364	184,703	834	303,679	130	138,810
Mount Clemens	139,325	134,504	134,202	11	2,180	3	12,509	39	36,700	18	33,381	32	13,208	15	5,994	24	4,985	96	7,484	8	4,467
MANISTEE	63,081	69,313	70,674	14	4,590	10	5,836	20	16,992	24	16,661	27	7,936	11	2,764	14	1,748	53	5,407	6	2,698
Manistee	37,144	40,402	41,054	5	1,681	5	4,790	13	8,032	12	9,301	11	3,482	11	2,744	12	1,510	30	2,671	5	2,238
MARQUETTE	212,969	274,471	287,559	39	19,953	17	26,790	78	63,227	40	57,815	57	33,010	38	10,914	46	12,752	139	31,341	9	5,433
Marquette	109,182	138,374	144,545	13	5,905	4	2,788	35	32,672	23	32,683	32	15,543	26	6,746	20	9,515	56	16,389	4	3,213
MASON	81,970	99,597	103,279	14	9,413	9	10,244	28	25,482	14	20,847	27	7,817	13	2,101	20	2,795	54	11,766	8	4,214
Ludington	35,016	43,304	44,962	8	3,970	3	4,143	18	11,580	6	5,491	15	4,634	8	939	14	2,286	27	6,927	5	1,913
MECOSTA	90,783	140,495	151,977	14	8,295	12	12,391	37	32,771	27	32,520	21	17,512	15	6,687	22	6,253	58	17,340	8	4,339
Big Rapids	47,270	73,297	79,309	5	3,289	3	4,089	8	19,894	12	13,972	10	7,596	13	5,791	13	4,822	32	11,402	5	2,913
MENOMINEE	64,207	96,301	103,898	14	4,398	9	15,034	30	26,030	20	24,286	23	12,870	8	1,110	16	2,937	55	10,748	2	657
Menominee	50,533	81,879	89,298	2	4,251	4	14,044	12	21,457	23	22,521	12	11,665	5	1,082	11	2,402	28	8,228	1	412
MIDLAND	212,662	348,323	380,619	30	27,532	8	36,995	59	93,146	45	86,727	45	33,699	41	15,736	40	13,581	61	28,540	13	17,652
Midland	109,158	314,631	343,651	25	24,524	8	36,995	41	84,115	35	81,244	30	26,891	39	14,969	36	13,172	46	23,919	11	14,957
MISSAUKEE	18,644	42,274	48,953	6	2,274	4	1,031	8	12,830	7	8,746	12	15,607	3	230	2	1,732	16	3,739	2	1,409
MONROE	331,270	513,995	556,512	43	28,586	18	44,107	98	114,893	64	170,300	84	66,571	34	10,679	35	19,607	138	45,051	23	13,963
Monroe	92,173	151,544	165,664	16	9,680	5	12,823	34	43,215	13	18,634	26	23,165	13	8,757	19	13,530	47	14,347	7	4,811
MONTCALM	146,168	226,111	244,551	28	28,065	16	32,962	54	51,279	48	60,822	46	23,521	17	5,101	32	7,860	77	17,089	10	5,392
Greenville	45,837	70,454	75,378	6	1,196	7	19,625	6	16,963	10	12,541	8	6,875	10	4,774	14	4,225	18	4,760	3	2,328
MONTMORENCY	21,599	22,023	22,163	8	3,615	3	1,565	17	4,300	3	1,477	12	2,407	5	1,310	7	338	27	3,808	2	1,390
MUSKEGON	478,025	687,853	741,459	54	37,952	19	166,046	143	138,385	114	162,118	109	50,931	66	22,339	94	29,674	228	67,197	26	21,584
Muskegon	164,636	210,988	220,892	17	6,711	6	27,037	44	41,112	22	56,452	26	15,562	24	10,227	29	12,296	76	19,660	9	6,185
Muskegon Heights	31,244	36,995	38,201	3	188	2	2,032	17	5,855	17	10,389	10	3,154	8	1,388	13	4,120	25	4,883	5	1,382
NEWAYGO	67,034	101,814	109,790	21	12,060	10	2,960	34	31,530	20	24,990	21	9,792	12	2,861	24	3,537	52	9,958	6	2,436
OAKLAND	4,528,678	8,620,186	9,506,602	362	406,272	115	1,260,839	897	1,678,186	474	2,284,479	625	688,368	811	691,953	649	483,126	1,302	835,435	203	267,298
Pontiac	305,080	373,529	388,006	16	12,702	9	53,997	47	59,687	46	116,365	55	33,346	99	12,470	33	14,236	108	29,678	16	15,313
Royal Oak	338,555	534,695	580,614	27	27,195	8	20,052	52	94,310	40	191,383	51	52,747	40	14,019	57	36,679	107	57,501	20	20,316
OCEANA	44,700	71,859	78,275	19	7,486	5	1,864	29	26,038	29	16,825	16	5,426	5	986	12	1,639	42	6,198	5	2,131
OGEMAW	55,396	88,736	96,582	21	8,353	8	2,291	33	28,680	18	18,794	19	13,805	8	2,306	11	2,967	39	5,791	5	2,921
ONTONAGON	27,758	39,427	42,029	10	2,671	4	1,482	16	8,983	10	14,054	15	6,889	7	1,086	6	746	26	3,902	3	1,889
OSCEOLA	36,530	58,838	64,104	24	8,067	6	1,227	33	19,595	7	7,687	26	8,540	10	1,635	10	791	31	4,955	5	2,152
OSCODA	13,550	13,906	14,006	10	2,599	2	329	13	4,833	6	636	10	1,614	2	340	6	388	21	2,336	2	332
OTSEGO	63,476	90,662	96,687	15	11,938	4	1,[illegible]	23	30,921	19	14,195	26	18,912	11	2,160	9	2,499	38	13,321	4	2,349
OTTAWA	408,594	921,129	1,065,933	60	68,660	24	202,457	107	175,756	108	246,038	97	67,517	68	33,340	103	67,488	155	103,915	25	24,909
Grand Haven	76,007	164,529	188,934	11	4,986	5	46,679	14	21,388	16	58,097	16	11,705	14	9,552	11	8,901	32	16,371	4	5,002
Holland	127,739	271,916	311,451	17	11,737	6	23,673	31	50,572	26	103,541	30	27,854	30	8,592	40	18,931	47	25,619	13	6,906
PRESQUE ISLE	35,706	44,502	46,362	12	7,499	7	1,880	26	12,998	10	9,775	15	3,376	8	1,017	8	2,089	30	3,335	5	1,396
ROSCOMMON	61,482	73,316	75,781	10	9,315	11	1,301	39	22,580	19	9,385	28	9,866	14	1,838	17	1,723	72	10,348	6	2,793
SAGINAW	848,317	1,232,705	1,326,321	81	66,356	33	199,765	244	275,590	134	255,186	144	101,644	130	82,510	148	74,346	382	148,960	59	33,000
Saginaw	254,217	245,631	245,089	22	10,256	13	14,319	91	53,705	48	62,338	56	28,133	48	15,592	48	8,210	126	36,971	26	10,661
ST. CLAIR	394,258	573,521	616,335	57	34,764	23	59,557	142	134,973	98	121,668	94	36,420	50	23,141	76	27,817	200	66,960	28	23,276
Port Huron	178,775	270,956	292,021	17	14,279	13	28,710	45	68,783	20	47,550	37	31,867	21	20,945	40	20,966	73	30,059	11	7,687
ST. JOSEPH	160,341	238,268	256,021	31	14,080	16	15,045	61	62,410	51	70,396	47	27,700	31	7,819	35	7,619	76	21,380	13	7,366
Sturgis	51,069	95,441	103,461	8	3,537	5	8,743	14	23,224	11	22,530	15	15,220	13	4,120	15	4,133	18	7,548	5	3,785
Three Rivers	44,717	65,199	69,396	9	7,086	2	640	18	17,098	15	10,599	14	7,398	11	3,173	8	1,966	33	5,380	5	2,219
SANILAC	95,154	117,158	121,799	40	17,050	13	1,935	53	31,596	42	31,273	39	10,160	22	3,040	23	4,734	62	8,238	10	4,123
SCHOOLCRAFT	26,982	33,150	34,439	10	2,342	2	886	18	10,781	7	6,330	16	2,614	6	1,613	7	833	30	4,398	3	1,258
SHIAWASSEE	203,312	307,070	333,018	43	33,195	16	26,607	71	82,334	54	90,667	63	25,313	37	6,417	38	10,237	80	21,230	16	11,666
Owosso	61,294	99,510	99,442	12	2,853	4	3,903	22	7,037	23	15,669	16	5,769	17	4,418	16	5,480	39	5,763	6	2,788
TUSCOLA	138,391	148,411	153,798	40	14,818	13	3,218	63	33,387	33	46,312	50	18,338	27	4,620	29	3,437	83	11,449	12	4,340
VAN BUREN	159,370	218,743	231,790	44	16,634	13	4,896	68	63,902	33	77,381	55	22,833	20	2,980	32	6,403	94	17,885	12	6,092
South Haven	48,481	65,886	69,360	8	3,912	3	3,355	16	19,628	14	21,369	9	4,332	10	1,990	10	3,119	28	4,184	3	2,089
WASHTENAW	981,126	2,006,198	2,316,021	72	123,587	27	333,772	171	372,841	122	542,077	160	286,700	141	116,940	166	119,967	368	229,834	42	74,031
Ann Arbor	499,241	989,338	1,098,997	24	53,960	11	175,286	71	184,230	34	130,980	61	65,233	100	90,262	77	74,856	148	108,629	20	35,256
Ypsilanti	70,186	83,811	86,651	6	3,401	1	56	25	11,273	14	12,905	20	13,441	11	3,880	13	5,875	27	13,719	7	4,264
WAYNE	7,834,981	9,015,138	9,333,439	360	314,969	224	1,232,612	2,480	1,938,127	760	2,301,219	1,280	760,338	999	445,480	901	466,602	3,080	893,998	479	380,424
Detroit	2,968,703	2,602,818	2,557,011	217	75,661	98	158,904	1,348	566,773	308	683,681	703	241,232	369	103,199	237	88,960	2,054	298,646	230	114,703
WEXFORD	109,048	194,984	216,898	19	15,430	7	15,260	35	49,762	28	54,216	31	24,489	17	8,806	22	9,089	49	15,842	6	7,766
Cadillac	73,287	119,241	130,126	12	9,711	5	8,260	19	30,821	18	23,902	18	14,160	17	8,806	19	6,240	37	9,254	4	3,984

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	EXP 1984 estimate	EXP 1985 estimate	Lumber/Bldrs	Gen. Mdse.	Food	Auto	Gasoline	Apparel	Furniture	Eat/Drink	Drugs
STATE TOTALS	13,566,601	24,317,080	26,561,345	2,523	2,177,304	812 3,351,649	3,709 4,566,488	2,339 5,309,795	3,280 2,453,491	2,398 1,078,540	2,802 1,114,445	6,315 2,454,298	825 723,936
METROPOLITAN STATISTICAL AREAS													
Duluth, Mn-Wi	916,105	1,207,962	1,244,467	149	95,882	60 147,631	272 [illegible]	151 290,335	224 117,911	153 57,725	173 54,676	561 124,976	55 32,343
Fargo-Moorhead, N.D.-Mn	587,007	1,057,195	1,152,686	88	102,861	36 131,403	132 161,203	82 276,816	99 89,413	97 56,458	113 61,423	234 114,491	23 30,627
Minneapolis-St. Paul, Mn-Wi	7,307,536	15,008,379	16,669,139	795	1,119,197	348 2,638,053	1,527 2,792,636	828 3,467,550	1,322 1,391,115	1,165 676,102	1,357 732,429	2,705 1,558,986	342 421,501
Rochester, Mn	395,863	675,653	728,961	40	67,227	11 99,880	28 107,743	57 142,890	72 57,500	58 35,333	65 35,074	115 67,729	14 27,635
St. Cloud, Mn	651,733	1,269,226	1,403,942	110	132,096	33 113,213	147 136,648	105 185,384	133 107,460	85 41,271	112 36,678	236 100,523	23 26,317
COUNTIES, Cities													
AITKIN	32,818	42,843	43,881	16	3,949	10 2,573	22 8,553	9 8,353	19 7,692	7 1,025	6 219	31 4,634	4 1,625
ANOKA	535,319	1,698,657	2,052,280	69	270,579	20 448,714	111 374,370	88 291,641	91 171,613	41 37,018	96 79,477	158 177,513	17 42,342
BECKER	81,202	92,447	92,531	19	12,983	9 5,562	27 16,989	19 16,247	34 11,302	12 5,640	17 2,493	46 7,159	6 2,378
BELTRAMI	107,178	174,019	185,780	23	10,186	9 13,137	35 34,088	25 37,321	31 23,884	19 6,782	23 8,513	60 21,845	5 3,690
Bemidji	87,708	140,250	149,300	17	14,832	5 6,180	17 27,821	17 34,477	20 17,994	17 5,348	13 7,554	37 15,790	4 2,576
BENTON	61,780	117,408	129,038	21	23,897	3 300	26 28,428	12 12,909	25 17,740	9 1,525	15 4,520	35 18,558	5 3,664
BIG STONE	24,812	42,737	46,122	13	4,667	5 1,572	10 5,021	10 8,011	11 11,713	8 1,580	7 664	34 4,997	4 1,674
BLUE EARTH	229,683	202,335	193,739	40	10,801	9 19,686	46 33,328	47 44,557	46 14,630	42 12,485	46 9,186	107 21,359	11 7,136
Mankato	109,878	177,145	169,774	27	11,025	7 19,581	26 29,768	35 41,008	31 11,187	35 11,928	33 8,211	81 18,823	9 6,842
BROWN	92,894	129,321	134,481	22	13,454	6 6,486	26 31,601	36 24,432	31 10,777	21 7,317	20 3,954	64 15,316	10 4,813
New Ulm	61,550	93,129	98,142	12	11,716	3 5,301	16 24,571	23 16,995	16 7,567	14 6,352	13 3,154	32 9,315	5 4,577
CARLTON	89,860	178,295	197,575	21	16,864	7 9,737	32 41,342	24 47,651	32 31,854	13 6,190	24 4,598	62 15,786	6 5,578
CARVER	72,915	124,331	133,973	22	22,839	2 660	29 24,021	14 35,714	33 21,082	8 1,569	24 4,313	55 11,001	7 2,825
CASS	67,758	94,634	104,820	23	16,103	10 1,379	29 24,538	20 14,555	26 16,168	9 2,657	10 951	44 10,884	4 1,684
CHIPPEWA	45,409	52,640	53,502	21	6,879	7 3,771	16 9,837	14 9,953	17 5,372	12 3,213	12 1,670	28 3,940	6 1,991
CHISAGO	59,340	136,702	155,746	28	16,864	4 1,284	39 31,677	14 40,737	22 29,294	13 3,096	15 2,773	35 13,294	5 3,139
CLAY	147,153	209,080	217,890	29	25,630	5 6,072	41 48,236	30 38,861	35 23,694	23 6,490	30 17,251	77 27,065	8 7,626
Moorhead	116,758	171,099	179,230	10	15,507	3 2,022	23 42,408	19 32,131	18 20,203	21 5,985	22 15,743	41 22,255	5 5,349
CLEARWATER	18,020	23,184	23,717	8	2,603	4 1,603	10 4,353	5 2,963	10 4,950	3 276	7 939	20 2,024	2 1,201
COOK	15,114	22,368	23,671	3	610	3 1,101	8 5,484	7 2,114	8 4,483	4 1,368	3 159	18 3,436	1 371
COTTONWOOD	44,565	56,111	57,184	15	5,247	6 2,609	19 10,583	10 15,864	15 4,876	17 2,700	16 2,393	26 3,690	5 1,435
CROW WING	145,618	275,173	302,198	28	27,705	11 21,621	46 58,768	46 58,948	54 35,438	34 8,694	38 11,102	126 32,368	12 8,263
Brainerd	97,607	179,594	196,213	14	13,332	6 16,299	29 44,054	28 40,853	25 17,990	20 6,126	24 8,213	56 16,398	8 5,821
DAKOTA	578,054	903,509	814,671	67	82,684	27 [illegible]	126 167,689	73 178,386	102 71,559	112 30,568	109 29,627	207 81,441	29 26,127
DODGE	21,059	42,145	43,500	19	11,607	3 300	16 9,885	11 9,900	12 2,057	2 666	10 851	20 3,415	4 909
DOUGLAS	93,610	170,645	186,663	21	21,116	6 9,533	37 29,563	26 32,898	31 20,155	23 9,853	30 10,827	57 18,739	8 9,667
FARIBAULT	56,422	77,840	80,770	26	12,230	6 960	27 15,437	17 20,006	34 8,926	19 3,989	25 2,645	51 6,667	10 2,556
FILLMORE	57,540	73,256	74,953	26	10,213	9 671	39 16,493	33 21,449	31 6,559	15 1,501	19 3,567	56 5,521	8 2,054
FREEBORN	125,238	204,483	209,302	21	24,481	11 32,391	36 51,508	30 82,292	39 31,225	19 9,155	29 11,924	71 24,255	8 11,073
Albert Lea	106,871	240,139	272,230	10	14,778	10 32,204	19 48,937	24 77,882	25 29,379	18 9,121	22 10,318	48 21,299	7 10,984
GOODHUE	123,060	184,372	169,205	23	10,558	11 10,196	39 44,647	31 36,414	34 14,407	23 3,423	37 6,571	71 15,244	12 5,169
Red Wing	65,758	89,677	92,648	9	10,882	7 9,271	13 27,841	11 12,744	15 6,940	12 1,998	15 4,615	30 8,094	5 3,081
GRANT	16,472	26,157	27,825	13	4,986	1 345	17 4,981	10 9,612	7 1,211	4 594	2 377	16 2,575	6 1,076
HENNEPIN	3,916,590	7,584,128	8,418,270	388	613,610	97 1,484,100	677 1,282,771	345 1,772,585	601 615,913	642 414,193	712 411,903	1,189 763,416	136 200,633
Minneapolis	1,313,574	1,807,296	1,871,198	102	118,455	33 259,142	200 284,704	114 224,584	242 164,162	243 98,553	265 112,955	637 242,700	76 65,986
HOUSTON	33,873	61,496	62,380	17	5,712	5 984	23 12,731	10 3,601	14 7,094	7 429	15 1,197	47 4,823	4 649
HUBBARD	40,346	56,992	57,602	16	4,998	8 1,281	23 15,387	13 13,456	18 7,872	5 1,622	14 1,787	36 3,700	4 2,118
ISANTI	47,691	87,275	95,260	17	7,305	10 4,505	19 22,710	11 21,144	15 12,615	7 1,015	15 4,112	24 5,869	4 4,666
ITASCA	138,198	258,159	286,025	33	31,668	9 14,312	48 59,772	25 50,407	45 45,350	19 12,519	21 6,027	82 24,027	7 9,873
JACKSON	38,210	58,073	56,350	16	8,002	3 700	17 11,489	12 15,017	11 4,935	11 1,825	17 2,597	22 4,057	5 1,906
KANABEC	31,881	48,488	47,389	10	5,715	4 1,102	13 11,557	13 11,559	9 5,912	7 1,320	9 861	19 4,159	3 1,079
KANDIYOHI	118,561	213,679	232,486	40	38,157	9 26,366	36 37,423	33 35,144	40 18,112	34 19,178	20 9,562	58 20,642	8 8,720
Willmar	99,382	179,186	196,423	21	22,618	8 26,090	10 32,146	16 28,465	18 13,381	32 19,063	17 9,314	31 16,423	7 8,608
KITTSON	17,668	22,811	23,615	9	1,910	2 300	11 5,037	9 4,569	13 5,232	6 311	7 921	16 1,959	2 533
KOOCHICHING	38,162	75,639	77,507	12	7,681	11 3,478	21 13,813	14 11,268	24 14,477	11 4,388	12 3,052	37 7,612	4 3,892
International Falls	22,894	55,684	58,260	8	5,406	6 2,691	10 11,052	5 3,981	15 12,042	11 4,184	10 2,446	21 6,126	4 3,892
LAC QUI PARLE	21,798	19,206	18,365	15	2,982	6 481	13 3,821	12 3,936	13 2,747	8 368	8 991	20 1,290	4 666
LAKE	35,668	47,846	49,338	7	2,175	3 412	15 10,827	5 15,433	15 7,504	5 743	5 439	28 3,697	3 1,547
LAKE OF THE WOODS	10,210	19,581	21,550	6	2,421	1 1,187	7 3,009	2 1,701	6 6,549	4 380		6 2,093	1 296
LE SUEUR	56,631	74,609	77,226	20	9,276	6 960	20 15,639	17 15,258	23 16,242	14 1,718	21 2,572	45 7,109	8 3,228
LINCOLN	30,180	25,816	26,390	7	7,205	5 601	14 3,575	11 5,648	9 2,899	3 359	5 1,054	20 2,363	4 994
LYON	83,970	142,751	150,698	27	23,164	10 10,021	26 25,557	20 24,346	29 13,077	34 15,704	23 6,427	44 12,721	10 5,620
Marshall	60,150	109,446	118,311	13	18,097	5 8,315	7 18,151	12 18,693	13 8,190	27 14,184	13 5,195	23 9,395	5 4,658
MCLEOD	94,880	118,484	120,680	21	15,098	8 6,478	20 23,657	25 29,301	27 12,985	27 5,332	28 5,268	43 7,998	10 3,655
MAHNOMEN	12,984	21,429	23,279	6	1,878	5 1,380	7 4,475	4 4,308	7 5,889	1 631	2 301	12 1,717	2 666
MARSHALL	30,347	57,903	58,813	18	7,889	5 671	21 5,870	9 9,012	17 7,861	4 506	8 153	30 3,336	2 748
MARTIN	87,389	140,999	140,116	20	13,210	8 13,226	28 43,065	31 29,064	21 12,617	23 6,985	43 9,922	54 14,203	8 5,197
Fairmont	69,107	126,684	130,388	17	10,816	7 12,896	16 39,389	17 21,797	10 10,445	22 6,920	31 8,212	30 11,215	6 4,910
MEEKER	47,696	74,894	79,450	20	12,810	9 3,076	27 14,716	10 13,510	19 11,362	12 2,484	16 2,458	38 7,295	7 2,416
MILLE LACS	57,987	80,717	84,940	21	9,033	8 1,775	25 18,451	25 20,232	21 12,681	11 2,331	10 2,213	36 5,615	6 2,130
MORRISON	64,136	96,176	101,168	20	11,725	8 4,944	34 17,314	27 16,105	29 14,220	14 5,233	14 2,206	68 11,407	5 3,883
Little Falls	40,760	58,660	60,346	11	6,407	4 3,961	16 10,629	16 12,977	9 4,686	11 4,677	8 1,168	25 4,729	4 3,612
MOWER	123,891	168,142	169,016	27	12,559	16 17,669	45 42,275	27 40,515	33 18,295	31 9,945	34 12,304	77 18,720	9 10,318
Austin	108,697	174,526	180,986	15	10,599	10 12,175	30 40,159	21 39,681	19 15,977	28 9,810	23 10,831	58 16,913	7 9,659
MURRAY	23,677	28,703	29,020	12	3,027	5 960	12 7,280	9 5,120	15 2,998	8 946	9 1,616	19 2,686	2 414
NICOLLET	48,827	94,908	104,780	20	11,607	4 1,680	23 20,907	14 22,776	21 15,842	6 1,833	12 3,113	33 16,007	5 4,875
North Mankato	7,980	16,334	17,980	3	1,360	1 240	6 5,030	2 1,005	4 2,393		3 618	7 4,293	1 772
NOBLES	70,794	90,966	97,744	26	13,205	7 6,488	26 15,229	26 22,755	26 6,780	24 6,662	21 5,353	43 8,074	6 2,986
Worthington	62,689	81,300	88,286	11	11,127	4 6,321	9 12,794	18 19,874	13 5,332	22 6,527	15 4,974	23 6,494	5 2,865
NORMAN	20,606	22,604	22,560	10	3,986	3 127	10 4,355	15 5,817	13 2,009	10 806	6 408	27 1,731	4 930
OLMSTED	395,860	675,600	728,961	42	67,227	11 99,890	33 107,743	57 142,890	72 57,500	58 35,333	65 35,074	115 67,729	14 27,635
Rochester	268,106	613,861	660,950	30	60,295	10 99,235	41 101,454	44 106,493	55 54,378	55 34,943	57 34,434	96 63,487	13 26,563
OTTER TAIL	140,300	197,960	200,184	26	24,914	17 8,886	70 34,127	36 44,826	50 33,913	32 8,664	39 9,803	96 18,213	14 6,134
Fergus Falls	70,800	109,607	114,280	19	10,368	6 7,020	17 18,775	14 25,964	16 15,264	17 5,444	21 7,076	30 10,658	6 4,341

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PENNINGTON	42,432	86,586	89,779	11	12,773	6	8,045	16	15,433	14	13,236	18	9,556	9	4,398	11	4,069	21	5,711	5	2,550
PINE	48,866	73,091	76,871	18	6,001	7	2,109	21	13,125	13	22,314	24	14,262	6	481	9	1,470	40	11,274	3	1,186
PIPESTONE	37,071	49,827	51,386	17	8,696	3	2,180	19	9,732	11	8,192	23	7,157	7	1,823	15	2,661	24	3,659	5	1,167
POLK	101,815	135,886	139,963	33	22,168	9	5,087	44	27,715	27	20,111	40	19,893	19	3,171	26	5,269	65	14,475	11	7,082
Crookston	41,387	53,723	55,591	10	4,279	5	3,151	9	10,196	11	12,534	11	7,461	9	1,975	7	1,063	20	5,520	4	1,778
E. Grand Forks	30,145	40,536	42,375	5	5,234			6	10,645	6	1,861	7	3,333	1	540	13	3,333	12	5,626	2	4,152
POPE	20,920	26,161	26,863	4	3,753	4	726	12	6,569	4	3,610	11	2,935	8	682	5	141	25	3,783	3	1,240
RAMSEY	1,714,885	3,364,207	3,745,813	133	163,363	55	613,667	753	642,383	146	802,349	285	286,155	255	163,708	245	169,687	677	386,308	82	102,813
St. Paul	928,564	1,400,342	1,474,266	66	38,129	31	414,384	220	269,181	92	272,740	170	128,835	126	43,869	140	62,349	485	191,230	62	49,231
RED LAKE	12,716	18,369	19,196	7	2,869	3	1,154	8	2,975	6	3,615	8	1,475	3	431	2	1,331	16	2,641	1	843
REDWOOD	52,742	72,564	75,167	24	10,345	5	1,838	27	13,329	16	16,746	22	6,697	13	4,296	16	3,685	43	4,675	8	2,635
RENVILLE	42,008	77,183	84,334	25	9,940	7	1,292	31	16,220	21	25,377	21	8,816	10	1,387	17	2,489	46	8,124	11	3,301
RICE	123,318	223,807	243,738	29	24,160	12	9,839	41	50,821	28	45,682	41	30,443	27	11,143	28	8,730	70	29,682	8	5,960
Faribault	76,366	141,321	154,579	11	11,258	8	7,346	20	32,667	17	33,038	19	14,699	18	7,304	13	4,512	37	17,880	4	3,970
ROCK	26,169	39,932	42,147	9	3,514	5	1,440	13	7,087	9	13,333	12	3,524	8	2,996	5	1,256	19	5,341	3	827
ROSEAU	35,114	50,285	52,458	12	5,184	6	2,817	20	10,995	12	10,787	14	7,660	8	1,536	8	2,271	20	3,285	4	1,603
ST. LOUIS	782,653	1,024,707	1,052,037	125	77,450	52	136,034	222	209,132	132	169,072	177	94,072	137	51,007	150	50,812	384	97,229	45	27,093
Duluth	403,490	497,253	504,656	39	24,807	18	96,640	96	90,364	47	63,797	79	36,610	79	26,935	78	29,041	169	56,292	22	14,383
Hibbing	90,080	129,797	135,546	17	11,062	5	11,002	21	31,715	19	24,995	18	12,370	17	9,800	15	3,570	33	8,002	6	4,785
Virginia	103,304	146,506	152,027	12	10,066	5	13,257	23	33,068	13	26,032	21	17,765	25	10,900	21	7,479	39	8,858	3	2,756
SCOTT	103,997	180,442	195,072	27	20,350	9	2,297	36	36,620	22	51,455	35	39,921	13	2,908	23	2,072	67	19,972	10	4,575
SHERBURNE	46,550	140,440	168,137	19	22,477	3	2,472	13	11,420	15	48,989	22	33,559	5	5,400	13	3,503	27	17,325	1	1,276
SIBLEY	29,385	37,063	37,787	15	4,294	8	1,476	17	7,393	5	5,617	17	8,404	4	412	3	951	29	3,639	8	1,143
STEARNS	543,403	1,011,380	1,109,747	75	85,682	27	110,436	108	96,800	78	123,486	86	56,161	71	34,346	84	28,655	184	64,640	19	21,377
St. Cloud	433,617	864,966	958,943	29	55,553	14	108,362	39	65,693	37	79,940	39	38,940	58	32,624	48	19,702	79	54,820	11	18,069
STEELE	92,685	201,384	227,221	24	18,570	10	17,373	26	40,192	17	47,435	25	19,130	30	12,341	27	13,357	50	23,198	4	6,123
Owatonna	78,262	177,756	201,948	14	15,963	7	16,926	15	35,525	13	41,382	18	16,034	23	11,673	23	12,546	37	19,865	3	5,019
STEVENS	34,082	44,278	45,380	11	5,732	4	2,172	12	9,838	11	6,757	8	5,012	11	2,510	11	1,929	21	4,050	3	2,219
SWIFT	33,714	58,737	63,526	16	9,259	6	2,870	18	12,424	16	10,499	20	8,810	10	3,026	10	1,165	31	4,305	5	2,730
TODD	52,327	86,500	92,660	27	14,179	7	3,119	27	19,286	22	21,001	23	12,421	9	2,204	12	1,090	40	6,355	6	2,617
TRAVERSE	14,516	23,687	25,310	9	6,318	3	524	10	4,751	7	1,735	10	2,685	7	895	5	1,270	18	2,406	3	1,165
WABASHA	41,642	56,831	58,769	18	6,754	5	823	20	11,421	14	11,398	22	11,302	6	1,426	16	1,420	42	6,281	4	2,203
WADENA	55,295	56,893	56,057	19	13,052	4	3,325	20	8,784	16	11,390	22	6,993	11	2,496	10	2,161	28	2,371	4	1,209
WASECA	42,493	54,799	56,100	16	9,850	8	2,688	22	12,333	11	10,794	18	5,259	11	2,150	13	1,645	35	5,482	4	1,823
WASHINGTON	237,780	547,141	623,502	48	66,976	8	17,136	54	129,844	52	148,904	55	83,568	37	13,037	48	15,780	106	62,846	13	21,777
Stillwater	53,174	108,617	120,994	11	10,719	4	3,667	11	33,145	6	21,510	11	13,325	14	6,442	13	4,967	14	4,109	4	7,822
WATONWAN	37,273	51,658	53,391	17	5,913	6	1,967	17	9,495	10	16,750	16	4,396	11	2,415	13	2,012	25	5,411	2	1,734
WILKIN	22,858	38,333	41,173	12	5,913	2	900	14	8,008	6	6,427	9	4,496	3	542	5	1,090	18	4,224	3	2,030
Breckenridge	19,858	33,022	35,636	9	5,613	1	751	6	6,505	4	5,726	6	4,003	3	542	4	1,020	13	3,445	3	2,030
WINONA	139,461	176,248	179,689	30	18,424	14	17,578	33	38,775	23	33,869	42	15,310	26	5,164	31	7,049	78	18,772	7	4,962
Winona	110,699	140,198	142,989	19	11,771	9	11,309	22	34,852	17	26,629	26	10,989	24	4,782	26	6,240	57	14,959	5	4,016
WRIGHT	136,301	232,521	250,357	46	31,912	7	3,048	55	45,240	41	76,978	41	30,942	22	5,365	46	8,821	73	18,086	11	6,286
YELLOW MEDICINE	34,407	47,931	49,734	20	7,493	5	1,169	23	10,478	6	9,054	21	8,734	11	1,707	10	1,341	34	3,754	5	1,920

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,184,395	10,098,804	10,930,220	953	603,397	930	1,214,417	4,660	2,629,149	2,049	2,736,187	1,962	850,217	1,640	519,747	1,491	438,165	2,859	717,574	702	340,916
METROPOLITAN STATISTICAL AREAS																					
Biloxi-Gulfport, Ms	494,468	1,016,267	1,143,491	87	63,191	42	165,817	227	251,257	137	252,114	98	82,413	100	55,042	103	51,041	302	113,715	38	35,724
Jackson, Ms	1,127,373	1,972,197	2,152,471	110	85,121	87	295,128	447	435,865	215	557,411	250	165,150	219	97,980	215	95,813	400	185,691	94	54,705
Memphis, Tn-Ar-Ms	2,949,115	5,597,766	6,174,090	243	236,218	193	849,850	1,062	1,279,548	506	1,472,700	639	544,089	519	296,943	491	290,099	1,119	491,188	167	186,047
Pascagoula, Ms	278,018	277,381	273,379	40	20,480	26	33,714	121	82,195	76	48,331	64	21,640	55	8,899	58	9,633	144	20,779	20	10,285
COUNTIES, Cities																					
ADAMS	142,433	274,914	304,984	14	16,055	17	38,541	68	72,240	29	88,360	29	12,557	31	16,862	42	12,331	57	16,817	11	7,023
Natchez	137,042	264,489	293,418	13	14,767	16	35,939	60	67,645	26	87,702	24	11,908	31	16,862	41	11,931	54	16,669	10	6,325
ALCORN	94,025	146,598	156,659	13	12,544	9	14,104	47	27,116	67	38,431	36	15,850	32	9,732	31	6,880	54	9,789	12	3,936
Corinth	90,018	143,670	153,918	13	12,544	8	13,921	36	26,328	64	38,263	28	14,491	32	9,732	29	6,829	50	9,704	11	3,897
AMITE	14,803	19,938	20,733	3	348	6	1,140	20	6,368	7	5,554	12	2,375	6	919	6	571	14	736	5	821
ATTALA	43,250	37,726	36,361	10	2,579	8	3,000	70	9,727	17	8,010	18	2,401	13	2,583	15	1,763	16	989	6	1,126
BENTON	6,372	8,547	8,870	1	890	4	259	17	4,266	8	1,171	8	1,491			3	124	6	395	1	104
BOLIVAR	88,652	104,844	106,426	11	3,761	16	7,071	96	30,338	27	25,383	36	6,799	33	4,762	27	4,203	52	6,433	13	4,069
Cleveland	65,242	78,871	80,363	6	2,817	10	6,340	25	18,344	18	22,475	14	4,154	18	4,071	21	3,698	26	5,708	9	3,605
CALHOUN	30,151	35,121	35,554	9	3,988	10	2,244	26	9,273	19	10,380	19	3,151	19	1,655	5	847	10	731	9	1,376
CARROLL	8,614	11,103	11,438	2	263	2	162	21	2,418	1	396	13	6,487	1		2	97	8	248	2	174
CHICKASAW	41,407	63,418	67,433	4	2,497	18	3,676	42	19,021	16	20,190	15	6,976	20	2,753	17	4,493	14	1,648	5	1,795
CHOCTAW	10,817	14,881	15,515	3	448	4	794	15	6,421	6	1,863	6	2,549	4	347	4	729	7	349	3	780
CLAIBORNE	18,169	24,762	25,777	5	1,754	3	657	28	8,767	7	5,913	7	2,603	6	763	3	55	9	2,197	2	486
CLARKE	24,082	34,313	36,008	3	1,660	9	1,984	38	12,188	17	8,192	14	3,578	8	1,526	5	961	7	1,518	3	1,055
CLAY	40,998	48,199	48,876	6	444	7	3,775	37	13,422	14	11,846	16	4,527	15	2,216	13	2,567	28	2,940	6	1,725
West Point	39,819	46,101	47,258	5	408	7	3,775	29	12,330	14	11,846	15	4,392	15	2,216	13	2,567	26	2,638	6	1,725
COAHOMA	86,500	129,156	136,708	9	6,020	12	7,384	93	40,010	29	32,563	30	10,528	32	10,666	24	5,411	43	6,402	11	3,512
Clarksdale	80,753	121,205	128,413	8	5,838	9	7,216	53	35,431	27	31,948	23	9,652	28	10,577	22	5,288	38	6,198	9	3,338
COPIAH	54,916	79,483	83,905	8	2,497	15	4,228	56	21,888	26	24,089	21	9,696	19	2,610	18	3,400	21	3,080	9	3,266
COVINGTON	28,703	36,329	37,318	3	649	12	3,305	30	10,677	12	13,725	13	4,213	6	401	6	685	10	1,056	6	1,516
DE SOTO	86,412	146,190	158,380	17	6,188	10	14,347	69	57,128	35	36,931	26	13,741	12	1,761	22	4,158	39	7,925	8	4,325

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FORREST	235,997	443,643	503,026	33	43,552	22	72,458	88	65,807	76	146,376	45	29,284	55	28,757	57	26,304	111	41,924	22	20,048
Hattiesburg	237,237	395,629	427,314	29	35,801	18	64,784	66	64,070	62	113,291	36	20,135	32	26,744	49	24,789	103	37,926	19	14,680
FRANKLIN	12,260	23,282	25,748	3	1,050	2	412	17	3,302	9	7,587	9	1,958	2	172	3	210	6	320	4	5,030
GEORGE	26,805	38,420	40,353	5	1,237	8	3,119	27	13,635	16	9,913	11	3,995	7	985	12	1,192	13	1,341	5	1,804
GREENE	9,218	11,548	11,839	4	704	3	808	19	4,191	6	2,237	11	1,763	4	95	1	475	6	254	3	524
GRENADA	75,760	91,400	93,130	8	2,169	10	5,673	58	19,364	20	38,743	21	7,801	30	3,565	13	3,060	25	2,751	12	2,672
Grenada	73,566	87,454	90,232	8	2,169	9	5,582	42	17,164	19	38,431	18	7,621	30	3,565	13	3,060	25	2,751	12	2,672
HANCOCK	44,775	101,173	115,508	14	7,370	6	7,226	30	39,462	14	27,964	12	9,199	10	1,873	6	1,214	34	7,464	6	3,787
HARRISON	449,693	915,094	1,027,983	73	55,821	36	158,591	197	211,795	123	224,150	86	73,214	90	53,169	97	49,827	268	106,251	32	31,937
Biloxi	173,733	384,553	437,425	27	17,535	14	99,033	65	79,879	42	69,254	25	24,125	48	28,013	38	22,772	105	54,454	15	13,465
Gulfport	224,284	469,236	528,298	35	33,214	17	53,623	88	112,681	67	139,427	46	44,540	32	23,262	51	26,123	130	48,166	15	15,694
HINDS	935,243	1,581,397	1,714,121	78	66,674	54	261,885	321	331,179	148	461,127	183	115,481	184	85,010	173	75,921	322	134,081	72	43,049
Jackson	853,801	1,487,371	1,619,088	60	56,079	45	257,589	240	301,122	113	446,313	148	105,387	174	83,500	152	75,046	281	129,004	52	35,138
HOLMES	36,073	53,697	56,789	11	3,261	14	3,002	62	18,787	15	11,948	15	7,934	11	1,665	9	732	26	1,616	7	2,490
HUMPHREYS	21,170	35,111	37,873	7	2,354	10	2,322	26	7,255	14	9,790	16	6,096	10	2,508	9	900	14	1,115	6	1,781
ISSAQUENA	679	834	852					5	824									2	28		
ITAWAMBA	29,949	45,078	47,780	5	1,793	5	1,243	41	13,945	17	16,767	10	4,299	8	1,027	9	1,643	18	1,496	4	1,514
JACKSON	278,018	277,381	273,379	40	20,480	26	33,714	121	82,195	76	48,331	64	21,640	55	8,899	58	9,633	144	20,779	20	10,285
Moss Point	22,960	21,770	21,268	7	1,513	4	502	23	7,930	8	3,095	12	1,747	6	894	7	1,067	14	1,030	5	1,061
Pascagoula	175,123	171,846	168,870	19	10,385	15	24,793	47	42,469	40	39,349	29	9,403	31	6,223	36	7,436	72	12,071	8	6,273
JASPER	25,146	30,599	31,220	1	3,163	9	1,854	26	6,802	12	9,657	16	3,231	5	797	4	233	8	652	6	2,048
JEFFERSON	9,869	12,988	13,433	3	302	2	137	28	7,130	7	3,232	3	697	2	287	1		11	513	2	905
JEFFERSON DAVIS	19,703	28,617	30,131	6	2,920	8	1,246	30	10,907	11	7,760	9	2,525	9	902	5	264	4	336	4	774
JONES	166,210	284,234	309,182	22	12,920	16	37,358	102	76,927	42	65,069	60	23,092	39	15,737	35	16,206	75	18,500	20	9,942
Laurel	148,943	267,346	292,597	11	10,029	13	36,734	74	71,977	34	62,761	45	20,750	36	13,690	32	16,042	64	17,760	15	9,015
KEMPER	9,405	12,788	13,304	1	603	8	1,406	29	5,758	3	2,395	7	1,586					4	242		
LAFAYETTE	60,114	94,113	100,480	13	4,258	6	8,176	45	25,395	14	17,426	21	9,683	23	6,768	18	2,912	33	7,988	9	3,897
Oxford	59,263	93,132	99,489	12	4,162	5	7,771	38	24,979	14	17,426	21	9,683	23	6,768	18	2,912	33	7,988	9	3,897
LAMAR	43,438	83,546	92,601	8	6,344	12	2,948	47	34,655	18	26,116	24	11,666	6	835	9	293	19	3,610	7	3,248
LAUDERDALE	281,085	499,998	546,792	27	35,585	30	85,888	136	112,688	63	130,758	67	41,366	57	21,324	49	21,206	108	37,876	14	15,805
Meridian	265,981	482,007	528,515	26	35,428	25	85,079	136	109,136	59	130,480	59	30,875	56	21,187	45	21,047	96	35,659	14	15,805
LAWRENCE	21,047	26,532	27,240	6	2,660	8	1,017	35	9,127	10	8,922	13	2,001	7	341	9	1,232	10	433	2	472
LEAKE	31,807	48,386	51,387	10	3,475	16	5,752	47	14,880	16	12,179	12	3,240	13	2,244	10	1,997	20	2,155	5	1,940
LEE	234,110	426,924	469,017	24	29,689	24	64,749	109	85,345	75	129,923	54	32,082	54	23,802	47	18,536	80	35,148	18	11,689
Tupelo	201,904	380,603	420,329	20	26,624	20	64,265	59	66,175	49	119,358	36	26,535	46	22,989	36	16,971	63	33,489	13	10,638
LEFLORE	109,566	190,999	207,905	19	11,388	16	17,349	93	50,385	31	47,771	40	19,143	36	11,275	31	9,943	56	12,130	10	6,987
Greenwood	102,801	178,809	194,557	18	11,216	10	16,369	67	42,656	28	46,437	38	18,871	33	11,009	28	9,672	50	11,943	8	6,768
LINCOLN	70,970	169,072	195,037	14	15,000	11	11,146	57	52,390	22	48,501	19	10,142	32	16,685	21	8,242	31	9,042	9	8,470
Brookhaven	70,054	168,261	194,253	14	15,000	9	10,870	49	52,014	22	48,501	19	10,142	32	16,685	20	8,191	30	9,003	9	8,470
LOWNDES	163,158	257,124	274,834	26	17,160	17	29,848	116	56,302	61	60,847	39	15,926	30	27,615	42	11,788	106	21,669	15	6,295
Columbus	158,716	250,057	267,269	23	17,014	14	29,632	95	52,798	60	60,751	37	15,823	30	27,615	39	11,225	98	20,012	15	6,295
MADISON	68,897	139,789	157,195	9	6,276	16	11,510	61	37,248	26	52,616	25	17,633	17	5,913	10	3,435	37	4,974	10	4,124
MARION	58,643	96,386	103,985	11	6,492	9	8,669	68	32,643	17	25,557	18	4,255	16	7,699	16	4,672	26	3,924	7	3,083
MARSHALL	39,140	55,238	57,865	13	3,291	6	1,087	74	22,058	13	11,180	26	8,166	12	1,691	11	972	24	3,213	5	1,713
MONROE	85,093	119,609	125,219	16	8,813	13	10,072	100	34,909	41	32,727	40	8,841	26	3,957	22	4,733	39	4,596	15	4,985
MONTGOMERY	28,708	28,125	27,636	8	1,106	9	1,527	28	7,086	11	7,282	18	3,422	12	1,191	10	1,417	13	1,192	5	1,143
NESHOBA	49,976	69,281	72,348	10	5,757	12	4,853	62	23,171	27	18,466	15	3,338	20	5,191	12	2,715	16	1,217	7	2,540
NEWTON	31,680	38,286	39,000	10	4,687	11	1,703	55	13,541	13	4,997	20	6,265	7	1,227	11	1,114	16	1,672	7	1,303
NOXUBEE	21,507	23,935	24,032	9	3,413	9	3,430	36	7,572	8	3,037	12	2,019	6	308	6	701	10	295	5	1,055
OKTIBBEHA	73,050	120,412	130,039	12	13,305	10	11,467	49	32,253	19	22,551	33	12,912	28	7,831	19	5,130	34	9,753	9	3,018
Starkville	67,497	115,407	125,190	10	12,876	9	11,250	35	30,307	15	22,249	27	12,685	27	7,777	18	5,094	28	9,417	7	2,890
PANOLA	58,975	80,866	84,257	11	2,879	9	3,508	54	27,888	20	22,356	27	9,999	15	2,765	9	1,529	32	2,792	12	2,755
PEARL RIVER	66,318	122,443	134,848	12	5,986	14	12,406	55	42,038	21	32,662	24	6,150	21	4,307	23	8,602	35	7,648	9	5,601
Picayune	34,410	69,338	77,531	8	4,276	5	4,288	21	17,750	8	24,616	8	2,125	14	3,366	18	7,254	14	3,778	6	4,073
PERRY	10,877	13,541	13,870			4	2,226	20	5,273	8	2,763	6	792	2	136	2	301	10	390	5	696
PIKE	113,501	202,969	222,530	20	14,774	17	14,845	57	47,775	41	69,983	27	12,996	36	13,850	30	7,062	52	13,363	12	9,360
McComb	92,471	176,273	195,084	12	11,024	11	13,992	31	38,396	31	63,807	17	11,787	31	12,848	24	5,832	33	11,998	9	8,051
PONTOTOC	32,338	46,200	48,511	13	4,975	8	5,127	46	11,757	19	13,975	15	3,462	7	1,714	11	1,150	13	1,166	6	1,835
PRENTISS	62,503	82,827	85,794	8	6,430	12	7,960	50	26,826	43	25,684	24	4,985	23	1,792	17	3,321	26	2,690	6	1,859
QUITMAN	18,609	20,485	20,527	7	1,125	8	1,231	41	7,708	9	2,829	8	1,714	9	1,078	10	908	20	591	4	1,150
RANKIN	123,233	251,011	281,155	23	12,171	17	21,713	65	67,438	41	43,668	42	32,036	18	7,057	32	16,457	41	46,636	12	7,532
SCOTT	56,673	80,446	84,362	9	3,953	14	7,203	55	25,872	30	25,495	13	4,538	10	2,571	25	4,142	20	2,043	9	2,439
SHARKEY	12,487	17,872	18,770	6	2,377	7	1,272	19	7,321	2	2,424	5	1,332	4	589	6	643	8	658	5	1,110
SIMPSON	48,234	63,876	66,166	9	2,281	12	4,629	61	16,836	13	20,657	21	6,265	11	5,130	11	1,682	15	2,048	7	2,491
SMITH	22,176	26,277	26,689	4	626	8	1,048	32	8,981	9	9,759	9	1,303	11	968	5	556	8	308	6	909
STONE	21,501	23,059	23,010	7	889	4	1,177	22	5,740	11	6,120	11	3,272	3	775	5	330	10	1,113	3	830
SUNFLOWER	62,393	95,005	100,881	10	1,953	10	4,103	78	42,689	24	20,457	36	8,680	29	4,665	24	2,804	23	2,154	11	3,687
TALLAHATCHIE	18,532	21,884	22,203	5	1,040	4	700	43	8,866	17	5,944	19	2,467	7	681	7	249	9	284	3	826
TATE	50,230	78,687	83,989	10	4,403	13	6,004	52	29,178	16	18,797	15	9,904	12	2,424	7	748	17	4,486	7	2,216
TIPPAH	39,866	72,956	80,132	13	10,754	7	5,340	49	20,421	30	20,011	25	9,847	13	1,681	17	2,946	17	1,942	5	2,595
TISHOMINGO	34,374	59,738	65,003	9	3,782	16	5,264	36	14,382	26	20,841	26	8,440	12	1,387	11	2,053	23	2,505	6	2,898
TUNICA	19,858	23,728	24,130	4	2,216	6	1,591	24	6,601	5	6,478	6	2,349	2	165	4	656	15	1,106	3	546
UNION	42,137	57,877	60,336	7	3,843	8	7,148	45	16,393	32	15,410	14	4,076	13	2,433	11	1,698	18	2,699	7	2,245
WALTHALL	25,687	30,814	31,357	5	1,963	5	1,138	26	7,693	14	12,791	10	2,513	9	921	5	574	10	976	4	917
WARREN	151,901	284,792	314,214	16	11,652	10	40,533	100	63,815	37	71,488	37	26,202	46	13,186	27	10,560	69	24,521	10	8,900
Vicksburg	149,890	281,868	311,136	16	11,652	10	40,533	97	81,945	37	71,488	36	25,754	45	12,969	27	10,560	68	24,257	10	8,900
WASHINGTON	217,509	358,689	388,492	16	8,281	28	57,377	153	95,136	54	102,929	51	21,247	56	25,474	32	17,806	96	20,698	19	9,987
Greenville	191,285	337,887	368,753	12	7,930	22	56,673	107	88,915	41	98,299	40	18,163	49	25,151	41	16,913	74	19,940	13	9,288
WAYNE	39,351	54,073	56,371	10	6,273	6	2,881	30	12,060	21	15,207	17	4,007	15	2,264	9	3,029	30	2,812	6	2,135
WEBSTER	22,853	30,780	31,976	9	3,776	9	1,102	26	7,987	19	9,563	17	3,763	4	261	6	778	18	1,412	2	181
WILKINSON	16,382	24,078	25,407	6	2,379	5	1,496	29	7,920	5	6,562	8	2,287	5	827	1	578	8	704	6	1,111
WINSTON	37,296	43,083	43,553	6	1,932	9	1,943	49	12,177	21	13,608	18	2,861	21	2,512	13	1,437	16	2,082	9	1,764
YALOBUSHA	21,681	42,322	47,034	6	6,096	8	3,157	43	11,511	11	5,793	16	10,180	6	1,321	9	1,679	8	1,300	5	1,276
YAZOO	58,654	97,648	105,543	10	6,831	14	9,989	62	28,686	19	24,794	22	7,053	20	5,710	14	5,760	28	2,831	7	3,419

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	EAP 1984 estimate	EAP 1985 estimate	Lumber/Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,920,087	28,252,272	30,821,907	2,298	1,732,083	1,543	3,998,444	4,910	6,082,986	4,130	6,943,389	5,008	3,053,536	2,990	1,238,756	3,028	1,259,929	8,046	2,787,337	1,106	858,466
METROPOLITAN STATISTICAL AREAS																					
Columbia, Mo	320,390	660,635	741,177	49	59,132	26	95,188	53	130,042	57	139,514	80	55,155	74	44,020	61	29,691	136	89,089	15	30,148
Joplin, Mo	446,904	868,608	965,472	65	64,384	35	103,358	139	168,380	187	233,319	142	91,626	87	49,775	95	37,490	229	88,1 1	31	35,874
Kansas City, Mo-Ks	5,138,627	8,343,256	9,010,675	545	384,400	299	1,379,998	1,190	1,635,806	923	2,169,376	1,023	764,181	841	383,270	863	361,581	2,114	818,343	272	228,667
St. Joseph, Mo	317,923	451,334	472,392	39	26,378	25	78,897	79	92,503	79	96,973	74	37,721	53	18,666	60	23,267	178	42,487	24	14,298
St. Louis, Mo-Il	6,255,038	12,088,616	13,277,418	539	557,479	314	1,958,136	1,599	2,756,015	1,085	2,841,658	1,377	1,269,664	970	529,869	987	592,888	2,830	1,266,983	397	386,287
Springfield, Mo	792,453	1,327,278	1,490,430	103	138,301	54	232,020	195	273,795	237	395,385	213	125,796	172	77,268	178	87,332	359	161,711	30	44,531
COUNTIES, Cities																					
ADAIR	87,360	131,111	138,972	12	9,106	10	16,530	18	27,349	28	27,256	31	18,366	27	5,770	22	6,542	30	11,112	4	3,259
Kirksville	82,902	111,823	117,013	12	9,106	8	11,460	16	22,357	27	25,479	26	12,717	27	5,770	21	6,009	29	10,438	3	2,052
ANDREW	23,256	40,093	42,812	14	3,300	7	872	9	5,454	14	16,435	16	10,544	3	660	8	210	10	2,480	2	484
ATCHISON	22,113	37,887	41,019	9	2,214	4	2,664	12	9,310	8	7,881	17	9,510	8	760	8	632	19	2,173	4	2,131
AUDRAIN	85,907	121,697	127,551	21	9,581	10	13,083	27	30,002	30	25,867	30	8,390	18	8,413	19	8,491	37	5,908	8	3,608
Mexico	46,238	100,433	106,351	13	7,245	6	12,584	19	26,124	18	20,135	19	7,086	15	6,771	14	6,232	21	4,887	6	3,227
BARRY	61,373	111,723	122,336	21	13,238	9	10,723	29	25,464	40	26,184	36	14,388	31	4,740	16	1,891	45	8,933	7	3,614
Monett	31,985	57,591	62,713	8	7,554	5	7,299	7	9,065	17	15,596	12	6,164	14	2,255	7	1,078	19	3,233	4	3,130
BARTON	24,978	48,609	53,893	11	5,557	6	1,539	10	9,083	12	18,136	16	4,522	9	1,036	8	2,751	28	3,559	4	1,800
BATES	49,620	88,988	97,185	17	5,238	7	2,699	22	17,205	19	40,232	22	8,039	13	3,191	16	2,707	30	3,675	6	1,933
BENTON	27,045	50,897	51,097	12	3,257	9	1,265	23	6,016	20	8,445	20	2,988	6	261	9	413	34	2,381	3	348
BOLLINGER	15,923	19,831	20,266	4	1,701	2	820	28	5,454	12	7,168	10	1,211	3	140	2	1,007	12	521	1	222
BOONE	320,390	660,635	741,177	49	59,132	26	95,188	53	130,042	57	139,514	80	55,155	74	44,020	61	29,691	136	89,089	15	30,148
Columbia	296,317	629,228	708,814	40	53,660	20	93,831	42	121,853	44	130,892	65	51,432	70	43,772	58	29,535	117	87,981	14	30,012
BUCHANAN	317,923	451,334	472,392	39	26,378	25	78,897	79	92,503	79	96,973	74	37,721	53	18,666	62	23,267	178	42,487	24	14,298
St. Joseph	310,432	444,305	465,532	37	25,903	24	77,787	73	90,896	73	94,541	66	36,267	53	18,541	56	23,058	167	41,515	24	14,298
BUTLER	133,094	172,249	177,376	20	12,835	16	25,208	60	30,722	55	45,528	62	13,574	39	10,571	31	6,540	78	11,017	9	6,678
Poplar Bluff	127,159	167,157	172,498	19	12,705	16	25,208	58	28,993	54	45,346	53	12,554	38	10,518	26	6,326	63	9,867	9	6,678
CALDWELL	15,714	19,024	19,337	7	1,846	4	369	13	4,906	11	4,373	14	3,643	4	636	4	120	13	851	1	220
CALLAWAY	77,132	274,901	340,169	13	39,965	10	19,504	23	58,426	22	50,809	38	79,913	6	6,566	10	13,667	41	39,400	3	6,290
Fulton	43,785	146,998	179,954	7	16,421	8	12,231	11	43,384	14	46,203	16	17,153	6	6,566	8	8,566	21	13,436	3	5,036
CAMDEN	67,133	144,470	163,113	22	7,405	15	10,689	35	32,016	38	41,664	37	17,442	17	3,829	18	6,046	70	19,269	6	2,776
CAPE GIRARDEAU	222,365	415,161	457,138	37	28,682	23	70,092	64	77,353	51	93,442	68	39,932	48	26,930	53	27,075	94	57,861	17	17,142
Cape Girardeau	187,931	364,548	403,846	21	19,473	17	64,957	38	64,467	36	82,921	49	34,994	38	25,182	44	25,272	73	35,235	13	15,890
CARROLL	29,044	37,606	38,691	8	1,938	10	3,935	20	9,369	11	7,446	14	3,766	10	1,553	8	733	16	2,044	3	834
Carrollton	23,824	30,513	31,851	6	1,438	8	3,112	8	7,501	9	6,022	10	3,363	9	1,381	6	543	9	1,794	3	834
CARTER	8,697	14,393	15,485	1	554	5	298	14	2,883	6	3,927	10	2,960	3	162	2	226	10	1,619	2	207
CASS	101,141	171,938	185,910	26	11,641	10	12,099	40	46,834	34	46,725	48	28,094	12	1,426	26	4,175	57	15,091	10	5,460
CEDAR	30,949	57,863	63,673	8	3,927	9	4,305	11	18,085	25	16,092	20	5,936	13	1,211	10	1,658	19	3,671	3	1,519
CHARITON	23,899	45,301	49,967	12	3,051	5	2,527	11	10,534	7	12,055	14	8,940	8	1,891	7	1,633	19	4,028	3	758
CHRISTIAN	37,298	78,925	81,712	9	5,733	9	3,616	21	18,559	21	29,011	20	8,896	8	1,578	11	1,182	23	3,429	3	835
CLARK	15,519	20,928	25,410	4	2,251	6	1,035	7	4,711	9	4,516	13	6,884	1	148	4	283	20	1,801	1	445
CLAY	569,345	1,390,654	1,213,814	53	60,321	36	190,202	93	212,860	102	350,055	100	112,819	96	36,738	74	37,300	193	115,129	27	28,335
Excelsior Spring	41,280	90,418	100,246	9	10,844	8	15,163	9	15,745	10	27,791	13	11,603	10	2,893	9	3,527	16	6,030	4	2,064
CLINTON	35,342	52,232	57,276	13	7,303	9	5,681	17	11,415	13	12,842	15	4,317	10	1,513	12	2,431	25	5,213	8	1,377
COLE	205,088	418,500	474,448	22	28,307	21	57,683	33	79,744	42	131,065	49	27,477	37	30,599	32	24,204	70	36,962	11	6,792
Jefferson City	192,247	400,337	455,206	19	26,349	19	55,207	28	72,899	41	128,860	43	26,482	37	30,599	48	24,084	70	36,062	11	4,805
COOPER	38,970	58,843	62,262	8	2,831	11	5,512	13	13,374	16	13,967	28	9,886	13	2,131	7	1,239	29	4,116	5	1,985
Boonville	33,808	50,047	53,295	5	2,553	8	5,118	6	11,626	13	13,280	14	5,960	12	2,087	6	1,211	22	3,504	5	1,985
CRAWFORD	48,678	75,169	79,843	10	4,776	16	9,849	22	14,447	24	18,653	26	16,053	6	589	9	1,059	35	4,723	6	1,312
DADE	12,835	19,217	20,293	8	5,044	6	488	8	5,057	8	2,461	16	3,051	5	863	3	516	11	683	2	304
DALLAS	21,975	44,623	49,849	8	4,119	3	1,730	5	11,557	16	11,323	16	7,250	9	1,386	5	4,375	18	2,972	3	927
DAVIESS	16,502	16,875	16,658	10	1,351	11	535	9	2,913	11	6,408	16	2,481	4	136	4	222	12	729	3	661
DE KALB	11,710	14,454	14,746	9	1,765	4	768	15	2,225	6	2,844	9	2,537	2	187	4	874	10	1,237	2	217
DENT	35,787	44,025	45,002	10	3,215	10	5,453	22	10,646	18	8,625	20	4,044	8	823	11	3,228	17	2,350	3	301
DOUGLAS	21,500	42,638	47,425	4	3,357	7	5,667	14	10,930	19	11,839	15	6,569	5	1,159	5	838	17	2,771	2	1,997
DUNKLIN	115,686	130,390	130,928	23	12,664	16	10,269	61	30,886	60	29,326	39	12,782	30	5,651	31	5,614	70	6,336	14	2,731
Kennett	62,935	71,512	71,905	9	6,595	6	6,268	18	17,419	32	17,104	20	4,933	14	3,347	23	3,547	45	2,871	6	1,333
FRANKLIN	210,578	336,690	359,895	41	31,068	36	27,125	75	84,227	73	75,319	86	49,190	43	12,388	43	11,574	119	26,731	19	6,493
GASCONADE	34,286	65,145	71,892	8	4,793	13	3,199	14	16,365	22	19,883	29	7,634	10	1,138	11	2,885	32	4,804	2	1,015
GENTRY	21,979	31,637	33,187	9	3,976	7	924	12	7,222	7	8,174	22	4,105	12	1,052	7	2,574	16	1,716	5	1,138
GREENE	755,155	1,453,753	1,608,718	94	132,468	45	228,404	174	255,236	216	366,374	193	116,898	164	75,690	159	86,150	216	158,282	27	43,696
Springfield	683,061	1,328,827	1,473,119	81	127,719	36	215,731	143	241,463	185	301,783	158	97,834	132	73,210	142	84,219	279	151,211	23	42,185
GRUNDY	35,163	47,858	49,683	14	3,167	7	7,760	12	11,395	8	8,483	13	5,945	11	3,378	13	1,385	23	4,336	6	1,675
Trenton	34,145	45,741	48,061	13	3,138	7	7,760	10	11,141	8	8,483	9	5,485	11	3,378	10	1,220	17	4,104	4	1,793
HARRISON	26,167	37,037	38,720	11	2,071	5	2,985	11	7,666	10	8,904	26	6,605	10	1,496	8	722	25	2,549	1	397
HENRY	64,660	87,583	90,898	19	5,908	11	6,342	26	16,937	30	18,699	36	10,012	16	5,055	16	7,265	46	6,335	10	4,533
Clinton	50,703	67,949	71,399	11	3,798	6	6,079	14	12,261	17	13,942	19	7,083	15	4,635	13	6,627	25	4,893	6	3,630
HICKORY	7,933	15,660	17,396	5	2,401	7	1,144	14	4,173	8	955	12	4,516			4	473	16	1,411	1	419
HOLT	22,515	29,101	29,921	6	1,401	5	2,103	10	3,499	4	8,010	15	13,236	4	320	3	288	16	1,100	3	262
HOWARD	17,619	21,383	21,657	5	816	4	953	9	4,436	12	5,764	20	2,615	3	314	7	100	13	1,969	3	959
HOWELL	97,467	164,074	177,115	16	12,155	24	18,783	39	38,076	61	47,705	47	13,657	27	4,420	30	7,872	57	11,302	11	4,968
West Plains	68,997	116,265	125,649	10	7,843	14	16,090	23	25,996	43	30,760	29	9,516	20	3,341	23	7,040	39	8,386	7	2,747
IRON	26,003	40,682	43,314	10	3,639	8	2,328	21	13,502	13	8,842	22	4,706	5	734	9	1,215	13	1,923	2	767
JACKSON	2,483,998	3,453,584	3,601,463	226	121,897	128	536,278	543	671,794	427	812,406	464	292,790	388	176,912	377	126,738	1,093	378,156	129	111,040
Blue Springs	64,014	126,162	138,503	16	14,410	7	256	19	53,715	23	35,851	18	27,798	11	239	13	1,848	26	158	3	2,408
Independence	463,945	731,407	780,204	37	23,321	23	149,151	80	123,174	88	213,134	76	58,512	85	35,179	69	24,599	163	78,151	19	16,384
1Kansas City	1,783,843	2,872,767	2,091,886	127	58,660	81	336,600	394	360,362	274	383,489	317	148,506	301	131,600	256	80,702	839	236,745	99	59,691
JASPER	363,925	676,108	745,071	51	52,234	28	91,765	104	118,852	138	189,129	99	52,154	74	41,839	77	30,904	174	63,342	26	32,960
Carthage	52,735	94,509	103,193	14	5,419	5	7,787	14	22,052	33	29,357	15	7,884	14	6,666	13	3,269	26	7,913	5	2,174
2Joplin	288,627	561,834	622,866	29	46,142	18	81,266	72	91,514	84	156,076	70	53,414	53	33,883	59	27,097	122	54,202	14	29,649
JEFFERSON	277,134	596,271	673,200	53	40,307	28	60,783	102	204,438	113	133,617	109	94,315	89	7,660	60	22,434	128	39,800	23	19,388
Crystal City	45,428	96,036	106,160	4	6,732	3	18,583	9	21,570	17	31,740	11	6,878	5	1,006	9	2,760	17	11,539	2	1,281
Festus	22,107	32,729	34,854	5	1,386	3	2,177	10	10,273	7	4,012	11	2,000	9	2,494	15	3,399	37	2,379	4	1,859
JOHNSON	78,232	255,463	311,329	21	29,463	11	26,276	22	60,280	23	68,543	45	36,172	15	9,763	23	10,134	54	30,834	7	8,764
Warrensburg	61,518	208,558	255,739	13	24,525	4	23,809	9	48,470	16	60,753	23	21,860	12	8,982	17	9,190	29	26,294	5	8,474

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KNOX	9,426	11,331	11,506	5	1,247	7	1,046	7	2,361	4	3,233	7	1,095	2	271	1	541	9	423	2	329
LACLEDE	88,394	212,762	245,336	13	19,338	13	21,657	34	39,170	68	66,330	49	32,490	22	7,414	20	7,045	42	12,698	7	3,681
Lebanon	83,901	204,374	236,104	13	19,338	10	21,267	34	37,519	63	65,746	39	30,075	22	7,414	20	7,045	37	11,330	7	3,681
LAFAYETTE	70,882	88,552	90,536	18	8,024	13	3,938	32	22,507	29	19,109	34	10,119	17	3,442	23	3,576	51	6,631	13	3,159
Lexington	20,961	25,580	26,504	2	1,108	4	3,922	5	6,378	8	5,509	7	2,312	8	2,056	6	906	21	1,910	3	780
LAWRENCE	84,229	102,276	109,266	18	8,118	13	6,469	26	23,270	25	33,638	31	8,853	14	3,040	21	4,712	42	7,755	6	3,754
LEWIS	24,140	40,453	43,631	9	6,410	10	1,578	12	8,568	8	11,804	16	4,712	5	1,052	4	728	15	1,810	1	343
LINCOLN	42,269	78,332	86,034	11	4,654	11	7,064	31	25,445	19	17,562	27	9,542	9	1,460	13	2,422	37	6,898	2	2,194
LINN	47,985	63,847	66,027	22	5,309	14	5,734	17	12,494	15	16,784	25	7,467	14	2,079	18	3,129	27	3,881	6	2,457
Brookfield	33,341	43,781	45,849	11	2,343	6	4,248	9	9,112	11	11,868	11	5,043	9	1,735	9	2,414	14	2,533	3	1,901
LIVINGSTON	57,439	82,062	85,990	16	7,020	13	10,740	17	15,196	16	21,099	20	7,473	17	4,352	14	2,982	19	4,011	4	1,741
Chillicothe	56,139	80,944	84,922	15	6,926	13	10,740	13	14,543	16	21,099	16	7,200	17	4,352	14	2,982	18	3,963	4	1,741
MCDONALD	26,709	48,353	52,872	10	4,219	6	4,614	27	10,794	16	8,295	23	9,287	2	317	3	508	35	3,512	5	803
MACON	38,343	51,143	52,903	14	5,262	5	2,265	20	11,710	16	11,309	28	5,673	12	2,333	15	2,656	26	3,946	6	1,576
Macon	30,123	39,474	41,344	9	4,113	4	1,987	7	8,554	11	9,145	14	3,524	10	2,094	11	2,391	15	3,249	4	1,255
MADISON	24,748	41,719	45,029	6	2,183	4	1,729	22	15,550	9	5,785	20	7,985	5	531	8	2,043	21	3,567	2	738
MARIES	9,007	10,260	10,319	4	497	3	243	18	2,422	6	2,540	8	1,199	7	565	3	409	12	777		
MARION	106,271	200,049	226,406	18	17,913	13	24,498	30	47,452	33	44,191	37	28,866	25	8,693	22	8,269	61	20,034	10	5,530
Hannibal	75,826	128,767	144,671	14	12,304	11	19,071	21	27,838	20	27,116	21	13,166	21	6,693	20	7,130	46	14,688	8	4,000
MERCER	6,573	7,987	8,122	6	838	3		5	2,963	4	1,371	8	736	3	209	2	414	8	539	1	197
MILLER	56,105	97,067	105,281	12	7,875	5	9,402	29	14,273	28	24,272	27	11,016	12	2,485	20	3,900	55	11,800	3	778
MISSISSIPPI	45,195	74,156	79,644	9	5,096	10	2,391	30	13,062	13	16,059	20	25,473	9	2,364	10	2,419	36	2,648	6	2,290
MONITEAU	32,269	50,578	53,896	11	4,084	4	1,714	14	10,759	19	22,385	15	4,292	8	1,524	7	703	18	2,018	3	567
MONROE	18,082	28,092	29,883	10	4,321	6	886	9	4,822	12	8,930	12	2,705	7	1,918	5	846	15	1,846	4	1,320
MONTGOMERY	26,450	38,591	40,370	8	2,167	7	1,449	12	7,647	14	8,895	28	11,068	4	557	10	1,638	22	3,420	2	422
MORGAN	33,723	52,975	56,453	10	7,917	10	1,354	18	13,432	22	12,566	27	6,311	8	1,002	11	3,574	34	4,104	4	434
NEW MADRID	60,574	101,246	109,167	13	7,745	9	13,118	37	19,710	24	18,025	49	25,839	27	6,359	14	3,640	30	4,834	7	1,390
NEWTON	82,979	192,500	220,401	14	12,150	7	13,593	35	40,728	49	64,190	43	29,452	13	7,936	18	6,586	55	16,769	5	2,914
Neosho	57,799	133,414	152,633	9	7,359	3	12,842	16	31,000	26	58,391	15	9,888	11	7,221	11	4,432	30	7,999	3	2,705
NODAWAY	60,108	98,233	105,443	26	12,598	12	11,821	27	19,494	12	19,078	28	12,734	15	4,435	14	3,904	39	7,869	5	1,883
Maryville	48,381	77,668	83,527	18	9,974	8	10,312	10	16,541	8	16,642	11	6,880	14	4,321	12	3,689	19	5,494	5	1,883
OREGON	22,478	34,983	37,224	5	4,061	8	1,964	13	6,479	13	9,736	18	3,884	9	1,323	2	1,031	14	1,798	3	502
OSAGE	16,474	28,588	31,025	6	2,946	3	386	18	7,340	9	7,016	11	4,787	4	370	4	1,024	18	1,971		
OZARK	17,123	33,912	37,708	4	1,523	6	1,770	19	7,247	4	10,622	11	4,206	2	404	5	496	11	1,580	1	543
PEMISCOT	53,116	68,640	70,592	16	3,654	10	5,701	71	19,630	24	11,187	42	8,668	21	2,811	14	2,224	37	5,648	7	1,684
PERRY	32,987	78,236	82,435	10	7,982	14	18,933	14	12,476	11	13,051	20	10,595	4	457	10	2,895	35	7,578	4	1,904
PETTIS	125,562	249,131	277,498	29	23,118	13	29,124	31	49,521	48	77,624	36	17,674	25	11,913	28	10,418	69	23,651	8	8,036
Sedalia	122,525	246,494	274,967	25	22,647	12	29,001	27	49,023	47	77,535	31	17,258	25	11,913	27	10,399	62	22,804	8	8,036
PHELPS	114,674	257,038	292,981	18	25,150	13	25,497	37	52,102	37	69,468	51	30,863	22	13,655	26	9,086	55	25,342	5	3,017
Rolla	93,099	224,800	258,305	10	21,670	8	25,226	20	41,084	24	62,995	33	24,647	18	12,587	25	8,936	41	21,986	4	2,757
PIKE	43,207	51,633	52,362	13	3,907	18	5,937	29	13,108	22	7,949	21	7,854	13	1,425	16	1,455	19	2,727	5	1,857
PLATTE	81,520	160,952	178,853	19	13,568	7	14,992	24	49,345	22	21,782	29	24,560	7	818	9	1,746	45	19,566	4	5,719
POLK	49,721	75,243	79,646	17	13,911	12	7,410	21	16,245	14	17,263	23	6,286	12	2,136	13	2,094	25	3,454	7	1,773
PULASKI	69,204	98,884	103,588	11	4,760	13	9,235	23	15,960	52	30,988	42	14,158	12	1,574	18	4,922	67	8,197	4	1,315
Saint Robert	NO DATA AVAILABLE FOR THIS CITY																				
Waynesville	20,914	36,732	39,896	7	1,442	1	718	8	3,406	16	16,370	38	5,789	8	415	6	1,410	43	3,290	1	687
PUTNAM	16,409	18,758	18,878	4	1,201	6	615	11	3,836	6	5,856	9	2,871	9	716	4	263	12	980	1	277
RALLS	9,809	12,683	13,047	5	1,334	4	372	9	2,763	7	4,336	12	1,849	1	338	2	176	10	415	1	142
RANDOLPH	83,416	208,799	243,007	16	12,566	8	19,854	20	52,183	41	65,730	27	16,812	23	13,896	24	13,639	38	15,888	5	5,969
Moberly	79,630	205,012	239,284	13	12,273	6	19,854	12	51,627	34	65,362	18	15,311	21	13,896	21	13,462	31	15,697	5	5,969
RAY	41,639	52,759	54,079	11	4,687	6	1,729	17	12,678	18	14,821	15	5,224	11	2,262	8	1,095	25	2,683	4	2,110
Richmond	33,095	40,933	42,501	4	2,867	3	1,200	8	10,164	13	13,418	8	4,021	10	2,135	5	844	14	2,109	4	2,110
REYNOLDS	13,535	19,722	20,724	4	633	7	678	14	5,769	11	7,521	13	3,209			3	61	8	599	1	158
RIPLEY	20,701	26,171	26,814	8	1,876	10	3,748	13	7,670	14	6,621	10	1,845	5	342	3	660	12	980	3	682
ST. CHARLES	386,257	1,447,002	1,805,704	59	129,430	17	133,993	93	367,375	87	399,764	110	278,769	55	54,344	81	76,536	158	151,619	18	64,527
ST. CLAIR	18,683	18,564	18,238	7	1,098	4	201	13	2,227	21	7,934	11	1,669	3	250	5	428	21	2,030	2	95
ST. FRANCOIS	122,954	220,288	240,461	24	18,732	11	29,652	55	56,389	34	48,287	71	33,518	26	8,782	27	9,150	55	12,329	12	5,134
Flat River	31,247	56,050	61,012	5	2,418	4	9,750	8	15,791	8	7,933	14	6,062	9	4,183	13	5,286	9	4,252	4	1,546
ST. LOUIS	3,932,264	8,022,764	8,733,581	286	307,332	156	1,520,116	755	1,747,861	494	1,935,005	713	693,327	602	374,971	578	418,518	1,184	800,255	205	238,877
ST. LOUIS CITY	1,409,583	1,617,418	1,629,120	90	40,806	71	211,137	555	333,737	224	277,822	346	149,016	234	78,783	208	61,560	1,197	240,908	128	55,102
St. Louis	1,409,583	1,617,418	1,629,120	90	40,806	71	211,137	555	333,737	224	277,822	346	149,016	234	78,783	208	61,560	1,197	240,908	128	55,102
STE. GENEVIEVE	30,738	31,999	31,690	7	1,871	8	1,886	17	7,026	8	7,436	14	4,129	3	283	8	909	32	3,437	3	1,043
SALINE	69,494	128,105	140,632	18	10,839	15	15,868	16	27,640	31	25,303	43	19,755	20	6,002	15	4,762	46	9,431	7	5,522
Marshall	48,689	93,152	102,928	10	7,944	10	15,206	8	20,910	21	15,082	23	10,350	14	5,111	12	3,928	33	7,448	5	4,594
SCHUYLER	13,652	19,353	20,247	5	2,265	2	511	8	1,980	7	8,511	9	3,465	2	94			10	978	3	220
SCOTLAND	12,778	15,304	15,532	4	875	6	1,531	4	3,562	11	3,922	12	1,522	3	189	4	832	12	1,207	1	122
SCOTT	130,865	200,815	211,702	29	24,405	10	27,156	63	35,595	42	51,369	32	14,788	30	11,492	30	9,327	74	14,767	13	6,213
Sikeston	117,960	180,399	191,369	17	21,213	12	24,731	40	33,013	31	50,191	27	11,315	34	9,633	26	8,824	35	11,416	7	5,584
SHANNON	9,863	15,642	16,697	2	582	4	401	11	4,679	9	3,375	13	3,146	5	215	4	182	10	1,104	1	304
SHELBY	20,241	21,664	21,552	8	999	9	1,571	12	4,573	7	6,070	13	3,435	2	328	3	130	10	1,149	2	578
STODDARD	78,193	102,842	106,154	22	13,422	13	7,129	48	17,050	34	32,127	42	7,358	19	2,408	20	3,737	63	8,260	8	2,470
Dexter	56,503	72,007	75,109	10	10,452	6	6,244	11	8,892	18	26,892	17	3,512	11	1,787	14	3,298	26	5,172	3	1,378
STONE	23,340	48,618	54,563	10	4,721	10	1,586	23	14,881	14	11,547	27	6,273	10	1,515	5	362	23	4,045	2	690
SULLIVAN	12,052	19,284	20,621	6	2,535	6	1,222	8	3,862	10	3,474	11	2,285	8	440	5	777	11	820	2	653
TANEY	64,983	126,031	139,598	11	11,381	12	11,764	34	29,254	25	24,396	29	11,866	13	2,681	13	3,324	73	19,322	8	3,674
TEXAS	56,581	90,731	97,074	13	7,535	15	5,824	31	15,682	26	29,604	34	14,952	17	1,775	12	1,494	34	3,649	6	1,690
VERNON	50,743	76,762	81,269	11	4,752	10	9,902	13	15,506	24	21,164	25	7,368	12	3,031	15	4,727	39	7,616	3	1,539
Nevada	47,604	70,957	75,629	10	4,478	7	9,753	9	14,435	21	20,921	18	5,765	11	2,872	14	4,527	29	7,047	3	1,539
WARREN	29,879	53,107	57,883	9	4,481	7	4,782	13	15,996	12	10,199	17	9,772	2	385	10	625	21	5,996	2	720
WASHINGTON	29,399	50,337	54,484	11	4,049	8	3,310	16	15,452	18	12,748	23	9,220	5	386	6	660	20	2,988	3	774
WAYNE	23,392	30,956	31,982	8	3,501	9	2,019	30	7,633	15	7,899	20	3,773	5	293	4	1,440	27	2,195	2	852
WEBSTER	32,030	63,004	69,974	11	4,321	7	5,916	21	15,115	22	14,465	26	11,306	12	1,810	8	2,092	22	4,607	3	1,745
WORTH	6,111	7,178	7,236	9	898	1	535	7	2,083	3	896	9	1,371	1	79	3	599	6	148	1	267
WRIGHT	37,388	63,053	68,076	14	7,967	18	11,524	19	13,265	27	11,437	34	6,895	12	1,441	11	2,129	30	3,430	4	1,215

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MONTANA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,847,520	4,849,611	5,270,986	617	474,839	217	419,132	890	1,053,472	635	1,126,104	968	528,734	552	233,213	603	222,502	2,083	551,764	215	182,535
METROPOLITAN STATISTICAL AREAS																					
Billings, Mt	513,875	1,024,998	1,141,541	71	120,411	17	144,413	90	195,487	83	249,684	109	86,285	94	53,845	100	56,556	209	104,067	19	45,246
Great Falls, Mt	363,994	531,962	559,990	43	47,909	14	63,327	74	95,212	60	130,944	69	44,135	61	30,398	67	25,719	179	57,777	13	21,657
COUNTIES, Cities																					
BEAVERHEAD	26,422	47,326	51,661	11	3,105	2	2,523	13	12,528	8	11,322	10	5,799	9	3,073	4	1,755	33	6,546	2	917
BIG HORN	25,847	38,086	40,107	4	1,915	3	602	13	11,014	9	9,630	18	7,693	6	1,599	5	464	24	4,827	4	767
BLAINE	14,825	17,899	18,192	5	1,271	5	255	9	3,162	7	7,125	7	1,551	6	958	3	169	19	1,977	3	871
BROADWATER	11,606	13,353	13,451	3	1,092	4	897	7	4,331	3	1,884	6	2,407					10	1,541	1	166
CARBON	16,766	23,101	24,031	9	4,191	5	167	14	5,912	1	1,826	13	2,495	8	1,017	4	467	39	4,324	3	1,036
CARTER	1,867	3,113	3,353	1	128	1		1	1,057			4	695	1				6	676	1	17
CASCADE	363,994	531,962	559,990	43	47,909	14	63,327	74	95,212	60	130,944	69	44,135	61	30,398	67	25,719	179	57,777	13	21,657
Great Falls	331,953	473,546	496,014	35	34,909	13	54,546	55	85,068	53	126,722	59	38,340	60	28,228	62	22,056	139	45,195	13	20,552
CHOUTEAU	9,773	11,035	11,084	6	1,092	2	110	10	2,695	3	3,268	4	442	2	111	3	13	21	1,954	3	538
CUSTER	52,377	67,900	69,880	14	6,468	3	1,884	9	14,941	13	12,276	14	9,863	17	4,897	15	1,551	32	8,159	3	2,446
Miles City	47,646	60,814	63,448	14	6,468	2	1,318	7	11,939	13	12,276	12	8,584	15	4,374	14	1,456	31	7,925	2	1,713
DANIELS	6,421	8,019	8,197	5	1,127	1	267	4	2,012	2	1,588	1	269	4	641	2	248	12	1,135	2	403
DAWSON	47,185	82,067	89,084	12	8,911	3	3,320	8	18,506	15	15,378	19	18,175	9	4,067	12	3,662	20	8,168	4	2,907
DEER LODGE	35,021	25,799	24,124	9	1,239			16	7,541	14	5,365	14	1,868	6	1,187	6	496	44	3,420	3	1,470
Anaconda	34,242	25,359	23,582	9	1,234			15	7,010	14	5,365	14	1,868	6	1,187	6	496	44	3,420	3	1,464
FALLON	12,313	18,676	19,780	7	1,761	3	782	5	4,815	9	6,756	7	1,453	5	855	5	660	14	1,953	2	233
FERGUS	40,980	51,658	52,896	9	2,799	4	1,935	17	12,059	14	12,159	15	7,125	14	3,157	8	2,332	37	5,354	3	1,172
FLATHEAD	196,332	391,769	436,253	49	34,323	9	27,731	56	102,551	56	90,684	58	28,786	36	21,790	42	17,877	148	49,639	11	9,669
Kalispell	123,516	237,416	262,559	32	25,939	4	12,497	24	66,212	35	64,654	24	12,655	22	16,045	21	11,516	52	21,037	5	4,804
GALLATIN	177,849	389,005	440,604	35	55,155	6	20,801	46	74,897	28	78,296	56	47,650	33	21,135	39	24,073	114	46,991	17	13,519
Bozeman	148,069	327,242	371,364	25	47,405	4	19,411	25	61,936	20	74,402	34	31,041	28	19,813	33	22,942	64	34,574	8	11,440
GARFIELD	2,042	3,181	3,384	1	137	2	134	1	980	1		3	711	1	125			6	882	1	147
GLACIER	33,509	49,942	52,710	10	3,145	12	5,899	12	12,491	7	8,949	24	6,136	10	2,558	8	1,352	36	6,293	3	1,347
GOLDEN VALLEY	642	1,160	1,267					1	330			2	235					4	278		
GRANITE	4,750	10,511	11,926	2	191			5	3,813	2	1,686	8	2,278	2	287			10	1,756	2	761
HILL	69,060	118,720	128,703	19	15,287	8	9,842	20	26,005	22	24,724	14	12,545	16	8,645	20	4,288	37	11,501	5	5,121
Havre	65,046	109,722	118,467	16	13,633	7	8,992	18	24,204	18	21,652	12	11,316	16	8,645	19	4,139	32	10,722	5	5,121
JEFFERSON	6,077	11,839	13,123	2	611	3	172	5	4,209	3	1,750	5	1,205			5	281	11	3,433	2	212
JUDITH BASIN	4,661	8,479	9,276	3	279			4	2,185	3	764	9	3,766	1	138	2	187	11	1,259	1	163
LAKE	44,476	72,141	77,318	12	4,952	2	1,629	28	20,681	14	15,870	25	9,671	14	3,341	8	1,918	47	8,141	7	2,754
LEWIS AND CLARK	172,234	269,717	287,318	27	29,359	11	25,117	45	63,924	38	60,134	43	19,083	25	11,135	28	12,913	101	32,534	9	9,053
Helena	164,135	258,952	276,194	22	28,588	8	24,420	36	61,056	36	59,860	35	16,901	24	11,098	28	12,913	72	28,991	9	9,053
LIBERTY	6,848	7,928	7,997	2	926			7	1,727	2	3,069	2	755	1	52	1		6	596	2	320
LINCOLN	40,025	37,606	36,586	11	1,317	6	2,214	21	12,447	16	7,150	15	3,590	11	857	6	661	52	3,886	4	1,057
MCCONE	4,491	5,856	6,030	4	564	1	431	4	1,035	2	841	5	2,247			1	213	7	431		
MADISON	8,199	15,155	16,633	7	1,232	2	434	13	4,921	3	951	12	2,288	2	37			34	3,953	4	886
MEAGHER	4,623	6,413	6,679	4	461			5	2,078	3	498	3	938	2	410			15	1,155	1	595
MINERAL	8,055	9,157	9,201	3	220	1	245	8	2,383	3	1,304	7	1,788	1	118			14	1,832	2	167
MISSOULA	319,284	610,932	675,084	45	55,357	14	54,166	77	119,193	58	162,828	73	61,714	45	22,397	64	33,917	164	66,818	15	23,926
Missoula	297,903	570,331	630,291	37	52,759	12	50,654	61	113,671	50	152,615	57	51,171	43	21,949	58	32,474	130	61,008	13	22,479
MUSSELSHELL	9,830	12,612	12,951	4	577	4	660	5	2,843	3	2,054	10	2,461			8	500	16	1,986	1	779
PARK	40,131	39,010	38,173	13	2,133	5	682	22	10,321	11	4,656	28	5,788	11	2,191	12	1,082	37	4,905	4	961
Livingston	34,054	32,250	31,889	11	1,919	4	593	14	9,040	11	4,656	17	3,646	11	2,191	12	1,082	24	3,496	4	961
PETROLEUM	556	621	622					3	187			2	152					2	212		
PHILLIPS	15,121	22,395	23,608	4	2,700	2	535	5	5,724	7	5,670	9	2,293	5	1,566	4	435	21	2,871	2	284
PONDERA	22,854	32,885	34,491	9	2,242	2	1,307	9	7,262	7	13,240	10	2,287	6	1,281	4	1,344	18	2,364	3	1,564
POWDER RIVER	6,061	10,877	11,877	1	223	2	699	3	2,438	4	2,896	3	2,072	1	102			6	1,932	1	145
POWELL	17,977	25,807	27,048	7	1,892	2	282	6	5,953	5	3,982	7	5,900	2	967			18	3,669	3	1,024
PRAIRIE	3,619	4,252	4,299	2	413	1		2	979	2	572	4	1,015					8	810	1	336
RAVALLI	44,019	61,573	64,228	17	7,020	6	1,998	18	14,431	11	11,781	19	9,781	9	2,527	9	1,970	55	7,082	7	2,131
Hamilton	NO DATA AVAILABLE FOR THIS CITY																				
RICHLAND	42,549	91,272	103,025	11	10,180	5	6,009	12	27,550	12	27,907	11	5,855	9	4,355	9	4,236	23	6,981	3	4,630
ROOSEVELT	33,019	55,730	60,159	14	4,089	4	2,017	18	14,485	8	12,594	17	10,570	7	3,279	10	1,143	40	6,660	4	1,315
ROSEBUD	18,552	47,842	55,836	5	6,025	3	1,689	7	12,300	3	11,069	11	7,650	2	767	2		23	7,842	1	2,027
SANDERS	19,093	18,101	17,642	7	567	6	1,466	17	3,607	9	6,203	16	2,076			4	18	29	2,018	4	318
SHERIDAN	15,779	32,625	36,556	8	5,250	2	2,136	6	6,007	2	1,663	8	7,069	8	3,319	5	1,558	25	6,439	4	937
SILVER BOW	171,197	256,070	271,387	17	12,794	8	25,154	51	59,046	36	54,758	75	39,735	24	7,723	36	15,080	116	24,849	9	11,071
Butte	150,370	231,507	245,808	13	9,881	7	22,267	48	58,521	31	46,048	71	37,722	22	6,823	34	13,630	102	22,649	9	10,458
STILLWATER	10,571	16,875	18,030	9	2,159	3	111	6	4,177	3	2,156	10	3,857	1	240	7	173	19	2,620	4	232
SWEET GRASS	12,534	17,669	18,458	4	1,383	1	352	8	5,664	2	3,441	8	5,197	2	291	4		8	1,185	2	383
TETON	15,838	27,176	29,436	6	1,492	3	536	10	4,865	8	13,461	7	2,312	5	1,462	5	568	21	3,010	2	775
TOOLE	18,844	36,436	40,333	7	1,918	3	1,340	9	8,374	1	5,632	12	8,735	8	2,711	3	1,048	28	5,745	2	1,500
TREASURE	927	909	995	2	495	2		1	170									3	266		
VALLEY	37,852	43,201	43,475	14	3,954	5	2,727	15	8,055	16	11,455	16	6,040	9	1,582	9	1,155	36	3,796	4	2,256
WHEATLAND	5,839	6,753	6,807	5	299	2	135	4	1,634	2	978	9	1,771	1	20	2	16	13	937	1	71
WIBAUX	2,329	3,728	3,987	2	99			3	278	1	1,323	2	477			1	404	4	729	1	323
YELLOWSTONE	513,875	1,024,998	1,141,541	71	120,411	17	144,413	90	195,487	83	249,684	109	86,285	94	53,845	100	56,556	209	104,067	19	45,246
Billings	424,264	857,079	956,753	40	74,148	16	142,548	63	150,235	61	231,191	74	62,007	80	45,338	80	51,681	156	82,472	15	43,147
YELLOWSTONE NATIONAL PARK																					

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,145,305	7,920,634	8,525,170	1,142	584,796	447	1,052,200	1,422	1,533,486	1,258	1,631,612	1,752	923,770	988	360,623	1,191	427,776	3,189	854,702	421	228,566
METROPOLITAN STATISTICAL AREAS																					
Lincoln, Ne	673,836	995,897	1,062,260	82	85,300	33	168,625	90	179,424	115	217,082	167	87,760	83	46,911	137	42,225	272	113,962	40	22,707
Omaha, Ne-Ia	2,012,209	3,294,043	3,583,549	223	141,571	89	533,845	385	661,620	319	781,268	460	307,821	271	140,593	331	218,096	1,009	404,489	123	120,688
Sioux City, Ia-Ne	451,370	589,411	619,697	67	43,557	27	78,109	124	127,540	88	122,786	113	65,021	82	24,260	89	29,993	286	62,039	30	23,666
COUNTIES, Cities																					
ADAMS	123,722	177,776	188,689	26	20,967	10	32,442	21	24,822	33	41,150	33	17,707	27	12,263	28	7,157	54	14,624	7	3,580
Hastings	115,441	168,017	178,690	21	19,443	10	32,442	19	23,938	30	39,751	27	14,470	27	12,263	27	7,061	47	13,829	7	3,580
ANTELOPE	23,366	29,325	30,387	13	3,547	2	383	10	4,379	6	10,721	12	4,181	6	907	7	331	24	1,938	3	724
ARTHUR	341	543	586									1	331			1		1	61		
BANNER	96	91	90									1	77			1		2	13		
BLAINE	1,945	3,344	3,663	3	457			1	443	1	1,270	1	816					2	246		
BOONE	20,500	28,550	30,124	15	3,799	4	1,336	14	5,721	8	7,591	9	3,193	8	1,529	6	705	20	2,054	3	707
BOX BUTTE	39,386	69,157	76,074	11	6,474	6	6,212	13	19,775	15	17,050	14	6,931	13	3,480	11	2,168	19	5,062	5	2,746
Alliance	37,529	66,597	72,412	10	6,274	5	5,859	11	18,741	13	16,279	12	6,594	13	3,480	11	2,168	15	4,572	4	2,558
BOYD	5,646	8,723	9,375	7	1,486	5	204	7	2,391	3	695	8	1,948	2	94	1	65	14	952	1	45
BROWN	13,410	18,126	19,029	9	1,997	1	375	8	3,630	8	5,000	6	1,694	6	933	9	870	14	2,030	2	439
BUFFALO	131,798	238,135	264,191	32	20,935	11	30,386	29	40,561	38	62,678	49	31,294	26	11,852	30	13,606	68	28,520	7	3,066
Kearney	114,954	221,017	247,090	22	20,834	8	29,109	15	37,293	31	61,011	29	26,189	22	11,607	20	12,718	44	26,244	4	2,711
BURT	19,205	29,765	32,011	12	3,745	5	430	11	9,087	7	7,680	13	3,292	7	1,243	5	1,211	24	3,357	4	974
BUTLER	17,518	25,554	27,183	8	2,373	2	815	12	5,040	12	6,865	11	5,240	3	254	8	533	25	3,151	3	502
CASS	38,023	62,679	68,163	15	4,127	9	2,892	21	13,870	13	21,168	25	14,530	4	390	11	560	45	6,824	5	1,168
CEDAR	21,682	34,870	37,743	13	8,158	4	581	21	6,131	7	5,027	17	9,409	4	563	5	566	32	3,840	5	883
CHASE	14,979	22,446	23,992	6	1,098	3	2,144	9	5,875	5	5,590	8	5,135	5	287	5	704	8	1,047	3	851
CHERRY	23,290	36,260	39,024	9	2,478	3	1,225	8	6,663	10	7,783	14	5,615	7	1,821	8	1,610	18	4,608	2	2,563
CHEYENNE	41,500	78,476	87,485	10	3,599	3	2,888	12	15,246	13	16,145	17	9,285	14	4,582	12	1,979	24	4,703	4	2,146
CLAY	13,279	16,557	17,129	8	2,114	2	98	16	3,738	5	2,581	13	3,665	2	63	13	1,108	27	1,624	3	150
COLFAX	24,207	31,558	32,910	10	2,303	4	1,746	19	6,896	7	7,657	12	6,686	7	635	6	1,044	34	4,279	1	356
CUMING	28,421	44,428	47,857	5	3,099	6	1,587	10	9,328	11	16,533	12	7,518	9	2,240	6	1,021	30	3,105	3	866
CUSTER	37,950	52,085	54,816	18	4,298	4	1,936	20	13,424	17	11,900	19	5,603	12	2,339	12	2,090	36	3,631	5	1,566
DAKOTA	51,312	91,030	100,278	4	3,052	1	298	14	22,415	26	21,080	20	22,217	2	603	8	3,497	31	13,573	5	4,354
DAWES	32,136	42,650	44,618	10	2,992	5	2,324	13	10,450	12	8,907	12	4,739	13	2,953	9	1,844	24	4,923	3	1,136
DAWSON	78,199	114,614	122,028	26	11,951	15	7,776	24	23,392	26	25,047	27	18,565	23	5,157	24	4,569	42	8,484	7	3,912
DEUEL	8,249	15,520	17,275	3	1,354	1	270	3	1,314	1	2,876	11	8,387	2	240	5	472	5	1,719	1	484
DIXON	8,900	13,904	14,975	7	1,720	2	235	9	3,136	4	3,456	10	3,204	2	76	2	73	20	1,920	4	356
DODGE	129,887	199,789	215,188	25	12,217	13	25,425	31	41,721	31	52,223	37	17,898	21	7,131	35	8,534	81	21,225	11	6,393
Fremont	117,382	189,244	204,969	16	11,513	9	24,972	22	40,458	25	50,020	28	16,232	19	6,852	30	8,140	52	19,505	7	6,029
DOUGLAS	1,560,104	2,529,504	2,744,153	142	107,207	55	408,244	276	490,745	216	581,942	304	203,512	205	121,247	249	193,573	731	313,531	88	94,714
Omaha	1,382,948	2,295,508	2,499,545	121	94,181	48	385,314	241	426,336	189	509,181	273	187,186	182	114,289	218	187,194	652	289,309	79	88,874
DUNDY	5,985	9,029	9,664	3	618	1	422	3	2,413	3	2,837	5	673	4	436	3	272	3	725	1	318
FILLMORE	16,640	19,258	19,674	12	3,377	3	406	12	4,059	5	2,976	17	2,619	6	915	7	208	26	3,013	4	608
FRANKLIN	7,874	11,031	11,652	7	2,156	2	421	12	3,621	3	1,391	7	1,332	3	113	2	409	15	1,360	2	597
FRONTIER	4,943	8,354	9,124	6	1,027			4	1,335	3	1,466	3	3,099	1		2	229	8	861	1	286
FURNAS	17,734	27,154	29,142	12	1,828	6	811	13	6,314	13	7,035	12	7,139	4	304	9	1,068	22	1,879	7	1,065
GAGE	72,499	116,652	126,868	22	7,154	8	11,635	28	26,756	27	26,074	26	17,082	18	7,373	18	5,020	52	9,701	9	3,152
Beatrice	57,941	102,113	112,384	12	6,114	4	9,516	15	24,199	22	23,350	17	14,719	16	6,928	13	4,737	30	7,878	6	2,734
GARDEN	5,718	8,852	9,520	4	1,206	1	340	4	1,860	3	1,882	11	1,174	3	253	4	221	8	890	1	382
GARFIELD	5,775	8,497	9,053	5	1,368	1	267	4	2,767	2	1,622	2	1,261	2	280			4	316	1	199
GOSPER	2,267	3,202	3,386	2	196	1	64	3	636	1	159	2	968	1		2	83	7	1,150		
GRANT	1,580	2,151	2,259	2	886	1	88	4	331			4	675	1	79	1	42	3	54		
GREELEY	8,019	14,460	15,973	4	989	1	490	7	2,173	4	725	9	9,540			1	91	12	1,311	2	92
HALL	211,195	316,971	339,266	29	34,106	15	78,009	32	37,312	43	65,329	56	27,235	40	17,443	47	12,476	102	33,536	10	4,470
Grand Island	182,439	283,504	303,051	19	29,557	14	77,881	25	35,759	34	61,167	40	18,036	30	14,014	39	11,369	81	27,918	9	4,458
HAMILTON	24,254	30,028	31,039	8	2,576	4	1,275	8	5,431	8	7,609	12	7,097	7	875	6	711	13	1,821	5	1,293
HARLAN	8,954	17,761	19,970	6	2,471	2	1,086	7	3,259	5	4,266	8	2,711	5	875	4	383	18	2,869	1	722
HAYES	1,968	2,642	2,768					2	600			5	1,645			1		4	133		
HITCHCOCK	4,548	7,765	8,496	2	475			7	2,392	4	592	8	2,296	1	113	1		7	1,552	1	206
HOLT	39,417	50,341	52,317	15	6,679	5	3,324	18	9,441	14	9,789	23	8,977	14	2,053	14	2,522	51	3,233	6	1,443
HOOKER	2,717	3,602	3,769	2	231	1	105	3	678	5	2,213	1						3	166	2	116
HOWARD	11,834	13,964	14,311	11	1,623	1	530	10	2,980	6	2,841	12	1,718	2	214	7	745	17	1,456	2	932
JEFFERSON	31,847	46,766	49,819	11	4,234	3	2,597	14	9,542	17	13,483	11	3,209	7	2,632	7	2,573	28	3,900	3	1,396
JOHNSON	10,641	14,044	14,676	9	2,026	2	394	10	2,906	5	402	11	4,212	4	389	3	703	18	1,801	3	758
KEARNEY	14,702	21,633	23,053	9	3,680	2	736	7	6,116	10	5,649	5	1,318	3	417	4	663	14	1,783	3	875
KEITH	49,839	75,795	81,244	15	9,117	7	3,875	8	12,686	9	17,234	30	20,236	11	3,301	13	2,195	21	5,472	3	1,337
KEYA PAHA	1,108	1,798	1,948	2		1	186	2	123			1	888			1		4	279		
KIMBALL	23,983	30,576	31,760	4	3,292	3	1,034	6	4,606	12	6,640	19	8,880	6	897	6	856	14	1,894	2	724
KNOX	24,239	35,090	37,283	17	6,274	6	674	18	5,314	12	8,029	18	5,213	5	812	10	471	37	5,652	6	1,158
LANCASTER	673,836	995,897	1,062,260	82	85,300	33	168,625	90	179,424	115	217,082	167	87,760	83	46,911	137	42,225	272	113,962	40	22,707
Lincoln	643,406	952,534	1,016,324	75	77,368	35	166,271	78	169,317	108	214,955	151	81,397	82	47,685	126	41,076	243	107,339	39	21,868
LINCOLN	144,839	176,934	182,508	25	12,195	11	29,918	26	28,580	27	36,612	43	22,392	26	8,767	33	9,611	59	15,482	6	4,907
North Platte	134,765	166,026	171,497	17	11,147	11	29,918	21	27,038	25	36,297	30	16,819	27	8,734	32	9,577	46	13,959	5	4,813
LOGAN	758	1,509	1,696	2	361			2	485			2	564					2	45		
LOUP	746	1,209	1,310			1	112	1	388			3	261			1	98	3	451		
MCPHERSON	423	738	809					1	95			2	581					1	138		
MADISON	132,484	253,334	283,016	29	27,790	11	39,406	32	49,522	28	57,434	30	24,850	37	17,305	32	15,468	74	24,377	9	6,537
Norfolk	101,883	199,619	223,938	16	22,158	7	28,011	19	41,730	19	43,434	22	18,413	30	16,093	26	13,255	44	18,483	5	5,012
MERRICK	16,800	18,978	19,302	10	1,968	1	128	7	4,528	8	3,599	13	5,530			5	270	20	1,748	1	167
MORRILL	13,246	19,977	21,384	4	1,645	5	1,441	7	5,439	7	6,059	11	2,084	4	387	6	1,100	15	1,674	1	496
NANCE	5,829	8,737	9,340	6	2,026	1	423	6	2,770	4	842	7	1,114	2	76	4	594	13	1,136	2	192
NEMAHA	20,517	31,221	33,469	11	2,979	3	1,393	8	7,409	9	7,325	13	5,078	7	981	3	677	28	4,229	2	1,154
NUCKOLLS	19,796	27,137	28,553	9	2,516	4	1,140	14	6,006	6	4,302	12	6,749	6	805	6	920	22	2,209	3	600
OTOE	53,137	59,981	61,010	15	4,462	6	3,157	19	11,904	14	17,190	24	8,520	16	2,845	10	2,273	43	5,172	4	1,434
Nebraska City	38,518	43,560	44,569	6	2,541	3	1,711	9	9,717	9	11,590	14	6,840	12	2,551	7	1,652	28	3,833	3	1,107

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PAWNEE	7,403	11,621	12,528	6	1,329	1	169	8	2,181	3	4,693	9	2,423	2	51	3	264	11	634	2	371
PERKINS	7,776	10,542	11,067	8	3,283	1	354	3	1,848	4	686	5	3,402	1	122	3		8	546	1	376
PHELPS	37,101	53,814	57,202	14	6,404	3	3,865	12	10,842	10	13,762	13	5,599	9	3,199	15	3,393	19	2,675	3	858
Holdrege	34,966	50,543	53,659	11	5,965	3	3,865	7	10,375	9	13,319	11	5,322	9	3,199	13	3,247	13	2,487	2	766
PIERCE	17,316	28,637	31,155	10	2,802	1	1,333	11	5,011	8	9,754	8	5,724	5	357	6	1,198	21	3,027	4	684
PLATTE	101,578	153,363	164,513	26	12,188	11	24,485	30	29,972	20	33,757	34	15,725	27	7,664	28	7,837	75	16,666	5	3,278
Columbus	93,931	146,736	158,065	18	11,696	9	24,022	20	28,936	18	32,730	24	13,479	26	7,611	22	7,178	59	15,908	5	3,178
POLK	13,242	20,215	21,676	7	2,091	3	379	10	3,129	5	4,133	7	5,271	1	1,168	4	150	11	1,062	2	1,384
REDWILLOW	56,475	79,927	84,589	15	5,872	9	8,879	11	15,974	16	21,998	15	5,073	23	7,668	15	3,926	26	6,573	4	1,466
McCook	54,565	76,882	81,299	13	5,615	9	8,879	8	14,555	16	21,998	12	4,310	23	7,668	14	3,843	20	6,187	3	1,383
RICHARDSON	34,349	43,730	45,422	14	2,546	6	3,790	16	8,904	17	13,278	13	3,913	11	1,469	13	1,765	29	2,576	5	1,133
Falls City	29,031	36,512	38,008	13	2,435	5	3,404	8	7,240	11	11,841	7	4,442	9	1,307	11	1,598	14	1,479	4	996
ROCK	4,734	6,918	7,362	3	826	3	290	4	2,232	1	1,353	5	1,522	1	69	5	223	3	640	1	66
SALINE	38,076	58,575	62,924	9	4,396	8	3,895	19	10,925	13	12,588	12	4,954	6	1,359	6	13,734	36	5,857	6	2,343
SARPY	154,822	285,342	317,275	22	13,128	12	71,610	30	64,964	38	56,928	41	37,139	19	7,017	34	9,459	85	36,652	9	4,673
SAUNDERS	38,631	55,784	59,244	14	2,351	8	2,039	19	12,324	14	12,811	22	10,906	7	1,703	12	5,878	69	5,036	8	1,544
SCOTTS BLUFF	152,613	188,304	194,663	29	15,352	14	22,491	40	40,736	43	43,015	44	18,154	29	8,853	44	10,625	80	14,320	11	3,873
Scottsbluff	117,795	151,731	157,922	12	9,696	11	21,559	22	33,311	28	38,135	19	11,655	23	7,455	31	9,817	45	9,629	6	2,188
SEWARD	44,969	66,174	70,515	13	5,603	5	3,873	14	12,691	14	19,956	21	10,549	9	2,504	8	3,609	33	6,106	4	1,490
SHERIDAN	32,488	47,982	51,167	11	3,828	7	945	9	10,294	11	10,963	15	8,649	18	4,284	9	1,906	24	4,096	4	1,483
SHERMAN	7,219	10,185	10,770	5	651			9	2,512	1	505	8	2,573	4	475	4	1,150	11	789	1	1,310
SIOUX	1,582	3,356	3,817	2	146	1	350	2	913	1	436	2	1,362	1	151						
STANTON	4,365	10,020	11,565	4	2,052	1	417	5	2,980	1	1,153	3	1,604	1		2	380	10	2,535		
THAYER	24,189	30,737	31,913	14	1,881	3	338	15	4,861	10	9,862	11	7,341	6	416	3	637	22	3,376	2	354
THOMAS	4,034	6,721	7,318	1				3	1,901	1		3	3,918					3	266		
THURSTON	11,910	20,892	22,973	7	2,668	1	1,059	8	4,405	5	5,190	7	4,560	3	387	3	729	13	2,086	2	747
VALLEY	18,812	29,310	31,552	9	2,923	4	1,461	9	6,108	10	6,332	10	5,453	7	688	9	956	14	1,561	3	739
WASHINGTON	39,605	57,758	61,448	16	5,542	3	1,753	14	10,605	13	19,754	20	6,227	14	2,141	7	1,055	33	5,686	6	1,792
WAYNE	25,988	39,759	42,664	8	5,149	3	3,207	7	5,343	6	14,357	10	3,473	6	1,486	8	969	23	4,020	2	1,024
WEBSTER	9,523	14,713	15,816	6	2,042	2	990	8	2,653	5	3,783	9	1,533	4	205	7	1,135	15	1,460	3	787
WHEELER	910	1,162	1,207	1				1	349			3	517					3	341		
YORK	53,853	76,566	81,098	9	3,360	6	7,462	14	16,417	21	21,782	19	10,266	15	4,449	16	1,681	31	7,243	7	1,785
York	48,195	67,839	71,769	6	2,982	6	7,462	10	15,991	17	19,952	13	6,729	13	4,449	11	1,226	18	4,973	6	1,698

NEVADA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,089,165	6,004,874	6,615,097	287	424,602	131	721,473	578	1,213,451	476	1,383,784	641	666,627	515	275,957	468	268,681	1,356	677,985	128	318,497
METROPOLITAN STATISTICAL AREAS																					
Las Vegas, Nv	1,708,529	3,448,551	3,822,747	111	199,586	56	494,474	292	740,520	202	790,913	284	329,384	314	191,609	251	145,722	654	409,299	57	137,968
Reno, Nv	904,814	1,600,763	1,723,948	91	145,360	30	184,412	150	277,568	164	391,217	149	151,587	122	60,446	150	85,149	340	155,587	37	108,128
COUNTIES, Cities																					
CARSON CITY	130,308	272,016	302,179	18	34,171	6	12,642	27	51,479	33	68,146	20	25,640	23	8,170	32	18,696	70	22,050	8	32,629
Carson City	130,308	272,016	302,179	18	34,171	6	12,642	27	51,479	33	68,146	20	25,640	23	8,170	32	18,696	70	22,050	8	32,629
CHURCHILL	43,528	78,953	85,438	11	7,239	1	3,941	13	18,271	12	30,419	13	9,737	12	3,766	7	917	23	4,312	3	2,212
CLARK	1,708,529	3,448,551	3,822,747	111	199,586	56	494,474	292	740,520	202	790,913	284	329,384	314	191,609	251	145,722	654	409,299	57	137,968
Las Vegas	760,089	1,173,702	1,238,304	52	75,761	22	90,191	127	228,540	104	382,398	147	112,126	113	31,432	120	75,926	285	106,690	28	47,011
North Las Vegas	95,356	190,730	210,011	8	5,006	4	43,043	14	69,020	14	10,769	19	23,204	8	2,578	10	4,800	49	26,978	3	12,296
DOUGLAS	46,692	101,956	114,187	7	7,900	2	1,770	8	19,526	7	7,164	13	9,265	13	2,679	16	5,999	31	14,761	5	10,819
ELKO	64,949	165,104	190,284	9	6,736	6	9,016	17	40,251	18	37,804	38	39,839	12	5,148	11	5,364	38	18,359	4	15,516
Elko	53,785	138,102	154,969	9	6,736	2	7,213	9	33,197	15	35,889	25	23,898	11	5,016	11	5,364	37	10,021	4	15,516
ESMERALDA	1,111	6,035	7,767									4	4,395					3	2,990		
EUREKA	1,481	6,529	8,215	1	309			2	1,058	1	750	5	4,094					5	1,845		
HUMBOLDT	36,380	64,667	69,637	6	6,175	2	1,505	11	14,351	5	6,389	21	22,020	5	2,463	5	1,185	25	7,412	2	3,610
LANDER	9,139	27,576	32,788	5	3,766			6	5,854	1		8	7,564	1	184			15	7,685	2	3,793
LINCOLN	8,541	12,163	12,568	2	861	5	3,566	5	2,411	1	1,261	9	1,975			1		14	1,935		
LYON	23,580	43,106	46,686	11	3,286	5	998	13	10,763	7	9,992	21	6,583	2	555	6	1,327	32	5,251	2	955
MINERAL	16,301	27,797	29,727	3	648	4	3,487	7	4,589	7	6,834	9	4,749	1	491	3	2,924	11	1,256	1	615
NYE	15,891	80,998	75,653	4	3,728	7	2,688	8	9,964	6	9,896	16	24,349	2	65	2	458	24	15,275	1	
PERSHING	14,404	26,116	28,229	2	1,053	1	401	4	4,742	6	3,037	15	13,965	2	518			9	1,962	2	576
STOREY	3,257	7,962	9,102			3	404	5	877			1	991					15	3,579		
WASHOE	904,814	1,600,763	1,723,948	91	145,360	30	184,412	150	277,568	164	391,217	149	151,587	122	60,446	150	85,149	340	155,587	37	108,128
Reno	689,147	1,200,201	1,288,740	61	114,835	20	135,580	101	165,169	117	357,318	107	97,501	88	48,510	98	65,690	221	101,231	24	75,412
WHITE PINE	40,260	56,582	58,942	6	1,784	3	2,169	10	11,227	6	10,762	15	7,710	6	863	4	960	27	4,527	4	1,676
East Ely	NO DATA AVAILABLE FOR THIS CITY																				
Ely	16,036	20,718	21,655	3	593	3	1,549	6	5,541	6	3,582	10	2,190	6	623	1	140	14	3,034	4	860

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,387,452	6,638,797	7,207,360	512	538,497	221	726,876	1,102	1,747,272	661	1,456,306	704	554,829	558	278,102	660	268,354	1,542	610,870	209	172,055
METROPOLITAN STATISTICAL AREAS																					
Lawrence-Haverhill, Ma-N.H.	906,655	2,119,567	2,450,868	113	116,907	64	251,173	386	884,835	171	407,178	215	178,126	181	139,924	207	107,788	548	229,807	67	69,830
Lowell, Ma-N.H.	595,000	1,356,047	1,570,136	53	67,648	39	181,096	160	403,391	98	291,742	141	141,745	70	56,375	102	64,104	399	155,012	60	53,730
Manchester, N.H.	861,311	1,866,484	1,123,971	69	79,334	33	188,127	160	403,349	90	221,054	97	80,230	99	47,237	160	65,068	305	90,924	36	31,802
Nashua, N.H.	661,982	933,269	1,038,370	69	68,749	23	93,083	110	251,550	71	227,999	70	71,761	60	30,944	86	49,800	130	79,966	38	27,164
Portsmouth-Dover-Rochester, N.H.-Me.	601,808	1,908,900	2,015,451		122,576		110,966		366,761		477,976		157,402		65,235		66,330		286,930		46,867
COUNTIES, Cities																					
BELKNAP	183,572	255,360	239,696	23	20,730	20	17,004	77	38,775	30	54,192	39	16,838	23	9,842	47	9,387	83	17,766	11	6,599
Laconia	98,226	138,963	139,646	13	8,962	3	2,932	38	38,362	27	36,601	18	9,017	26	7,734	30	6,327	28	11,240	7	3,629
CARROLL	116,660	167,433	171,277	24	20,461	23	7,168	69	39,392	23	20,996	42	14,736	24	4,898	30	5,398	100	19,811	8	2,789
CHESHIRE	188,331	296,513	299,983	32	14,376	23	22,906	81	60,750	51	69,838	43	19,270	29	7,008	39	9,113	91	20,938	9	4,424
Keene	123,696	189,681	193,610	15	10,663	11	20,734	33	47,022	25	44,515	21	12,960	23	6,800	29	7,637	48	13,504	5	3,787
COOS	117,137	169,331	163,344	23	7,735	22	6,384	89	29,143	35	19,746	30	8,422	33	2,812	30	3,623	71	7,583	13	2,302
GRAFTON	263,134	356,871	361,219	48	22,095	40	35,238	116	89,133	60	80,812	80	32,886	49	11,249	53	12,599	142	28,517	20	7,346
Hanover	33,967	50,226	52,090	1	237	2	1,348	7	10,015	1	443	4	2,609	10	3,659	6	1,463	13	4,708	2	952
Lebanon	93,374	122,998	128,043	10	9,068	9	23,576	20	38,011	11	19,030	20	10,487	10	3,303	13	4,936	21	8,230	4	2,253
HILLSBOROUGH	1,014,337	2,009,303	2,216,907	110	136,928	71	236,276	304	680,129	176	442,872	183	160,132	163	96,147	188	88,782	379	174,348	63	54,084
Manchester	389,715	649,772	684,056	39	33,616	24	66,736	127	119,170	70	172,430	77	57,915	53	38,976	71	34,130	158	66,968	24	22,110
Nashua	338,575	712,954	784,739	34	41,089	18	87,773	67	161,606	49	192,073	43	49,339	43	46,873	61	37,086	99	54,657	19	18,099
MERRIMACK	306,071	701,918	763,639	80	53,377	25	80,992	114	163,038	58	165,669	83	78,083	45	17,152	59	19,353	154	53,089	18	19,344
Concord	107,437	258,630	283,499	22	24,306	11	34,534	48	72,800	31	94,619	40	30,425	36	10,436	39	10,067	65	29,030	8	9,705
ROCKINGHAM	764,630	2,263,109	2,800,870	110	187,257	62	251,442	207	684,304	126	324,349	110	102,293	110	109,277	142	100,523	343	239,166	36	53,269
Portsmouth	178,633	523,655	613,894	17	33,555	7	39,794	44	91,774	21	147,842	26	60,472	27	23,693	31	23,592	68	63,675	8	7,831
STRAFFORD	267,958	612,524	658,341	45	27,020	25	36,496	102	96,044	47	85,938	38	29,459	39	12,657	47	14,337	134	35,467	19	13,137
Dover	99,203	136,943	139,039	11	8,083	6	8,630	20	21,213	17	28,165	16	9,104	12	6,158	24	9,206	43	13,249	6	3,077
SULLIVAN	113,640	164,243	172,293	26	23,578	12	9,262	54	43,818	40	42,694	29	12,676	23	7,689	20	6,535	64	12,207	12	4,869
Claremont	69,219	100,976	110,967	10	9,463	4	2,389	28	28,582	23	27,365	12	7,489	17	5,101	17	4,969	19	4,861	6	2,795

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,286,554	43,994,852	48,093,473	2,235	1,707,925	1,048	5,512,425	9,026	10,998,299	3,151	8,444,114	3,350	3,756,611	5,622	2,633,378	4,031	2,191,130	12,985	4,623,958	1,551	1,198,802
METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem, Pa-N.J.	2,[illegible]	*312,242	3,581,102	227	163,284	112	512,232	712	790,160	385	622,656	330	272,061	373	133,657	398	161,819	1,187	315,175	120	98,915
Atlantic City, N.J.	1,111,9[illegible]	1,393,116	4,093,707	118	187,912	99	416,630	561	898,229	168	360,132	205	295,170	303	205,413	173	149,484	1,047	377,360	82	104,479
Bergen-Passaic, N.J.	5,038,[illegible]	8,343,830	8,798,237	398	278,966	182	1,342,190	1,606	1,862,042	567	1,322,059	1,066	650,329	1,103	578,483	784	430,108	2,210	775,073	212	198,443
Jersey City, N.J.	1,337,115	1,601,754	1,610,532	122	45,113	85	122,373	1,067	407,261	150	216,242	293	123,567	561	164,960	263	72,309	1,297	139,721	136	50,364
Middlesex-Somerset-Hunterdon, N.J.	2,912,469	5,696,232	6,298,747	263	266,487	105	790,950	846	1,461,653	352	1,014,534	641	520,135	531	354,858	438	269,887	1,415	569,107	162	164,556
Monmouth-Ocean, N.J.	2,796,520	5,142,830	5,690,832	299	257,253	116	551,465	961	1,353,134	417	1,023,098	381	451,788	578	231,965	469	234,608	1,532	586,213	165	152,449
Newark, N.J.	3,835,199	10,290,346	11,265,266	522	404,204	225	917,030	2,311	2,815,286	699	2,048,692	1,209	858,080	1,464	644,155	1,061	579,336	3,122	1,030,520	407	287,467
Philadelphia, Pa-N.J.	14,787,379	26,332,[illegible]	28,939,818	1,458	970,682	826	3,639,677	5,730	6,048,143	1,816	5,460,636	2,742	2,079,868	3,515	1,573,880	2,426	1,256,314	7,790	2,721,790	1,116	804,938
Trenton, N.J.	1,044,268	1,736,14[illegible]	1,864,163	89	64,698	67	234,667	330	429,714	113	324,609	219	136,134	276	96,515	183	99,676	538	159,376	64	48,649
Vineland-Millville-Bridgeton, N.J.	443,639	498,[illegible]80	495,170	56	18,339	28	51,411	156	130,442	131	98,723	116	31,824	111	26,155	79	20,885	204	36,838	20	14,619
Wilmington, De-N.J.-Md.	1,791,371	3,297,115	3,623,385	177	161,673	99	512,637	514	730,083	362	634,221	370	320,480	374	144,895	268	183,489	719	302,024	107	124,411
COUNTIES, Cities																					
ATLANTIC	746,213	2,764,774	3,615,903	69	152,130	52	370,619	309	733,138	114	447,643	189	240,650	205	181,205	117	122,646	572	443,356	50	83,796
Atlantic City	220,079	679,017	812,849	9	12,454	19	47,815	109	75,512	21	59,825	28	32,604	95	63,917	37	32,641	243	141,966	14	23,811
BERGEN	3,513,554	5,828,227	6,223,068	272	195,012	120	781,969	1,012	1,376,636	376	1,138,136	733	691,172	741	391,614	562	312,604	1,360	558,577	208	166,684
Hackensack	253,574	346,410	366,592	10	10,659	8	110,099	52	10,199	27	66,890	40	16,990	115	45,699	27	11,388	104	29,996	11	2,917
BURLINGTON	1,118,403	2,278,833	2,929,662	113	106,390	46	513,517	303	553,467	161	484,135	256	238,116	181	122,990	180	85,658	427	272,726	53	55,601
Burlington	87,043	140,927	149,771	4	2,470	2	8,057	16	11,093	14	13,807	14	13,315	22	13,294	18	8,214	31	9,640	2	1,430
Willingboro	130,308	200,469	214,740	5	1,473	4	39,763	21	73,979	7	4,239	16	15,502	18	8,854	12	3,998	14	6,928	5	8,221
CAMDEN	1,390,013	3,307,811	3,371,544	123	97,476	63	428,516	579	713,954	181	622,221	303	252,831	322	160,171	367	195,301	657	308,724	89	81,269
Camden	180,954	184,475	180,929	17	3,713	16	3,606	123	31,982	16	39,161	26	7,989	32	6,639	36	10,663	157	17,381	20	6,362
Cherry Hill	436,270	980,376	993,819	21	15,643	9	183,736	69	154,979	29	248,839	53	53,251	99	68,614	56	68,071	83	95,093	14	16,461
CAPE MAY	360,200	630,342	677,804	49	35,782	47	46,211	252	168,091	54	112,669	106	54,530	118	24,208	58	16,838	475	134,026	32	18,683
CUMBERLAND	443,639	698,730	693,170	56	18,329	28	51,411	186	130,442	131	98,723	116	31,824	111	26,155	79	20,885	204	36,838	20	14,619
Bridgeton	92,311	97,689	96,022	12	2,902	4	3,224	39	17,082	32	31,113	16	3,430	22	5,548	13	4,200	29	4,160	5	4,343
Millville	74,086	99,123	89,629	9	1,766	3	1,603	39	26,570	24	23,041	24	7,548	14	3,384	19	3,662	55	7,574	4	1,346
Vineland	232,257	265,720	264,713	26	12,338	9	43,304	83	67,174	54	39,322	22	10,391	71	12,295	41	11,901	89	21,102	9	8,107
ESSEX	2,453,340	3,351,862	3,471,936	189	73,789	91	394,892	1,097	784,230	244	562,815	494	235,262	738	369,314	432	184,163	1,463	323,746	187	94,256
Newark	643,386	629,346	609,815	48	10,385	31	83,972	466	122,467	71	74,536	138	36,371	234	30,148	121	42,995	718	85,172	63	21,637

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES--Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink *		Drugs	
GLOUCESTER	644,216	1,145,983	1,240,825	60	39,951	26	200,061	222	215,251	106	211,226	140	99,060	104	30,139	77	22,514	230	88,661	35	24,391
Woodbury	103,809	168,168	180,991	9	6,255	2	1,784	25	27,077	14	20,498	12	6,133	12	3,516	16	4,261	36	5,985	6	1,699
HUDSON	1,337,113	1,601,784	1,610,532	122	43,113	85	199,[illegible]	1,047	407,341	150	216,240	295	122,547	561	144,960	365	72,309	1,397	199,721	134	50,364
Jersey City	382,273	351,618	345,573	42	12,738	28	[illegible]	385	131,860	51	80,269	91	39,360	197	49,982	90	23,310	670	60,080	53	19,924
Union City	149,562	183,907	185,609	13	5,913	16	[illegible]	103	39,397	34	37,305	22	7,601	87	13,937	37	10,015	161	13,772	20	6,718
HUNTERDON	380,098	707,093	816,874	42	36,316	20	37,200	91	107,015	36	154,335	71	56,933	43	41,891	53	38,433	135	63,336	12	13,889
MERCER	1,044,368	1,736,145	1,864,162	89	64,498	47	234,667	330	429,714	112	324,409	219	156,134	276	96,515	183	99,676	538	159,374	64	48,449
Trenton	175,700	166,382	160,584	18	6,119	18	14,952	145	25,705	18	11,118	86	13,819	87	11,139	54	8,606	230	24,741	19	4,723
MIDDLESEX	1,912,453	3,377,475	3,662,167	153	144,227	63	362,617	574	678,772	201	655,939	408	311,684	353	234,778	263	164,004	986	332,746	103	94,923
New Brunswick	149,096	175,893	176,049	10	4,970	4	41,304	48	12,585	14	37,798	26	10,304	28	6,090	28	17,873	119	17,427	9	2,041
Perth Amboy	132,408	162,544	164,044	11	2,925	3	4,913	67	33,146	23	47,199	23	9,245	46	9,899	30	8,156	123	16,099	14	4,862
Woodbridge	403,339	639,758	676,818	14	9,053	11	162,382	95	141,775	37	77,256	74	58,102	86	77,057	42	31,110	138	47,024	14	11,409
MONMOUTH	1,681,310	2,649,799	2,839,004	183	150,953	66	407,197	544	909,513	211	721,505	349	310,575	391	186,799	292	184,267	949	396,043	112	108,653
Asbury Park	67,164	79,843	79,899	6	1,992	4	19,853	32	8,964	10	11,084	13	8,690	23	5,802	14	3,163	74	9,923	6	1,632
Middletown	144,070	275,223	301,352	17	13,990	6	49,040	47	101,571	13	21,880	26	20,676	23	7,563	24	17,387	50	18,484	8	12,027
Red Bank	111,109	197,496	213,653	14	7,185	6	12,532	24	24,370	19	62,829	22	19,514	47	22,047	26	11,638	43	15,311	9	6,313
Shrewsbury	51,901	109,220	120,779	6	7,411	1	10,419	4	25,591	5	39,568	3	2,841	3	4,218	4	2,361	7	8,076		
MORRIS	1,383,797	2,925,694	4,630,766	138	190,085	45	348,391	417	1,269,643	169	855,264	223	382,057	233	192,388	245	197,919	605	424,727	83	114,436
Dover	90,840	228,049	301,307	6	12,336	2	14,458	21	16,801	18	115,706	20	13,568	14	16,032	19	11,728	43	15,757	4	3,123
Morristown	161,386	396,084	434,758	13	17,897	5	69,667	31	92,937	17	145,253	23	27,524	30	20,535	25	13,523	52	32,674	7	5,805
Parsippany	142,214	438,476	497,743	7	17,270	4	29,023	65	165,920	13	86,768	26	32,281	19	7,280	20	24,947	52	50,481	10	12,209
OCEAN	1,119,210	1,693,081	1,851,828	116	106,501	50	144,268	617	443,621	208	301,593	232	141,213	187	65,146	177	50,341	584	190,170	53	43,796
Brick Township	96,780	157,396	177,613		13,797		30,719		53,236		18,339		14,142		3,339		7,847		14,532		3,215
Point Pleasant	43,916	67,961	80,448	9	3,618			29	19,615	20	22,373	13	8,536	5	1,900	13	1,219	30	8,408	2	2,160
Toms River	NO DATA AVAILABLE FOR THIS CITY																				
PASSAIC	1,324,648	2,415,603	2,573,159	126	83,954	62	460,221	594	485,384	169	383,903	333	139,157	362	186,871	242	117,304	830	221,496	104	51,779
Clifton	256,717	484,531	417,158	27	26,165	4	18,496	97	118,003	23	92,215	62	31,552	28	15,977	33	5,557	141	44,627	16	8,715
Passaic	163,789	173,190	170,163	13	2,367	7	6,099	102	22,777	21	15,116	35	9,585	97	23,324	42	8,757	140	16,182	12	5,309
Paterson	233,860	233,060	226,692	21	4,780	19	16,933	104	43,112	46	38,419	78	16,212	82	11,652	56	20,549	256	20,167	35	8,221
SALEM	154,134	221,251	229,798	27	10,344	12	10,428	66	48,878	54	63,011	60	21,737	29	6,080	23	10,361	84	22,218	10	4,928
Salem	39,315	43,304	43,942	4	187	4	2,124	14	11,695	12	6,509	11	1,999	10	2,431	9	2,393	21	3,684	2	1,488
SOMERSET	719,018	1,611,662	1,819,706	68	63,946	22	191,128	181	383,866	95	404,280	162	151,518	135	78,189	122	87,428	314	173,025	47	55,744
Bridgewater	46,762	111,890	134,919	6	16,603	1	6,437	11	13,698	10	21,550	12	10,815	9	11,058	6	2,778	29	28,710	2	3,745
Somerville	108,790	242,110	272,910	7	4,960	4	16,509	29	43,351	10	64,636	25	22,651	31	10,075	24	24,901	44	19,349	10	12,525
SUSSEX	275,226	483,276	523,330	45	29,002	21	35,682	83	176,116	53	83,556	89	44,349	64	18,496	60	12,266	180	42,172	19	15,205
Newton	98,094	175,603	189,985	7	5,190	7	20,387	19	59,809	15	47,925	18	8,897	15	6,288	18	3,312	32	5,590	5	5,036
UNION	1,722,836	2,527,494	2,639,234	130	111,320	68	138,065	614	587,279	233	547,[illegible]57	385	196,412	427	163,957	324	185,009	874	239,875	118	63,570
Elizabeth	295,473	404,513	417,232	23	11,752	15	14,090	108	106,626	51	100,768	59	27,652	113	34,088	60	23,730	261	38,316	30	13,163
WARREN	298,730	385,899	405,002	36	20,602	17	23,187	88	109,006	53	55,612	91	55,851	60	11,504	52	11,103	181	37,443	18	11,987
Phillipsburg	86,815	221,596	177,215	9	10,767	4	3,951	35	54,186	18	17,433	22	27,675	9	4,446	15	4,040	65	20,695	5	5,724

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,021,781	7,640,815	8,150,909	517	500,860	309	844,782	1,254	1,617,563	890	1,910,149	1,389	780,492	817	350,346	799	363,286	2,061	739,807	252	220,536
METROPOLITAN STATISTICAL AREAS																					
Albuquerque, N.M.	1,555,196	2,981,599	3,285,440	137	162,816	79	418,991	329	556,632	264	838,985	304	252,405	268	145,265	283	197,023	618	321,785	61	97,933
Las Cruces, N.M.	241,323	483,237	536,892	30	30,984	19	58,297	78	111,650	68	131,190	72	59,694	42	16,278	42	20,638	128	47,345	12	11,218
Santa Fe, N.M.	304,388	615,791	684,637	32	47,062	21	63,305	81	135,096	50	124,653	74	57,670	79	41,434	72	25,332	167	80,011	23	26,821
COUNTIES, Cities																					
BERNALILLO	1,555,196	2,981,599	3,285,440	137	162,816	79	418,991	329	556,632	264	838,985	304	252,405	268	145,265	283	197,023	618	321,785	61	97,933
Albuquerque	1,440,704	2,817,152	3,107,992	113	151,943	67	412,386	305	496,394	233	819,397	256	224,252	256	141,645	264	193,171	552	298,169	50	93,131
CATRON	2,331	2,221	2,148	1	12	1	320	0	1,022			12	498					8	281		
CHAVES	176,666	403,413	458,393	29	26,186	15	54,374	47	79,824	59	110,919	61	50,650	33	16,880	33	17,845	70	33,757	16	11,279
Roswell	171,458	396,159	450,881	24	25,042	15	54,374	40	79,028	58	109,708	58	49,211	33	16,880	32	17,707	65	33,395	16	11,259
CIBOLA																					
COLFAX	43,776	66,635	70,156	11	4,484	12	2,993	19	13,257	13	14,116	35	14,514	15	3,262	11	1,544	45	8,012	7	1,699
Raton	36,717	54,686	58,281	4	2,914	6	2,126	9	12,067	12	12,519	21	11,130	14	3,142	7	1,388	29	5,996	3	1,170
CURRY	142,594	171,537	173,132	22	12,602	11	22,706	37	27,920	30	53,571	42	10,605	45	8,595	47	8,759	54	11,841	9	4,864
Clovis	136,892	166,096	167,864	17	11,238	9	21,958	31	27,290	27	53,189	31	9,843	42	8,439	45	8,658	49	11,539	8	4,382
DE BACA	3,844	8,493	8,866	3	760	1		4	2,750	2	2,115	6	1,104	1	173			3	670	1	655
DONA ANA	241,320	483,237	536,892	30	30,984	19	58,297	78	111,650	68	131,190	72	59,694	42	16,278	42	20,638	128	47,345	12	11,218
Las Cruces	217,773	436,502	510,187	24	30,041	15	57,589	59	109,661	61	118,589	59	56,767	40	15,975	40	20,530	98	43,020	11	10,726
EDDY	138,378	221,383	235,545	28	14,266	15	20,470	51	56,881	43	53,868	55	14,746	29	14,817	28	9,812	77	19,272	19	6,623
Artesia	40,305	55,448	57,322	7	2,160	4	1,924	14	15,609	16	15,196	20	4,507	12	3,874	11	1,704	23	5,260	5	1,245
Carlsbad	97,223	164,942	177,226	20	12,015	11	18,546	32	41,156	26	38,548	21	9,816	17	10,943	27	8,108	51	13,962	14	5,378
GRANT	67,755	149,830	169,139	16	13,029	11	16,692	34	46,941	20	33,633	23	12,093	9	7,016	13	6,244	41	9,664	5	4,458
Silver City	57,303	127,344	141,355	13	11,205	11	16,692	19	36,178	18	31,111	12	9,071	8	6,433	11	5,526	19	5,204	4	3,793
GUADALUPE	21,313	34,334	36,508	2	163	2	1,026	11	3,724	6	1,479	37	17,713	2	337	2	132	24	7,185		
HARDING	1,933	3,903	4,329			1	1,022	2	925	1	231	2	1,477					3	405		
HIDALGO	19,030	37,385	39,398	7	1,353	3	1,300	15	4,694	4	3,784	23	11,492	2	332			13	2,803	1	1,143
LEA	189,948	400,999	448,829	20	31,493	16	35,926	64	96,160	55	122,765	73	28,208	31	20,338	48	19,710	98	32,366	18	10,673
Hobbs	135,099	280,829	313,422	20	24,141	8	19,302	35	64,032	40	104,518	42	15,309	26	12,785	31	13,750	60	23,838	7	3,203
Lovington	31,638	70,401	78,157	4	4,300	6	5,032	18	18,887	13	14,007	13	7,072	11	3,603	10	3,099	18	4,079	7	4,199
LINCOLN	37,160	78,707	88,131	10	5,053	6	5,705	26	22,676	9	19,083	20	5,423	12	2,461	12	2,187	45	12,991	3	920
LOS ALAMOS	37,909	55,834	58,419	6	2,786	4	5,631	17	21,890	5	763	10	8,176	9	2,966	8	831	18	3,093	4	3,081
Los Alamos	26,655	37,460	63,629	2	1,863	3	3,530	13	18,577	6	6,913	12	6,353	7	1,944	4	2,525	14	6,209	6	2,599
LUNA	45,830	57,196	58,050	11	2,844	4	2,928	14	14,943	12	8,485	31	13,992	14	1,669	7	2,723	26	3,677	4	1,470
Deming	44,654	54,523	56,300	11	2,844	4	2,928	13	13,922	12	8,485	31	13,992	14	1,669	7	2,753	24	3,406	4	1,470
MCKINLEY	194,217	389,459	403,654	13	14,646	33	25,724	66	67,165	24	58,919	66	44,263	27	11,047	30	13,614	81	26,343	5	2,773
Gallup	176,460	366,510	380,213	12	14,546	24	19,888	47	62,211	24	58,919	32	38,355	27	11,047	28	13,424	72	25,943	5	2,773

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NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MORA	2,424	4,025	4,304			4	907	12	788			6	1,543	1		1	102	8	280	1	
OTERO	109,804	160,507	167,762	17	13,221	12	18,936	44	34,763	32	34,710	45	13,049	28	5,007	33	9,068	63	19,920	7	2,535
Alamogordo	101,041	148,307	155,142	11	12,672	8	18,776	31	32,164	29	33,928	28	9,930	23	4,840	30	8,981	45	16,861	6	2,450
QUAY	39,920	74,425	81,356	10	3,507	7	4,534	21	15,605	9	11,677	21	23,089	9	2,431	3	643	37	9,896	4	1,809
RIO ARRIBA	59,330	78,264	80,246	9	10,577	12	5,232	29	24,979	11	15,332	29	8,921	10	1,963	8	1,646	43	5,885	4	1,846
ROOSEVELT	36,776	63,580	68,706	8	6,000	7	5,648	17	17,345	15	14,876	21	6,855	12	3,135	10	1,563	22	7,959	7	1,842
Portales	33,741	60,602	65,809	6	5,541	7	5,648	14	16,434	14	14,593	18	6,276	12	3,135	10	1,563	19	7,927	7	1,842
SANDOVAL	21,340	25,059	23,158	5	1,591	7	1,864	26	6,012	3	305	32	5,867	4	219	3	661	41	4,407	4	558
SAN JUAN	258,762	391,266	411,575	32	26,816	41	37,215	64	90,830	59	112,304	69	37,317	55	19,553	40	10,775	84	27,541	9	11,737
Farmington	206,696	314,856	331,690	22	16,824	23	29,973	40	68,619	42	100,728	36	20,239	42	18,940	30	10,323	59	22,379	8	9,546
SAN MIGUEL	44,096	70,338	74,698	6	4,760	7	6,132	31	21,729	17	9,875	31	10,772	11	3,626	11	3,238	35	8,621	5	1,366
Las Vegas	42,002	66,069	70,883	5	4,640	7	6,132	19	20,076	15	9,716	24	9,525	11	3,626	10	3,196	29	8,225	5	1,366
SANTA FE	266,479	559,957	626,418	26	44,276	17	57,674	64	113,198	45	123,890	64	49,494	70	38,468	64	24,501	149	74,918	19	23,740
Santa Fe	253,505	524,696	585,075	25	40,383	16	57,537	57	110,688	36	117,617	53	40,251	67	35,578	59	22,560	135	67,626	19	23,740
SIERRA	19,204	32,517	61,630	9	3,617	6	2,487	14	23,586	5	3,593	17	8,173	4	1,766	5	1,188	30	7,087	3	730
SOCORRO	29,338	63,763	71,733	4	1,660	5	1,968	11	16,370	10	15,048	30	10,607	9	2,082	1	523	24	6,771	2	1,065
TAOS	51,088	133,584	155,504	13	11,898	15	11,121	28	36,148	16	24,075	31	15,000	16	6,475	11	2,140	63	19,748	4	2,513
TORRANCE	23,620	48,291	53,712	1	1,176	1	1,087	8	5,365	6	23,138	21	15,061	1		1		14	3,390	2	307
UNION	12,432	21,621	23,333	3	1,392	3	2,061	9	7,428	6	2,095	8	3,324	3	361	4	1,245	15	2,218	4	913
VALENCIA	145,945	257,571	278,747	18	36,940	18	13,909	44	74,437	31	65,323	62	24,367	25	5,974	30	5,281	75	19,775	12	10,786
Grants	62,619	109,668	119,080	8	24,860	6	4,274	17	21,538	13	27,256	23	10,858	16	4,251	9	1,537	24	9,681	4	6,556
Milan	5,507	17,144	16,857				844		4,406		917		4,577						2,277		833

NEW YORK RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	50,697,785		98,163,118		3,356,978		11,911,831		23,244,804		14,691,417		6,077,765		5,979,791		4,332,717		10,431,911		3,135,744
		89,964,986		5,449		2,975		22,873		6,808		9,245		13,261		9,255		32,997		4,027	
METROPOLITAN STATISTICAL AREAS																					
Albany-Schenectady-Troy, N.Y.	2,619,652	3,257,273	3,967,246	318	177,841	154	425,809	912	941,131	474	707,822	597	303,649	433	199,472	406	148,001	1,883	394,898	195	116,992
Binghamton, N.Y.	840,816	1,347,696	1,434,530	107	66,810	46	159,263	270	339,674	170	275,792	199	120,070	158	68,152	158	62,729	524	129,910	57	57,806
Buffalo, N.Y.	3,198,371	4,679,668	4,920,061	346	164,884	145	778,394	1,139	1,160,130	443	1,010,575	603	301,572	511	254,527	541	201,550	2,230	505,631	252	188,719
Elmira, N.Y.	313,569	396,751	405,693	35	15,891	23	69,653	115	94,338	66	74,816	60	28,216	54	17,785	71	15,741	190	35,946	16	16,165
Glens Falls, N.Y.	341,335	525,704	557,454	55	29,784	31	58,747	180	141,713	85	98,553	96	46,954	71	23,021	55	14,597	341	59,981	30	19,493
Nassau-Suffolk, N.Y.	9,186,174	21,212,431	24,203,757	914	836,800	369	3,034,127	3,107	5,490,490	1,142	3,697,093	1,851	1,738,794	1,918	1,264,217	1,425	1,129,411	4,227	2,087,270	597	604,622
New York, N.Y.	21,298,824		36,809,408		806,037		4,550,303		8,697,965		3,733,810		1,576,244		3,131,811		1,877,299		4,836,107		1,121,911
		34,398,642		1,728		1,323		12,490		1,490		2,639		7,804		4,103		14,462		1,965	
Niagara Falls, N.Y.	656,222	898,933	844,689	84	34,992	34	115,865	198	198,234	143	176,607	174	61,047	110	29,008	132	26,810	549	93,935	55	33,586
Orange, N.Y.	808,521	1,658,768	1,849,367	108	107,892	58	196,312	256	356,791	141	319,709	178	135,624	142	77,874	137	61,380	536	150,703	48	46,688
Poughkeepsie, N.Y.	744,701	2,038,427	2,400,264	103	121,297	44	316,256	240	660,927	131	402,442	150	163,606	118	84,106	129	69,450	415	180,495	52	98,083
Rochester, N.Y.	3,230,500	5,958,573	6,548,178	362	271,286	136	786,698	865	1,477,171	555	1,399,947	613	455,661	464	265,281	499	249,634	1,582	576,605	170	230,319
Syracuse, N.Y.	1,979,079	3,959,623	4,415,559	230	174,358	83	483,655	630	1,103,000	396	882,585	415	325,190	335	208,959	370	173,459	1,332	432,049	118	214,537
Utica-Rome, N.Y.	913,651	1,374,796	1,449,386	134	62,000	67	165,616	355	338,752	198	272,560	255	117,313	189	67,426	219	46,909	791	145,659	82	73,155
COUNTIES, Cities																					
ALBANY	1,112,142	1,863,158	1,913,790	130	76,081	46	215,747	310	404,473	133	337,578	203	125,388	170	129,512	142	82,960	660	208,356	64	47,699
Albany	348,268	514,522	538,972	26	8,482	10	13,341	133	110,575	47	132,359	52	28,495	93	47,550	47	23,496	306	69,768	29	10,772
ALLEGANY	92,782	125,515	129,370	21	6,201	22	9,277	55	33,117	53	31,122	43	14,709	22	2,739	30	4,347	83	10,460	12	5,506
Wellsville	31,638	41,265	43,191	8	3,084	3	1,641	17	9,493	8	12,862	6	3,101	10	2,190	10	2,735	19	2,490	2	1,835
BRONX	1,940,776	2,558,957	2,625,013	173	39,259	139	227,619	1,624	902,713	173	296,754	268	127,403	627	182,131	377	133,532	1,296	199,683	258	87,442
BROOME	737,145	1,193,778	1,273,164	91	58,944	40	152,358	224	291,141	139	239,219	161	102,268	141	64,419	134	59,904	460	121,335	50	51,623
Binghamton	280,839	419,076	439,748	24	15,128	11	52,573	88	87,096	47	108,176	51	30,619	58	20,447	57	26,370	187	39,109	13	15,140
CATTARAUGUS	215,696	336,219	355,951	61	27,644	34	65,486	90	87,609	70	66,529	70	24,609	64	15,883	62	11,676	212	35,497	20	14,709
Olean	98,856	167,794	180,304	14	11,552	13	34,563	27	43,153	17	26,576	19	8,262	29	12,566	26	7,672	70	16,127	7	6,950
Salamanca	23,669	34,244	36,360	3	1,795	4	3,556	11	8,316	6	5,466	9	6,068	6	1,810	7	1,029	26	2,766	3	1,958
CAYUGA	202,532	330,151	352,346	41	17,852	17	32,935	91	91,602	60	76,880	50	37,287	35	11,101	39	10,300	138	27,354	13	18,216
Auburn	121,846	209,107	225,293	15	7,174	8	19,904	57	65,720	19	32,276	22	21,782	26	10,091	29	9,217	79	21,243	11	17,381
CHAUTAUQUA	434,421	780,825	849,635	79	45,991	45	108,827	182	182,917	119	179,154	123	67,993	66	35,080	98	34,434	359	96,581	34	24,984
Dunkirk	52,006	98,024	94,550	9	2,685	6	7,715	34	17,824	16	17,086	15	7,823	16	8,949	15	4,017	42	14,617	4	2,892
Fredonia	40,705	90,134	101,776	7	4,390	1	515	11	28,789	8	25,515	11	7,627	5	1,161	9	7,664	31	16,766	5	3,371
Jamestown	136,713	242,434	236,153	15	5,192	11	15,836	52	56,096	41	73,975	33	15,362	36	11,827	36	13,072	122	20,661	12	11,230
CHEMUNG	313,549	396,751	405,693	35	15,891	23	69,653	115	94,338	66	74,816	60	28,216	54	17,785	71	15,741	190	35,946	16	16,165
Elmira	153,265	157,058	154,062	13	5,979	11	21,894	57	43,295	27	26,446	22	8,163	33	8,846	40	6,198	101	11,123	10	7,810
CHENANGO	133,272	200,573	211,295	29	10,152	12	8,561	52	49,911	46	49,293	47	18,779	25	7,593	24	8,407	101	14,618	10	7,587
Norwich	55,502	97,299	105,196	6	2,510	2	3,791	12	18,816	11	29,354	16	8,472	13	5,612	12	4,322	33	6,823	3	3,910
CLINTON	241,793	314,594	326,886	33	27,748	21	71,926	100	125,339	51	107,770	51	35,575	33	31,026	47	21,718	169	61,610	20	18,870
Plattsburgh	128,337	263,780	293,779	12	8,370	8	28,396	36	56,524	18	53,915	24	18,504	17	20,367	30	16,127	73	39,500	11	15,051
COLUMBIA	151,042	247,166	263,966	34	21,780	16	19,213	82	71,980	42	47,721	51	27,783	44	8,522	33	7,876	142	18,367	12	6,029
Hudson	80,531	140,150	151,648	11	5,127	6	12,212	33	39,481	16	35,691	12	13,186	30	7,013	20	6,494	47	6,984	7	4,838
CORTLAND	148,071	188,109	192,765	21	8,372	13	23,104	57	46,794	45	60,717	34	16,455	22	9,954	30	7,287	112	16,406	10	9,747
Cortland	104,350	133,071	135,684	11	5,464	7	18,786	32	35,250	21	19,861	21	12,513	26	5,906	25	6,623	70	11,712	7	9,210
DELAWARE	119,004	189,857	201,686	36	13,215	17	7,985	76	56,930	47	39,529	51	20,651	28	4,385	26	5,148	106	12,031	15	8,553
DUTCHESS	744,701	2,038,427	2,400,264	103	121,297	44	316,256	240	660,927	131	402,442	153	163,606	118	84,106	129	69,450	415	180,495	52	98,083
Beacon	34,021	87,966	102,202	2	1,289	2	2,410	17	18,372	9	37,603	7	4,914	6	1,057	10	4,584	32	5,061	4	4,803
Poughkeepsie	175,197	343,771	379,480	9	2,895	8	17,722	44	98,678	37	59,861	38	23,242	56	47,136	20	12,516	101	41,710	10	37,006
ERIE	3,198,371	4,679,668	4,920,061	346	164,884	145	778,394	1,139	1,160,130	443	1,010,575	603	301,572	511	254,527	541	201,550	2,230	505,631	252	188,719
Buffalo	930,081	1,037,758	1,017,581	102	29,030	66	115,336	531	288,104	129	144,561	187	55,713	190	36,673	184	49,188	1,051	131,532	107	47,426
Tonawanda	72,693	86,412	87,006	5	2,662	2	1,266	27	29,600	12	21,779	15	6,616	12	2,295	8	1,761	53	11,170	6	6,215
ESSEX	98,797	160,622	171,268	20	14,081	10	5,863	57	48,488	35	28,460	51	26,304	30	3,874	16	1,905	138	20,665	16	4,797
Lake Placid	17,068	28,953	31,343	2	660	1	438	9	6,955	1	643	6	3,454	11	3,609	3	476	26	7,724	4	1,279

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FRANKLIN	111,856	150,492	155,269	27	10,646	12	10,269	77	50,683	35	22,417	43	12,829	25	5,446	30	4,733	117	12,771	13	5,044
Malone	34,593	42,134	42,614	6	2,422	1	1,498	25	10,312	9	6,590	11	5,656	14	2,698	8	1,551	24	3,260	4	3,792
Saranac Lake	24,753	30,605	31,776	4	4,422	2	1,109	11	10,102	6	1,427	6	1,192	7	1,583	11	1,243	26	5,554	4	137
Tupper Lake	17,631	24,154	25,459	7	2,169	3	638	8	9,198	7	3,628	7	2,229	3	593	5	561	19	2,467	2	427
FULTON	147,668	193,655	198,627	28	10,878	18	16,963	77	48,069	44	46,760	47	18,221	32	8,687	25	5,383	142	13,986	14	12,684
Gloversville	70,824	97,794	101,139	10	3,198	7	7,498	37	23,844	16	17,887	21	10,342	17	7,679	14	3,393	51	10,935	7	6,793
Johnstown	52,529	69,753	51,376	11	4,907	2	64	19	18,841	13	20,413	14	160	14	35	6	1,297	40	51	4	5,422
GENESEE	167,200	272,602	291,388	28	21,462	16	35,789	63	65,086	52	63,728	42	24,267	33	6,019	34	9,576	125	28,830	10	11,320
Batavia	79,736	112,299	116,800	8	5,038	6	12,416	21	31,906	7	15,604	16	7,504	21	5,129	18	7,412	42	12,077	5	3,619
GREENE	123,523	161,230	165,150	34	9,813	10	8,741	56	50,083	34	35,434	45	13,484	18	3,102	22	4,387	171	16,509	11	4,556
Catskill	54,067	66,573	69,075	9	2,396	3	7,755	15	20,880	10	21,612	5	962	8	2,338	9	2,681	36	2,999	4	2,121
HAMILTON	12,823	19,817	20,926	7	3,764	8	1,388	14	5,191	9	2,623	11	1,321	1	557	4	171	40	3,655	2	338
HERKIMER	155,210	175,316	174,941	35	8,925	15	26,650	84	45,862	48	24,310	57	12,965	34	4,995	47	7,728	168	16,164	15	8,610
Herkimer	48,678	53,787	56,225	5	2,243	3	9,437	16	16,779	9	7,902	12	3,320	13	1,718	16	4,105	33	5,848	3	2,031
Ilion	24,893	36,735	37,104	3	1,172	3	4,183	14	7,832	7	3,328	5	1,456	4	432	9	1,236	11	685	3	1,770
Little Falls	20,617	22,424	22,786	5	1,266	2	2,036	10	8,171	6	1,439	6	1,215	8	1,837	9	767	19	1,730	3	1,125
JEFFERSON	284,253	429,958	452,527	54	31,383	28	45,268	124	102,497	87	100,505	92	35,226	46	14,120	53	13,391	247	39,801	18	23,261
Watertown	154,204	221,099	230,351	29	13,148	14	41,753	52	56,395	29	31,043	34	13,778	26	11,805	29	9,246	85	17,982	10	16,952
KINGS	3,734,825	4,382,189	4,639,989	423	1 6,001	377	551,177	3,737	1,405,027	343	425,650	619	223,974	1,783	398,275	957	257,943	2,822	410,076	445	158,522
LEWIS	44,961	67,224	70,561	8	1,430	8	4,068	38	19,420	16	14,376	23	8,428	8	1,519	11	837	68	7,657	6	3,616
LIVINGSTON	133,481	187,305	194,340	34	2,612	13	12,468	59	50,975	53	35,650	51	24,803	22	2,661	34	5,951	125	17,971	15	7,730
MADISON	157,746	278,668	302,052	29	10,476	11	14,108	60	60,268	56	75,719	48	24,461	33	8,168	45	11,254	165	30,330	15	21,169
Oneida	64,920	138,749	142,461	4	4,368	4	9,954	13	34,900	19	48,089	8	5,242	17	4,724	15	8,345	31	6,974	4	11,054
MONROE	2,333,301	4,365,804	4,814,191	214	192,370	83	599,575	601	1,155,740	318	1,097,266	391	329,308	316	186,917	325	207,274	1,070	451,984	118	181,613
Rochester	774,943	935,787	944,862	60	32,055	24	110,440	305	160,166	122	230,276	161	63,472	115	38,093	118	44,928	563	99,463	53	40,557
MONTGOMERY	141,889	172,539	174,472	22	5,698	17	15,969	70	41,861	42	27,165	47	22,854	34	5,521	34	5,024	158	15,418	19	12,463
Amsterdam	79,782	99,664	101,256	11	2,021	5	7,263	38	26,860	19	15,202	22	10,456	19	4,698	21	3,733	85	8,851	12	8,181
NASSAU	5,454,611	11,644,964	13,986,749	469	312,001	205	1,723,520	1,707	2,807,920	547	1,941,758	1,025	904,560	1,209	741,341	816	650,105	2,283	1,117,214	347	310,452
Bethpage	NO DATA AVAILABLE FOR THIS CITY																				
Garden City	138,818	357,207	414,684	7	5,183	6	128,501	23	44,900	3	292	11	12,948	35	76,366	12	53,769	22	18,124	8	4,777
Hempstead	262,883	485,802	570,461	7	8,045	9	140,241	37	31,693	21	155,772	27	16,272	33	21,009	50	52,478	69	25,337	13	5,590
Hicksville	351,190	757,440	838,710	15	6,482	8	186,263	56	137,941	28	142,726	45	50,108	43	27,688	30	21,278	102	40,391	13	11,055
NEW YORK	7,110,480	12,080,576	12,982,344	311	130,043	387	1,915,043	2,688	2,029,674	120	395,307	158	123,131	3,074	1,650,221	1,245	770,576	5,415	2,662,483	495	385,972
NIAGARA	606,332	828,933	844,689	84	34,982	34	115,865	198	198,234	143	176,607	176	61,047	110	29,008	132	26,810	549	93,935	55	33,586
Lockport	81,744	97,643	98,402	15	4,901	4	13,859	33	17,886	32	19,028	28	7,070	25	5,758	21	4,735	74	12,900	8	4,186
Niagara Falls	208,697	225,657	223,438	22	5,864	14	20,878	66	59,494	30	41,310	51	14,654	42	6,761	50	7,953	251	32,933	20	11,255
North Tonawanda	89,161	156,832	116,221	14	6,796	2	6,926	39	38,576	19	23,011	26	11,188	10	2,107	19	3,976	74	9,834	9	5,816
ONEIDA	758,441	1,199,480	1,274,445	99	53,075	52	138,966	271	292,590	150	248,230	198	104,348	155	62,431	172	39,181	623	129,695	67	64,545
Rome	164,323	304,455	332,609	16	11,697	17	39,420	38	72,269	35	65,282	41	20,700	32	15,917	33	8,895	106	28,261	12	20,944
Utica	241,243	321,506	330,379	21	6,988	11	28,861	128	99,210	44	30,938	62	28,248	31	27,142	68	13,614	222	33,599	28	19,337
ONONDAGA	1,563,676	2,883,166	3,168,195	151	111,850	56	411,127	442	766,758	244	586,814	298	233,559	258	177,613	269	133,668	930	321,852	85	155,724
Syracuse	568,360	815,608	849,848	32	19,176	16	51,616	231	213,350	86	219,664	105	48,977	88	42,846	111	55,240	425	95,923	31	30,406
ONTARIO	331,409	706,202	792,700	44	37,523	14	145,612	93	142,935	67	142,085	68	57,898	76	61,294	52	21,732	180	72,443	16	23,431
Canandaigua	71,060	143,087	158,724	5	4,581	1	2,746	17	44,256	12	34,910	15	13,068	13	5,328	13	4,660	39	22,497	4	3,400
Geneva	54,534	92,721	99,648	10	1,921	2	8,132	28	29,314	6	4,773	11	9,533	17	6,338	14	5,068	39	12,836	4	6,694
ORANGE	808,521	1,658,768	1,849,367	108	107,892	58	196,312	256	336,767	142	319,200	172	135,444	142	77,874	137	61,380	536	140,703	48	46,688
Middletown	136,544	236,867	255,575	13	6,347	8	36,086	50	43,009	23	42,548	30	19,955	38	25,097	40	16,800	96	26,841	6	6,624
Newburgh	143,006	288,890	272,817	15	14,515	7	16,991	61	61,479	28	78,532	39	24,746	27	9,492	28	15,900	108	23,834	7	5,313
Port Jervis	50,449	92,148	100,386	7	3,290	4	9,569	17	28,170	14	22,527	9	4,610	12	4,453	12	5,354	29	5,093	5	7,417
ORLEANS	84,575	99,701	100,241	18	4,406	5	6,313	36	30,480	30	20,204	29	6,704	15	4,003	21	4,831	56	6,614	8	3,919
Medina	40,297	46,506	47,748	7	2,044	3	4,775	9	11,076	13	7,842	9	2,008	11	3,353	6	2,690	23	3,114	4	2,727
OSWEGO	277,657	797,819	945,312	50	52,032	16	58,420	108	255,974	98	220,052	69	67,170	44	23,178	56	28,537	238	79,867	18	57,644
Fulton	82,595	232,205	274,027	13	10,067	3	27,018	27	72,699	21	58,249	16	18,264	15	8,708	16	10,813	52	16,878	4	20,562
Oswego	85,826	253,897	302,425	6	13,375	4	25,233	27	71,181	21	71,665	15	23,080	18	12,396	16	12,339	75	36,646	4	21,860
OTSEGO	171,879	234,702	242,639	39	15,468	24	29,176	73	54,732	51	48,928	46	12,946	29	5,928	35	5,103	147	24,545	15	10,906
Oneonta	70,115	107,535	113,422	7	4,837	5	19,217	22	20,781	15	19,795	11	4,073	18	4,938	17	3,761	55	14,491	7	6,787
PUTNAM	177,238	314,780	341,157	40	25,269	13	18,290	68	83,341	38	72,273	52	31,524	28	8,445	29	8,757	154	28,198	15	10,700
QUEENS	3,728,384	5,242,946	5,641,321	351	129,190	242	538,966	2,566	1,579,625	320	724,370	668	333,581	1,186	298,749	686	229,136	2,547	630,266	392	193,135
RENSSELAER	327,813	486,746	513,487	42	20,454	22	39,503	164	155,397	80	77,348	97	52,933	46	13,715	55	15,065	271	41,854	33	15,742
Troy	149,273	172,090	172,517	13	3,672	6	8,620	78	46,469	23	26,937	30	11,951	30	9,341	24	9,469	132	17,872	17	8,382
RICHMOND	709,910	1,278,986	1,389,610	77	41,406	30	196,490	377	451,095	86	299,737	120	67,623	153	68,488	126	50,455	402	104,424	61	41,911
ROCKLAND	743,388	1,468,664	1,627,845	75	69,522	27	207,368	271	420,402	95	282,749	157	118,780	187	88,292	164	66,630	370	144,934	58	47,903
Nyack	36,205	43,040	43,348	6	1,165	2	1,355	11	6,538	9	18,194	8	2,566	12	1,419	6	670	24	5,060	2	495
ST. LAWRENCE	292,959	411,712	427,436	55	29,160	28	33,664	169	113,635	98	82,404	73	24,366	65	15,980	73	15,661	229	35,821	15	3,642
Ogdensburg	53,813	75,848	78,755	7	6,034	3	6,048	21	15,795	17	11,743	8	2,622	13	2,649	13	2,127	31	6,688	2	483
SARATOGA	415,816	518,080	526,134	68	35,271	33	48,974	144	117,867	76	125,401	105	46,382	74	16,427	59	13,980	308	54,098	28	15,826
Saratoga Springs	114,763	144,704	147,240	16	4,721	7	12,482	34	25,979	19	38,239	17	7,380	24	6,119	21	7,167	91	20,862	9	9,088
SCHENECTADY	498,469	655,500	677,207	52	30,524	27	96,875	168	170,650	89	104,996	130	42,608	91	31,195	94	26,885	215	58,665	40	20,706
Schenectady	232,708	224,845	218,341	25	7,944	11	19,377	100	45,029	61	45,889	50	15,426	56	11,500	53	12,415	208	24,024	23	8,742
SCHOHARIE	65,905	97,595	102,277	20	5,262	8	6,435	23	28,229	20	22,705	30	8,495	9	1,912	16	2,511	58	7,537	3	808
SCHUYLER	32,538	39,085	39,408	8	3,243	3	1,298	18	11,393	16	8,933	14	3,610	8	738	10	1,131	40	3,016	4	1,445
SENECA	73,158	110,270	115,932	17	5,858	3	8,985	34	32,807	23	19,865	30	13,311	14	2,319	22	4,787	68	11,487	9	9,086
STEUBEN	286,316	434,573	457,833	54	28,899	20	45,210	122	106,715	88	93,927	79	47,636	58	18,010	76	15,836	191	39,358	22	16,327
Corning	56,279	74,492	76,456	6	6,980	4	6,902	26	13,893	13	9,499	12	7,004	18	5,985	23	4,984	52	9,279	4	3,071
Hornell	99,277	85,067	88,641	5	8,161	5	9,065	20	21,278	15	21,481	9	4,494	13	6,061	13	1,767	33	7,518	6	3,954
SUFFOLK	3,711,563	9,567,467	11,117,008	465	524,799	164	1,510,607	1,400	2,682,570	595	1,755,335	826	834,234	709	322,876	609	479,306	1,944	970,056	230	294,170
SULLIVAN	206,570	373,843	406,785	44	24,241	22	22,017	90	102,015	47	66,127	95	37,517	46	7,805	26	8,095	253	46,795	29	12,904
TIOGA	103,671	153,918	161,366	16	7,866	4	6,905	46	48,533	31	36,513	38	17,802	17	3,733	24	2,825	64	8,575	7	6,183
Waverly	24,056	35,442	37,720	4	2,145	1	1,685	17	16,368	6	5,112	7	1,609	6	591	6	1,020	15	2,029	2	1,451
TOMPKINS	242,106	424,655	460,905	35	23,111	17	44,752	72	108,816	63	81,358	48	31,977	55	23,124	50	17,618	172	52,074	18	21,862
Ithaca	138,245	216,110	228,753	17	9,478	10	23,204	37	43,847	24	40,696	26	15,876	40	16,512	35	12,153	92	27,811	11	10,212
ULSTER	470,751	1,181,740	1,367,937	67	63,562	29	125,560	224	351,127	89	247,999	125	118,554	75	37,741	93	31,675	382	143,202	37	34,669
Kingston	151,926	312,528	348,061	11	24,963	5	43,690	62	77,886	20	51,656	24	17,171	38	23,123	28	12,080	97	32,382	11	10,644
WARREN	238,330	392,799	421,708	27	23,816	20	55,320	91	94,276	56	81,109	51	31,027	52	20,686	38	13,011	217	49,381	16	14,112
Glens Falls	103,299	208,694	231,669	6	4,662	9	38,107	31	51,547	23	52,122	17	11,883	28	13,615	19	8,171	61	17,908	8	11,529
WASHINGTON	103,205	132,905	135,746	28	5,968	11	3,427	89	47,437	29	17,444	45	15,927	19	2,335	17	1,586	124	10,600	14	5,381
WAYNE	347,734	599,861	646,706	52	24,375	19	22,930	76	97,041	87	104,742	74	36,948	35	10,406	57	9,846	151	27,593	13	13,626

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WESTCHESTER	3,153,823	6,871,964	7,782,336	278	255,347	108	895,550	1,159	1,836,068	315	1,326,970	597	550,228	716	437,210	539	360,270	1,438	656,043	261	196,338
Mamaroneck	90,837	191,032	213,670	9	8,348	3	11,332	35	68,167	22	38,666	24	17,173	16	5,775	11	6,437	42	26,526	6	2,188
Mount Vernon	192,150	394,601	439,330	15	5,952	9	8,602	102	90,886	23	91,691	37	28,949	56	18,463	41	17,761	97	17,954	10	16,216
New Rochelle	202,626	548,324	612,153	15	16,386	12	65,113	109	97,822	37	145,364	45	27,826	88	45,478	65	29,451	112	54,968	24	15,510
North Tarrytown	27,964	73,751	82,911	3	9,812	1	12,328	14	5,538	3	24,326	7	4,322			3	162	23	6,624	2	6,776
Ossining	60,438	130,792	147,071	7	9,712	3	14,891	16	29,652	9	29,589	18	12,930	15	4,260	6	6,497	35	10,227	7	2,992
Peekskill	129,968	236,625	257,647	10	8,523	7	45,158	53	92,090	13	32,601	27	17,954	21	8,092	23	12,088	56	11,373	5	3,093
Port Chester	86,431	153,898	166,827	6	2,001	1	15,824	45	30,495	19	14,304	26	14,267	23	9,410	16	11,366	70	18,072	13	8,535
Tarrytown	43,858	86,519	95,660	2	1,328	4	18,257	17	30,004	3	10,269	5	4,129	7	3,144	5	996	20	12,967	5	2,292
White Plains	422,601	839,395	928,920	20	27,752	11	320,552	63	118,932	24	142,579	42	33,612	89	83,692	52	36,711	130	72,302	16	15,079
Yonkers	542,454	1,032,322	1,133,224	38	31,639	21	146,667	238	325,263	54	138,278	99	65,482	120	82,209	103	68,462	260	93,204	51	36,645
WYOMING	85,976	135,306	143,398	25	9,720	8	5,748	41	64,988	39	29,876	28	12,709	23	4,375	15	4,325	78	12,065	7	5,422
YATES	49,859	75,651	79,640	13	6,273	3	1,398	21	22,618	29	19,450	15	8,271	12	1,705	18	1,816	4	7,105	6	2,034
New York City	17,224,375		27,078,280		455,899		3,429,095		6,368,134		2,051,818		875,712		2,997,864		1,441,642		4,006,932		866,982
		25,198,740		1,335		1,175		10,992		1,042		1,833		6,873		3,391		12,480		1,651	

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,842,308	31,901,879	35,033,355	3,332	2,253,658	1,886	2,848,983	8,206	7,611,693	4,091	7,945,740	5,775	2,986,127	3,873	1,552,401	3,903	1,700,751	7,123	2,671,745	1,348	1,158,093
METROPOLITAN STATISTICAL AREAS																					
Asheville, N.C.	558,876	979,101	1,057,087	69	72,148	37	145,847	169	219,600	127	227,352	139	99,944	103	39,287	99	38,006	224	86,187	41	36,612
Burlington, N.C.	321,379	661,021	736,293	44	43,385	33	89,639	159	157,697	78	167,140	118	62,963	87	40,134	84	33,135	124	55,856	28	29,663
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	3,031,578	6,020,324	6,675,881	314	349,629	237	820,952	1,190	1,419,374	717	1,666,363	802	680,871	706	329,279	635	288,920	1,217	516,517	209	231,413
Fayetteville, N.C.	668,123	1,326,561	1,466,370	74	93,754	48	235,006	262	262,034	146	334,351	166	130,827	124	51,448	129	88,153	280	127,188	29	26,113
Greensboro-Winston-Salem-High Point, N.C.	2,722,661	5,091,447	5,555,679	323	309,662	178	612,354	1,064	1,084,273	744	1,301,195	787	478,194	596	257,736	649	291,398	1,054	463,973	189	203,762
Hickory, N.C.	581,128	1,106,538	1,214,083	93	88,709	49	117,982	290	257,663	181	265,700	175	78,644	134	63,250	160	55,581	228	95,742	55	37,690
Jacksonville, N.C.	254,684	490,468	542,392	31	33,549	24	70,950	94	79,626	77	151,865	74	34,025	47	24,898	47	40,914	167	50,677	12	12,786
Raleigh-Durham, N.C.	1,784,986	3,758,521	4,203,166	174	180,764	140	565,187	748	895,339	300	895,440	467	381,797	348	195,202	366	177,364	735	376,522	114	111,387
Wilmington, N.C.	379,964	895,112	1,021,822	33	68,409	25	151,256	152	222,585	77	207,766	89	62,674	93	44,80	87	45,166	201	94,051	26	29,973
COUNTIES, Cities																					
ALAMANCE	321,379	661,021	736,293	44	43,385	33	89,639	159	157,697	78	167,140	118	62,963	87	40,134	84	33,135	124	55,856	28	29,663
Burlington	230,422	506,917	570,996	33	38,404	20	86,024	83	111,880	47	117,091	63	39,594	63	35,685	59	25,706	79	43,907	20	25,536
ALEXANDER	40,934	68,177	72,899	13	10,191	5	2,255	44	19,404	19	13,154	24	6,643	8	2,051	16	1,494	18	5,975	6	3,252
ALLEGHANY	21,908	36,508	39,038	6	6,692	4	1,081	26	10,829	11	6,810	15	5,102	5	1,591	2	506	10	2,465	2	581
ANSON	43,261	82,665	90,684	8	1,992	9	3,879	47	28,235	20	21,703	23	9,502	14	3,847	10	4,947	24	6,055	8	3,522
ASHE	56,796	99,916	107,942	18	9,610	12	6,786	40	22,286	15	31,495	29	12,258	20	4,691	16	5,475	15	3,383	5	2,954
AVERY	26,957	67,120	77,356	14	13,865	5	1,093	34	16,681	6	16,148	21	9,366	14	3,370	10	1,619	19	5,559	4	5,346
BEAUFORT	136,489	208,797	219,794	24	21,218	15	15,293	94	51,863	44	60,756	41	18,867	34	6,126	27	8,246	47	10,027	9	6,203
Washington	100,383	150,483	157,800	12	18,466	7	11,196	47	29,173	30	47,362	20	11,347	20	5,408	22	7,026	29	6,461	5	4,846
BERTIE	32,011	47,758	50,037	4	2,375	10	1,469	50	14,851	15	17,599	24	4,509	8	682	8	1,170	24	1,480	4	1,280
BLADEN	55,158	76,532	79,123	16	5,179	12	4,642	52	20,763	27	22,218	32	7,173	16	2,572	14	2,686	29	3,036	8	3,044
BRUNSWICK	63,470	148,293	168,900	15	20,092	18	10,729	75	65,451	27	19,324	40	13,851	8	1,007	12	4,252	64	14,913	8	5,528
BUNCOMBE	558,876	979,101	1,057,087	69	72,148	37	145,847	169	219,600	127	227 352	139	99,944	103	39,287	99	38,006	224	86,187	41	36,612
Asheville	381,762	652,800	701,538	39	44,372	20	136,076	86	102,849	80	149,608	78	57,206	75	32,258	63	24,075	161	65,591	25	28,944
BURKE	151,502	262,067	282,434	24	24,675	17	18,360	103	72,819	61	50,947	58	18,228	46	18,343	49	14,707	60	17,993	16	10,580
Morganton	104,050	190,353	207,130	10	17,391	10	16,956	41	53,217	23	42,536	19	9,552	28	14,355	22	8,400	27	12,345	8	6,104
CABARRUS	263,324	481,277	524,693	38	25,158	16	58,199	105	102,764	86	143,794	81	33,478	73	32,016	69	30,652	104	30,785	23	19,618
Concord	123,332	248,718	275,619	16	13,133	7	13,219	53	59,696	34	82,190	36	15,746	36	19,797	33	12,639	45	16,641	12	12,903
Kannapolis	122,641	193,396	204,749	20	8,976	9	26,997	36	42,663	44	55,606	35	12,993	31	10,601	31	13,430	55	13,424	12	6,409
CALDWELL	170,580	283,988	303,924	35	18,433	23	22,661	102	73,619	47	94,465	58	19,795	34	7,561	59	15,745	65	15,780	13	8,180
Lenoir	125,727	219,276	236,567	24	13,427	16	22,133	66	54,084	33	77,580	33	12,453	24	5,209	35	11,829	47	12,687	9	6,342
CAMDEN	4,192	6,685	7,087			1		17	1,580	2	205	10	4,143	1		1		2	285		
CARTERET	116,060	273,245	311,618	25	28,744	12	25,199	84	86,272	41	43,670	56	25,986	21	5,361	31	14,732	73	37,522	7	10,835
CASWELL	19,608	26,185	26,883	2	861	17	2,765	29	7,370	12	7,820	17	2,776			5	485	7	482	2	462
CATAWBA	388,692	776,294	858,750	56	53,843	27	97,367	143	165,440	101	201,599	93	53,773	80	42,856	104	39,380	150	71,774	33	23,858
Hickory	198,073	393,345	434,657	14	27,888	13	58,021	53	89,424	36	75,896	37	26,889	52	29,983	53	25,717	80	43,586	16	14,557
Newton	57,740	116,073	127,742	14	6,739	7	24,848	26	31,005	20	23,531	17	11,816	14	4,661	17	5,556	22	7,759	6	3,830
CHATHAM	59,822	76,942	78,449	13	3,404	16	3,216	54	17,832	34	23,386	34	7,923	22	3,654	22	4,001	32	4,303	6	2,454
CHEROKEE	45,207	93,804	104,487	7	5,398	13	11,206	42	33,483	22	14,931	26	11,108	16	4,790	8	4,293	22	3,893	9	5,303
CHOWAN	30,312	54,227	58,768	5	2,796	5	4,648	20	17,972	12	11,878	15	5,950	8	1,702	6	2,000	8	1,737	2	1,196
CLAY	13,531	27,118	30,022	3	4,405	3	386	13	6,262	7	11,503	13	4,221	4	456	4	914	3	819	2	736
CLEVELAND	211,080	372,271	402,522	23	20,746	28	44,873	127	93,544	91	90,948	95	40,397	41	16,744	58	16,545	98	29,324	26	16,467
Shelby	117,150	195,435	209,071	10	4,704	13	29,749	52	45,003	30	44,344	36	14,156	23	11,857	35	9,744	44	13,695	13	10,877
COLUMBUS	143,100	240,384	257,464	27	20,286	26	28,035	117	50,750	67	68,028	70	18,512	37	13,047	27	8,222	60	11,849	15	8,287
CRAVEN	199,029	370,144	404,195	24	32,484	25	45,109	124	85,452	61	98,355	73	38,509	38	12,970	46	22,372	83	26,850	11	9,203
New Bern	114,614	203,128	219,733	15	21,669	12	37,502	65	45,640	24	38,277	40	20,397	32	12,151	23	8,919	51	15,559	10	8,279
CUMBERLAND	668,123	1,326,561	1,466,370	74	93,754	48	235,006	262	262,034	146	334,351	166	130,827	124	51,448	129	88,153	280	127,188	29	26,113
Fayetteville	445,864	851,456	934,101	35	75,483	25	196,622	122	156,055	66	170,801	76	65,435	92	41,072	64	37,431	195	84,610	20	22,368
CURRITUCK	12,445	19,677	20,833	6	1,602	5	1,405	25	6,651	2	485	16	4,340	1	73	4	380	14	1,337	1	64
DARE	57,940	148,213	171,641	8	17,811	6	7,511	48	51,267	8	12,723	21	9,700	17	9,034	8	8,987	69	31,588	5	2,791
DAVIDSON	256,059	443,634	477,904	54	31,513	16	25,244	134	96,611	120	123,360	97	51,994	65	16,536	88	29,091	105	36,377	26	17,045
Lexington	140,386	239,794	257,596	21	20,865	7	14,083	61	54,017	64	59,683	45	21,591	36	12,365	43	11,972	61	20,914	13	9,825
Thomasville	80,480	141,504	152,871	20	8,961	8	10,479	43	32,393	38	46,501	28	13,233	18	3,192	32	9,918	24	10,105	9	6,141

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NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—
Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS (COUNTIES) Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Bldrs		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DAVIE	46,405	90,330	99,461	8	11,271	11	3,569	37	20,609	21	20,829	32	16,522	6	1,710	14	10,291	19	5,702	3	3,335
DUPLIN	98,251	139,986	145,422	22	6,131	28	7,456	99	40,371	45	31,213	60	17,489	20	5,290	21	4,760	43	6,098	12	4,382
DURHAM	506,755	1,088,322	1,142,179	46	43,175	28	162,419	194	242,630	76	259,486	129	106,478	112	53,404	180	49,301	288	90,124	27	37,054
Durham	668,452	874,792	963,340	33	39,252	20	161,531	157	211,177	67	185,778	111	93,609	96	45,971	82	39,941	102	80,082	25	22,408
EDGECOMBE	160,893	241,074	259,166	16	12,172	22	25,982	108	64,577	42	58,963	48	38,379	22	6,521	34	22,274	38	11,882	12	5,082
Tarboro	62,275	106,022	114,773	9	10,180	11	12,775	47	29,727	16	28,216	17	7,802	9	2,772	15	5,094	18	4,685	6	2,942
FORSYTH	914,665	1,734,053	1,886,921	87	111,457	51	224,679	384	361,457	207	451,153	259	136,390	201	100,828	176	92,363	354	164,558	54	74,436
Winston-Salem	739,984	1,421,925	1,553,967	59	71,760	42	215,313	191	279,002	141	369,456	151	108,602	176	94,964	141	75,345	290	140,344	39	58,423
FRANKLIN	49,976	83,925	89,877	8	4,576	11	5,081	62	27,303	17	19,515	31	13,335	10	6,411	11	1,919	21	3,326	8	3,316
GASTON	471,112	834,168	902,579	69	40,592	46	114,496	218	215,070	141	237,826	145	59,866	103	35,229	101	32,661	160	58,585	48	34,869
Gastonia	315,036	581,977	634,676	21	26,808	20	96,670	110	116,534	68	192,693	69	38,006	65	27,303	51	22,222	86	44,555	19	21,371
GATES	9,325	17,818	19,548	1		5	3,048	22	5,518	3	7,182	9	2,093					4	391		
GRAHAM	13,120	23,188	25,070	4		5	1,259	21	9,160	6	486	10	4,770	7	1,185	5	529	4	824	2	4,202
GRANVILLE	54,865	96,060	103,689	14	3,876	14	7,545	52	29,897	21	22,726	43	11,789	12	3,356	14	3,169	24	4,445	8	8,604
GREENE	14,468	26,083	28,309	4	1,644	14	2,330	20	8,713	9	5,082	12	3,838	2	50	5	1,629	16	1,772	1	235
GUILFORD	1,210,008	2,296,092	2,516,760	107	94,353	65	329,517	362	467,016	197	570,414	304	212,128	260	122,716	265	133,250	452	221,586	75	87,521
Greensboro	826,603	1,593,769	1,751,569	54	66,347	43	255,642	193	299,511	105	408,106	164	137,106	170	92,197	134	62,376	294	160,751	45	54,726
High Point	313,004	538,744	581,140	27	18,550	17	72,177	83	113,665	63	142,984	71	44,793	61	24,639	97	55,069	116	42,017	22	24,290
HALIFAX	151,859	232,977	245,999	22	12,896	29	23,672	166	64,956	51	41,893	73	31,070	45	11,881	37	13,933	65	10,596	10	7,359
Roanoke Rapids	91,765	157,462	169,330	14	10,082	8	20,077	63	45,994	27	28,831	25	14,350	26	8,016	26	11,229	33	12,154	9	5,085
HARNETT	125,380	218,003	234,976	24	21,953	32	17,076	110	61,269	52	48,850	58	20,621	34	7,120	38	9,958	65	17,148	13	8,170
Dunn	85,341	142,876	154,203	13	18,549	15	14,657	69	38,462	29	31,610	24	8,781	23	4,778	24	5,588	38	12,682	5	5,307
HAYWOOD	130,843	233,350	253,419	28	29,337	15	16,832	61	59,394	39	54,360	55	23,872	52	9,757	33	7,886	60	16,463	14	10,716
HENDERSON	165,366	290,245	445,864	26	69,830	12	29,691	70	110,666	45	110,606	43	44,986	60	16,382	41	13,254	56	21,379	14	16,351
Hendersonville	124,020	277,296	313,222	10	44,547	8	27,166	44	80,414	29	51,308	27	25,533	23	10,618	33	12,023	41	18,618	12	13,516
HERTFORD	74,875	128,896	138,663	15	13,356	12	14,070	56	34,591	15	23,198	29	12,359	17	4,198	19	7,755	28	9,758	10	7,560
HOKE	25,885	40,840	43,230	6	1,583	5	2,943	31	15,943	12	9,519	15	4,504	7	1,343	6	2,008	7	746	3	1,757
HYDE	6,950	11,718	12,557	3	202	5	1,723	10	4,151	2	455	6	1,851	1	60	3	676	0	3,210	1	
IREDELL	226,390	429,453	473,864	43	36,950	22	28,339	132	112,327	70	108,604	93	53,880	56	25,257	63	32,910	93	33,452	21	20,889
Statesville	152,608	237,201	250,433	20	18,384	12	21,388	52	53,012	33	69,622	41	13,581	32	11,237	30	22,735	49	12,915	12	10,391
JACKSON	47,309	101,837	114,270	13	6,487	9	3,239	36	28,632	20	32,505	33	17,382	16	4,589	16	3,598	21	6,239	6	4,574
JOHNSTON	165,533	334,862	371,591	31	33,400	28	14,444	146	92,490	94	77,098	96	42,799	35	17,056	45	23,652	83	22,615	19	12,989
JONES	10,016	16,785	17,970	2	696	6	1,120	26	5,625	5	5,267	11	1,907			1		8	870	2	743
LEE	121,943	248,916	276,515	18	15,999	14	21,611	79	64,536	49	67,127	33	19,673	35	13,667	32	12,140	60	15,026	9	10,666
Sanford	118,852	243,862	271,132	17	15,873	14	21,611	68	60,670	47	66,732	28	19,201	34	13,590	31	12,095	58	15,709	8	10,277
LENOIR	294,330	309,306	325,187	20	24,668	22	37,422	147	69,006	55	76,337	70	22,421	43	10,568	48	17,918	65	16,220	18	14,266
Kinston	146,412	232,467	246,384	14	15,637	16	35,725	93	55,263	30	44,632	43	16,190	20	17,535	37	16,687	42	13,466	13	10,743
LINCOLN	98,364	151,096	160,438	23	16,125	14	10,082	59	45,705	44	35,019	39	13,017	29	5,209	26	8,976	41	9,274	8	4,707
MCDOWELL	84,657	135,511	143,866	15	11,015	7	8,416	52	37,273	30	29,656	42	22,074	17	9,500	16	6,007	36	8,355	9	5,555
MACON	29,340	131,177	147,889	10	29,483	13	10,667	24	34,671	24	19,961	26	11,845	25	7,107	17	4,084	27	6,951	9	6,459
MADISON	19,949	36,871	40,208	6	1,980	6	2,706	29	11,051	8	9,684	10	5,781	4	745	4	794	7	2,805	5	1,634
MARTIN	62,496	84,839	87,356	9	2,620	16	9,616	54	19,670	10	19,206	34	6,892	15	2,860	12	2,929	21	8,548	4	1,950
MECKLENBURG	1,551,726	3,237,630	3,616,479	122	169,492	86	508,662	619	696,828	225	925,323	312	266,257	343	186,667	275	153,402	663	301,899	88	118,843
Charlotte	1,150,383	2,230,246	2,453,689	77	91,625	60	359,261	304	452,153	162	559,902	215	173,961	268	135,332	209	121,986	522	231,880	66	95,759
MITCHELL	42,476	71,039	76,048	13	5,542	15	6,951	23	18,484	24	20,094	22	5,518	13	3,314	8	2,902	13	4,907	7	2,332
MONTGOMERY	42,720	57,857	59,552	10	5,529	8	2,845	63	20,901	24	12,186	25	5,137	16	1,232	11	535	27	3,507	8	2,405
MOORE	134,438	230,543	251,480	29	25,944	16	10,233	86	66,760	42	45,330	57	20,740	43	15,195	36	10,848	75	17,986	12	8,300
NASH	241,882	513,632	571,290	30	36,864	36	88,322	196	95,801	67	85,089	84	50,365	60	21,069	51	20,013	114	51,689	15	12,453
Rocky Mount	249,939	433,214	466,749	26	29,163	21	72,239	121	89,634	61	79,234	72	38,479	61	18,268	50	38,284	100	48,794	16	11,487
NEW HANOVER	379,964	895,112	1,021,822	33	68,409	25	151,256	152	222,585	77	307,766	89	62,674	93	44,801	87	45,166	201	94,051	26	29,073
Wilmington	275,334	613,591	692,718	25	33,747	10	93,663	98	120,301	60	160,311	66	44,359	83	40,203	70	36,059	136	58,502	23	27,764
NORTHAMPTON	25,860	36,705	38,098	9	2,244	13	768	65	11,308	9	5,539	20	9,643	4	468	4	351	14	1,903	6	1,722
ONSLOW	254,684	490,488	542,392	31	33,569	26	70,950	96	79,636	77	151,865	76	34,025	67	24,888	67	40,914	167	50,677	12	12,706
Jacksonville	157,868	360,135	408,373	14	28,527	14	67,785	67	56,105	32	92,069	33	24,160	37	24,240	28	33,432	102	36,418	8	12,120
ORANGE	163,806	322,750	356,093	17	21,830	15	25,625	73	90,697	26	41,017	52	35,783	41	18,652	40	15,501	91	45,256	13	11,833
Chapel Hill	114,483	227,886	251,881	8	13,975	9	22,174	35	53,625	12	24,572	23	21,597	37	18,124	25	9,204	68	39,162	8	8,067
PAMLICO	13,723	25,739	28,126	2	2,632	2	3,458	23	8,033	8	5,327	12	3,568	2	279	3	773	4	1,430	1	334
PASQUOTANK	112,093	204,709	222,686	24	25,250	10	23,997	51	52,083	28	49,565	31	11,999	23	9,937	19	10,095	34	13,100	7	6,671
Elizabeth City	109,555	200,885	218,673	23	24,834	10	23,997	49	51,366	27	48,868	27	10,666	23	9,937	19	10,095	33	13,026	6	6,394
PENDER	30,666	49,642	52,794	7	2,052	7	1,769	56	19,522	9	11,330	28	6,921	6	560	5	324	29	4,690	4	834
PERQUIMANS	19,362	23,566	23,811	8	1,639	4	959	13	4,655	8	7,071	12	4,813	5	550	4	574	13	1,089	2	210
PERSON	68,580	107,855	114,148	14	5,614	26	10,365	56	20,691	21	27,693	29	9,319	10	5,073	10	3,741	26	7,125	8	4,307
PITT	279,704	580,706	649,418	38	52,174	53	71,229	173	129,006	68	150,198	117	48,562	50	20,663	56	29,411	115	52,992	21	21,089
Greenville	215,119	490,034	555,482	26	47,497	18	64,190	89	104,231	43	124,915	60	30,693	39	27,644	39	26,269	81	49,166	10	19,950
POLK	27,724	37,725	38,863	2	2,676	7	4,032	19	11,381	7	6,686	10	4,635	4	656	7	1,130	19	3,145	4	1,610
Tryon	NO DATA AVAILABLE FOR THIS CITY																				
RANDOLPH	102,561	370,475	407,007	35	46,226	21	25,196	126	88,591	95	84,306	96	42,970	56	12,323	81	21,012	80	25,467	10	15,659
Asheboro	119,283	235,219	259,576	14	18,984	10	23,719	69	55,017	50	60,265	45	24,203	33	9,859	39	14,092	61	16,588	11	12,950
RICHMOND	124,870	183,764	192,340	22	17,202	17	18,125	76	64,092	50	53,082	51	20,666	32	7,680	39	13,496	65	13,654	13	7,168
Rockingham	102,418	142,632	147,571	15	12,934	11	16,782	69	32,086	36	29,060	35	16,015	10	4,609	26	8,899	42	11,107	9	5,360
ROBESON	246,607	410,220	438,802	39	37,874	35	39,328	225	101,257	80	92,473	88	41,117	60	10,077	56	23,694	88	21,766	25	15,163
Lumberton	136,962	240,217	259,388	22	20,364	12	29,289	83	53,618	37	43,177	41	20,219	33	12,586	37	18,303	66	16,274	9	9,056
ROCKINGHAM	215,314	354,382	380,529	38	22,975	31	23,650	155	104,167	66	74,920	100	32,029	68	21,362	77	27,342	98	23,495	28	15,083
Eden	79,360	108,461	114,287	13	4,229	7	6,856	66	30,300	20	24,319	28	6,880	30	6,363	30	14,188	35	6,756	11	6,351
Reidsville	79,838	167,256	186,685	15	15,032	11	11,759	44	50,555	30	32,019	32	16,485	25	11,908	25	10,031	29	11,226	8	5,412
ROWAN	232,416	457,568	478,839	33	36,137	24	36,879	122	118,913	69	86,734	81	44,742	61	28,053	58	18,986	107	36,718	22	18,010
East Spencer	NO DATA AVAILABLE FOR THIS CITY																				
Spencer	7,905	13,536	14,662			1	1,010	6	5,487	2	950	3	1,348	1	129	5	2,511	3	788	1	770
Salisbury	169,613	329,443	362,549	16	12,748	12	32,472	63	75,757	36	76,762	43	33,629	46	24,052	31	11,026	64	29,198	14	14,804
RUTHERFORD	131,641	240,857	263,417	24	14,889	23	18,608	63	59,239	108	77,876	56	22,592	37	8,681	40	15,698	67	14,015	11	11,361
Forest City	80,496	122,213	128,663	10	10,886	10	13,808	21	25,805	32	35,586	23	6,585	22	5,781	20	10,107	20	6,249	6	6,486
SAMPSON	99,225	185,244	202,654	23	22,696	33	13,094	103	48,341	58	48,076	52	9,031	31	12,712	26	8,546	54	9,248	13	8,882
Clinton	63,885	139,969	157,520	14	20,326	7	7,670	27	35,548	36	40,320	12	2,835	27	12,291	15	5,803	19	6,719	9	7,368
SCOTLAND	84,816	123,916	129,348	11	8,430	8	9,519	78	38,976	26	36,369	24	7,462	23	5,919	14	6,752	24	6,148	10	4,452
STANLY	127,710	208,419	212,013	23	14,122	16	12,743	77	44,395	62	53,579	60	25,598	43	10,876	39	8,295	62	13,176	13	8,944
STOKES	34,854	63,496	69,040	16	8,880	4	679	37	10,965	20	16,738	27	9,141	6	1,537	9	1,519	19	4,988	4	1,943

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES— Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREA COUNTIES Cities	1977 U.S. Census	EBP 1984 estimate	EBP 1985 estimate	Location Quotient	Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DUPLIN	207,421	244,133	249,239	45	39,585	26	29,261	142	72,482	114	103,283	66	25,530	35	18,000	53	15,579	75	18,174	26	19,988
Mount Airy	121,653	232,487	255,079	33	21,133	15	22,385	65	46,781	48	76,385	27	16,213	26	10,541	33	10,721	34	12,652	14	12,833
DRARE	54,482	61,587	66,711	5	2,530	7	3,297	22	18,690	9	6,257	22	10,245	6	1,438	7	2,385	37	7,870	4	2,049
TRANSYLVANIA	54,998	95,741	105,221	13	8,288	12	7,882	40	32,327	17	15,494	17	8,647	11	3,768	16	4,714	18	5,819	5	4,904
TYRRELL	7,525	13,177	14,224	4	2,714	4	997	11	4,065	10	3,457	4	507	1	235	4	187	5	1,463	1	286
UNION	151,240	327,373	368,366	20	35,218	16	21,852	99	88,006	62	105,593	55	20,978	37	13,337	40	17,790	55	22,436	12	14,424
Monroe	109,900	258,589	294,948	10	16,943	9	19,677	63	76,229	42	83,424	37	16,052	26	12,519	31	10,259	40	20,925	8	12,618
VANCE	113,367	204,684	222,340	17	15,438	10	19,682	75	62,701	41	43,771	54	21,418	25	10,459	26	10,755	41	11,051	10	8,636
Henderson	97,083	163,350	200,715	16	14,815	8	17,541	61	50,532	35	39,787	30	20,809	24	10,179	26	10,755	34	9,672	9	8,045
WAKE	1,064,449	2,323,516	2,615,017	103	111,283	86	372,062	419	534,909	181	575,424	255	226,201	177	116,735	215	110,443	415	237,816	66	59,179
Raleigh	693,765	1,432,965	1,595,348	40	50,792	37	243,452	182	255,159	77	383,838	134	135,402	120	93,494	124	60,834	268	151,159	34	35,240
WARREN	20,020	32,026	33,988	8	1,337	10	1,824	42	11,533	8	1,908	27	8,017	3	1,334	7	2,837	6	659	4	1,231
WASHINGTON	37,675	47,736	48,582	8	4,969	14	3,801	35	13,886	12	11,760	17	3,098	9	1,305	13	2,021	17	2,211	4	1,280
WATAUGA	92,013	202,533	228,133	21	25,109	8	11,977	43	43,684	23	45,918	33	18,675	31	10,663	27	9,378	55	22,785	9	8,939
WAYNE	273,269	447,394	476,944	37	36,985	33	70,553	162	89,935	103	108,826	95	42,769	65	21,733	69	25,624	93	27,578	13	10,754
Goldsboro	108,723	212,335	233,624	20	25,133	15	57,752	87	49,301	57	66,134	62	25,267	35	20,264	33	20,985	66	20,815	7	6,932
WILKES	137,879	208,890	219,486	22	20,769	17	15,257	96	48,789	54	44,551	62	24,173	36	7,738	24	6,254	54	14,927	11	9,095
WILSON	204,676	392,705	433,207	29	29,087	28	50,041	150	97,034	58	85,435	76	46,136	53	18,628	48	20,889	85	35,785	14	11,117
Wilson	172,696	351,032	389,610	30	26,235	17	49,133	92	88,915	48	76,345	45	34,911	52	18,422	41	20,070	65	32,459	12	10,660
YADKIN	68,299	102,347	108,506	16	6,037	10	3,492	66	31,224	68	34,405	32	9,041	16	2,036	16	3,872	27	5,895	9	3,823
YANCEY	29,222	45,611	48,106	14	6,348	18	3,052	22	15,797	18	9,813	18	4,526	7	932	2	834	12	1,598	4	2,584

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREA COUNTIES Cities	1977 U.S. Census	EBP 1984 estimate	EBP 1985 estimate	Location Quotient	Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,249,781	4,102,457	4,488,591	654	481,599	178	400,392	693	701,462	462	1,124,226	687	422,372	484	239,150	500	190,964	1,493	411,127	169	136,585
METROPOLITAN STATISTICAL AREAS																				
Bismarck, N.D.	314,382	623,506	690,760	61	67,491	10	89,009	57	113,050	44	167,795	58	55,973	67	35,871	69	31,287	119	58,209	17	23,662
Fargo-Moorhead, N.D.-Minn.	557,007	1,057,195	1,152,686	85	102,061	24	131,433	122	161,203	82	276,816	99	89,413	97	56,458	113	61,428	234	114,491	25	30,627
Grand Forks, N.D.	264,254	459,774	497,174	36	46,957	11	45,832	35	62,340	39	119,003	49	42,564	51	44,606	48	29,226	113	47,773	11	9,916
COUNTIES, Cities																				
ADAMS	12,540	16,501	17,487	6	2,893	1	381	3	3,408	4	5,684	6	944	5	1,150			9	1,109	2	396
BARNES	46,594	75,526	78,020	18	8,757	5	3,005	15	14,102	10	18,651	20	7,962	12	5,132	9	3,221	40	7,920	3	2,572
Valley City	41,096	63,993	65,573	11	7,771	3	2,710	11	12,393	9	16,897	16	7,041	12	5,132	6	2,416	22	5,913	2	1,897
BENSON	7,730	9,155	9,217	9	1,579	3	206	13	2,394	1	81	13	1,583	1	245	4	32	17	1,237	2	252
BILLINGS	893	2,242	2,592					2	117			3	594					3	1,595		
BOTTINEAU	24,616	33,392	36,916	12	4,872	4	1,372	15	6,020	10	8,128	14	5,894	7	1,162	3	1,450	29	3,257	3	888
BOTTINEAU	16,769	23,716	24,666	6	2,865	2	537	6	4,743	5	6,359	10	3,585	3	793	4	500	13	3,139	2	569
BOWMAN	7,078	11,980	12,774	5	1,857	1	48	6	3,258	4	1,619	10	3,345	1		2	93	17	1,924	1	41
BURLEIGH	237,952	482,532	535,946	33	36,498	9	86,903	38	89,740	23	117,250	40	39,254	53	30,809	53	26,251	73	43,588	12	21,163
Bismarck	234,441	476,736	530,369	30	36,127	9	86,903	32	89,062	23	117,250	34	36,619	53	30,809	53	26,251	60	42,112	12	21,163
CASS	439,854	848,115	934,791	36	76,423	19	127,361	81	112,967	52	237,955	64	65,719	74	49,968	83	44,177	157	87,426	17	23,001
Fargo	368,340	732,954	812,131	36	61,953	15	111,115	58	93,908	42	216,363	41	47,601	67	44,225	70	41,929	98	69,859	12	21,315
CAVALIER	21,992	27,128	27,519	12	2,737	3	301	14	6,123	3	4,277	14	3,240	5	1,434	10	1,454	33	2,465	3	1,579
DICKEY	16,657	22,975	23,707	5	2,402	2	694	10	6,025	6	5,614	10	1,786	8	1,252	8	1,252	17	2,699	4	1,200
DIVIDE	9,802	17,271	18,705	5	1,976	1	941	7	5,575	4	4,289	6	917	6	1,500	4	408	15	1,623	2	1,154
DUNN	5,867	14,907	17,281	5	2,078			5	2,385	5	7,513	4	2,521					11	1,845	1	158
EDDY	9,586	16,633	18,140	6	2,520	1	200	6	2,898	1	3,164	7	4,002	3	550	3	310	11	1,697	2	575
EMMONS	11,851	21,502	23,416	7	6,418	1	837	9	4,813	6	5,459	11	1,732	3	293	2	490	19	2,110	1	396
FOSTER	19,375	27,948	29,100	5	3,651	3	717	10	5,985	7	9,906	10	3,690	4	919	5	411	15	1,449	2	660
GOLDEN VALLEY	9,439	21,725	24,724	6	2,365			4	4,855	4	7,240	5	6,869	3	591	4	658	7	1,114	1	423
GRAND FORKS	264,254	459,774	497,174	36	46,957	11	45,832	35	62,340	39	119,003	49	42,564	51	44,606	48	29,226	113	47,773	11	9,916
Grand Forks	239,288	426,833	463,344	34	44,398	9	45,062	20	57,937	28	103,628	40	38,995	47	44,117	43	29,100	78	44,325	8	9,366
GRANT	7,666	11,732	12,465	6	1,723	1	132	6	2,956	3	3,245	4	2,019	1				9	1,168	2	640
GRIGGS	5,666	8,361	8,743	6	1,215	2	139	5	2,047	3	1,729	5	1,072	1	526	1		9	1,323		
HETTINGER	9,514	14,250	15,076	5	2,020	1	210	5	2,212	6	5,123	4	1,941	2	506	3	234	12	1,355	2	385
KIDDER	3,941	4,181	4,152	3	457			7	887	1	348	7	1,643	2	40	1		10	340	1	170
LA MOURE	11,352	15,860	16,333	9	3,506	3	65	9	2,993	4	3,094	9	3,209	4	280	3	82	19	1,541	2	609
LOGAN	7,269	8,626	8,695	6	943			6	2,413	3	2,112	3	1,021	2	239	1	591	11	989	1	289
MCHENRY	13,343	18,767	19,501	15	3,733	4	712	14	2,909	6	3,615	10	3,726	4	569	1	192	21	2,157	4	774
MCINTOSH	10,740	23,126	25,996	9	3,312			8	7,328	5	5,466	8	3,216	2	232	4	293	17	2,265	3	1,436
MCKENZIE	9,503	33,159	43,620	3	4,403	1	1,383	6	9,183	4	7,464	5	5,196	6	1,934	3	732	16	5,948	2	2,340
MCLEAN	20,235	36,479	39,677	15	7,214	5	2,018	14	8,386	6	6,537	13	5,702	4	740	3	261	32	5,289	5	1,520
MERCER	16,988	51,394	62,100	10	12,080	2	1,842	12	13,281	4	17,506	7	4,659	5	1,377	4	1,122	19	6,020	2	2,064
MORTON	70,430	141,454	154,800	20	20,993	1	2,106	19	23,310	21	50,545	18	16,719	14	5,062	16	5,036	46	14,621	5	2,499
MOUNTRAIL	21,364	38,486	41,862	17	4,701	4	810	14	9,166	9	9,588	12	7,810	5	1,341	6	640	27	4,277	5	1,904
NELSON	16,305	23,988	25,104	10	6,500	7	1,480	7	2,892	5	4,349	14	4,735	1	80	3	122	27	2,906	2	468
OLIVER	1,252	1,624	1,662	3	169	1	109	3	195			1	357					4	319		
PEMBINA	32,570	51,641	54,856	13	6,523	6	956	19	12,774	14	14,703	17	7,285	7	1,467	9	438	35	6,419	3	1,518
PIERCE	23,936	35,446	37,178	8	4,295	2	842	10	6,657	5	13,244	5	2,459	5	1,806	6	1,144	18	2,652	3	1,443
RAMSEY	68,189	122,026	129,633	16	15,355	3	3,981	18	20,281	10	33,237	14	14,938	16	10,280	15	4,860	31	9,619	5	7,649
Devils Lake	65,613	115,567	125,905	11	11,954	3	3,981	12	19,414	10	33,237	13	14,240	16	10,280	14	4,647	22	8,868	5	7,649
RANSOM	17,479	22,836	23,436	10	4,213	3	251	10	5,386	4	4,545	11	1,947	7	1,067	5	282	27	3,131	3	1,142
RENVILLE	6,408	9,326	9,769	6	1,652			8	1,505	3	1,174	7	1,845	2	134	2	80	14	948	1	738

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/ldwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BICHLAND	53,462	100,218	109,817	21	11,402	5	6,187	26	16,224	16	29,833	19	8,494	15	6,059	13	6,726	46	8,666	5	3,799
Wahpeton	39,384	72,956	79,672	8	7,467	3	5,381	6	12,171	7	22,990	6	3,736	12	5,814	7	5,427	13	5,247	3	1,587
BOLETTE	26,138	40,387	42,693	10	4,734	6	1,991	10	10,010	6	7,605	13	9,178	7	2,390	5	612	22	3,681	3	1,250
SARGENT	7,709	10,626	10,997	5	883	2		10	3,099	2	938	8	2,158	1	157			22	2,009	1	86
SHERIDAN	4,484	5,769	5,895	2	1,381			2	1,103	1	341	5	2,020			2	122	6	491	1	271
SIOUX	1,993	3,173	3,371			2	89	2	1,031			5	874	1	94	1		7	879		
SLOPE	261	596	676					1	71			1	152					2	453		
STARK	82,904	166,566	185,031	19	23,719	2	10,654	17	31,517	27	42,953	18	16,641	15	11,516	27	11,812	43	15,922	4	5,994
Dickinson	74,400	145,253	160,389	14	22,541	2	10,654	13	27,401	22	36,120	14	9,494	14	11,327	27	11,812	26	11,306	3	5,622
STEELE	6,130	6,732	6,692	3	761	5	960	3	1,002	4	1,916	3	288					6	272		
STUTSMAN	91,475	108,870	109,778	24	12,891	5	6,399	16	17,030	21	26,387	25	11,619	21	6,590	17	3,984	52	9,657	3	4,171
Jamestown	88,454	105,400	106,302	18	12,236	5	6,399	10	16,461	19	26,087	22	11,207	20	6,554	16	3,955	32	8,602	2	4,007
TOWNER	8,149	12,588	13,308	8	1,910	2	184	6	2,734	4	3,038	6	1,396	2	364	3	281	15	1,707	3	761
TRAILL	29,432	42,179	43,979	19	6,908	3	256	21	8,202	7	11,295	13	7,071	4	902	9	837	30	4,405	4	1,811
WALSH	50,534	72,439	75,536	18	9,269	8	5,407	25	14,209	14	20,374	26	7,859	11	3,558	13	1,515	46	6,190	5	1,864
WARD	248,036	529,366	594,277	41	58,016	11	68,390	36	83,617	36	175,333	47	51,246	46	26,614	50	25,781	116	52,218	10	16,812
Minot	233,932	498,092	558,918	32	54,049	8	66,263	25	76,536	31	167,701	35	46,885	41	25,176	45	24,878	90	47,463	9	16,617
WELLS	17,697	30,263	32,394	8	2,627	2	893	17	7,768	7	4,730	9	1,666	10	2,515	4	2,246	24	3,614	3	1,541
WILLIAMS	82,224	165,546	183,905	24	23,635	9	13,010	22	29,336	17	49,667	19	14,010	22	10,307	28	11,006	53	13,806	7	5,694
Williston	71,390	147,342	164,361	17	19,483	5	11,245	13	24,867	14	47,052	14	12,179	20	10,031	24	10,954	34	10,530	5	5,357

OHIO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/ldwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	35,563,455		39,480,576		2,813,768		8,472,782		12,526,589		13,080,127		5,504,508		2,114,379		2,563,393		5,670,156		1,740,991
		55,215,265		4,082		1,917		10,834		5,819		8,820		5,187		6,301		17,982		2,086	
METROPOLITAN STATISTICAL AREAS																					
Akron, Oh	2,249,315	3,508,466	3,666,383	245	256,722	103	438,510	556	840,026	346	792,503	536	329,785	326	107,150	340	139,376	1,024	369,012	123	107,649
Canton, Oh	1,403,336	2,029,927	2,165,649	173	109,985	60	291,041	357	451,146	249	513,942	346	171,975	229	92,162	267	93,819	700	210,154	69	56,170
Cincinnati, Oh-Ky-In	4,754,713	8,248,721	9,123,301	440	347,606	204	1,483,952	1,661	1,920,941	547	1,783,321	1,030	885,483	639	307,435	706	397,328	2,341	951,649	311	281,570
Cleveland, Oh	6,685,192	10,533,734	11,342,044	526	406,335	288	1,756,325	2,036	2,321,021	698	2,496,997	1,408	942,590	1,074	483,558	1,112	488,882	3,336	1,046,000	367	390,937
Columbus, Oh	4,426,655	6,686,773	7,176,014	420	314,124	168	1,041,715	1,074	1,365,858	618	1,638,432	963	624,887	528	267,356	636	321,716	2,012	753,814	260	195,400
Dayton-Springfield, Oh	3,279,976	4,568,440	4,733,297	312	193,571	143	737,811	807	971,751	462	1,039,860	711	436,348	407	150,443	518	221,481	1,449	469,230	168	104,356
Hamilton-Middletown, Oh	678,846	991,901	1,060,588	77	48,697	34	117,129	240	264,351	126	223,236	165	109,029	91	26,333	131	45,767	394	105,055	44	30,909
Huntington-Ashland, W.V-Ky-Oh	1,000,233	1,394,502	1,466,129	117	104,772	79	200,927	426	342,795	226	290,238	289	131,839	150	63,801	195	82,586	385	99,308	74	47,125
Lima, Oh	556,024	806,530	860,141	65	53,902	32	155,568	159	158,069	140	164,503	152	91,051	93	28,446	126	35,750	265	77,104	36	24,939
Lorain-Elyria, Oh	844,101	1,136,608	1,194,824	97	53,246	46	188,490	220	262,349	142	273,614	214	109,995	95	39,055	116	48,016	408	94,384	33	36,400
Mansfield, Oh	502,466	908,725	1,010,862	46	62,166	32	170,034	124	197,230	88	221,362	109	110,451	80	31,655	102	38,522	252	83,170	26	22,133
Parkersburg-Marietta, W.V-Oh	563,337	776,499	815,576	71	46,779	48	141,387	168	170,660	124	167,039	156	74,193	75	35,037	94	36,449	243	60,696	28	21,918
Steubenville-Weirton, Oh-W.V	480,398	606,758	629,962	48	37,910	35	86,019	221	155,180	100	124,339	139	56,685	80	23,625	92	29,678	355	50,704	34	28,438
Toledo, Oh	2,267,859	3,761,940	4,115,886	189	146,420	101	597,441	548	821,268	285	943,191	490	390,354	310	149,387	336	177,275	1,141	429,841	128	128,582
Wheeling, W.V-Oh	601,633	1,106,799	1,269,367	70	60,176	46	146,616	215	324,644	101	256,372	148	134,568	89	32,103	111	49,200	369	124,029	37	33,381
Youngstown-Warren, Oh	1,785,679	3,001,540	3,296,914	184	120,609	84	606,333	529	666,391	368	652,619	424	302,052	247	138,908	333	159,494	931	278,260	116	96,680
COUNTIES, Cities																					
ADAMS	58,746	102,056	112,228	15	6,929	9	4,451	36	33,576	22	40,299	27	12,056	12	1,386	14	2,592	26	4,359	5	2,785
ALLEN	439,645	619,952	657,922	46	42,645	28	147,365	108	110,918	94	115,679	113	62,686	65	22,631	94	25,509	198	56,995	27	19,326
Delphos	29,478	48,301	52,066	4	4,309	3	1,063	12	13,147	11	9,854	11	5,487	7	1,956	15	2,900	18	8,412	2	676
Lima	173,593	206,449	212,227	19	19,597	6	12,942	52	42,942	24	44,201	46	21,748	20	4,668	39	9,329	119	27,385	14	6,588
ASHLAND	115,636	155,901	163,903	25	9,885	12	11,265	44	42,023	25	31,419	45	22,113	22	4,874	28	7,795	70	16,589	9	6,038
Ashland	90,407	126,475	133,752	14	4,626	10	10,740	27	35,579	18	25,504	25	18,397	16	4,500	21	6,620	44	12,543	7	5,325
ASHTABULA	284,962	334,287	343,115	51	14,243	25	46,361	121	76,652	79	82,057	101	44,722	45	8,763	53	12,679	195	28,002	17	7,987
Ashtabula	99,607	106,886	108,003	13	5,710	9	21,471	38	13,248	20	26,811	23	9,003	15	4,209	18	4,641	62	9,945	7	3,740
Conneaut	35,493	40,362	41,186	9	1,422	3	2,748	26	10,487	14	10,184	14	4,441	10	2,053	11	1,353	25	4,247	2	1,627
ATHENS	133,520	200,208	214,406	21	6,219	14	18,587	70	54,170	39	50,979	53	21,632	25	4,463	37	8,706	101	21,517	8	5,963
Athens	97,238	148,743	159,857	10	3,498	7	18,080	25	33,115	23	44,555	17	12,086	16	3,476	18	5,593	56	17,524	6	4,383
AUGLAIZE	116,379	186,578	202,219	19	11,257	4	8,203	31	47,151	46	48,824	39	28,345	28	5,815	32	10,241	67	20,109	9	5,613
St. Marys	31,638	50,310	54,045	3	2,120	2	4,433	8	13,502	15	13,151	8	3,449	11	2,299	8	2,598	20	5,386	4	1,853
Wapakoneta	43,113	68,839	73,986	7	4,376	2	2,845	24	18,695	16	19,722	10	7,134	12	2,921	12	3,492	20	8,592	3	1,690
BELMONT	217,936	713,101	877,790	36	43,924	19	85,580	100	255,524	42	174,988	79	98,084	33	15,093	41	18,390	152	84,891	15	21,432
Bellaire	29,237	105,237	120,441	4	2,419	1	4,408	18	41,929	11	27,196	7	12,211	7	3,689	8	5,353	29	10,981	3	3,442
Martins Ferry	36,745	110,200	133,558	3	3,736	2	9,080	16	46,119	4	20,066	11	9,613	7	2,050	7	2,869	15	5,626	3	5,974
BROWN	51,265	83,592	90,854	19	4,626	12	3,126	31	28,742	14	12,445	39	14,680	12	1,488	11	1,057	53	12,954	6	2,210
BUTLER	678,846	991,901	1,060,588	77	48,697	34	117,129	240	264,351	126	223,236	165	109,029	91	26,333	131	45,767	394	105,055	44	30,909
Hamilton	252,292	335,509	351,710	21	13,164	9	44,292	94	81,627	51	75,094	53	29,357	41	11,225	45	18,436	162	35,432	19	10,634
Middletown	202,638	261,182	272,349	18	10,488	12	48,547	48	69,373	33	47,606	42	24,986	24	8,674	32	10,924	89	26,035	9	7,325
CARROLL	64,306	123,145	137,829	16	7,011	4	10,700	23	26,116	13	55,742	20	12,314	8	3,948	11	3,379	30	9,768	2	179
CHAMPAIGN	74,773	100,757	105,895	19	6,061	12	7,529	31	30,357	16	24,826	23	11,678	16	2,493	18	2,954	46	9,530	8	3,562
Urbana	53,647	74,900	79,187	10	3,221	4	7,302	19	23,719	14	20,718	13	7,035	12	2,202	12	1,922	28	5,786	4	3,074

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OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLARK	486,850	528,381	535,927	43	23,260	24	98,405	148	117,256	84	119,007	103	44,612	67	19,391	73	19,248	243	40,901	31	12,737
Springfield	243,937	229,426	226,747	29	16,135	11	18,394	100	48,348	50	47,019	59	24,890	39	3,004	56	12,695	173	25,804	24	8,590
CLERMONT	276,712	833,655	1,011,435	44	57,185	19	93,503	113	344,078	61	282,285	85	123,373	12	6,838	39	26,698	111	73,876	18	23,681
CLINTON	106,619	154,958	165,061	27	8,924	8	9,467	40	37,913	36	50,297	40	19,702	13	4,009	17	5,746	54	11,864	9	4,281
Wilmington	69,820	100,561	106,946	16	4,994	3	6,772	20	22,129	17	29,915	23	12,580	11	3,495	12	5,289	32	8,661	5	3,171
COLUMBIANA	307,249	445,204	474,061	55	26,684	27	43,128	135	114,671	102	122,429	121	53,255	52	15,571	65	16,175	208	32,041	24	18,134
East Liverpool	90,047	118,581	124,093	11	5,687	8	20,644	41	24,880	24	25,767	27	14,857	17	5,770	17	6,163	49	7,436	8	4,942
Lisbon	22,814	34,121	36,383	3	1,004	2	1,835	13	14,706	13	8,664	11	3,059	3	305	4	351	21	2,647	2	577
Salem	86,581	131,523	141,200	10	7,850	7	14,942	23	24,417	27	45,540	30	10,522	17	8,097	22	3,872	43	9,827	5	5,808
COSHOCTON	90,685	128,434	136,155	21	10,878	13	12,602	32	32,601	32	30,423	35	13,000	15	5,565	18	4,215	56	9,949	6	4,463
Coshocton	73,030	105,081	111,683	12	9,315	7	12,019	17	28,719	21	18,433	25	10,768	15	5,565	13	4,088	45	8,971	6	4,463
CRAWFORD	147,191	230,406	248,716	31	17,362	12	14,861	51	60,387	47	57,290	39	22,002	32	7,843	32	9,916	88	23,191	12	9,500
Bucyrus	67,305	104,037	112,016	10	6,651	6	10,603	20	27,182	20	23,271	15	10,121	16	4,211	15	5,981	35	12,447	5	4,181
Galion	58,770	97,000	105,661	10	5,336	4	3,324	28	25,560	13	25,616	16	10,074	14	3,342	12	3,789	37	9,776	5	4,325
CUYAHOGA	5,411,982	8,224,546	8,771,160	372	282,623	220	1,377,764	1,709	1,771,304	500	1,852,428	1,089	699,589	907	417,041	981	397,477	2,801	851,523	304	311,371
Cleveland	1,640,384	1,960,168	2,016,562	131	38,140	98	284,551	941	461,922	196	261,363	443	189,465	241	81,204	276	89,675	1,515	288,995	118	81,358
DARKE	145,264	192,614	202,304	32	17,661	15	22,508	56	41,919	39	53,517	43	18,761	31	7,596	46	7,860	84	14,332	8	5,292
Greenville	87,522	128,998	137,742	10	10,078	9	17,398	21	31,339	16	32,925	18	12,560	20	6,994	24	5,381	31	8,880	5	4,396
Union City	NO DATA AVAILABLE FOR THIS CITY																				
DEFIANCE	138,399	157,193	160,461	29	7,782	10	18,565	37	31,547	33	36,853	39	14,365	30	6,063	39	6,568	65	13,068	7	3,712
Defiance	103,578	112,666	114,102	17	3,491	7	17,354	25	25,752	21	24,560	28	9,835	24	5,667	34	5,305	43	8,061	6	2,518
DELAWARE	114,667	179,411	193,632	20	8,520	5	8,156	38	43,653	28	45,743	47	33,555	19	6,176	20	3,231	64	21,602	7	6,998
Delaware	81,146	122,242	130,990	13	5,213	3	4,573	19	31,833	18	31,396	25	17,357	16	5,044	16	2,874	33	14,675	5	4,748
ERIE	297,582	346,213	354,655	35	18,496	18	59,750	78	68,015	55	68,075	70	28,370	53	15,268	55	13,762	189	41,697	17	11,540
Sandusky	170,773	196,414	200,788	20	9,061	9	34,868	40	37,595	28	29,797	39	16,499	47	13,760	32	11,826	110	18,762	13	8,053
FAIRFIELD	228,046	378,584	412,848	35	20,991	17	46,482	67	99,527	56	92,203	65	45,523	29	8,493	59	19,743	139	39,643	16	15,352
Lancaster	175,671	291,537	317,894	21	15,259	12	45,706	43	76,625	38	52,350	42	35,258	25	7,559	44	17,487	94	33,997	11	11,692
FAYETTE	90,600	113,608	117,871	16	6,256	8	12,700	33	24,293	16	17,294	27	26,922	10	4,849	14	3,945	44	9,927	4	4,087
Washington	72,408	89,523	92,655	13	5,274	6	12,581	26	22,224	15	17,160	17	7,721	10	4,849	14	3,945	37	7,554	3	4,046
FRANKLIN	3,486,482	5,320,140	5,716,818	251	225,592	104	925,280	753	1,026,045	372	1,285,838	658	429,009	393	228,068	446	274,241	1,485	618,933	196	146,470
Columbus	2,250,825	3,370,855	3,605,262	146	128,918	58	644,803	510	584,223	219	796,161	415	252,859	240	149,830	270	188,271	1,041	416,007	129	85,612
FULTON	117,815	167,406	177,614	29	18,011	15	2,759	43	36,997	41	59,331	35	14,270	20	3,113	35	10,650	63	12,548	10	5,103
GALLIA	85,336	143,919	157,376	15	9,873	8	9,393	40	36,699	24	30,958	35	18,056	20	8,208	34	10,025	47	14,487	5	6,189
Gallipolis	39,196	99,143	108,286	13	7,417	4	4,019	18	20,106	15	25,176	23	13,089	17	6,043	26	9,266	33	8,853	5	6,189
GEAUGA	161,458	320,524	360,958	32	27,138	16	17,456	54	89,033	39	98,584	49	39,574	24	5,884	32	7,244	81	23,710	10	10,958
Chardon	41,821	86,214	95,095	5	4,685	4	7,555	9	28,457	4	17,603	7	6,241	5	560	6	1,347	12	6,748	3	5,161
GREENE	330,321	498,517	534,800	44	25,922	19	40,576	80	132,322	64	150,425	105	67,471	34	8,778	61	16,188	141	41,696	20	11,054
Beaver Creek	NO DATA AVAILABLE FOR THIS CITY																				
Fairborn	114,132	170,367	182,323	7	4,770	7	18,007	20	32,917	23	65,457	27	15,427	7	1,946	19	6,119	49	15,556	7	5,414
Xenia	109,655	132,561	141,242	10	1,831	5	13,050	29	39,403	20	48,504	29	18,379	18	5,149	23	7,214	42	11,139	8	3,697
GUERNSEY	113,896	146,003	152,074	20	5,084	11	20,855	56	36,164	23	25,257	47	20,758	17	6,392	24	4,109	92	17,050	5	3,720
Cambridge	90,076	114,188	118,709	10	3,431	7	20,527	26	28,506	15	23,200	20	10,253	14	5,362	18	3,408	53	10,370	4	3,037
HAMILTON	3,354,090	5,174,989	5,598,311	272	180,046	133	1,084,378	1,091	1,094,970	296	1,117,090	649	415,769	473	222,305	478	279,736	1,583	593,322	203	147,981
Cincinnati	1,377,676	1,650,392	1,698,941	88	49,647	52	197,304	557	316,742	115	340,359	300	147,657	242	88,115	188	90,714	862	248,465	104	62,584
HANCOCK	227,116	534,108	622,626	53	44,110	12	104,638	65	116,648	56	119,896	56	56,645	35	16,985	52	27,801	96	55,177	11	16,717
Findlay	175,547	456,042	538,862	31	32,548	11	104,505	44	108,074	40	83,166	37	50,731	32	16,369	35	19,582	70	48,816	11	16,717
HARDIN	67,992	105,234	113,311	18	6,701	6	1,811	44	32,873	31	24,046	33	11,393	18	3,498	26	5,502	48	12,250	6	5,462
Kenton	44,582	69,464	74,441	8	3,656	5	1,654	21	20,246	16	16,624	18	7,656	12	2,841	10	1,698	21	7,387	4	4,517
HARRISON	33,488	43,735	45,707	17	5,728	10	1,154	22	13,553	13	11,664	21	5,753	8	1,155	13	1,226	33	3,524	4	844
HENRY	70,491	96,239	101,352	16	8,073	6	2,137	22	24,451	20	26,029	36	13,889	12	2,181	15	3,407	51	8,065	5	2,499
Napoleon	49,236	66,773	70,281	8	3,147	4	1,936	12	13,486	9	22,387	16	10,207	8	1,821	9	3,023	22	6,775	3	2,217
HIGHLAND	81,493	135,582	147,917	22	10,019	8	5,258	46	42,765	31	35,103	33	14,113	20	4,866	18	4,037	47	10,405	10	8,548
Greenfield	22,803	38,606	41,767	7	2,265	1	649	8	14,944	9	8,585	9	4,380	5	946	4	1,603	18	2,551	3	2,460
Hillsboro	50,042	83,372	89,919	10	6,014	4	4,361	22	22,907	15	24,210	16	7,445	13	3,853	10	1,916	20	7,547	7	6,088
HOCKING	61,678	110,208	121,776	12	7,975	5	9,282	34	24,238	18	31,135	25	11,928	6	5,556	13	2,421	34	12,669	3	3,343
Logan	57,028	102,812	111,971	11	6,718	4	6,971	24	21,956	15	30,268	15	8,857	5	5,400	11	2,359	25	11,189	3	3,343
HOLMES	33,132	116,087	132,141	17	32,623	8	3,087	28	25,006	20	36,358	19	8,285	10	1,673	15	4,354	23	9,649	5	3,652
HURON	176 796	238,365	250,517	31	13,606	10	2,422	67	61,887	54	67,632	53	22,344	39	10,602	40	12,834	97	19,655	14	8,205
Bellevue	38,720	51,833	54,456	2	929	2	2,187	12	13,945	11	18,506	11	4,879	10	1,400	8	1,892	22	4,159	3	3,584
Norwalk	71,266	96,801	101,866	12	5,403	2	3,306	23	26,485	20	22,803	17	9,534	17	7,706	20	6,198	28	6,843	4	4,237
JACKSON	75,820	146,819	164,598	13	3,534	19	18,101	40	49,659	21	36,763	38	19,302	12	2,389	13	5,273	41	9,708	8	10,692
JEFFERSON	306,285	355,207	364,159	32	24,443	21	60,930	142	88,140	61	62,850	86	31,724	53	16,466	58	15,196	196	26,991	18	14,212
Steubenville	185,944	195,673	197,027	9	7,907	10	44,657	53	30,585	22	34,920	26	13,124	42	15,106	30	11,756	74	12,562	8	10,156
KNOX	108,300	141,198	147,505	21	3,721	20	19,017	40	35,959	36	20,660	34	12,818	18	5,402	32	4,734	66	15,015	8	5,984
Mount Vernon	87,008	114,885	120,277	14	3,402	14	18,162	23	27,677	28	25,875	21	9,129	15	5,340	25	4,391	45	10,917	4	3,945
LAKE	785,612	1,503,286	1,690,627	77	68,522	34	322,716	186	348,100	103	386,611	171	128,038	109	52,592	129	70,142	321	133,428	36	49,987
Mentor	268,333	550,769	623,968	19	32,096	12	225,359	45	99,077	21	72,047	35	31,701	48	33,037	44	28,345	78	49,281	7	10,409
Mentor-On-The-Lake	13,261	34,847	39,165					4	11,284	2	11,115	2	4,510					7	5,811	2	4,781
Painesville	69,682	81,234	83,227	10	9,672	7	11,254	25	15,865	5	9,945	23	9,043	13	2,561	12	4,870	39	8,305	5	1,601
Willoughby	93,929	130,732	138,213	13	7,399	1	3,129	20	22,050	17	60,888	23	13,199	8	1,314	20	5,044	32	8,805	5	3,206
LAWRENCE	156,927	229,074	244,726	19	12,283	8	16,845	78	60,941	43	52,232	49	26,568	21	7,348	28	17,970	66	14,183	8	6,415
Ironton	75,683	93,524	96,807	10	4,258	4	5,508	21	21,165	20	24,843	19	7,865	14	6,438	10	4,032	32	5,810	4	2,100
LICKING	355,824	443,479	459,818	48	27,367	23	47,512	106	99,869	84	113,941	88	53,998	52	16,381	60	15,163	185	40,588	23	13,320
Newark	186,892	244,215	255,253	21	12,736	11	21,588	64	57,941	41	67,055	37	23,010	29	13,269	26	7,775	104	22,257	14	9,985
LOGAN	111,308	135,225	139,573	30	9,161	11	12,505	49	30,952	37	33,922	48	12,934	21	4,941	30	5,841	79	14,012	10	3,923
Bellefontaine	68,700	85,483	88,601	10	4,302	7	12,215	14	16,943	18	20,411	20	7,100	15	4,326	14	4,526	32	8,305	3	2,471
LORAIN	844,101	1,136,608	1,194,824	97	53,246	46	188,490	220	262,349	142	273,614	214	109,995	95	39,055	116	48,016	408	94,384	33	36,400
Elyria	247,547	324,972	339,933	22	8,766	12	99,327	41	60,979	23	52,989	49	19,676	41	24,668	34	16,984	84	21,770	7	9,484
Lorain	196,425	240,408	248,383	18	8,352	12	31,585	71	59,318	31	54,997	55	24,529	19	8,401	33	12,303	127	24,001	9	7,862
LUCAS	1,802,517	3,071,402	3,377,587	122	114,860	63	513,206	423	678,926	191	781,915	341	282,276	229	127,463	251	138,284	917	364,343	99	107,572
Toledo	1,266,511	1,935,078	2,079,218	89	67,725	44	384,874	337	434,190	133	298,281	248	171,210	190	111,350	194	86,585	752	252,644	80	84,666
MADISON	75,413	139,064	154,522	21	6,208	6	2,008	46	41,431	25	36,465	41	36,123	9	1,618	13	2,581	48	13,543	8	5,393
London	39,502	72,009	78,512	8	2,265	3	1,562	16	16,278	16	28,124	14	11,986	7	1,059	7	1,155	25	7,355	5	3,470
MAHONING	964,056	1,599,243	1,754,144	76	52,092	41	331,291	300	337,054	206	372,123	234	177,818	130	77,438	186	96,805	518	138,353	60	49,336
Youngstown	362,446	435,777	448,219	23	10,196	14	43,905	152	96,997	109	113,111	101	38,772	57	18,180	73	15,641	275	43,969	29	18,403
MARION	225,869	259,275	264,976	32	17,368	17	45,756	61	52,597	43	58,435	48	22,355	32	9,365	41	10,824	111	22,092	14	8,225
Marion	126,932	148,577	152,356	21	11,159	10	20,494	44	22,354	27	45,494	32	11,321	26	5,754	33	7,347	67	12,794	10	4,978

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MEDINA	326,140	485,378	519,299	45	28,052	18	38,389	87	112,384	56	159,374	99	75,389	34	8,041	50	14,019	133	37,339	17	18,621
Medina	89,569	128,736	136,837	9	8,002	6	12,314	16	39,220	14	33,677	28	13,974	10	2,838	13	2,110	35	7,835	5	5,954
MEIGS	54,907	91,846	100,031	12	5,485	10	5,752	38	31,427	16	17,691	21	9,656	12	1,582	12	8,787	36	7,079	5	3,446
Middleport	13,615	22,709	24,568	3	1,537	2	1,220	9	6,629	5	3,317	5	3,259	5	652	6	3,611	7	1,068	2	1,063
Pomeroy	29,829	50,531	54,672	5	2,481	3	2,257	12	20,797	7	10,036	8	3,459	6	661	3	2,242	24	5,242	3	1,960
MERCER	103,394	173,386	190,531	26	15,518	13	16,142	34	36,150	40	49,866	33	15,679	18	7,152	27	6,942	73	18,240	5	3,766
Celina	62,492	123,879	139,481	10	8,074	5	10,971	14	22,807	26	41,319	15	11,102	9	6,078	13	4,408	37	13,408	4	3,386
MIAMI	261,809	388,080	414,963	35	14,543	21	47,051	88	90,820	75	112,428	70	37,649	49	18,527	55	21,144	112	36,736	18	11,952
Piqua	112,031	176,385	190,537	10	7,050	10	36,362	25	37,508	26	47,516	24	13,729	18	10,540	19	6,358	44	17,265	5	4,631
Troy	84,196	127,662	136,987	11	2,760	6	5,002	22	31,542	21	42,528	21	13,522	16	6,825	15	7,402	36	13,976	8	4,580
MONROE	31,858	56,166	61,920	11	4,455	5	3,066	28	20,199	14	19,876	13	4,894	7	1,165	8	887	21	3,011	3	763
MONTGOMERY	2,200,996	3,153,542	3,247,607	190	129,846	79	551,779	491	631,353	239	658,000	433	286,616	257	103,747	329	164,901	953	349,897	99	68,613
Dayton	623,337	703,564	716,947	51	37,524	17	108,784	109	108,401	62	143,640	147	86,133	60	17,477	103	43,275	410	84,947	39	18,755
MORGAN	20,802	37,165	41,070	10	7,141	7	1,619	18	10,338	8	8,252	8	4,725	3	432	6	2,094	13	2,267	2	1,378
MORROW	43,612	69,869	75,697	15	7,654	6	2,185	14	18,254	12	19,937	26	17,225	5	396	12	1,524	22	4,609	4	1,456
MUSKINGUM	259,078	354,082	373,062	44	36,748	21	46,822	82	80,322	65	75,867	66	30,095	34	15,057	56	13,522	154	31,437	23	11,763
Zanesville	193,090	267,835	282,943	28	26,202	17	38,035	53	52,253	52	62,896	52	19,264	31	14,473	39	11,010	108	23,746	19	9,745
NOBLE	24,998	39,609	42,844	8	6,243	3	1,047	20	8,831	8	16,698	14	3,962	5	694	7	1,117	17	2,628	2	1,058
OTTAWA	110,643	211,727	236,871	31	14,461	14	4,144	50	55,378	32	68,542	45	32,588	14	4,026	18	6,096	86	20,448	8	4,834
Oak Harbor	19,722	37,342	40,867	5	2,485	1	801	6	6,019	4	18,175	6	4,914	2	482	3	636	14	4,780	3	1,079
Port Clinton	30,439	97,495	106,909	11	6,438	3	1,968	14	25,151	15	32,183	17	12,368	9	2,871	7	3,342	29	10,875	3	3,527
PAULDING	35,843	45,774	47,647	13	4,645	3	375	20	11,919	12	9,966	20	8,191	4	636	19	4,135	31	4,778	4	934
PERRY	49,055	92,688	103,450	17	5,650	8	2,314	35	31,156	17	27,635	38	15,091	6	1,760	12	3,068	51	8,679	4	1,502
PICKAWAY	104,102	129,820	134,672	23	17,308	6	7,694	43	30,158	33	32,559	43	17,112	11	3,839	20	3,604	59	10,530	5	4,590
Circleville	72,825	95,344	99,692	14	8,497	3	5,167	24	23,481	27	25,241	17	12,574	10	3,622	15	3,034	34	7,799	4	4,013
PIKE	47,796	106,587	122,542	13	14,293	4	2,017	31	33,162	20	25,686	24	20,362	6	2,572	9	3,543	28	9,097	4	5,328
PORTAGE	330,883	494,520	529,945	69	44,085	16	31,789	97	117,341	74	138,978	117	73,554	37	7,991	58	15,445	170	51,086	15	12,083
Kent	114,607	186,031	202,081	11	9,311	4	23,261	23	20,027	19	69,290	34	22,379	15	4,005	17	7,642	63	26,226	4	3,010
Ravenna	69,951	84,366	86,954	14	6,059	4	2,360	17	25,651	10	17,794	25	11,470	10	2,301	13	2,296	31	5,008	6	3,772
PREBLE	86,984	131,604	141,131	20	13,062	6	630	36	25,097	28	35,265	42	37,438	11	1,767	24	3,298	61	11,589	9	3,058
PUTNAM	73,361	115,033	124,157	22	14,175	6	1,401	36	27,175	25	34,498	34	17,362	14	2,426	22	4,361	50	10,436	7	3,801
RICHLAND	502,466	908,725	1,010,862	46	62,166	32	170,034	124	197,230	88	221,362	109	110,451	80	31,655	102	38,522	252	83,170	26	22,133
Mansfield	314,265	478,113	513,455	17	10,278	15	65,284	75	75,786	46	147,985	63	60,700	58	25,041	57	21,361	164	43,536	15	12,028
Shelby	35,161	84,115	93,908	6	6,595	4	3,695	10	29,305	10	22,442	11	8,814	10	3,800	13	4,206	23	7,309	4	3,866
ROSS	193,786	284,258	305,892	28	11,242	11	56,842	76	67,715	53	56,914	59	26,491	26	8,221	36	11,208	101	30,895	14	9,721
Chillicothe	177,502	266,955	286,061	18	10,235	11	56,842	56	60,634	44	53,047	45	24,308	25	8,139	34	11,040	79	29,608	11	9,146
SANDUSKY	182,494	320,314	352,813	37	22,049	15	25,384	60	77,930	50	67,938	48	36,824	34	11,641	39	15,965	116	33,159	10	10,346
Fremont	104,220	181,249	199,280	17	10,730	8	18,671	33	50,634	26	42,537	20	14,611	24	8,974	25	9,803	63	17,332	5	6,287
SCIOTO	244,538	520,910	594,261	41	23,503	18	79,321	109	142,897	70	123,601	94	59,517	38	18,174	55	31,087	127	50,561	16	19,642
Portsmouth	150,421	308,641	349,674	25	15,365	11	41,220	69	60,635	47	71,820	55	34,541	31	16,108	38	24,435	88	37,419	11	15,457
SENECA	155,305	233,670	254,495	37	22,149	13	23,121	57	54,027	30	49,517	53	24,637	34	10,340	43	10,436	104	25,436	8	11,705
Fostoria	54,758	97,143	104,264	8	3,607	3	7,037	18	24,874	12	25,683	13	13,919	10	3,454	11	2,815	29	11,058	3	4,476
Tiffin	89,957	117,910	123,267	18	9,238	7	13,538	26	28,807	13	17,958	23	9,038	21	6,161	24	6,494	53	12,112	5	5,498
SHELBY	98,660	120,673	124,668	23	7,497	6	11,354	35	28,042	26	31,295	35	14,566	15	2,671	26	5,248	61	12,705	5	3,388
Sidney	69,826	86,803	89,905	15	4,415	4	10,749	20	24,148	17	12,413	23	11,654	13	2,614	21	4,867	31	9,592	5	3,398
STARK	1,339,030	1,906,782	2,027,820	157	102,974	56	280,341	334	425,030	236	458,200	326	159,661	221	88,214	256	90,440	670	200,386	67	55,991
Alliance	120,814	152,468	156,385	16	6,739	11	16,309	43	32,888	26	40,367	33	13,755	23	7,999	26	8,792	67	13,509	8	6,645
Canton	463,382	578,125	599,467	35	26,727	16	71,646	115	131,171	64	135,802	106	47,666	92	32,054	72	23,409	235	69,358	24	16,408
Massillon	161,897	198,549	205,234	18	5,999	12	33,447	34	51,932	24	48,570	36	16,865	25	7,769	24	8,694	88	13,707	9	7,788
SUMMIT	1,918,432	3,013,946	3,136,640	176	212,637	87	406,721	459	722,685	272	653,525	419	256,231	289	99,159	382	123,931	854	317,925	108	95,566
Akron	960,258	1,410,824	1,505,241	59	86,620	40	268,779	215	278,794	143	325,329	183	94,966	155	61,985	127	53,483	484	161,336	45	41,188
TRUMBULL	821,623	1,402,297	1,542,770	88	68,517	43	275,042	229	329,337	162	280,496	190	130,234	117	61,470	147	62,689	413	139,907	56	47,344
Niles	154,897	356,544	412,315	2	5,661	8	144,003	35	87,160	14	20,174	17	22,377	37	40,685	29	25,077	54	28,918	6	9,406
Warren	209,078	275,293	288,140	20	8,924	12	22,856	57	49,644	46	85,851	51	22,607	37	9,771	49	17,469	126	36,948	19	11,893
TUSCARAWAS	267,209	328,171	339,456	44	19,375	28	40,670	95	72,253	74	74,556	87	33,815	39	14,318	71	18,108	180	32,121	15	8,452
Dennison	5,176	6,278	6,499	3	828			4	1,016	1	882	5	930	2	534	3	1,046	10	627	1	362
Dover	66,097	73,393	74,569	9	5,980	7	9,920	17	18,957	20	12,282	11	4,749	13	3,485	15	4,362	33	8,270	5	2,627
New Philadelphia	97,935	128,911	134,917	9	6,456	7	23,378	18	25,437	19	31,512	25	11,360	12	8,164	26	6,064	46	9,108	3	3,602
Uhrichsville	25,878	31,648	32,802	2	480	3	1,484	11	11,159	8	7,118	11	2,579	2	463	9	1,016	19	3,201	1	310
UNION	62,121	96,275	103,704	22	8,138	7	4,583	21	25,175	20	31,683	21	9,567	15	2,781	18	3,153	37	8,975	5	3,277
Marysville	46,906	72,961	78,173	15	7,010	5	3,688	11	18,755	12	22,877	13	7,427	14	2,654	11	2,223	17	5,667	4	2,628
VAN WERT	85,441	117,564	124,389	20	5,561	7	4,876	34	27,653	22	38,809	25	12,367	14	4,056	15	4,266	45	11,063	5	4,628
Van Wert	67,432	100,383	107,367	11	3,866	5	4,201	18	24,662	17	32,254	16	9,269	12	4,044	12	3,865	30	10,117	5	4,628
VINTON	13,396	20,434	21,952	6	2,900	2	818	15	4,723	10	6,526	9	3,268	1	396	3	342	17	2,232	1	222
WARREN	223,681	417,829	465,446	32	28,484	14	55,691	91	100,069	34	61,347	73	65,816	40	20,259	63	23,750	101	63,476	16	15,684
WASHINGTON	188,994	255,611	268,873	39	20,737	23	28,057	68	66,595	52	49,755	85	31,630	26	9,243	34	11,836	99	21,538	10	8,954
Marietta	114,523	161,514	171,100	11	8,524	10	23,495	29	38,182	26	30,092	42	17,784	18	8,392	22	7,797	69	14,968	5	6,651
WAYNE	277,353	462,587	505,211	52	48,910	20	50,090	81	107,891	55	134,885	84	47,542	32	9,456	47	23,273	116	35,514	13	12,496
Wooster	145,099	226,742	244,651	16	21,829	9	28,509	23	49,900	24	66,141	35	17,656	16	7,201	21	9,922	50	20,118	7	7,023
WILLIAMS	105,072	175,934	192,136	24	15,078	10	14,493	39	41,491	28	37,161	42	26,390	22	7,190	30	7,062	67	18,310	9	6,586
Bryan	59,054	98,111	105,924	7	5,060	4	13,309	11	20,192	10	25,351	13	9,149	16	5,864	12	1,573	26	8,836	4	2,700
WOOD	347,527	523,132	560,685	38	13,549	23	81,476	82	105,345	53	101,945	114	93,208	61	18,811	70	28,341	161	52,950	19	15,907
Bowling Green	87,134	123,518	130,953	9	4,513	8	11,835	15	30,021	13	22,408	24	13,172	16	3,247	21	6,125	40	17,844	7	5,036
WYANDOT	56,590	91,936	99,872	23	13,513	9	2,602	29	22,483	11	22,279	28	10,531	19	2,802	13	6,992	41	8,760	4	2,741
Upper Sandusky	33,333	54,481	58,712	8	4,178	3	1,599	14	12,686	7	15,555	14	5,045	10	2,098	9	5,206	21	5,983	2	1,606

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,228,116	17,083,855	19,685,695	1,369	1,150,581	782	2,170,118	3,503	4,278,414	2,843	4,946,484	3,063	1,477,942	2,195	1,088,745	2,134	895,097	5,101	1,667,276	747	430,338
METROPOLITAN STATISTICAL AREAS																					
Enid, Ok	232,163	330,197	629,065	31	42,848	15	63,713	56	113,747	68	155,032	64	34,091	38	45,417	60	35,088	122	61,809	15	26,395

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Fort Smith, Ar-Ok	527,197	953,951	1,039,874	79	76,055	41	133,271	203	213,466	163	246,049	165	88,680	127	47,366	127	48,515	275	80,281	42	24,285
Lawton, Ok	293,033	525,815	570,310	31	33,816	15	36,017	105	107,719	72	158,884	71	33,632	46	72,723	65	35,460	175	49,310	17	8,369
Oklahoma City, Ok	3,105,790	6,329,168	6,929,326	301	358,885	158	908,697	694	1,351,197	711	1,749,946	740	439,749	597	394,134	606	339,829	1,441	680,293	197	143,476
Tulsa, Ok	2,256,385	3,555,922	3,776,006	382	217,015	128	451,349	620	783,128	567	981,719	540	264,899	447	199,836	485	190,199	1,044	303,832	131	78,424
COUNTIES, Cities																					
ADAIR	27,583	48,587	52,517	17	3,251	6	8,718	37	18,078	16	11,262	20	3,648	9	1,256	9	1,420	18	1,352	5	1,059
ALFALFA	14,143	23,015	24,502	10	2,302	2	583	18	6,068	4	3,306	21	5,844	5	495	8	562	20	1,851	3	1,022
ATOKA	25,243	48,117	52,777	6	3,241	4	6,611	24	14,485	7	11,186	20	6,529	11	2,230	7	1,079	21	3,309	5	2,415
BEAVER	9,983	14,426	15,029	4	1,389			9	4,112	5	2,823	8	1,811	5	1,980	2	130	14	1,405	3	638
BECKHAM	69,544	278,512	348,555	12	22,957	10	33,819	30	87,931	31	64,993	35	49,980	22	20,652	17	10,037	51	30,558	10	9,895
Elk City	47,026	200,260	230,914	8	15,075	5	31,721	14	63,885	21	47,909	20	9,845	17	15,264	12	8,101	25	19,567	4	6,338
BLAINE	34,847	59,391	63,781	13	5,067	5	1,280	31	17,669	16	11,655	22	8,688	13	3,105	14	1,743	30	4,294	6	2,560
BRYAN	67,865	113,558	121,588	11	7,087	13	13,162	59	28,376	41	28,641	26	5,402	24	6,465	21	5,381	55	9,284	7	2,911
Durant	56,391	95,110	101,990	7	4,522	8	12,711	22	23,075	28	27,873	19	3,873	21	6,131	18	5,251	27	6,329	7	2,833
CADDO	71,851	140,646	155,039	18	6,770	12	10,588	51	40,140	24	42,270	39	13,844	27	8,512	22	6,300	51	8,805	15	4,632
Anadarko	31,181	61,426	67,476	4	4,348	3	6,939	11	20,939	9	10,468	13	5,963	13	5,767	7	3,574	18	3,811	3	2,154
CANADIAN	165,522	228,544	120,904	20	6,192	10	11,595	31	27,859	40	30,233	38	13,901	23	5,736	22	3,269	61	10,892	9	3,190
El Reno	52,479	92,327	99,770	7	4,553	5	9,041	14	23,023	17	29,519	21	11,356	15	4,716	7	2,790	26	7,214	5	2,716
CARTER	139,818	347,496	401,720	21	19,779	12	43,959	80	101,966	59	86,048	60	35,945	33	19,465	41	17,423	89	31,123	13	10,503
Ardmore	119,612	274,655	311,926	18	18,817	9	40,269	53	68,098	47	68,200	39	21,079	28	17,748	33	15,663	59	25,553	9	6,405
CHEROKEE	60,276	115,636	126,974	7	12,693	8	14,371	44	37,335	25	19,879	28	7,034	15	4,572	21	3,031	46	14,649	6	2,762
Tahlequah	50,728	96,569	105,739	6	12,063	5	13,143	26	32,892	17	15,985	20	4,333	15	4,572	18	2,985	33	9,054	4	2,339
CHOCTAW	36,696	56,576	59,657	7	921	5	7,841	34	16,506	21	18,518	22	4,100	13	2,497	8	1,045	34	3,108	5	460
Hugo	28,894	43,399	46,301	5	886	3	7,411	15	6,067	18	18,153	17	3,187	12	2,471	7	1,029	24	2,601	5	460
CIMARRON	9,468	11,703	11,847	3	539	2	1,088	4	1,682	6	2,926	5	2,467	2	598	2	25	9	1,111	1	213
CLEVELAND	293,196	740,233	834,615	29	35,731	16	92,942	82	166,963	64	255,660	75	54,503	85	46,594	76	40,029	155	90,269	22	18,848
Norman	222,413	552,297	636,497	18	29,113	10	78,961	54	105,390	47	197,222	45	35,921	71	38,056	53	29,962	116	67,432	15	15,052
COAL	6,649	12,946	14,253	2	1,693	3	3,024	11	5,387	2	666	2	863	2	463	1		7	645	1	446
COMANCHE	293,033	525,815	570,310	31	33,816	15	26,017	105	107,719	72	158,884	71	33,632	46	72,723	65	35,460	175	49,310	17	8,369
Lawton	276,868	497,159	539,312	23	31,087	14	25,565	87	94,220	64	156,181	58	31,036	42	71,580	54	34,578	150	46,126	15	7,395
COTTON	16,642	24,337	25,413	5	999	2	1,267	11	7,203	7	8,782	15	2,392	6	1,021	5	523	10	1,483	3	631
CRAIG	46,062	89,598	98,652	12	4,558	7	8,938	17	20,308	20	23,902	21	16,410	11	3,688	10	2,237	30	8,716	3	3,196
Vinita	37,708	72,197	79,096	7	3,843	5	7,968	10	17,283	16	22,082	15	7,975	10	3,561	6	2,012	19	5,264	3	3,196
CREEK	119,072	264,030	297,895	28	20,031	11	23,209	69	93,400	62	77,021	52	22,849	32	11,148	28	7,943	84	21,106	15	7,024
Sapulpa	63,634	137,961	154,997	14	7,416	4	20,307	24	52,969	23	34,347	19	9,079	15	6,876	11	4,434	33	9,367	7	3,302
CUSTER	89,379	378,756	476,872	17	21,778	10	35,075	42	112,811	40	115,489	48	44,025	39	26,215	28	25,729	51	37,650	9	14,555
Clinton	46,096	213,530	247,025	8	9,832	5	20,193	19	53,432	18	61,161	23	27,210	14	12,011	12	10,896	23	19,268	5	9,065
Weatherford	38,465	176,390	203,982	6	10,394	3	12,560	14	50,136	18	49,284	16	14,882	23	13,759	13	13,749	20	16,332	3	4,955
DELAWARE	38,918	82,191	91,869	14	7,342	8	9,455	33	30,241	14	11,745	30	10,467	8	2,186	12	3,439	32	7,230	5	2,489
DEWEY	9,293	20,088	22,551	5	2,511	4	864	13	6,281	7	2,118	10	4,428	1	1,245	6	249	11	2,099	3	660
ELLIS	13,320	27,119	30,114	5	2,574	2	2,155	7	3,248	7	11,266	12	3,986	4	1,340	7	492	12	1,443	4	1,672
GARFIELD	232,163	550,197	629,065	31	43,848	15	63,713	56	113,747	68	155,032	64	34,091	58	45,417	60	35,088	122	61,809	15	26,395
Enid	223,100	537,483	615,896	27	43,431	14	62,768	45	110,665	63	152,511	55	30,341	57	45,247	56	34,938	107	61,048	14	26,009
GARVIN	67,719	126,302	137,968	14	7,931	11	8,560	42	34,977	41	35,831	44	14,489	30	7,076	20	4,821	49	9,965	8	4,165
Pauls Valley	33,579	62,090	67,793	7	4,223	5	6,258	16	19,148	19	16,069	15	4,332	17	4,281	10	2,475	18	4,898	3	1,401
GRADY	93,715	190,848	212,214	19	20,127	11	21,308	41	47,714	47	52,435	35	12,562	29	11,900	27	7,959	50	17,238	9	4,344
Chickasha	77,757	165,605	185,472	11	17,726	8	20,242	25	41,846	35	42,651	18	8,792	27	11,754	25	7,850	37	16,157	6	4,077
GRANT	11,173	17,585	18,615	7	776	4	251	9	4,820	9	6,033	7	2,587	3	727	5	549	20	2,028	3	313
GREER	13,233	20,936	22,173	4	676	2	687	14	7,745	5	4,000	9	2,470	4	1,726	6	1,171	14	987	4	628
HARMON	8,408	10,237	10,337	3	287	1	558	13	3,612	6	2,027	5	537	2	996	3	258	10	378	2	74
HARPER	10,479	15,697	16,459	5	1,265	1	799	7	3,828	9	3,185	10	3,533	6	476	5	206	10	1,114	3	905
HASKELL	22,774	39,133	42,105	4	1,055	6	2,052	16	12,275	8	13,965	12	2,163	4	3,256	6	1,682	21	1,433	4	1,267
HUGHES	27,151	46,251	49,678	11	2,593	9	1,257	29	15,383	16	12,913	18	4,834	10	2,431	8	893	20	2,982	7	1,728
Holdenville	18,655	30,775	33,199	6	1,338	4	524	12	10,628	12	10,967	7	1,108	10	2,431	6	642	9	1,519	4	934
JACKSON	86,874	158,527	172,508	16	7,384	11	16,711	32	33,751	39	48,601	35	8,594	29	12,069	30	8,706	68	13,842	9	6,127
Altus	78,335	144,187	157,141	12	6,680	7	13,995	23	31,537	32	44,742	30	7,898	28	11,885	24	7,936	56	13,161	8	5,827
JEFFERSON	17,274	29,529	31,738	9	4,223	3	326	16	8,405	13	6,110	13	2,605	7	1,242	3	298	16	3,516	4	1,479
JOHNSTON	13,152	29,362	33,160	6	2,829			20	12,040	9	5,322	9	3,128	6	1,364	4	624	10	1,920	2	1,775
KAY	170,747	291,431	313,242	34	15,227	17	28,736	49	76,313	64	73,891	67	27,764	60	16,812	41	14,419	100	26,790	16	9,220
Blackwell	31,099	48,372	51,828	8	1,169	4	5,272	12	13,262	14	12,929	12	4,130	13	2,385	7	1,159	17	4,586	4	2,774
Ponca City	119,743	210,108	226,967	19	11,211	9	22,538	27	56,584	43	54,827	38	15,862	40	12,844	29	11,872	59	17,611	8	5,957
KINGFISHER	44,281	133,973	160,095	11	10,560	5	2,338	18	36,777	15	75,187	21	10,734	12	3,052	7	1,721	24	7,696	7	3,375
KIOWA	32,974	57,037	61,444	7	3,533	8	3,714	25	13,805	25	21,961	18	5,544	14	2,674	11	1,529	24	2,254	8	2,849
Hobart	19,466	33,586	36,411	4	2,546	4	2,503	12	10,241	17	9,697	9	2,678	9	2,236	7	1,454	8	1,095	6	2,389
LATIMER	14,063	40,714	48,248	3	2,057	8	3,005	12	22,310	8	7,376	12	5,364	5	1,413	2	253	11	1,826	3	741
LE FLORE	67,943	115,780	124,365	15	7,478	13	9,748	70	41,769	43	31,692	39	7,020	25	4,245	16	3,198	51	6,607	12	5,010
LINCOLN	50,595	119,718	136,697	13	14,813	12	3,246	42	27,920	25	37,473	50	20,918	12	3,932	13	5,938	40	8,740	5	2,758
LOGAN	46,068	90,167	99,382	9	4,074	8	9,851	31	26,382	25	26,134	29	8,586	16	3,580	8	1,719	44	8,743	9	2,960
Guthrie	38,111	74,641	81,949	7	3,779	5	8,649	17	22,170	18	20,665	18	6,076	14	3,434	6	1,579	29	6,451	7	2,747
LOVE	10,680	21,578	23,916	6	2,261	4	619	15	8,968	4	895	12	6,024	4	659	5	1,004	15	1,944	2	266
MCCLAIN	43,636	122,942	145,002	10	6,132	5	10,439	26	41,366	24	47,389	26	14,885	10	3,713	14	1,325	31	10,939	5	3,108
MCCURTAIN	79,324	120,747	127,023	21	9,530	19	14,389	88	35,961	28	34,077	34	5,346	18	3,844	8	3,458	67	7,805	7	3,678
Idabel	43,889	64,545	68,677	5	3,935	8	8,164	24	15,806	16	26,669	11	2,031	12	2,519	4	508	22	3,704	2	1,020
MCINTOSH	33,208	71,020	79,575	8	7,724	5	1,448	28	23,065	14	18,976	23	9,043	12	3,420	8	2,565	28	4,464	5	1,827
MAJOR	26,470	94,682	116,600	4	6,071	3	3,753	15	19,383	10	49,218	18	20,626	4	3,439	1	89	17	6,547	3	1,009
MARSHALL	23,800	48,253	53,540	12	4,418	5	3,325	26	16,305	13	14,762	11	3,053	7	1,875	6	873	23	3,926	3	1,520
MAYES	72,718	145,031	160,429	18	13,427	11	13,126	50	42,907	34	39,184	36	13,509	28	6,273	17	4,210	60	11,899	8	3,831
Pryor	32,901	104,428	114,736	9	8,005	7	11,990	19	29,678	18	32,197	21	6,777	21	5,696	10	3,368	25	7,134	5	3,021
MURRAY	32,576	62,459	68,592	6	2,928	7	4,605	20	20,235	9	20,846	13	6,650	18	2,769	9	1,916	23	3,749	3	882
MUSKOGEE	207,550	321,877	339,801	34	18,548	16	42,603	115	82,903	82	76,984	80	24,048	65	20,949	48	14,351	133	26,987	16	6,419
Fort Gibson	NO DATA AVAILABLE FOR THIS CITY																				
Muskogee	190,753	297,824	314,797	25	16,615	15	42,314	82	70,560	72	75,508	56	19,636	63	20,894	45	13,939	102	25,294	13	5,916
NOBLE	33,070	72,057	81,035	9	4,955	3	6,340	15	15,865	12	17,397	16	11,928	7	2,721	8	1,116	27	6,473	4	1,363
Perry	28,813	63,243	70,131	5	2,418	3	5,692	11	14,355	12	17,397	13	8,623	7	2,442	7	873	21	5,821	3	907
NOWATA	18,916	31,281	33,416	8	3,025	5	896	12	8,724	9	8,425	12	3,800	7	948	7	1,019	16	2,144	3	1,181
Nowata	17,166	27,963	30,123	5	2,573	4	823	8	7,567	9	8,425	9	3,526	6	894	5	902	9	1,368	3	1,181
OKFUSKEE	16,383	28,312	30,482	7	3,342	5	2,175	20	10,117	13	5,241	18	5,517	7	1,205	4	246	15	941	2	309

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OKLAHOMA	2,407,461	4,839,518	5,366,484	205	274,970	99	733,779	470	1,004,794	501	1,335,029	508	320,828	428	319,948	442	280,120	1,029	522,205	137	107,124
Edmond	119,569	261,426	294,258	14	25,469	7	19,414	23	58,231	24	115,936	26	17,072	20	9,852	16	7,021	35	21,881	5	3,517
Midwest City	208,887	508,374	583,626	14	25,755	12	71,218	36	154,395	37	202,807	39	22,788	32	23,375	27	9,526	65	39,342	12	9,825
Oklahoma City	1,822,426	3,510,046	3,860,577	142	209,222	61	588,770	340	617,880	348	882,666	360	224,901	322	261,977	332	227,138	797	396,314	95	66,685
OKMULGEE	97,787	169,454	182,993	20	10,952	12	22,755	52	47,544	38	37,540	52	21,306	31	9,266	17	4,132	59	13,720	6	4,135
Henryetta	33,384	65,627	72,077	4	2,518	4	1,519	17	17,286	9	23,145	22	9,064	16	4,801	5	1,217	20	5,992	3	2,186
Okmulgee	48,398	71,983	75,398	9	4,583	4	9,411	22	19,446	23	13,468	22	8,072	15	4,465	10	2,454	31	5,587	3	1,949
OSAGE	52,075	117,606	133,136	12	6,088	8	4,001	43	40,686	25	33,081	30	14,115	19	6,979	15	4,671	58	7,871	10	4,741
Pawhuska	18,131	42,079	46,870	4	1,825	3	1,349	11	14,062	6	9,507	11	6,945	10	3,720	4	1,393	23	2,761	2	854
OTTAWA	86,503	127,983	133,972	22	10,278	11	17,006	41	24,311	43	37,309	38	12,127	21	6,851	19	4,506	48	10,203	9	2,942
Miami	73,559	110,675	116,202	14	7,843	7	16,797	22	20,019	26	35,133	19	6,863	19	6,673	15	4,283	29	8,811	6	2,808
PAWNEE	30,550	66,608	74,902	7	3,227	6	3,255	21	22,352	15	19,502	18	7,710	8	4,361	6	2,893	22	4,715	5	1,301
PAYNE	154,286	264,323	284,296	27	25,524	13	32,550	65	64,515	60	50,052	65	22,466	48	14,483	38	12,751	102	30,770	11	4,843
Cushing	37,518	58,771	63,023	8	11,954	5	6,313	15	12,480	20	12,369	15	3,378	12	3,890	7	1,326	16	4,307	5	1,747
Stillwater	111,212	195,519	211,267	16	13,356	6	25,914	42	49,089	29	35,905	42	16,425	34	10,496	31	11,425	74	25,122	5	3,044
PITTSBURG	101,635	180,710	195,673	17	9,465	14	27,009	74	49,261	38	42,113	49	17,230	26	9,280	33	8,746	65	13,214	10	3,124
McAlester	85,527	150,755	162,982	12	8,024	12	25,303	34	36,810	34	38,793	26	9,760	23	8,807	30	8,307	36	9,275	8	2,922
PONTOTOC	101,407	183,339	199,167	16	13,052	9	16,140	47	50,979	29	49,957	35	10,690	41	13,662	28	8,515	65	13,605	12	4,393
Ada	95,516	174,207	189,506	12	11,475	7	15,523	32	47,210	27	49,367	29	9,187	40	13,608	27	8,464	56	12,838	10	4,333
POTTAWATOMIE	147,907	307,764	343,139	28	21,786	20	50,091	54	83,833	57	55,501	64	27,046	35	14,563	44	13,367	121	37,245	15	8,246
Shawnee	116,724	243,021	271,012	18	29,563	17	44,694	30	52,043	49	53,466	35	14,674	30	14,179	31	9,111	89	29,364	11	6,648
PUSHMATAHA	24,363	48,043	53,038	7	1,804	6	1,868	30	15,171	8	19,706	19	5,101	7	945	6	1,156	17	3,070	2	814
ROGER MILLS	6,562	16,397	18,913	1		2	3,877	9	4,044	4	3,362	4	2,331	2	1,088	2	482	7	744	1	463
ROGERS	91,806	221,662	254,118	22	20,621	7	19,529	48	58,042	35	67,143	38	38,295	28	9,255	22	6,209	57	20,531	4	2,165
Claremore	72,116	174,043	194,433	11	17,350	5	17,318	28	46,162	26	62,995	15	12,073	22	8,040	16	4,024	37	14,486	2	1,738
SEMINOLE	58,906	136,236	154,921	10	5,690	11	14,515	38	42,984	28	37,534	37	16,928	24	8,394	18	4,653	46	11,556	10	4,798
Seminole	37,132	87,192	97,206	6	4,082	8	11,722	14	25,739	16	22,132	17	7,719	15	6,174	9	3,333	26	9,051	5	3,101
Wewoka	15,207	35,320	39,344	2	1,486	2	2,657	12	10,759	9	12,443	11	3,416	8	2,182	6	559	14	2,196	4	1,646
SEQUOYAH	54,998	86,827	91,934	14	3,882	9	8,325	41	27,808	24	20,559	31	11,738	12	2,314	15	2,902	43	8,644	5	968
STEPHENS	144,374	426,238	507,369	20	24,207	15	52,790	52	115,243	48	164,765	51	33,184	43	22,859	39	21,093	67	26,150	13	13,675
Duncan	117,235	332,061	392,036	14	18,131	10	50,848	29	78,758	35	130,091	29	22,107	31	18,908	30	14,554	45	20,715	8	9,091
TEXAS	49,844	78,528	83,141	17	7,009	5	9,792	21	23,980	17	17,264	22	4,322	15	4,092	13	3,387	32	6,878	5	720
Guymon	42,025	65,073	69,684	7	4,290	4	9,002	13	19,820	13	15,625	15	3,023	14	3,984	11	3,178	20	5,523	4	663
TILLMAN	25,435	38,960	41,029	11	2,839	9	2,085	19	11,515	11	11,175	17	3,293	9	1,978	10	1,853	23	2,001	4	985
Frederick	21,712	32,492	34,649	7	2,637	5	1,838	12	9,542	9	10,225	10	2,178	7	1,774	8	1,680	13	1,236	3	870
TULSA	1,960,253	2,904,465	3,040,649	188	165,465	95	400,707	431	574,676	430	796,095	394	183,694	359	171,413	404	169,847	811	250,266	98	63,374
Broken Arrow	78,246	128,329	136,882	14	3,549	3	11,486	30	33,755	22	54,892	23	10,234	11	2,775	31	3,484	29	8,956	3	2,175
Tulsa	1,705,935	2,512,133	2,626,713	139	141,618	76	364,016	338	466,164	338	660,485	302	143,477	313	161,322	330	157,596	710	227,062	80	55,811
WAGONER	33,179	48,159	50,210	12	4,810	7	3,903	29	16,324	15	8,379	26	5,946	9	1,041	16	1,529	34	4,058	4	1,120
WASHINGTON	166,053	454,408	534,865	26	49,891	9	79,827	38	95,545	43	115,081	31	32,987	35	27,117	51	32,422	85	49,105	13	12,130
Bartlesville	153,590	435,016	514,362	21	45,777	8	75,243	30	93,045	36	114,259	23	28,303	33	26,987	45	32,132	73	47,758	8	11,942
WASHITA	22,698	69,050	82,574	7	5,332	3	3,631	23	22,511	20	22,625	13	7,948	10	3,498	14	4,262	16	4,787	4	2,566
WOODS	34,370	56,411	60,184	7	1,117	6	4,901	16	14,958	12	13,034	20	4,979	11	5,081	13	5,813	32	4,695	3	976
Alva	30,700	49,593	53,372	4	580	4	4,350	11	13,379	10	12,299	14	3,892	10	4,924	11	5,509	22	3,976	2	866
WOODWARD	86,124	166,163	182,650	12	16,254	5	20,643	27	42,178	25	37,840	25	18,978	19	9,888	27	9,008	37	11,865	5	3,079
Woodward	83,058	159,716	175,452	12	16,254	4	19,696	21	40,326	23	37,421	19	16,544	18	9,822	24	8,911	30	10,993	5	3,079

OREGON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,347,998	14,992,421	16,199,050	1,439	1,078,715	481	2,016,530	2,729	3,006,519	1,747	3,647,960	2,185	1,194,174	1,382	625,790	1,915	823,302	4,578	1,658,182	492	528,948
METROPOLITAN STATISTICAL AREAS																					
Eugene-Springfield, Or	1,021,743	1,286,436	1,325,309	150	113,860	32	169,173	319	236,777	182	324,366	209	89,238	146	55,979	206	64,442	414	118,860	51	42,806
Medford, Or	492,661	735,106	780,349	87	65,706	32	75,700	147	144,324	74	163,824	113	57,518	64	28,801	111	40,952	210	68,947	20	17,913
Portland, Or	4,210,181	7,867,284	8,717,714	441	424,621	177	1,347,462	975	1,529,530	644	1,925,057	740	607,861	359	354,191	762	455,528	1,851	906,995	168	244,041
Salem, Or	785,140	1,150,931	1,217,670	142	114,358	37	179,077	190	215,457	151	277,518	183	83,673	95	31,857	171	67,148	362	120,950	45	43,245
COUNTIES, Cities																					
BAKER	45,578	65,683	69,293	8	5,700	8	2,051	27	16,642	16	17,156	26	3,979	13	4,030	13	2,085	38	8,314	4	3,010
Baker	41,550	61,731	65,402	8	5,700	4	1,848	21	15,794	15	16,957	15	3,346	12	3,975	10	2,008	23	6,802	4	3,010
BENTON	186,958	289,800	309,413	29	16,743	11	34,172	56	61,281	45	55,323	53	27,168	27	12,996	46	20,461	83	33,176	9	14,894
Corvallis	171,256	267,086	285,471	22	13,706	8	33,056	43	55,797	38	53,004	38	21,953	26	12,961	37	19,994	65	28,844	7	14,640
CLACKAMAS	644,617	1,541,435	1,781,463	117	126,109	37	170,716	209	432,401	153	448,785	116	135,835	74	39,316	119	70,222	263	158,077	34	47,634
Oregon City	104,622	237,353	271,642	12	20,188	7	19,937	19	48,545	12	87,155	17	19,337	14	8,899	20	11,442	34	16,367	6	15,457
CLATSOP	111,573	159,233	167,591	30	15,561	12	4,279	49	40,422	20	20,810	38	11,457	34	8,377	22	8,950	104	27,691	10	8,375
Astoria	58,414	77,068	79,922	8	5,680	4	1,339	21	16,857	14	15,886	16	4,871	20	5,207	12	4,451	45	10,793	4	2,972
COLUMBIA	79,699	99,294	101,928	27	9,904	8	3,626	37	26,485	24	20,414	24	7,857	18	2,901	19	7,870	62	9,634	9	3,847
COOS	234,043	266,344	269,226	42	25,741	10	14,992	87	57,373	58	66,947	54	16,144	31	8,379	49	13,430	130	25,361	14	13,711
Coos Bay	108,256	116,033	116,054	15	13,765	4	5,257	32	20,393	34	39,850	22	6,682	9	1,167	21	5,016	43	8,648	4	3,383
North Bend	68,637	80,674	83,082	10	6,800	2	8,493	19	17,680	8	9,240	11	3,749	12	5,901	17	5,804	33	7,593	3	8,944
CROOK	28,435	36,714	37,922	9	4,440	2	383	14	9,194	8	7,885	14	3,028	9	2,578	9	1,329	16	2,828	5	1,730
CURRY	45,949	56,966	58,420	17	3,533	3	1,550	22	15,718	22	8,972	24	6,923	15	1,912	18	2,442	52	7,997	5	2,463
DESCHUTES	234,503	495,632	560,019	46	76,348	15	20,802	61	114,632	53	123,249	59	41,128	45	26,399	59	24,747	110	50,874	14	27,621
Bend	146,415	315,008	357,109	24	28,605	11	16,066	31	68,291	29	93,282	31	14,602	32	21,677	35	20,166	56	30,862	9	26,715
DOUGLAS	283,440	333,728	339,231	55	18,432	19	25,222	113	75,325	67	78,412	102	36,362	36	7,736	68	13,666	172	39,162	21	16,997
Roseburg	177,102	209,969	213,698	19	11,947	6	23,218	34	39,997	31	51,507	45	18,067	23	6,383	42	11,336	67	21,218	10	13,140
GILLIAM	5,339	8,054	8,548	6	650	2	210	5	3,007	2	1,009	5	1,563	3		1		5	1,073	1	79
GRANT	21,572	28,053	29,011	8	2,017	3	1,000	14	12,433	6	4,925	10	1,502	5	490	6	1,054	24	2,055	3	1,042
HARNEY	27,444	31,784	32,212	6	2,065	4	468	12	8,197	8	8,438	13	3,043	7	772	3	1,104	21	3,821	3	500
HOOD RIVER	52,273	70,055	72,867	10	4,481	4	2,954	23	21,535	16	15,844	17	4,580	11	2,312	16	4,138	31	7,081	3	1,854

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OREGON RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JACKSON	492,661	735,106	780,349	87	65,706	32	75,700	147	144,324	74	163,824	113	57,518	64	28,801	111	[illegible]	210	68,947	20	17,913
Ashland	39,357	57,846	61,151	9	3,204	5	5,112	23	19,064	3	4,960	14	5,092	13	3,218	15	5,475	33	7,480	3	548
Medford	340,901	478,180	501,488	32	25,416	12	51,397	60	56,844	50	139,107	55	28,382	46	25,425	64	27,945	102	41,707	9	15,536
JEFFERSON	31,582	46,629	49,339	12	4,292	4	2,098	17	13,935	8	11,543	10	3,591	4	1,112	2	[illegible]	21	5,651	3	1,305
JOSEPHINE	214,665	256,073	261,009	45	22,253	8	14,148	85	49,308	52	75,734	51	23,970	28	9,110	46	15,076	98	21,641	9	10,760
Grants Pass	176,241	203,689	206,366	25	10,197	6	12,197	50	34,905	37	66,779	35	17,499	25	9,005	35	11,831	63	18,259	7	10,350
KLAMATH	225,036	284,664	293,095	39	27,600	14	35,622	81	57,742	48	70,736	80	22,058	30	7,696	53	15,858	112	23,552	7	12,121
Klamath Falls	163,533	211,902	219,096	21	17,478	10	35,178	42	34,671	34	61,745	35	10,272	28	7,459	45	13,017	61	12,795	6	11,312
LAKE	24,591	39,728	42,730	5	4,217	1	1,035	17	8,990	7	13,374	16	4,095	7	1,464	3	1,197	18	4,065	3	1,157
LANE	1,021,743	1,286,456	1,325,309	150	113,860	32	169,173	319	236,777	182	324,366	209	89,238	146	55,979	206	64,442	414	118,860	51	42,908
Eugene	502,778	656,853	564,399	63	48,376	11	34,024	130	93,928	74	152,936	92	35,164	72	19,838	108	41,305	218	60,169	23	23,221
LINCOLN	125,643	186,250	197,235	32	19,743	10	5,334	63	46,703	29	38,537	48	16,774	19	5,709	33	5,172	140	34,471	11	4,094
LINN	276,588	328,070	334,375	54	25,527	15	43,742	85	53,951	61	84,470	77	27,884	47	12,759	54	18,107	132	35,652	19	9,929
Albany	178,711	229,560	236,925	25	16,676	4	41,528	29	27,807	32	58,782	34	18,577	23	11,256	38	15,975	64	26,317	7	5,095
MALHEUR	108,485	149,683	156,600	22	11,483	12	7,292	40	33,946	34	39,852	33	12,802	24	6,155	18	5,580	50	15,457	8	8,569
Ontario	82,970	119,793	126,255	14	8,294	7	7,014	17	23,893	22	33,731	20	9,962	18	4,954	15	5,495	31	12,245	4	8,412
MARION	703,866	1,057,138	1,122,674	117	96,255	32	177,087	157	186,384	135	263,669	156	73,842	81	29,576	154	63,534	305	112,083	33	40,861
Salem	481,848	689,357	725,308	50	45,333	19	177,083	77	74,497	87	167,633	78	35,912	62	25,819	94	49,593	182	76,478	23	34,173
MORROW	10,241	18,005	19,662	6	1,319	1	1,013	11	4,010	4	2,576	11	4,425	5	701	4	1,222	13	2,492	1	297
MULTNOMAH	2,484,624	3,331,034	3,377,295	192	110,578	91	552,484	524	467,188	362	678,826	432	242,584	316	129,817	439	227,585	1,240	454,827	87	68,683
Portland	1,730,811	2,142,941	2,197,956	130	63,057	56	297,729	369	292,267	238	444,398	290	135,553	213	93,709	328	185,814	964	298,260	72	25,089
POLK	81,274	93,793	94,996	25	18,103	5	1,990	33	29,073	16	13,849	27	9,831	14	2,281	17	3,614	57	8,867	12	2,384
SHERMAN	6,701	8,574	8,840	2	149	1	18	6	605			10	4,831	1	67	2	22	8	2,629	1	26
TILLAMOOK	60,483	62,680	86,296	15	5,365	6	2,403	37	19,120	14	20,570	37	9,364	17	3,502	16	2,997	65	12,292	8	3,058
UMATILLA	210,616	306,758	323,810	46	31,089	11	10,090	58	70,690	53	78,970	63	29,450	39	12,080	44	13,420	122	32,479	15	16,507
Pendleton	86,462	123,360	129,740	10	11,023	4	4,451	19	24,203	19	31,611	28	12,235	17	7,065	20	5,009	49	14,399	5	7,515
UNION	74,016	101,050	105,771	22	6,741	4	886	35	22,854	16	22,575	25	13,723	18	3,898	35	6,173	49	11,160	9	6,998
La Grande	45,922	88,350	92,837	17	4,965	3	858	21	17,138	16	22,575	19	12,056	16	3,840	30	5,986	34	9,158	7	6,799
WALLOWA	21,213	35,587	38,541	9	3,551	6	1,503	12	7,418	6	11,576	8	4,091	7	1,486	4	403	19	3,590	6	944
WASCO	88,599	165,102	182,681	16	11,226	4	7,900	26	28,648	17	56,297	28	13,723	18	10,539	21	9,110	42	18,089	7	9,053
The Dalles	84,891	162,307	180,045	12	10,520	3	7,745	17	27,934	17	56,297	23	13,416	18	10,539	21	9,110	32	17,517	6	8,953
WASHINGTON	936,066	2,700,072	3,228,167	94	157,334	35	609,938	185	554,181	111	699,089	146	203,730	142	175,660	169	147,779	264	266,997	33	114,497
WHEELER	2,988	2,451	2,343	1		5	325	3	247	2	1,001	4	369			1	22	4	143		
YAMHILL	144,874	294,743	330,789	38	30,600	14	14,324	57	75,780	38	98,357	46	23,712	27	9,398	35	9,942	84	27,094	14	13,227

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	37,244,198		63,948,742		2,924,450		8,106,767		13,579,893		12,816,835		5,163,184		2,909,009		2,741,066		5,590,395		1,863,954
		39,236,933		4,615		2,357		14,515		7,087		8,994		7,640		6,810		21,361		2,705	
METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem, Pa-N.J.	2,106,565	3,312,242	3,581,122	22	163,284	112	512,232	712	790,140	385	622,656	520	272,061	373	133,657	398	161,819	1,187	313,175	120	98,915
Altoona, Pa	462,184	654,726	690,839	67	43,444	33	111,826	172	152,287	128	139,426	109	43,021	65	28,477	83	33,335	234	51,916	27	20,548
Beaver, Pa	596,239	854,870	909,483	79	36,248	33	199,661	211	203,267	118	144,349	132	79,237	115	39,573	92	33,480	359	69,188	42	26,005
Erie, Pa	875,556	1,336,930	1,436,990	119	80,418	56	221,574	284	243,871	200	316,848	232	130,763	186	61,413	161	61,702	513	119,727	58	46,221
Harrisburg-Lebanon-Carlisle, Pa	2,016,332	3,219,521	3,333,327	212	153,452	105	394,777	635	702,354	364	561,057	461	306,423	325	134,274	353	141,068	896	293,329	110	102,802
Johnstown, Pa	797,146	1,073,110	1,123,864	127	68,671	56	156,750	320	237,450	208	265,618	242	87,847	108	34,761	130	50,362	482	81,509	45	30,144
Lancaster, Pa	1,166,508	2,053,917	2,253,767	157	180,916	76	245,352	514	448,760	293	440,274	248	177,302	201	98,943	270	118,561	518	188,911	58	57,665
Philadelphia, Pa-N.J.	14,787,379	26,332,773	28,959,818	1,458	970,682	826	3,639,677	5,730	6,048,143	1,816	5,460,626	2,742	2,079,868	3,515	1,573,880	2,426	1,256,314	7,790	2,721,790	1,116	804,958
Pittsburgh, Pa	7,454,553	11,648,611	12,600,198	780	537,405	345	1,982,345	2,521	2,629,076	1,162	2,736,514	1,724	1,022,746	1,265	534,019	1,178	535,700	4,052	1,093,185	537	376,915
Reading, Pa	1,024,758	1,658,405	1,683,379	126	64,980	62	202,322	413	357,113	194	382,214	219	129,091	190	47,533	204	67,702	583	156,169	38	32,062
Scranton-Wilkes Barre, Pa	2,241,005	3,309,405	3,526,879	321	184,903	180	462,031	1,140	812,358	524	614,320	671	293,702	536	138,271	475	137,784	1,893	313,873	184	115,451
Sharon, Pa	407,008	554,845	583,547	61	35,356	23	69,431	142	126,736	112	158,517	129	48,729	88	22,239	82	25,217	218	45,469	28	13,860
State College, Pa	354,181	560,137	603,062	47	39,213	20	64,248	102	149,680	80	117,372	85	39,964	67	27,295	82	26,557	148	50,252	19	16,189
Williamsport, Pa	384,638	610,410	739,469	47	32,889	33	100,601	138	131,073	91	164,337	96	56,500	68	43,039	73	46,958	235	42,114	37	16,623
York, Pa	1,133,027	2,024,267	2,228,310	154	119,810	69	281,752	416	484,419	327	428,002	282	172,437	196	78,767	274	112,010	533	188,242	66	48,578
COUNTIES, Cities																					
ADAMS	147,969	244,263	264,908	27	14,074	7	11,876	80	61,383	64	54,797	58	26,042	35	5,273	49	13,309	117	32,009	9	5,641
Gettysburg	44,604	130,984	142,083	9	5,679	11	9,718	25	30,646	23	32,943	25	11,183	18	4,471	13	4,350	36	18,269	4	4,772
ALLEGHENY	5,090,376	7,900,566	8,553,851	436	286,998	199	1,419,104	1,583	1,767,334	620	1,817,402	989	631,249	840	377,979	769	366,616	2,767	790,414	380	275,567
Brackenridge	8,620	16,166	17,676	1	394			7	9,006	3	4,415	1	267	1	74			6	740	1	396
Clairton	27,511	38,556	40,601	5	3,676	3	1,462	24	13,166	11	5,667	9	3,966	4	955	6	147	42	5,881	3	1,905
Duquesne	30,691	44,889	47,619	2	828	2	5,137	11	18,476	4	5,436	7	4,502	3	362	3	1,566	33	4,418	4	3,626
McKeesport	128,065	155,117	112,059	15	5,561	6	7,431	59	27,894	19	24,699	25	6,128	25	11,326	19	6,603	87	9,140	8	4,113
Pittsburgh	1,515,615	1,500,051	1,486,762	96	23,815	54	250,584	528	251,509	131	239,836	209	81,612	342	108,285	225	70,276	1,051	195,331	131	57,159
Turtle Creek	27,423	49,685	54,138	8	9,134	1	1,301	15	10,825	9	16,559	9	3,462	8	1,973	7	2,625	15	2,260	4	3,438
ARMSTRONG	197,015	297,690	317,752	41	21,922	21	23,483	93	86,448	58	77,622	95	31,805	42	7,728	51	14,763	136	25,337	18	11,109
Kittanning	72,483	109,345	116,685	7	4,249	7	16,161	17	25,463	18	27,719	20	7,981	13	3,952	19	7,423	37	11,462	6	4,837
BEAVER	596,239	854,870	909,483	79	36,248	33	199,661	211	203,267	118	144,349	152	79,237	115	39,573	92	33,480	359	69,188	42	26,005
Aliquippa	67,293	66,889	66,349	10	1,870	2	4,117	43	30,574	12	8,482	18	6,658	11	1,801	11	591	57	5,040	7	3,185
Ambridge	50,588	47,751	46,985	7	3,774	1	1,768	20	7,994	16	18,464	10	2,491	14	1,683	13	1,768	32	3,870	6	1,761
Beaver	29,929	49,733	53,695	4	1,483	1	4,450	10	9,073	9	19,579	12	7,783	7	1,181	5	842	9	1,554	4	2,196
Rochester	36,810	61,268	66,161	3	878	1	22,900	11	11,057	8	7,191	7	7,456	3	1,060	5	3,055	25	5,922	2	3,073
BEDFORD	140,682	205,612	218,154	21	11,034	19	9,890	61	35,325	47	38,121	74	63,557	26	3,919	27	5,700	87	27,912	10	3,696
Bedford	44,294	64,352	68,365	6	1,545	4	5,541	8	18,227	8	6,971	11	14,888	12	1,671	10	2,826	16	4,948	5	2,008
BERKS	1,024,758	1,658,405	1,683,379	126	64,980	62	202,322	413	357,113	194	382,214	219	129,091	190	47,533	204	67,702	583	156,169	38	32,062
Reading	260,298	298,714	303,672	25	6,459	24	24,736	138	44,125	45	62,448	57	26,348	84	33,507	53	15,311	221	26,079	12	5,472

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BLAIR	462,184	654,736	690,839	67	43,444	32	111,836	172	152,387	138	139,436	109	43,021	68	28,477	83	33,335	234	51,916	27	20,548
Altoona	223,077	313,362	330,150	30	22,343	12	36,981	97	79,401	36	52,927	45	19,468	36	18,190	43	23,252	138	33,867	14	13,898
Tyrone	24,858	36,361	38,902	5	2,229	4	1,608	11	11,622	8	8,883	7	2,733	6	1,916	4	1,567	11	2,219	5	1,665
BRADFORD	167,519	256,615	274,651	30	20,178	16	19,084	66	60,146	62	83,732	42	19,234	36	9,079	31	9,323	100	14,884	18	9,607
Athens	18,077	25,999	27,584	1	876			3	100	7	20,933	3	2,257			2	893	8	828	1	1,107
Sayre	29,612	45,725	48,942	4	2,599	1	1,880	7	6,104	7	14,804	4	2,376	13	4,881	9	3,336	19	3,162	4	2,147
Towanda	16,674	25,916	27,765	5	1,403	2	2,923	5	6,879	4	5,845	3	1,392	3	1,123	6	1,114	11	1,267	6	1,418
BUCKS	1,788,843	3,410,928	3,799,190	195	167,497	67	503,671	463	755,257	251	912,364	314	257,758	319	147,350	243	145,693	667	307,409	91	78,185
Bristol	42,739	216,949	232,323	12	15,138	2		17	86,599	9	51,287	14	34,140	10	1,588	10	7,240	39	23,196	3	6,049
Doylestown	66,823	107,137	115,603	11	2,997	5	8,806	15	28,031	8	15,474	13	8,538	24	5,877	18	5,888	20	8,682	5	5,170
Langhorne	NO DATA AVAILABLE FOR THIS CITY																				
Levittown	NO DATA AVAILABLE FOR THIS CITY																				
Quakertown	108,381	232,918	264,978	11	7,566	6	31,240	35	53,141	23	73,846	15	14,042	22	10,873	23	18,887	39	19,885	4	9,786
Warminster	70,710	229,119	262,808	5	17,716	6	13,031	29	80,590	11	67,442	18	26,553	8	4,370	10	2,991	28	19,936	6	3,723
BUTLER	417,494	809,024	906,428	81	71,276	26	96,916	145	187,819	114	214,385	134	114,432	57	28,643	80	37,656	215	73,871	27	23,285
Butler	105,670	144,116	151,021	20	10,549	8	8,799	48	24,132	38	32,147	29	13,059	30	16,591	32	9,615	62	13,291	10	5,408
CAMBRIA	603,504	759,194	784,511	79	52,415	39	136,043	224	165,527	126	164,207	158	50,099	80	26,581	105	35,381	345	53,258	35	21,712
Johnstown	162,210	199,630	205,527	18	9,010	8	20,865	75	41,374	29	66,225	32	9,122	26	6,107	29	13,053	105	14,090	8	6,609
CAMERON	15,801	16,617	16,642	5	640	3	1,143	10	5,617	5	2,570	12	1,928	7	570	4	328	21	1,241	3	262
CARBON	132,706	164,072	170,693	23	9,291	15	10,782	73	46,080	39	37,951	59	17,484	23	3,306	34	7,052	127	10,121	12	6,468
Jim Thorpe	8,859	11,336	11,832	2	395	2	318	6	4,920	1	248	6	2,923			5	242	11	523	1	267
Lansford	14,891	17,493	18,013	2	2,080	3	1,872	8	5,042	5	3,917	6	479	4	413	3	1,350	13	415	3	520
Lehighton	59,435	71,310	73,686	7	2,684	4	3,744	22	24,008	15	18,916	19	8,768	8	1,018	14	3,069	38	4,670	4	4,596
Mauch Chunk-East Mauch Chunk																					
Palmerton	16,341	28,793	31,284	6	1,785	1	3,420	16	7,701	6	7,980	15	2,112	7	1,875	1	857	23	1,402	3	1,020
CENTRE	354,181	560,137	603,062	47	39,213	20	64,248	102	149,680	80	117,372	85	39,964	67	27,295	82	26,557	148	50,252	19	16,169
Bellefonte	46,769	78,382	84,706	8	6,584	2	2,767	17	21,850	13	23,551	10	4,889	7	520	10	5,514	19	3,393	4	3,229
State College	140,091	203,473	215,619	9	14,885	7	19,460	25	47,244	20	34,232	18	9,267	42	16,627	32	8,980	54	29,311	6	7,791
CHESTER	892,494	1,931,264	2,206,561	133	142,451	38	167,900	321	514,254	169	503,217	215	167,025	170	74,891	170	81,133	366	180,226	48	64,297
Coatesville	46,465	57,774	59,563	9	3,243	4	4,009	38	12,634	10	6,232	16	7,111	17	4,741	12	4,016	25	2,828	7	3,343
Honey Brook	NO DATA AVAILABLE FOR THIS CITY																				
Phoenixville	62,038	125,721	141,522	14	10,480	3	860	25	32,275	12	32,569	17	9,646	23	4,766	15	5,742	26	16,102	5	10,627
West Chester	81,090	112,392	118,140	10	3,014	3	3,131	46	13,998	14	32,675	18	6,737	19	6,230	28	9,428	48	12,794	5	2,253
CLARION	129,334	153,807	157,380	29	12,833	11	8,454	59	34,792	37	38,231	57	20,563	24	7,062	34	5,369	67	11,736	8	4,016
CLEARFIELD	286,299	478,036	520,893	46	39,458	15	35,998	80	103,456	83	128,102	105	83,048	47	20,186	46	16,338	112	25,793	17	11,859
Clearfield	78,383	122,100	131,031	10	3,479	6	13,988	13	19,446	24	33,614	16	17,631	16	8,271	11	4,228	24	6,070	6	4,587
Curwensville	15,691	31,857	35,091	4	6,347			3	8,287	5	3,331	5	9,264	2	1,349	1	1,173	7	1,533	3	1,722
Du Bois	87,941	120,536	126,422	12	10,378	4	18,989	14	27,344	21	29,669	20	7,835	19	6,469	14	3,611	24	7,122	5	4,268
CLINTON	128,475	166,737	173,866	17	7,457	13	8,457	39	30,007	33	50,059	37	31,260	22	6,238	21	5,900	76	9,891	10	4,146
Lock Haven	65,959	70,634	70,964	6	3,716	4	1,716	20	18,506	14	21,811	10	2,682	16	5,358	9	3,421	37	4,766	6	1,896
Renovo	9,801	14,747	15,736	1	394	1	841	6	3,731	4	4,600	6	2,125	3	444	1	242	10	754	2	1,137
COLUMBIA	184,791	283,502	303,781	25	17,050	19	35,598	87	67,480	65	53,252	64	34,401	55	13,518	37	9,516	117	20,795	15	10,808
Berwick	64,029	87,290	91,473	9	6,100	6	5,178	25	23,625	19	22,048	12	6,191	22	4,043	10	1,611	37	3,954	4	2,707
Bloomsburg	90,329	152,673	166,290	9	6,494	7	27,383	29	31,148	28	26,884	26	19,209	25	8,805	17	5,890	44	12,866	6	6,716
CRAWFORD	253,887	357,487	377,391	58	28,895	25	37,500	100	77,093	85	88,592	90	33,360	57	15,170	51	13,990	160	34,728	25	12,860
Meadville	97,442	142,858	151,647	19	7,650	6	7,765	29	32,718	21	34,364	28	12,883	28	11,950	19	5,824	63	18,798	9	5,178
Titusville	47,467	50,925	51,182	9	2,448	5	6,614	13	10,826	16	11,937	20	4,434	18	1,783	8	2,419	21	2,977	3	1,774
CUMBERLAND	736,017	1,244,088	1,306,117	80	51,762	30	132,352	184	221,980	113	249,051	156	113,694	112	54,096	120	59,811	229	108,907	37	41,019
Carlisle	134,326	226,067	246,042	13	14,086	8	30,693	46	53,863	29	36,690	37	19,522	33	12,781	26	9,807	63	21,629	9	5,488
DAUPHIN	847,841	1,388,240	1,511,772	78	63,814	44	190,362	264	348,282	121	260,167	185	141,795	148	65,881	152	55,008	448	143,149	54	47,967
Harrisburg	223,795	235,910	236,414	11	3,661	13	32,062	38	33,692	18	55,109	53	14,608	47	17,912	34	6,712	181	27,130	23	13,491
DELAWARE	1,841,079	3,352,451	3,708,926	172	91,610	76	573,699	605	813,436	204	663,887	351	281,309	347	181,083	269	133,323	843	310,333	131	113,011
Chester	97,957	107,912	108,926	10	5,016	9	1,594	70	25,982	15	25,113	18	8,808	22	4,442	13	3,768	109	11,111	9	2,824
ELK	87,398	125,313	132,505	19	8,496	7	10,124	47	34,994	25	27,712	39	11,840	30	4,870	24	5,689	62	7,424	8	4,715
Ridgeway	17,413	25,054	26,582	4	1,190	1	1,171	12	7,642	6	5,893	8	3,251	10	1,541	4	752	14	2,159	2	861
St. Marys	49,163	69,526	73,600	7	6,453	5	8,626	15	17,913	13	14,752	14	4,125	14	2,765	13	3,085	19	3,004	4	2,554
ERIE	675,556	1,336,930	1,436,990	119	80,418	56	221,574	264	243,871	200	316,848	232	150,763	166	61,413	161	61,702	513	119,727	58	46,221
Corry	30,245	55,854	60,977	6	4,393	4	10,168	11	14,973	11	9,581	10	6,314	9	1,305	6	665	19	4,051	4	4,760
Erie	372,012	429,106	436,621	37	29,385	21	26,442	138	100,380	60	89,704	89	32,769	70	16,691	70	30,969	256	42,620	28	19,269
FAYETTE	524,027	698,313	729,297	70	38,563	44	119,338	213	170,885	140	150,307	163	61,344	76	19,420	88	24,931	327	48,687	30	19,447
Brownsville	21,071	29,693	31,418	4	242	2	1,436	7	5,012	6	11,151	7	3,193	6	1,609	6	1,399	22	1,780	3	2,045
Connellsville	63,952	80,164	82,770	10	3,818	8	14,107	19	18,589	19	18,803	16	5,311	12	1,875	14	4,527	33	5,359	5	4,965
South Connellsville	NO DATA AVAILABLE FOR THIS CITY																				
Uniontown	201,363	249,138	256,650	15	18,499	14	70,364	54	34,822	40	37,123	34	13,173	38	12,239	39	11,362	83	14,008	9	10,659
FOREST	12,063	16,487	17,284	7	2,242	1	472	11	4,599	4	3,604	11	1,781			3	249	20	2,298		
FRANKLIN	315,483	433,005	456,985	47	29,897	18	46,248	128	101,234	98	100,050	78	38,650	59	17,647	61	13,975	152	30,007	21	17,668
Chambersburg	172,344	235,353	246,730	16	14,134	8	37,544	49	48,546	42	50,529	29	17,557	33	11,410	29	7,622	72	18,456	10	9,266
Waynesboro	52,351	64,847	66,810	7	1,738	6	5,256	18	13,631	27	18,904	14	4,762	18	5,056	10	1,993	29	6,753	5	2,556
FULTON	23,382	35,938	38,475	5	1,111	3	1,218	20	8,249	12	12,437	14	6,346	3	528	8	993	18	3,825	1	708
GREENE	84,794	117,081	122,967	17	7,332	13	7,799	51	36,442	39	31,527	41	14,096	13	2,644	20	3,123	63	7,071	6	3,030
Waynesburg	51,806	70,083	73,739	10	3,560	3	4,777	10	21,691	24	23,561	8	4,404	12	2,541	13	1,288	19	3,550	5	2,774
HUNTINGDON	95,577	129,747	135,858	23	7,268	11	7,007	45	33,857	33	33,085	43	12,318	24	4,967	13	2,923	62	10,207	8	2,991
Huntingdon	56,113	75,624	79,527	7	4,786	6	4,320	14	19,409	12	18,598	12	3,228	16	4,173	7	1,454	28	6,958	6	3,155
Mt. Union	18,891	25,190	26,450	4	818	1	1,320	8	9,301	8	7,075	5	781	3	534	2	844	14	1,245	2	836
INDIANA	253,842	441,338	483,312	43	26,755	21	59,288	85	100,139	66	136,451	85	38,525	34	18,226	53	17,961	122	37,076	13	10,013
Indiana	101,925	165,959	179,573	12	3,626	7	13,769	20	27,087	24	58,940	20	9,861	20	15,304	27	9,593	43	19,919	6	7,046
JEFFERSON	134,727	203,952	218,250	35	11,767	19	12,649	63	42,391	68	54,390	63	36,746	34	8,015	40	7,934	67	16,634	13	8,167
Punxsutawney	51,176	63,830	65,843	7	3,524	4	7,083	20	15,975	29	12,609	21	5,020	18	4,811	17	2,951	20	2,119	4	3,146
JUNIATA	36,921	54,362	57,761	13	7,030	7	1,955	20	13,623	14	18,249	13	6,183	7	781	16	2,175	24	3,412	4	676
LACKAWANNA	714,471	1,043,543	1,108,561	104	52,944	50	163,149	377	256,705	156	196,952	187	82,691	174	46,720	136	41,452	608	94,775	62	38,625
Carbondale	34,629	49,867	52,789	7	3,441	4	7,507	22	18,041	4	2,397	14	3,794	15	2,116	5	1,208	25	2,571	5	2,594
Scranton	367,305	498,609	522,052	37	17,708	22	97,635	167	93,498	64	106,363	60	27,845	95	30,858	73	26,362	235	36,894	29	18,001
LANCASTER	1,166,508	2,053,917	2,253,767	157	180,916	76	245,352	514	468,760	293	440,274	248	177,302	201	96,943	270	118,561	518	188,911	58	57,665
Columbia	27,913	46,587	50,621	4	2,414	4	3,721	22	13,706	9	4,748	13	6,000	7	2,109	9	3,781	24	3,589	3	3,734
Lancaster	248,876	439,779	482,890	19	14,186	11	66,881	116	84,882	49	55,096	48	41,762	74	43,892	65	38,047	127	42,866	11	11,319
LAWRENCE	313,239	437,136	460,826	56	20,110	24	49,105	134	117,575	86	113,416	95	43,829	75	15,308	54	15,870	173	31,646	29	15,966
Ellwood City	53,099	86,388	91,806	12	4,341	3	7,055	30	23,372	17	14,492	22	9,411	18	4,628	10	2,091	31	6,352	7	3,194
New Castle	111,958	130,485	133,017	19	6,457	8	9,029	86	32,955	40	29,818	37	14,635	39	7,193	29	8,044	79	9,732	18	7,553

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES— Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Bldg.		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LEBANON	360,484	500,181	536,154	42	34,803	21	69,721	147	111,340	95	124,013	90	40,709	59	14,016	68	23,344	168	35,324	13	11,685
Lebanon	106,354	132,238	136,357	13	7,208	5	7,409	61	32,375	25	18,324	41	12,850	33	7,177	31	9,237	67	9,122	8	5,757
LEHIGH	1,118,312	2,007,226	2,224,414	102	105,275	44	399,588	203	441,129	161	366,299	205	137,336	199	87,860	177	110,209	458	201,057	45	53,719
Allentown	468,004	617,023	642,699	30	16,588	18	98,550	139	119,405	61	136,768	88	42,354	89	29,384	81	30,326	227	58,107	19	13,267
LUZERNE	1,022,374	1,459,006	1,545,606	141	74,079	82	206,990	366	359,054	229	264,745	308	113,342	245	69,258	237	74,256	944	133,725	86	50,295
Hazleton	133,256	144,337	145,256	12	2,412	10	17,591	64	41,448	31	22,126	29	7,658	49	9,348	43	8,706	104	14,089	11	5,206
Pittston	39,698	52,913	55,222	8	9,633	1	1,725	21	19,253	10	2,498	11	2,950	17	2,535	8	2,142	29	2,866	4	1,180
West Hazleton	38,393	39,803	64,086	2	2,274	4	10,669	16	14,075	4	21,170	9	4,714	4	1,794	4	2,918	19	2,624	2	1,859
Wilkes-Barre	188,182	223,961	229,095	17	8,633	17	29,934	106	63,755	26	8,852	46	12,913	68	20,456	43	16,992	173	24,215	18	9,162
LYCOMING	384,638	610,410	739,469	47	32,889	33	100,601	138	131,073	91	164,337	96	56,500	68	45,039	75	46,958	235	42,114	37	16,623
Jersey Shore	15,582	229,482	272,272	6	9,781	3	39,365	16	60,086	10	51,886	10	11,295	3	16,090	5	18,051	15	17,209	3	8,512
Williamsport	180,939	212,487	216,913	9	7,797	13	31,356	58	47,879	27	41,341	26	9,000	43	12,810	38	14,377	109	13,712	18	6,779
MCKEAN	136,588	203,947	217,253	28	9,657	17	17,657	48	51,756	49	55,053	61	19,339	43	9,112	33	6,846	100	14,856	18	9,172
Bradford	78,148	112,783	119,384	10	4,585	9	15,136	13	26,827	16	30,776	22	8,023	24	6,034	13	3,205	42	8,216	8	4,668
Kane	24,176	38,037	40,810	8	1,835	3	1,575	11	11,194	13	7,204	13	3,386	11	2,139	9	2,322	18	2,601	3	1,571
MERCER	407,008	554,849	583,547	61	35,356	23	69,431	142	126,736	112	158,517	129	48,729	88	22,239	82	25,217	218	45,469	28	13,960
Farrell	12,374	13,429	13,518	2	365	1	242	14	4,893	3	97	9	2,711	1	16	3	114	23	1,715	2	218
Greenville	32,061	79,783	85,329	9	5,131	1	3,437	21	27,293	15	17,393	15	7,809	17	4,970	16	2,956	27	6,130	6	2,667
Sharon	88,207	90,033	82,032	13	3,000	5	6,686	30	13,377	18	25,029	29	4,639	25	6,861	12	4,696	44	6,272	7	4,149
Sharpsville	10,668	16,279	17,402	2	2,006	1	1,118	8	2,246	4	4,960	5	1,294	2	183	2	408	19	2,329	1	625
Wheatland	NO DATA AVAILABLE FOR THIS CITY																				
MIFFLIN	128,186	157,990	162,684	16	8,836	13	17,606	59	36,191	46	29,255	36	21,046	24	8,888	29	5,557	74	11,372	8	6,052
Lewistown	73,721	87,653	89,683	9	5,623	10	10,794	31	16,974	33	16,995	17	10,578	16	7,632	13	2,215	37	5,845	6	3,611
MONROE	253,866	412,216	447,786	37	28,125	20	48,970	74	91,525	51	75,858	85	54,062	42	7,139	55	9,546	174	57,861	17	11,565
East Stroudsburg	44,850	84,879	92,887	8	9,547	2	11,032	11	13,394	9	9,364	18	13,363	4	393	8	1,372	34	19,843	5	5,067
Stroudsburg	89,795	107,060	109,372	10	2,433	7	30,815	16	16,969	21	19,742	12	4,614	23	5,701	17	3,268	28	6,103	4	2,815
MONTGOMERY	2,585,121	4,860,732	5,403,414	275	191,911	112	687,873	648	1,048,177	343	1,035,372	503	413,996	600	340,774	471	257,932	1,038	476,371	166	140,130
Narberth	49,162	88,525	97,532	14	4,615	3	5,662	10	16,298	4	21,821	15	11,075	10	11,447	11	10,390	21	7,421	6	4,719
Jenkintown	115,936	179,585	192,609	3	784	7	55,803	14	9,575	6	68,968	10	4,735	29	9,459	18	12,730	14	11,143	3	765
Lansdale	95,665	171,632	188,955	16	9,790	3	9,917	20	39,479	17	34,940	21	15,760	29	10,011	16	8,466	26	10,447	6	4,203
Norristown	114,381	134,870	162,050	13	5,086	6	36,574	48	34,473	16	13,999	25	13,903	23	6,672	26	7,300	86	11,753	17	9,004
Pottstown	135,182	239,483	263,329	15	11,312	9	22,156	42	41,207	34	65,109	32	15,901	40	15,579	33	15,484	71	20,737	11	10,073
MONTOUR	39,191	76,883	86,031	5	3,053	4	3,043	19	17,173	15	24,904	19	8,640	17	2,395	12	3,468	34	10,178	3	3,836
Danville	36,961	73,615	80,948	5	3,053	3	2,439	15	14,299	15	24,904	16	7,551	17	2,395	12	3,468	33	9,937	3	3,836
NORTHAMPTON	596,909	755,045	780,993	46	28,116	36	78,575	248	193,925	132	162,794	165	61,390	111	30,987	135	33,455	421	66,554	45	26,741
Bangor	29,778	37,483	39,027	6	2,914	3	4,257	12	10,334	9	11,791	12	2,074	12	1,364	9	2,126	10	1,131	5	2,095
†Bethlehem	243,393	310,402	321,442	18	13,238	14	41,463	79	90,838	32	45,819	51	25,328	43	9,346	41	10,572	131	27,302	17	13,027
Easton	103,211	194,642	122,908	9	3,045	6	5,516	49	47,656	17	6,310	22	11,657	23	9,810	32	9,387	88	8,497	9	4,154
Wilson	36,801	50,634	53,401	2	2,943	1	1,371	6	5,517	4	6,058	4	1,479	3	4,389	6	2,674	20	5,868	4	2,343
NORTHUMBERLAND	272,376	302,603	305,911	52	27,154	27	26,875	183	63,072	80	57,969	91	28,914	91	16,615	71	10,394	231	20,576	28	12,914
Milton	38,837	41,534	42,074	9	6,272	2	1,132	18	9,311	8	11,080	7	3,988	11	987	5	917	25	2,104	3	1,605
Mount Carmel	19,910	22,099	23,537	7	2,148	4	1,164	23	5,169	3	722	9	2,344	20	2,996	6	557	32	2,154	6	2,651
Shamokin	36,216	40,878	41,366	6	3,056	5	7,074	34	13,146	17	8,429	19	7,010	24	4,374	23	3,547	49	3,966	7	2,967
Sunbury	83,671	96,400	98,088	11	6,167	6	16,443	27	19,992	18	16,922	16	4,974	28	6,437	19	3,692	35	4,576	5	4,043
PERRY	71,090	87,012	89,284	12	3,073	10	2,342	40	20,752	35	27,826	30	10,225	6	281	13	2,905	51	5,949	6	2,131
PHILADELPHIA	4,327,210	5,994,749	6,299,696	378	133,196	398	564,440	2,589	1,432,347	401	828,204	660	369,764	1,472	496,482	779	324,860	3,542	777,330	503	248,074
Philadelphia	4,327,210	5,994,749	6,299,696	378	133,196	398	564,440	2,589	1,432,347	401	828,204	660	369,764	1,472	496,482	779	324,860	3,542	777,330	503	248,074
PIKE	30,531	50,881	53,389	10	7,643	8	1,398	27	6,785	8	5,696	24	8,987	6	1,159	6	2,955	67	13,212	1	308
POTTER	33,721	52,362	56,154	15	3,463	4	613	32	22,394	18	7,303	29	7,511	8	1,921	16	804	35	2,887	5	2,676
SCHUYLKILL	390,937	438,664	444,394	71	16,991	46	51,789	289	116,179	127	80,778	181	37,357	100	13,860	96	17,140	453	30,377	47	16,408
Ashland	16,034	18,311	18,756	2	965	4	633	12	5,714	9	4,478	10	1,160	8	736	4	238	19	1,740	2	1,032
Mahanoy City	13,606	15,800	16,239	4	1,487	2	1,042	16	4,799	4	1,384	10	1,930	6	223	5	844	28	868	5	2,163
Pottsville	120,630	124,675	124,300	9	2,897	10	30,910	39	27,976	31	19,820	18	5,247	23	5,465	21	5,538	62	7,320	9	5,991
Shenandoah	22,718	26,107	26,783	5	633	5	928	35	7,989	7	3,229	7	849	20	2,586	11	2,832	45	1,704	7	2,689
SNYDER	96,637	151,059	162,240	21	14,699	8	17,738	37	25,868	33	41,327	24	10,210	11	2,439	19	4,613	58	15,290	5	1,921
SOMERSET	193,642	313,916	339,353	48	16,256	17	20,707	96	71,923	82	101,411	84	37,748	28	8,180	45	14,981	137	28,251	10	8,432
Somerset	47,625	78,006	84,474	7	1,806	3	3,224	12	16,990	12	11,067	14	16,560	12	6,249	6	2,679	20	11,483	4	5,723
SULLIVAN	9,089	10,731	10,953	5	516	3	759	12	3,481	2	2,069	7	895	2	142	4	268	26	1,771	1	351
SUSQUEHANNA	77,051	107,800	113,495	22	5,347	14	1,609	56	29,053	36	29,966	49	15,984	13	1,564	13	3,061	63	9,404	10	3,007
TIOGA	98,146	104,705	105,137	38	9,358	16	6,179	54	23,794	43	27,607	45	12,920	21	3,546	16	3,493	66	8,083	12	3,620
UNION	81,397	132,338	143,108	9	7,226	6	8,047	41	37,753	24	29,584	26	14,928	16	4,480	14	4,675	41	14,034	9	7,262
VENANGO	164,484	176,245	177,201	29	8,837	12	18,154	57	41,536	63	40,996	58	20,680	30	9,459	36	6,571	74	12,625	10	5,174
Franklin	60,431	62,950	62,955	13	4,084	4	5,475	15	16,262	22	11,743	16	5,644	11	4,323	13	2,321	25	4,657	1	1,024
Oil City	60,814	61,099	60,710	5	775	6	8,320	20	16,668	11	12,152	20	4,770	16	4,890	14	2,478	25	3,203	5	3,118
WARREN	299,539	350,162	357,466	27	5,383	10	8,525	50	24,276	34	27,887	45	13,251	29	6,[illegible]	24	3,165	76	8,932	9	4,308
Warren	230,187	299,154	307,062	11	3,592	4	3,731	20	14,138	12	10,954	19	6,123	23	6,475	13	2,526	38	5,602	6	3,022
WASHINGTON	678,395	1,027,704	1,098,008	88	56,771	40	124,011	270	230,836	143	278,763	228	132,050	125	46,277	119	47,568	361	74,650	42	23,001
Charleroi	59,115	87,071	92,512	6	945	5	12,667	19	16,689	10	25,744	12	4,047	29	12,266	15	4,589	22	3,967	5	1,619
Donora	10,715	17,697	19,094	3	762	3	877	19	6,692	2	1,764	7	2,551	3	306	6	1,130	19	1,808	4	1,470
Monongahela	35,506	56,020	60,134	2	909	1	955	20	19,664	13	20,497	11	3,615	8	1,785	10	1,664	23	3,129	3	1,271
Washington	187,764	277,491	295,011	30	10,229	8	34,925	57	76,837	29	46,671	40	27,031	31	14,127	25	16,983	84	27,604	13	10,561
WAYNE	96,480	146,965	157,065	33	13,934	20	10,687	56	41,725	35	25,180	49	19,208	11	3,633	27	3,704	90	10,520	10	6,363
WESTMORELAND	1,161,755	2,022,028	2,219,042	186	155,073	62	319,892	455	460,021	259	490,042	344	198,103	224	90,343	202	96,585	597	179,434	85	58,900
Arnold	10,999	21,202	23,243	2	1,378	1	388	15	9,302	3	4,037	5	2,417			3	[illegible]	15	1,686	2	820
Greensburg	171,047	314,535	347,862	30	25,133	8	43,223	52	78,607	31	42,206	37	18,925	54	26,244	40	29,068	89	[illegible],211	13	9,097
Irwin	62,983	81,785	84,965	6	647	3	4,329	13	27,961	9	22,909	14	8,611	12	3,528	11	2,129	22	4,235	3	1,971
Latrobe	82,146	141,257	154,508	16	11,361	5	16,363	35	41,560	25	23,169	25	11,921	26	8,212	16	8,994	38	13,654	8	7,238
Monessen	31,600	39,173	40,370	4	3,112	3	2,992	24	12,682	8	7,517	9	3,010	8	2,502	5	2,546	21	1,964	3	1,161
New Kensington	95,302	121,357	125,637	7	3,215	5	21,668	30	19,864	16	28,095	23	11,825	19	8,688	16	8,338	55	7,285	9	7,258
Vandergrift	31,443	57,706	62,960	7	4,381	2	1,001	16	5,364	11	23,062	6	3,521	13	5,128	10	4,648	19	3,962	7	3,113
WYOMING	65,903	111,138	121,145	14	12,705	9	7,324	36	37,594	23	23,513	27	9,306	10	1,636	10	3,014	50	6,717	4	4,158
YORK	985,058	1,780,004	1,963,402	127	105,736	62	269,876	336	423,036	263	373,205	224	146,395	161	73,494	225	98,701	416	156,233	57	42,937
Hanover	139,842	273,702	298,807	10	16,871	10	16,770	32	54,338	40	55,834	21	11,808	37	15,271	30	14,841	37	17,876	5	5,847
York	157,659	247,019	265,389	26	23,211	14	25,861	78	43,617	46	53,498	31	18,736	39	14,848	60	13,412	119	24,150	12	9,476

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,802,147	4,641,249	5,029,529	323	243,401	184	557,800	1,107	1,087,793	538	852,603	697	407,233	567	238,331	513	186,439	1,829	496,764	232	170,613
METROPOLITAN STATISTICAL AREAS																					
Fall River, Ma-R.I.	427,247	645,479	700,094	45	31,740	65	93,083	200	158,530	113	86,375	106	49,241	82	36,347	78	33,062	276	70,266	44	25,378
New London-Norwich, Ct-R.I.	880,311	1,639,862	1,807,120	102	74,484	55	216,820	260	395,563	143	358,533	206	149,588	182	60,898	181	79,311	482	154,431	63	55,141
Pawtucket-Woonsocket-Attleboro, R.I.-Ma.	1,109,063	2,673,256	3,758,252	113	115,670	58	185,610	306	1,029,453	185	564,449	224	518,881	153	116,582	143	202,184	540	833,380	70	71,705
Providence, R.I.	1,877,058	3,833,827	5,174,078	207	128,812	107	333,520	748	1,202,751	343	447,673	448	659,774	373	126,459	352	275,457	1,176	1,449,254	155	101,724
COUNTIES, Cities																					
BRISTOL	96,335	164,033	177,896	22	11,158	6	2,591	52	48,269	28	41,917	26	11,397	27	8,706	32	6,292	68	15,706	13	7,813
KENT	605,187	909,664	973,056	54	32,922	21	210,742	167	194,070	96	163,603	111	70,402	98	49,045	84	23,791	268	83,090	30	27,790
West Warwick	68,787	140,177	156,803	5	10,068	4	5,788	34	46,909	13	35,062	22	18,199	7	2,192	10	3,832	55	11,790	5	1,560
NEWPORT	216,733	456,589	515,666	27	39,255	18	40,108	75	101,409	54	76,663	49	34,468	51	26,857	40	11,788	177	77,964	20	19,100
Newport	87,009	218,683	254,259	11	22,241	11	23,084	27	47,015	9	24,086	13	12,024	35	22,828	21	6,012	91	50,888	11	10,816
PROVIDENCE	1,607,816	2,614,260	2,815,479	189	117,334	118	269,279	706	619,887	305	488,788	433	231,552	334	138,009	302	124,326	1,114	253,195	151	99,426
Central Falls	28,847	47,005	50,455	3	885	3	367	28	16,363	9	3,948	9	3,714	3	175	9	3,649	53	10,237	7	2,807
Pawtucket	233,759	408,487	416,471	27	15,982	12	29,544	78	79,932	45	85,949	50	26,155	37	18,319	34	25,188	120	22,304	20	15,304
Providence	464,217	696,225	736,375	44	46,435	40	76,798	249	119,198	68	122,389	117	52,450	126	46,716	96	31,240	387	66,769	46	30,716
Woonsocket	125,742	304,236	351,307	16	16,602	13	29,636	53	74,705	24	64,322	27	17,906	29	20,360	29	18,225	91	32,076	9	14,571
WASHINGTON	276,076	496,703	547,432	31	42,732	21	35,080	107	124,158	55	81,632	78	59,414	57	15,714	55	20,242	202	66,809	18	16,484
Westerly	91,240	186,040	208,174	13	17,468	6	15,876	36	49,657	14	18,086	19	16,316	34	10,104	25	7,815	61	18,284	8	8,837

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	8,350,289	14,799,383	16,145,413	1,180	1,036,425	1,020	1,776,976	5,008	3,738,460	2,545	3,462,908	3,001	1,474,247	1,999	744,342	1,929	705,233	3,796	1,239,281	740	509,612
METROPOLITAN STATISTICAL AREAS																					
Anderson, S.C.	409,415	598,179	636,430	46	41,886	45	81,709	226	140,327	147	154,905	158	51,440	100	23,115	100	31,540	146	38,215	33	19,270
Augusta, Ga-S.C.	981,280	1,607,222	1,723,911	125	105,736	70	216,934	414	385,137	245	386,836	262	144,557	173	79,250	190	67,438	407	135,984	76	50,636
Charleston, S.C.	1,122,329	1,889,708	1,809,870	136	115,165	93	239,601	490	437,225	252	393,731	296	150,383	244	78,770	230	72,325	454	143,209	82	56,560
Charlotte-Gastonia-Rock Hill, N.C-S.C	3,031,378	6,020,324	6,675,881	314	349,629	237	820,952	1,190	1,419,374	717	1,866,363	802	488,871	706	329,279	635	288,920	1,217	516,517	209	231,413
Columbia, S.C.	1,245,430	2,677,671	3,080,648	151	180,893	98	421,348	511	883,936	210	669,371	321	283,173	230	140,162	227	124,358	491	255,327	72	77,896
Florence, S.C.	352,246	536,497	574,817	55	44,001	44	74,674	253	112,240	104	130,992	114	56,614	98	34,309	87	29,089	135	33,372	29	15,146
Greenville-Spartanburg, S.C.	1,743,806	3,003,096	3,310,419	229	212,880	131	378,097	680	739,377	584	592,799	380	319,939	362	132,333	381	144,093	752	273,594	156	99,018
COUNTIES, Cities																					
ABBEVILLE	33,713	49,126	52,202	4	1,424	11	3,083	38	20,478	20	10,024	29	4,063	11	1,554	16	1,967	23	2,469	7	3,044
AIKEN	257,254	464,831	513,860	41	24,698	20	46,654	161	141,302	91	114,274	106	56,946	49	23,702	56	15,876	108	28,434	23	20,459
Aiken	83,538	135,098	146,193	14	7,710	9	9,227	42	35,181	31	30,892	30	9,562	23	14,247	17	5,644	36	9,183	8	7,506
ALLENDALE	19,646	30,842	33,220	4	1,238	7	683	16	9,899	7	5,024	27	6,494	7	1,350	6	1,296	16	2,394	4	1,884
ANDERSON	409,415	598,179	636,430	46	41,886	45	81,709	226	140,327	147	154,905	158	51,440	100	23,115	100	31,540	146	38,215	33	19,270
Anderson	259,795	363,744	383,966	25	21,953	21	69,313	102	83,884	82	90,332	61	21,754	71	20,110	62	19,159	83	25,236	19	7,596
BAMBERG	29,905	44,345	47,282	6	4,214	17	5,291	40	15,097	13	6,901	24	3,817	9	2,767	9	1,873	25	2,256	4	1,820
BARNWELL	43,240	76,591	84,308	10	3,509	10	3,480	35	28,591	17	22,861	18	6,540	15	3,539	21	4,519	21	2,826	6	2,446
BEAUFORT	154,413	470,396	570,775	24	35,095	20	45,435	78	130,883	34	100,866	45	45,860	51	31,391	50	44,182	82	53,035	10	15,514
Beaufort	64,401	205,293	233,478	11	11,693	7	36,623	22	48,488	15	48,303	18	9,235	22	12,589	20	11,398	29	19,494	7	9,618
BERKELEY	85,488	171,542	193,112	19	10,150	17	9,066	88	80,047	40	24,422	45	21,396	19	4,295	24	7,111	52	11,087	9	6,893
CALHOUN	14,639	22,206	23,775	3	2,094	2	511	26	6,716	6	6,178	10	1,085	3	1,760	6	1,323	8	780	3	1,169
CHARLESTON	932,939	1,471,493	1,330,472	86	88,802	60	209,625	337	268,224	183	286,354	206	101,264	204	68,201	178	52,610	371	119,830	64	40,935
Charleston	376,055	545,796	579,678	18	30,473	28	87,720	124	106,376	43	113,644	61	40,172	106	42,193	74	33,085	151	60,819	28	15,341
CHEROKEE	103,972	219,722	249,718	16	14,630	23	13,867	80	65,386	35	49,703	37	23,071	27	30,074	22	8,084	60	19,670	8	9,680
CHESTER	65,006	90,104	94,929	8	3,224	15	5,716	54	27,096	17	21,320	39	11,074	18	5,318	18	3,745	28	6,461	8	4,635
CHESTERFIELD	78,152	131,279	143,122	16	6,965	17	8,652	115	43,257	60	33,570	46	10,223	27	4,697	25	5,051	49	6,541	16	7,375
CLARENDON	57,354	92,929	100,648	14	8,889	14	6,234	66	36,968	20	18,011	39	18,487	15	2,992	13	2,066	36	5,724	8	3,701
COLLETON	58,888	88,407	94,441	10	6,401	10	9,108	57	30,113	23	10,644	39	9,602	19	4,384	12	4,221	30	5,986	9	4,576
DARLINGTON	127,119	193,873	207,802	22	8,468	26	17,619	139	57,183	79	33,696	57	21,757	30	8,386	32	7,821	84	14,214	16	8,591
DILLON	69,904	118,863	129,863	13	6,998	15	7,763	93	35,207	26	21,398	34	18,785	27	5,197	22	4,990	33	4,234	11	5,200
DORCHESTER	103,902	246,673	286,286	21	16,213	16	20,910	65	78,954	29	82,955	45	27,723	21	6,274	28	12,604	31	12,292	9	8,732
EDGEFIELD	36,046	53,858	57,519	7	2,509	5	1,154	27	10,043	13	28,849	21	4,214	13	2,213	9	2,867	16	759	4	1,843
FAIRFIELD	36,474	45,812	47,431	5	1,092	13	2,987	48	16,947	14	8,720	22	5,927	7	1,864	5	1,045	24	2,016	4	1,954
FLORENCE	352,246	536,497	574,817	55	44,001	44	74,674	253	112,240	104	130,992	114	56,614	98	34,309	87	29,089	135	33,372	29	15,146
Florence	216,572	333,875	358,496	18	14,606	16	49,730	89	63,807	43	86,217	50	29,189	69	29,872	50	18,902	79	22,859	19	11,619
GEORGETOWN	107,241	202,033	225,909	21	15,797	17	13,844	76	55,661	39	54,424	38	18,431	36	13,436	24	9,718	65	15,898	14	8,283
GREENVILLE	952,164	1,858,229	2,094,165	130	141,967	73	263,102	328	462,697	302	417,238	289	190,464	195	74,619	214	89,229	397	167,789	81	57,583
Greenville	445,880	656,556	699,363	50	31,224	24	137,436	113	100,207	91	140,418	96	40,022	109	41,409	104	44,731	183	58,846	30	24,229
GREENWOOD	178,976	223,159	230,749	30	15,481	20	21,740	93	51,915	48	40,146	66	19,957	51	9,486	40	13,491	74	13,635	17	7,994
Greenwood	146,945	181,599	187,475	22	14,755	15	21,380	59	32,330	38	31,494	48	16,264	41	8,782	33	10,202	56	11,382	13	6,477
HAMPTON	43,880	75,710	82,939	15	7,965	13	6,800	54	24,746	20	16,512	33	9,353	15	3,778	17	4,015	17	2,474	4	2,262
HORRY	397,573	811,206	916,804	48	73,465	61	117,958	199	160,578	88	176,854	102	48,656	122	52,005	78	37,436	281	126,487	26	29,380
Myrtle Beach	195,527	432,860	496,080	17	37,257	21	86,312	50	78,237	35	64,889	28	23,707	64	33,256	36	18,606	160	89,019	10	15,246
JASPER	31,353	63,488	71,594	8	10,426	2	79	25	13,315	9	9,816	20	15,318	4	368	9	1,388	17	7,508	2	2,780
KERSHAW	96,041	147,129	157,779	21	12,731	17	14,344	91	44,081	46	35,635	47	15,790	20	2,520	29	7,279	71	9,223	12	3,652
LANCASTER	112,081	154,919	163,197	17	12,114	16	16,754	102	44,281	54	33,556	43	13,367	31	6,524	36	8,952	45	8,074	12	6,701

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES— Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Bldrs		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAURENS	105,064	143,956	151,414	18	7,237	19	16,896	79	38,360	42	38,083	57	14,441	20	5,279	26	4,829	55	9,445	15	5,035
LEE	23,103	40,941	45,063	6	1,468	10	2,799	54	16,079	21	9,880	11	2,866	6	2,015	6	1,277	14	4,138	3	767
LEXINGTON	324,517	739,747	852,445	64	56,192	38	59,015	184	234,567	97	199,032	120	88,110	50	23,742	62	28,827	138	75,172	25	20,125
MCCORMICK	9,174	11,071	11,375	3	215	1	12	42	6,202	5	1,258	7	1,536	2	65	5	241	10	474	2	970
MARION	73,339	113,923	122,490	10	3,054	18	9,867	99	39,443	36	24,595	37	10,423	29	6,596	22	6,767	34	4,672	9	5,489
MARLBORO	54,260	78,864	83,781	7	3,705	14	5,693	88	27,364	28	20,346	34	7,117	15	2,550	19	3,318	38	4,643	7	3,213
NEWBERRY	83,961	125,346	133,827	14	6,532	14	8,725	69	32,207	31	38,714	47	15,306	23	4,967	19	6,869	33	5,827	10	5,096
OCONEE	111,773	216,637	242,374	22	17,238	14	16,916	94	66,870	46	32,374	47	18,315	37	11,049	33	12,029	57	11,735	14	11,121
ORANGEBURG	222,009	328,918	350,902	38	27,539	37	31,780	149	72,777	58	83,644	97	40,684	54	13,770	57	13,429	118	22,940	21	11,354
Orangeburg	140,636	221,061	238,195	19	20,405	16	21,228	53	51,470	41	62,088	40	11,228	34	12,372	32	9,677	65	18,094	10	8,392
PICKENS	179,186	217,356	223,686	30	15,861	20	13,927	94	58,969	65	50,566	77	21,169	43	10,646	47	9,832	91	22,565	18	9,199
RICHLAND	920,913	1,937,924	2,228,223	87	124,703	60	362,333	327	429,369	113	470,339	201	195,063	180	116,420	165	95,531	353	180,155	47	57,771
Columbia	487,526	693,018	733,427	37	38,227	30	122,081	147	84,642	58	196,979	90	44,153	107	40,817	91	44,750	196	60,763	29	26,513
SALUDA	24,025	38,154	41,180	7	3,026	6	1,673	36	14,333	15	8,907	17	4,903	7	800	9	1,266	14	1,226	5	2,266
SPARTANBURG	612,436	927,511	992,568	69	55,052	58	101,068	258	217,711	217	224,995	214	108,306	124	47,068	120	45,012	264	83,260	57	32,236
Spartanburg	380,586	577,960	618,810	26	18,316	24	66,195	86	118,465	85	151,293	94	60,417	77	37,599	61	27,926	153	59,268	34	22,234
SUMTER	225,904	407,461	450,390	33	38,830	25	36,646	141	92,714	61	109,062	71	38,840	50	30,858	53	25,129	70	25,592	13	11,614
Sumter	185,743	346,927	385,611	27	34,909	17	35,844	100	64,522	45	73,832	57	31,132	48	30,781	49	24,621	54	22,732	12	11,282
UNION	64,992	65,442	65,217	12	6,378	10	3,780	49	19,692	16	10,313	37	7,168	26	3,651	15	1,865	31	3,387	10	3,460
Union	54,048	54,290	54,085	10	6,215	8	3,479	30	12,555	13	9,824	24	5,599	21	3,610	13	1,764	22	2,941	8	3,189
WILLIAMSBURG	63,093	102,481	111,063	11	4,142	15	5,984	77	27,560	20	32,868	39	11,549	29	5,960	19	7,151	29	3,567	7	3,560
YORK	263,596	550,210	624,267	29	36,807	35	71,002	158	152,009	90	132,084	89	50,533	60	28,780	66	26,453	102	56,820	24	22,854
Rock Hill	187,999	411,110	470,102	15	25,081	15	63,758	94	112,349	54	92,557	45	33,662	41	24,267	48	19,839	58	43,393	11	16,762

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Bldrs		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,184,066	3,455,108	3,728,428	598	340,699	201	303,848	776	657,220	531	821,010	861	430,761	519	166,119	325	157,836	1,580	351,636	206	139,268
METROPOLITAN STATISTICAL AREAS																					
Sioux Falls, S.D.	494,101	789,518	852,228	65	59,548	15	102,344	81	113,449	69	181,995	97	107,372	91	39,883	108	36,502	230	77,417	28	47,215
COUNTIES, Cities																					
AURORA	4,225	7,003	7,602	6	860	2	163	7	1,573	1	253	7	1,995			2	168	6	715		
BEADLE	68,213	97,959	103,866	19	7,433	5	6,097	25	17,109	21	30,676	23	11,054	19	6,171	22	4,243	48	7,242	4	6,970
Huron	62,515	91,614	96,666	15	6,607	4	5,664	19	16,138	21	30,676	18	8,382	19	6,171	20	4,108	41	6,869	4	6,970
BENNETT	8,099	14,782	16,347	5	455	2	112	5	3,039	3	5,800	5	2,653	2	220	2		6	1,141	2	1,738
BON HOMME	17,371	24,786	26,215	12	2,792	3	401	19	5,493	9	5,227	12	4,466	6	338	8	1,513	24	2,170	2	912
BROOKINGS	70,553	130,106	144,304	20	16,143	6	5,373	18	27,926	15	27,877	24	13,931	22	9,093	16	5,766	58	16,879	6	7,852
Brookings	65,410	122,730	136,715	12	14,447	4	4,934	10	26,333	13	26,994	17	12,920	22	9,093	14	5,592	39	15,949	6	7,852
BROWN	157,250	231,733	246,607	26	20,040	9	29,063	36	43,574	34	57,013	35	17,586	32	12,852	35	15,819	80	23,817	12	8,912
Aberdeen	142,001	210,257	223,935	19	15,492	8	28,823	27	40,998	26	48,302	22	14,578	30	12,793	32	15,720	61	21,730	10	8,801
BRULE	23,939	44,273	49,058	8	4,155	2	1,156	9	5,830	5	9,440	17	14,100	6	1,572	4	694	26	5,158	2	1,306
BUFFALO	221	496	569					1	212			3	267					2	51		
BUTTE	28,726	37,887	39,516	7	3,145	4	2,108	12	9,754	10	7,926	14	5,090	15	3,029	5	347	21	2,658	3	998
Belle Fourche	24,358	31,784	33,269	5	2,666	3	1,828	8	8,020	8	7,078	9	4,122	15	3,029	4	309	19	2,523	3	998
CAMPBELL	2,684	4,211	4,531	1	293	1	116	5	1,391	1	1,135	2	504	1	30	1		9	757		
CHARLES MIX	17,780	28,714	31,046	14	3,853	2	620	14	8,071	6	5,289	15	3,336	4	440	5	779	25	3,676	4	1,307
CLARK	8,545	13,743	14,828	6	1,957			11	2,000	5	5,788	7	733	3	282	3	394	14	1,895	2	1,113
CLAY	26,959	34,888	36,271	5	2,107	4	1,496	9	6,218	6	6,569	14	2,250	9	1,584	9	3,810	31	4,957	4	1,682
CODINGTON	91,227	141,943	152,541	15	11,860	8	15,870	13	26,702	19	38,400	25	13,327	17	7,742	26	8,224	45	12,157	5	4,668
Watertown	90,242	139,786	150,077	14	11,787	8	15,870	11	26,330	18	38,219	21	12,391	17	7,742	24	8,166	36	11,385	5	4,668
CORSON	5,756	8,579	9,141	3	1,034	2	177	4	2,401	2	251	4	1,038	1	258	2	246	10	937	2	49
CUSTER	13,484	21,298	22,928	3	1,391	1	285	7	4,541	2	4,564	8	3,120	1	476	3	134	29	4,912	2	31
DAVISON	87,477	134,377	144,043	19	17,844	7	13,623	17	28,761	22	29,589	30	12,466	20	9,088	10	5,093	40	12,241	5	2,324
Mitchell	86,008	132,053	141,540	17	16,905	6	13,587	14	28,615	21	29,549	26	11,891	20	9,088	10	5,093	36	12,204	5	2,324
DAY	14,919	20,284	21,276	6	854	4	573	9	4,276	7	7,858	12	1,446	4	716	6	487	21	2,021	4	1,159
DEUEL	5,433	9,281	10,141	2	1,531	3	375	9	1,354	2	2,079	6	1,082	4	461	4	511	18	2,126	2	85
DEWEY CO	8,793	12,784	13,562	3	320	3	462	9	5,079	3	2,263	9	2,970	2	172	1	604	9	1,230		
DOUGLAS	7,133	10,586	11,277	6	1,369	1	578	7	2,476	5	3,162	8	1,850	2	123	2	260	9	780	1	101
EDMUNDS	9,002	16,377	18,101	7	2,365	2	138	11	4,455	4	5,901	5	1,229	3	222	4	749	13	1,461	3	562
FALL RIVER	26,493	32,340	33,278	7	2,454	4	1,345	12	6,440	15	7,348	14	4,166	9	1,365	6	1,508	25	3,453	3	914
FAULK	4,950	6,324	6,560	3	764	1	129	7	1,727	5	1,545	6	559	2	47	1	37	11	708	2	452
GRANT	22,450	30,814	42,497	9	2,449	2	1,263	9	5,889	6	10,695	11	8,190	9	1,816	8	2,211	20	4,153	3	1,294
GREGORY	17,135	24,836	26,344	12	2,464	3	1,350	12	6,456	6	5,486	9	5,243	5	538	3	682	20	1,698	3	916
HAAKON	8,955	16,467	18,238	3	646	1	545	6	2,826	3	9,022	5	1,247	2	685	2	456	10	1,992	2	148
HAMLIN	8,051	12,949	13,986	10	2,357			11	3,101	2	470	10	5,406	1	64	3	106	13	1,135	2	430
HAND	14,445	21,256	22,609	7	2,740	2	384	9	4,865	3	7,051	5	3,575	9	963	5	362	9	1,212	3	338
HANSON	2,937	4,309	4,575	1	508	1	8	3	536	1		6	2,400			3	217	8	631		
HARDING	2,523	3,624	3,837	2	385	2	118	3	758	1	827	2	756	1	342	1	335	6	256	1	60
HUGHES	59,041	90,971	97,574	10	6,828	5	2,781	9	23,202	10	20,536	16	9,123	17	7,523	13	4,528	31	8,355	4	1,855
Pierre	56,704	87,340	93,469	9	6,352	3	2,011	9	23,202	10	20,536	11	7,627	16	7,212	13	4,528	29	7,978	4	1,855
HUTCHINSON	21,314	36,750	40,208	12	5,695	3	790	15	7,221	9	4,942	17	8,220	5	899	4	659	21	2,667	6	4,718
HYDE	3,169	5,733	6,334	3	1,018			4	1,915	1	646	3	1,310	2	294	2	597	6	201		
JACKSON	7,608	13,497	14,832	3	567	1	469	7	1,223	1	1,124	10	8,346			1		5	1,063		
JERAULD	4,388	9,935	11,418	3	1,323	2	133	5	3,103	2	323	3	2,465	2	331			5	884	2	570
JONES	9,494	11,851	12,241			1	526	4	1,557	4	4,339	9	4,712	1		1		4	787	1	
KINGSBURY	13,902	19,843	20,990	11	2,147	5	321	16	5,423	8	3,951	11	2,403	3	337	5	1,213	20	1,835	4	1,187
LAKE	32,147	48,057	51,275	11	4,430	6	1,748	9	8,891	13	16,492	17	5,086	13	2,949	6	1,363	28	4,503	3	2,165
Madison	30,470	45,454	48,452	5	3,188	6	1,748	7	8,732	12	16,390	13	4,497	13	2,949	5	1,345	23	4,133	3	2,165

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	53,926	111,103	125,561	19	13,042	7	4,742	21	28,866	12	26,303	24	9,132	23	8,202	12	3,398	58	16,527	6	3,031
Deadwood	14,542	27,639	30,259		2,869		2,503		3,473		10,376		2,919		1,257		953		2,344		642
Lead	8,713	18,799	20,817	2	1,189	2	1,552	7	6,442	4	1,214	5	786	6	1,596	3	867	16	4,485	2	861
LINCOLN	21,439	34,761	37,611	16	4,229	2	690	16	7,133	10	6,428	16	6,880	9	1,286	10	1,064	22	4,897	6	1,929
LYMAN	8,503	11,560	12,110	3	432			7	4,471	2	1,531	12	4,090	1				11	811	1	383
MCCOOK	12,712	18,606	19,766	9	3,557	1	197	13	2,502	6	3,714	13	6,099	2	139	1	77	14	1,732	1	307
MCPHERSON	4,185	7,729	7,983	4	1,171	1	127	6	2,178	2	1,107	7	774	4	278	2	111	5	511	3	584
MARSHALL	12,247	15,998	16,665	10	2,635	5	518	10	2,658	7	5,070	10	1,893	3	266	3	213	19	1,906	3	519
MEADE	39,280	61,053	65,574	10	6,525	5	2,848	21	21,583	12	11,618	13	9,354	11	2,836	9	976	23	3,770	4	1,956
MELLETTE	1,456	2,046	2,157			2	80	1	433			3	424	1		4	103	3	57	1	483
MINER	7,007	11,671	12,694	5	2,400	2	88	8	2,370	2	2,847	6	1,555			2	140	17	1,530	1	103
MINNEHAHA	494,101	789,518	852,228	65	59,548	15	102,344	81	113,449	69	101,995	97	107,372	91	39,683	108	36,902	230	77,417	38	47,215
Sioux Falls	420,344	667,220	719,286	45	39,846	12	100,593	59	96,556	58	133,877	64	82,577	79	34,236	100	35,436	193	70,224	23	46,327
MOODY	13,677	25,785	28,684	7	3,682	2	626	6	4,344	3	11,905	10	2,308	5	647	4	188	16	1,961	4	972
PENNINGTON	323,573	555,300	607,301	48	64,690	13	77,985	51	90,006	66	144,223	76	37,769	59	23,597	51	27,367	154	62,562	12	10,125
Rapid City	304,342	525,538	575,377	45	63,734	11	73,422	39	85,931	64	144,180	60	32,035	57	23,511	50	27,228	120	56,060	10	8,653
PERKINS	13,495	15,966	16,336	9	2,352	1	248	8	3,880	4	1,689	8	1,730	6	1,018	4	895	11	1,244	1	532
POTTER	8,984	13,682	14,642	6	2,010	3	936	8	3,999	3	2,837	4	575	1	490	4	568	14	1,424	3	1,087
ROBERTS	20,660	27,866	29,175	11	4,850	3	2,323	17	4,552	4	4,238	19	6,333	2	222	7	793	31	3,518	3	1,237
SANBORN	2,990	4,782	5,297	3	566	1	68	4	943	2	610	4	473	1	44	2	264	7	707		
SHANNON	4,865	5,298	5,339					8	3,425			5	1,671					1	37		
SPINK	20,036	28,603	30,255	7	1,918	2	1,004	13	5,672	7	7,056	11	5,111	5	944	7	672	27	3,238	2	1,040
STANLEY	4,815	5,502	5,594	1	692			5	2,361	1	697	1	699	1	39			5	837		
SULLY	7,872	8,774	8,890	2	945			3	1,123	2	3,130	5	1,202	1	57	1	123	3	783	1	49
TODD	8,476	15,223	16,769	2	1,068	1	350	5	7,941			5	4,318	1		1		6	765		
TRIPP	26,157	35,211	36,859	10	2,543	4	2,119	10	6,792	8	8,280	10	5,786	7	1,972	6	1,789	12	2,110	3	1,221
TURNER	17,851	32,609	36,063	9	3,418	7	1,818	21	6,098	6	11,111	14	2,892	5	377	15	1,024	21	2,303	5	1,609
UNION	15,221	24,216	26,111	7	3,062	3	334	9	3,375	5	2,305	13	8,107	2	166	6	1,419	20	3,971	2	586
WALWORTH	31,614	40,606	42,174	13	4,778	2	1,289	8	5,084	10	15,031	10	4,180	9	2,300	12	1,008	21	2,928	4	1,710
WASHABAUGH																					
YANKTON	68,453	105,720	113,558	21	11,874	7	12,418	17	23,760	14	16,026	25	10,299	15	8,043	20	4,927	41	9,546	7	5,122
Yankton	60,085	94,294	100,573	18	9,298	6	9,725	15	19,403	14	16,026	22	8,912	15	8,043	20	4,927	37	8,868	6	4,020
ZIEBACH	2,000	2,284	2,458	1	114	2		1	254			1	237					2	206	1	726

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,709,641	24,344,629	26,559,026	1,793	1,569,354	1,325	3,175,575	6,849	5,565,658	3,702	6,526,261	4,090	2,353,982	2,927	1,097,672	2,801	1,150,714	5,884	2,093,904	1,125	796,129
METROPOLITAN STATISTICAL AREAS																					
Chattanooga, Tn-Ga	1,339,984	2,100,191	2,233,526	156	126,019	107	291,080	523	477,351	313	500,491	432	229,826	220	89,839	262	90,350	539	170,886	109	65,233
Clarksville-Hopkinsville, Tn-Ky	453,433	555,890	569,983	47	43,361	43	78,045	160	94,881	121	165,976	140	39,797	91	18,222	103	27,920	196	42,620	28	13,530
Johnson City-Kingsport-Bristol, Tn-Va	1,267,612	2,387,916	2,590,293	171	194,735	117	311,654	628	513,938	352	611,327	367	196,811	251	98,871	261	99,545	429	165,337	85	110,393
Knoxville, Tn	1,853,359	3,209,892	3,483,637	218	236,378	132	470,576	738	690,456	471	751,121	475	296,768	324	128,973	376	152,173	753	322,046	136	106,510
Memphis, Tn-Ar-Ms	2,949,115	5,597,766	6,174,090	243	236,218	193	849,850	1,062	1,279,548	506	1,472,700	639	544,089	519	296,943	491	290,099	1,119	491,180	167	184,247
Nashville, Tn	2,897,312	5,376,381	5,906,003	291	271,208	175	712,703	992	1,156,520	564	1,558,209	675	528,623	542	235,279	498	248,417	1,110	522,569	219	167,812
COUNTIES, Cities																					
ANDERSON	214,187	360,272	388,351	25	20,833	24	58,415	77	88,509	48	105,377	56	32,417	33	8,303	40	12,237	75	21,415	17	12,551
Oak Ridge	144,870	231,814	247,954	12	9,396	12	53,149	27	50,350	18	63,756	22	12,641	18	5,632	23	9,146	43	14,154	9	7,440
BEDFORD	65,701	92,424	96,400	9	6,892	5	7,203	45	23,715	29	24,789	28	7,143	19	3,536	18	6,367	32	6,081	7	3,078
Shelbyville	63,820	90,315	94,290	9	6,892	4	7,136	34	22,229	28	24,723	25	6,930	19	3,536	18	6,367	30	5,940	7	3,078
BENTON	33,805	62,683	68,780	9	4,283	4	2,194	33	16,893	15	21,849	19	10,161	16	2,445	13	2,894	19	3,143	4	2,892
BLEDSOE	12,652	16,784	20,033	4	986	8	737	15	4,660	5	5,667	7	1,928	3	1,112	6	909	10	858	3	872
BLOUNT	230,180	411,693	448,871	26	52,791	15	59,003	93	87,743	72	136,323	56	26,945	28	10,961	49	16,072	88	26,857	15	15,930
Alcoa	114,856	217,369	239,422	10	36,439	8	42,628	11	41,045	15	80,138	7	3,526	13	7,102	11	2,977	28	15,879	3	5,691
Maryville	96,596	169,242	183,762	12	11,905	6	16,017	56	42,598	43	46,324	36	21,021	12	3,829	35	12,245	44	8,922	11	9,037
BRADLEY	233,184	376,179	402,220	28	35,597	19	45,135	89	82,491	83	127,190	57	29,588	51	11,888	52	14,574	75	27,397	12	9,168
Cleveland	220,393	356,569	381,556	25	34,927	19	45,135	82	73,210	78	125,816	48	25,291	49	11,450	49	13,807	71	23,917	12	9,168
CAMPBELL	84,880	145,838	157,749	12	6,354	13	7,254	69	39,411	26	38,287	38	23,941	13	4,098	10	4,538	54	15,315	9	4,633
CANNON	18,380	26,250	27,454	3	768	4	1,451	29	9,164	6	9,942	4	519	5	553	6	1,349	4	636	3	536
CARROLL	63,560	102,617	109,756	18	7,679	15	8,135	61	23,930	31	32,420	39	13,207	32	4,130	18	5,329	39	5,072	11	3,260
CARTER	91,131	137,791	145,672	14	12,006	18	17,492	67	40,383	30	28,656	34	12,074	24	5,545	26	5,755	37	10,667	11	5,896
Elizabethton	81,315	125,805	133,491	9	11,498	12	14,654	49	37,613	26	26,972	28	10,815	22	5,471	19	5,518	34	9,689	10	5,673
CHEATHAM	29,734	45,990	48,798	6	4,817	4	1,108	34	18,124	10	12,363	12	4,912	6	693	7	380	19	2,577	3	967
CHESTER	28,539	40,317	42,079	5	3,265	4	858	27	10,818	12	14,821	9	2,171	10	2,439	7	1,716	22	2,908	4	1,128
CLAIBORNE	39,815	68,140	73,648	12	9,150	12	3,317	51	16,853	24	11,937	27	7,899	9	1,244	17	4,804	21	3,599	4	4,618
CLAY	7,853	16,014	17,871	4	2,375	9	755	15	6,132	3	492	9	2,827	4	218	3	588	9	1,267	2	469
COCKE	70,770	122,613	132,816	14	9,394	10	11,860	73	38,017	40	24,917	37	20,270	17	3,876	14	4,399	45	8,401	8	4,977
COFFEE	112,408	230,600	294,901	20	17,316	17	26,630	70	38,180	44	70,147	40	28,857	34	15,232	29	12,625	67	22,481	14	12,843
CROCKETT	25,649	42,351	45,488	9	3,178	7	939	47	13,797	11	14,987	19	5,568	12	1,005	10	1,486	13	1,275	6	1,784
CUMBERLAND	69,891	153,600	173,879	15	15,063	11	11,371	53	39,099	29	39,302	39	27,207	17	6,605	14	3,681	42	12,180	7	4,371
DAVIDSON	2,032,061	3,655,529	3,988,327	141	126,117	86	611,283	498	700,495	309	1,033,953	381	322,993	315	157,991	330	185,259	746	299,340	130	106,384
Nashville	1,941,226	3,515,854	3,839,231	134	120,303	80	563,603	480	693,531	290	1,029,865	360	307,654	274	132,275	298	177,949	719	273,375	126	102,389
DECATUR	23,608	43,237	47,329	4	3,898	9	2,423	19	11,472	10	15,298	14	4,681	12	1,214	9	3,058	23	2,171	2	860
DE KALB	29,971	51,687	56,091	14	2,368	6	1,303	34	15,590	12	22,251	15	3,782	14	1,836	9	3,252	19	2,306	3	1,815

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1982 ESTIMATE OF SALES (THOUSANDS)

RETAIL AREAS COUNTIES Cities	1977 U.S. Census	EXP 1984 estimate	EXP 1985 estimate	Lumber/Bldrs		Gen. Mdse.		Food		Auto		Gas/Svc		Apparel		Furniture		Eat/Drink		Drugs	
DICKSON	81,776	169,580	189,538	13	8,974	8	11,610	60	55,119	23	42,742	37	15,082	24	8,448	15	10,036	48	10,578	9	6,608
DYER	107,833	163,491	173,183	18	11,186	10	12,557	67	35,156	36	52,291	C	14,214	34	10,118	25	6,826	38	9,639	11	4,327
Dyersburg	66,172	141,531	151,199	13	10,778	6	12,226	40	30,778	26	39,332	28	12,098	30	9,973	24	6,761	28	8,512	9	4,091
FAYETTE	26,858	47,806	52,080	6	1,692	11	4,008	61	21,289	15	9,390	16	4,446	5	1,138	6	1,640	17	2,944	6	2,445
FENTRESS	20,206	36,921	40,376	6	4,627	8	5,692	40	20,092	16	6,564	14	8,377	10	7,569	10	2,548	9	1,480	2	2,278
FRANKLIN	71,469	128,578	140,268	16	24,886	11	8,176	66	32,939	29	27,491	31	10,921	17	3,539	21	5,826	44	8,076	10	3,446
GIBSON	130,336	173,175	181,406	28	10,626	26	15,597	114	41,660	51	53,885	38	19,654	61	8,262	32	6,640	71	7,688	17	6,692
Milan	22,439	44,677	47,125	7	3,804	0	4,811	18	8,625	12	13,936	16	5,566	21	2,398	5	1,480	17	2,848	4	2,386
GILES	61,699	116,606	128,379	12	7,582	13	4,858	64	30,686	21	24,560	37	17,811	26	6,323	13	7,218	46	7,657	9	5,591
GRAINGER	19,123	32,183	34,679	5	648	3	464	40	14,057	11	9,374	15	5,899			10	968	9	1,764	2	336
GREENE	126,593	218,044	235,993	10	20,611	17	25,613	95	54,545	57	44,482	48	21,296	20	8,478	24	8,540	54	17,322	13	8,795
Greeneville	114,615	199,232	216,104	15	20,170	14	25,084	82	47,786	51	41,338	36	14,134	19	8,192	22	8,868	48	16,517	13	8,795
GRUNDY	22,624	30,735	31,846	0	4,840	7	749	33	8,569	11	4,233	24	5,666	4	71	5	539	19	2,501	5	1,039
HAMBLEN	166,731	256,676	272,167	24	24,916	14	39,129	71	57,504	63	64,191	48	22,255	36	12,542	45	8,665	52	16,679	15	8,508
Morristown	103,106	252,404	267,854	24	24,916	14	39,129	60	54,302	63	64,191	43	21,845	35	12,424	45	8,665	50	16,465	15	8,508
HAMILTON	1,049,884	1,606,310	1,739,014	112	102,122	66	232,019	344	222,997	210	419,852	291	Unk.189	160	71,212	197	72,660	430	147,746	80	50,620
Chattanooga	766,891	1,137,648	1,198,258	57	63,912	40	198,587	201	170,409	134	281,566	160	80,655	95	32,967	115	46,382	305	95,245	50	32,580
HANCOCK	6,843	10,827	11,533	4		4	579	23	5,030	9	677	4	843	5	711	2	1,985	1	143	4	923
HARDEMAN	49,334	88,317	96,209	10	10,696	15	9,932	77	25,965	22	22,549	27	10,263	15	1,806	11	2,485	26	3,346	8	3,873
HARDIN	51,587	91,025	98,939	13	12,140	12	9,852	56	24,601	25	20,239	23	8,676	22	2,422	15	4,211	39	6,890	5	2,626
HAWKINS	58,303	138,109	145,018	14	8,823	10	7,338	64	32,401	22	32,250	32	12,745	12	3,912	*3	4,855	32	8,667	10	5,487
HAYWOOD	41,745	69,177	74,326	6	3,919	14	7,154	40	20,153	14	17,722	16	7,285	19	2,236	18	4,612	27	6,121	5	2,022
HENDERSON	49,784	90,491	98,098	10	7,571	9	6,382	63	27,544	25	25,931	20	12,379	19	3,163	14	4,281	32	4,845	8	2,932
HENRY	74,548	127,606	137,996	12	12,316	11	14,602	52	29,018	23	38,356	24	10,219	29	7,010	10	4,967	54	11,021	10	5,267
Paris	70,630	120,424	130,387	10	11,841	9	13,998	30	26,025	21	27,786	22	10,022	29	7,010	17	4,954	41	9,527	8	5,032
HICKMAN	19,205	33,275	36,049	3	1,653	5	806	27	12,993	10	10,317	15	3,756	11	1,098	7	*,163	18	1,716	2	589
HOUSTON	8,135	14,390	15,645	3	2,044	2	222	10	7,700	0	1,051	4	1,888	2	440	5	236	13	1,257	2	376
HUMPHREYS	44,127	67,726	71,754	10	4,679	9	6,474	27	16,902	11	19,797	24	9,686	13	1,892	13	3,326	36	5,259	6	1,707
JACKSON	16,981	22,108	22,736	3	1,630	4	583	17	9,304	6	6,554	5	972	4	193	4	884	9	890	4	926
JEFFERSON	54,854	103,790	114,361	14	6,736	11	5,662	55	41,908	25	20,825	27	14,432	14	1,989	15	3,929	27	5,927	8	4,927
JOHNSON	23,134	41,839	45,689	10	3,010	9	3,677	29	15,238	8	9,976	13	5,516	4	887	9	1,651	10	1,681	3	1,768
KNOX	1,280,366	1,978,126	2,124,079	133	126,084	58	227,882	374	301,304	265	434,932	270	192,753	198	92,930	226	103,490	637	183,929	78	61,891
Knoxville	1,032,557	1,726,225	1,858,342	101	116,817	48	217,319	297	301,212	214	390,598	207	161,348	168	86,386	190	94,039	580	166,574	64	51,910
LAKE	14,984	18,294	18,988	5	1,032	4	529	21	6,512	5	1,871	12	2,548	4	267	4	431	16	1,930	4	1,036
LAUDERDALE	45,737	71,185	75,629	9	5,851	10	5,412	52	20,729	22	20,022	21	5,357	21	3,901	12	3,885	31	3,070	7	3,277
LAWRENCE	91,384	130,983	136,627	16	10,170	15	10,456	79	29,962	57	46,170	32	6,856	19	4,485	25	7,286	34	4,756	7	4,959
LEWIS	16,985	30,016	32,676	5	1,083	6	1,480	18	8,679	12	9,615	13	3,173	4	732	7	1,796	12	1,010	1	1,435
LINCOLN	61,174	105,044	113,633	16	9,543	12	5,306	73	30,499	28	29,928	27	10,666	25	4,689	13	3,530	38	5,976	6	5,095
LOUDON	61,513	108,528	118,665	10	18,168	7	7,840	55	51,451	35	55,591	31	28,337	14	7,266	17	7,105	32	9,145	7	5,831
MCMINN	99,014	159,784	170,956	18	21,028	12	14,382	66	34,703	53	32,370	52	15,790	31	9,455	31	7,205	55	11,299	11	7,166
Athens	73,119	123,168	132,739	10	19,102	8	13,179	38	27,859	33	25,632	25	7,903	24	8,202	19	5,773	36	8,854	6	5,333
MCNAIRY	46,109	80,649	87,542	17	7,431	9	2,179	55	17,880	42	28,253	22	10,817	19	2,708	17	3,451	33	4,662	5	2,250
MACON	32,373	52,295	55,916	15	6,957	7	1,490	28	22,430	8	7,831	21	5,007	12	1,490	10	1,655	18	1,917	4	2,152
MADISON	281,749	543,901	601,436	32	34,406	24	99,092	122	111,509	58	139,215	74	55,429	56	27,977	51	25,036	108	43,798	18	13,410
Jackson	271,843	531,159	588,368	29	33,497	22	95,980	98	108,583	58	139,215	68	50,783	56	27,977	49	24,626	104	43,584	17	13,147
MARION	54,265	98,561	107,702	9	6,620	12	6,435	53	34,571	22	21,256	34	16,868	11	3,684	13	6,469	34	4,753	5	1,515
MARSHALL	33,160	113,670	127,748	7	4,729	10	3,782	41	30,203	21	45,613	28	17,182	21	3,392	10	4,016	18	4,172	6	5,370
MAURY	142,013	234,864	252,439	25	17,248	22	22,141	95	71,026	40	42,142	51	19,613	19	13,398	41	10,567	80	19,342	13	8,191
Columbia	125,356	213,073	230,036	19	16,233	17	21,575	60	63,838	34	38,406	38	17,437	36	13,016	38	8,054	62	17,668	10	7,472
MEIGS	7,165	15,429	17,389	1		2	1,466	22	7,897	6	1,808	5	1,399	3		2	749	10	1,656	1	1,185
MONROE	63,568	121,646	134,235	17	12,304	13	7,761	68	31,903	31	37,148	37	12,791	18	2,870	17	6,083	45	12,063	7	3,594
MONTGOMERY	260,909	379,872	398,843	26	32,655	21	57,220	79	63,693	68	123,035	66	26,474	45	10,796	67	20,354	117	31,880	16	9,181
Clarksville	253,299	371,571	390,571	24	30,836	19	56,828	65	60,644	65	122,923	63	25,671	44	10,627	62	19,395	112	30,652	12	8,700
MOORE	3,022	4,873	5,307	1	203	1	26	0	2,332	1		3	562	1	82	2	151	1	9	1	212
MORGAN	13,405	23,678	25,738	3	832	3	147	22	11,300	11	4,576	13	6,286	4	403	6	678	8	367	1	91
OBION	101,379	145,307	152,217	19	15,193	14	13,149	61	27,746	31	44,561	33	7,570	36	6,783	21	5,318	49	10,666	8	3,323
South Fulton	5,993	7,210	7,453	2	1,159			2	412	5	1,456	5	641	4	260	2	238	10	1,431	1	158
Union City	79,332	119,088	125,686	11	10,693	8	12,308	26	21,432	16	38,691	16	5,291	26	6,009	15	4,616	29	8,335	4	2,720
OVERTON	38,247	46,502	49,897	6	4,017	12	3,115	42	16,317	18	8,706	16	5,796	9	1,266	7	2,545	11	1,256	4	2,113
PERRY	8,629	15,590	17,020	4	1,091	1	373	17	5,482	5	4,909	8	2,130	4	338	3	913	7	973	2	451
PICKETT	5,425	9,736	10,615	1	1,374	3	317	7	3,020	6	1,666	5	1,675	2	255	4	162	8	1,108	1	35
POLK	16,633	30,609	33,519	6	2,420	8	929	31	11,136	16	5,579	13	3,540	7	870	5	1,011	16	2,954	7	1,910
PUTNAM	136,430	263,537	291,306	30	25,401	18	29,547	85	53,310	62	55,176	57	34,017	47	18,357	39	11,587	71	27,760	13	8,564
Cookeville	123,239	244,343	271,378	23	22,482	10	28,231	51	48,346	52	54,339	40	29,831	43	18,168	33	11,116	59	26,823	10	7,789
RHEA	31,841	51,750	57,057	11	9,475	8	4,003	40	25,273	18	22,214	23	8,887	23	3,479	10	2,569	27	4,098	8	3,766
ROANE	113,150	181,938	196,459	26	16,160	11	6,741	64	48,757	36	60,477	51	18,168	30	5,951	26	7,477	58	12,886	16	6,938
Harriman	60,172	94,699	101,686	14	7,686	3	4,482	25	21,594	16	39,551	20	5,723	12	2,989	13	3,020	24	5,551	7	4,553
ROBERTSON	84,625	141,104	151,819	11	5,772	11	6,386	43	29,882	21	60,247	35	12,936	22	4,870	14	5,364	27	7,763	11	5,253
RUTHERFORD	227,554	407,740	496,611	33	45,201	18	38,291	104	105,851	58	112,324	61	50,313	58	25,105	53	17,549	84	45,899	19	11,296
Murfreesboro	196,934	387,537	439,853	26	35,658	12	35,186	77	85,614	43	104,227	44	39,500	54	24,694	41	15,035	72	40,939	15	10,117
SCOTT	36,309	66,213	72,564	7	1,629	10	4,980	65	23,870	19	15,712	26	8,851	9	1,431	7	1,953	20	3,660	6	3,596
SEQUATCHIE	12,919	22,536	24,448	2	1,930	0	1,291	10	10,406	12	4,195	9	2,667	2	469	4	709	8	1,289	3	1,267
SEVIER	123,915	206,796	224,990	11	18,681	17	18,440	70	69,629	36	38,943	42	23,119	30	15,362	33	14,845	106	21,496	13	10,209
SHELBY	2,639,189	5,082,088	5,620,987	201	303,446	149	807,798	831	1,135,134	391	1,322,877	529	464,570	457	206,090	436	276,805	1,002	465,498	140	169,210
Memphis	2,451,457	4,901,712	5,322,424	186	285,179	133	788,045	719	1,070,457	361	1,236,423	472	427,309	410	273,791	396	267,876	917	442,643	129	164,086
SMITH	30,402	47,976	51,091	10	4,973	12	3,746	29	10,502	9	12,259	15	4,528	8	1,062	9	6,886	10	2,367	3	1,348
STEWART	13,548	21,799	23,296	1	3,149	3	1,304	17	5,910	6	6,277	5	1,532	3	834	2	173	14	1,474	1	
SULLIVAN	535,924	910,447	984,335	51	53,255	34	167,423	177	189,815	127	276,534	115	66,112	93	38,279	93	39,666	162	71,819	31	23,793
Bristol, Tenn.-Bristol, Va.	227,994	727,961	774,530	22	48,295	17	81,891	95	111,250	63	182,368	62	55,689	65	28,510	60	25,927	108	61,560	15	68,476
Kingsport	265,970	513,101	551,552	30	36,639	20	113,376	99	102,910	55	120,193	54	34,054	56	28,338	48	22,305	72	41,410	16	12,555
SUMNER	109,416	208,786	225,190	43	21,958	14	16,785	109	107,777	72	97,133	54	34,119	49	13,436	41	9,218	73	23,204	21	15,176
TIPTON	62,847	105,720	113,427	6	13,126	15	11,242	80	29,144	22	29,787	26	7,103	20	3,390	15	2,983	30	4,671	8	3,622
TROUSDALE	22,082	26,764	27,180	4	1,295	2	176	10	5,862	5	13,331	5	1,759	6	560	3	1,112	6	690	3	699
UNICOI	25,512	53,875	60,155	2	455	5	3,340	33	20,900	12	13,831	11	4,714	8	1,354	7	3,308	16	3,520	3	1,698
UNION	10,734	17,230	18,406	4	611	4	710	21	7,226	14	5,347	9	1,203	1	238	3	632	11	668	1	466
VAN BUREN	3,377	6,450	7,112	1	890	1	633	15	3,037	2	881	3	422	1	322	2		4	289	1	170
WARREN	86,414	136,778	153,290	34	12,939	9	10,976	56	32,604	43	29,976	32	9,342	31	7,793	12	5,923	38	7,508	9	5,153

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	EMP 1984 estimate	EMP 1985 estimate	Location Quotient	Gen. Merch.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WASHINGTON	281,883	345,889	404,644	46	60,380	17	78,104	114	109,748	73	159,162	87	39,891	54	26,381	64	26,919	102	42,856	15	14,349
Johnson City	234,516	289,179	306,570	38	50,881	16	77,813	68	101,803	63	156,007	58	31,407	45	25,885	53	22,426	81	40,572	12	13,371
WAYNE	21,765	26,431	29,217	10	3,206	11	1,313	38	12,973	10	10,538	20	3,101	9	615	6	531	16	1,233	5	1,788
WEAKLEY	68,720	111,607	119,595	19	11,899	16	8,686	55	27,054	40	27,231	40	13,626	30	5,853	24	7,344	35	8,190	12	4,305
WHITE	35,110	80,806	86,147	11	5,416	5	1,072	51	20,854	30	39,142	22	4,804	16	2,678	11	1,984	24	2,943	7	2,522
WILLIAMSON	144,593	270,226	442,484	27	14,380	16	14,526	78	98,379	32	145,687	45	60,655	36	16,015	18	11,781	53	28,085	14	16,370
WILSON	107,602	179,710	193,216	24	14,089	18	10,516	61	40,893	39	53,760	50	27,613	32	8,721	30	8,428	50	15,123	12	5,810
Lebanon	95,757	168,322	173,598	10	12,843	13	8,949	37	34,980	32	52,976	41	23,082	26	5,254	25	8,105	40	14,084	9	5,092

TEXAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	EMP 1984 estimate	EMP 1985 estimate	Location Quotient	Gen. Merch.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TEXAS	45,816,340		111,147,329		5,526,584		13,256,711		22,357,989		27,673,910		8,817,444		5,497,881		4,911,145		9,736,399		3,170,090
		99,730,886		5,176		2,992		17,011		11,388		12,747		8,958		8,850		22,246		3,102	
METROPOLITAN STATISTICAL AREAS																				
Abilene, Tx	423,602	906,316	1,081,814	35	55,497	19	115,181	102	159,641	137	249,688	148	100,338	77	54,836	101	87,860	145	73,887	20	20,462
Amarillo, Tx	773,382	1,502,251	1,627,225	89	121,897	36	173,021	177	302,670	197	431,948	194	103,097	144	96,018	155	86,704	355	145,805	43	33,693
Austin, Tx	1,719,703	3,888,689	4,330,969	174	262,774	70	484,726	508	869,316	344	919,490	382	356,244	303	237,005	317	198,036	993	504,117	104	99,748
Beaumont-Port Arthur, Tx	1,309,457	2,747,705	3,058,986	148	186,707	68	257,866	524	650,468	283	718,686	332	222,607	172	160,835	247	142,847	593	243,041	90	24,873
Brazoria, Tx	454,486	1,168,915	1,302,123	71	119,661	36	141,979	173	379,781	122	267,849	117	97,409	73	65,892	99	47,974	221	100,065	32	39,762
Brownsville-Harlingen, Tx	540,121	1,660,376	2,244,845	60	103,066	52	265,902	304	536,909	136	380,857	132	138,544	154	156,839	99	150,115	324	187,164	35	40,666
Bryan-College Station, Tx	250,817	561,251	597,638	29	45,750	12	79,684	89	107,240	51	120,316	53	40,797	48	32,220	56	30,813	114	60,997	18	37,743
Corpus Christi, Tx	1,048,762	2,922,750	3,397,284	91	134,089	56	431,871	416	756,614	264	844,465	256	282,928	157	149,668	173	150,910	595	316,730	75	85,600
Dallas, Tx	6,944,577	16,151,826	18,169,972	577	885,943	369	2,155,079	1,707	3,224,371	1,492	4,605,109	1,407	1,268,498	1,497	924,333	1,412	873,920	2,790	1,741,669	355	688,810
El Paso, Tx	1,306,548	1,946,046	1,984,206	96	64,111	81	319,250	472	374,611	235	434,350	327	148,953	251	103,738	247	125,619	896	187,549	70	61,066
Fort Worth-Arlington, Tx	3,261,576	9,045,884	10,522,106	335	486,616	178	1,020,147	890	1,770,895	846	2,798,977	756	746,156	643	444,064	615	389,042	1,450	1,007,680	202	403,784
Galveston-Texas City, Tx	638,447	887,336	906,683	74	30,707	31	73,003	253	205,801	126	193,841	127	63,243	96	37,391	99	24,151	420	77,351	42	25,508
Houston, Tx	10,066,114	20,264,730	22,161,670	839	1,001,564	334	2,941,045	2,669	4,467,916	1,517	5,831,953	1,730	1,576,852	1,276	997,798	1,537	922,547	4,045	2,000,683	472	549,578
Killeen-Temple, Tx	513,895	881,014	929,819	63	54,303	48	99,862	212	183,546	175	239,018	160	84,927	119	41,561	123	39,544	255	81,677	27	15,458
Laredo, Tx	226,179	990,350	1,179,857	32	170,251	29	178,218	177	186,560	69	213,635	82	66,722	119	109,652	60	101,825	140	51,620	22	21,490
Longview-Marshall, Tx	571,533	949,619	1,032,326	78	57,971	43	101,390	228	217,095	178	239,359	172	87,332	137	59,401	127	53,679	258	74,319	51	28,952
Lubbock, Tx	866,427	1,815,940	1,991,769	78	101,967	41	252,182	217	544,740	235	536,845	198	110,521	172	100,214	188	109,435	313	173,735	49	35,838
McAllen-Edinburg-Mission, Tx	694,716	1,599,712	1,699,823	110	87,331	60	237,180	439	305,925	218	267,293	198	84,301	176	111,373	138	68,520	363	98,154	53	36,412
Midland, Tx	324,239	770,984	866,865	28	45,668	14	80,093	72	161,475	67	244,991	76	78,532	62	57,299	62	44,061	113	64,275	15	19,920
Odessa, Tx	492,833	924,730	994,596	36	52,333	23	136,566	129	187,815	131	251,159	113	61,211	100	65,702	88	40,780	224	93,683	19	15,035
San Angelo, Tx	312,517	1,289,754	1,483,899	33	98,421	16	177,818	102	292,904	88	420,094	81	86,446	67	81,237	73	62,615	151	124,923	18	23,294
San Antonio, Tx	3,094,146	6,717,298	7,435,545	271	345,544	102	1,143,967	1,279	1,534,442	725	1,639,544	801	699,911	507	347,381	520	339,956	1,898	763,831	205	150,802
Sherman-Denison, Tx	297,301	507,877	535,406	44	32,594	31	72,578	129	109,050	105	135,598	115	34,318	65	28,846	70	20,714	122	37,995	19	19,659
Texarkana, Tx-Ar	361,932	915,599	1,055,143	43	44,596	27	143,653	168	211,969	112	292,256	128	81,301	89	49,814	82	43,582	152	80,259	24	25,147
Tyler, Tx	462,517	1,729,611	2,113,221	58	151,857	21	383,028	133	429,448	137	438,150	148	183,876	111	133,586	98	125,712	165	142,839	38	26,399
Victoria, Tx	269,497	551,130	536,979	33	19,162	10	70,100	96	103,703	65	139,602	69	43,163	34	25,309	43	24,554	119	40,832	15	13,752
Waco, Tx	587,670	1,105,463	1,290,681	59	46,109	32	153,487	223	261,857	189	332,828	152	93,087	98	68,998	117	61,018	327	120,017	40	30,841
Wichita Falls, Tx	468,811	684,878	703,867	40	45,457	25	91,517	126	120,752	134	194,224	119	41,208	95	36,640	112	37,140	216	54,774	29	16,979
COUNTIES, Cities																				
ANDERSON	99,207	203,203	473,990	16	24,889	11	30,058	57	121,170	39	124,376	31	38,348	24	24,510	19	15,866	37	27,237	10	18,430
Palestine	79,035	233,969	413,568	13	22,941	9	17,452	38	106,379	35	111,603	24	31,930	23	23,621	18	15,139	31	24,751	9	15,151
ANDREWS	36,951	67,477	72,099	3	3,796	2	2,971	13	15,382	11	22,273	19	9,480	12	2,632	10	2,615	24	4,741	3	1,731
ANGELINA	195,599	343,173	361,316	28	20,151	11	15,272	85	60,528	56	55,617	70	19,312	40	16,770	44	9,973	60	14,465	19	8,213
Lufkin	168,388	212,388	211,316	23	14,992	9	14,871	55	50,574	47	54,245	49	14,533	37	13,754	34	7,902	51	13,698	14	7,170
ARANSAS	25,633	65,039	69,430	6	9,713	2	1,193	24	22,423	11	9,845	16	10,009	9	1,206	8	1,364	37	5,828	3	1,989
ARCHER	12,810	24,689	26,535	3	773	1	231	15	6,923	7	9,032	13	4,494	3	366	2	133	11	1,609	1	565
ARMSTRONG	2,666	6,743	7,678	2	238	2	922	2	1,241	4	1,501	5	1,944	1	235	2	228	2	739	1	440
Panhandle	2,999	7,366	8,037			2	924	12	2,584	5	550	6	1,379	1	614	2	246	11	420	1	299
ATASCOSA	48,026	87,206	92,813	12	8,157	10	5,556	49	25,134	23	19,466	32	12,443	9	6,477	11	1,498	52	6,249	7	2,226
AUSTIN	42,720	127,874	150,997	11	14,366	17	9,178	40	42,694	19	34,637	20	17,176	8	3,704	14	5,860	39	10,319	6	4,057
BAILEY	23,057	41,320	43,969	4	1,603	3	983	15	12,309	10	14,716	8	1,975	9	2,365	5	1,444	14	2,699	2	1,399
BANDERA	9,456	19,810	21,716	9	2,688	2	904	11	5,893	3	3,915	10	4,729	4	431	3	951	15	1,169		
BASTROP	48,716	77,253	82,895	13	3,773	9	2,917	41	31,241	19	14,520	31	12,742	7	1,197	15	2,448	46	6,525	8	3,041
BAYLOR	13,973	26,314	25,723	4	619	2	355	10	6,053	11	7,301	18	4,699	8	1,725	5	265	7	1,645	3	1,260
BEE	60,164	170,662	206,862	11	16,836	6	9,589	38	44,565	22	55,452	23	20,918	13	16,304	12	8,156	55	14,565	6	4,787
BELL	402,915	772,584	814,445	52	47,082	33	60,780	172	152,245	148	216,790	127	68,411	96	39,648	97	31,824	234	74,707	19	12,643
Belton	27,781	45,249	42,740	7	3,769	3	1,160	22	13,907	14	9,292	12	5,972	6	1,425	4	491	21	3,560	2	1,486
Killeen	205,652	398,206	398,913	19	24,650	11	31,557	59	53,923	67	127,424	50	29,391	33	12,601	39	16,316	90	34,732	7	2,718
Temple	201,113	325,893	352,571	25	17,457	14	26,888	64	73,036	57	75,114	47	23,388	53	24,761	47	14,618	103	32,834	10	8,439
BEXAR	2,883,174	6,031,720	6,614,366	235	286,913	167	1,097,068	1,130	1,327,422	653	1,413,924	726	625,493	466	310,153	484	300,492	1,736	684,313	188	133,296
San Antonio	2,611,716	5,358,862	5,852,510	210	199,388	139	985,524	996	1,095,159	561	1,357,465	637	531,671	392	269,913	410	260,229	1,554	595,032	170	119,736
BLANCO	11,112	35,235	36,961	5	5,679			12	11,681	5	1,731	15	6,035	1	104	4	789	18	4,046	3	794
BORDEN	393	1,949	2,541									1	2,541							1	
BOSQUE	23,812	71,361	82,525	14	7,727	6	4,840	29	21,331	18	24,336	25	8,110	10	2,102	9	1,249	17	3,353	6	4,824
BOWIE	234,022	757,684	890,127	35	39,883	17	132,647	116	157,671	92	286,331	87	65,645	60	33,745	65	40,266	84	65,652	17	20,433
Texarkana	202,681	777,483	894,380	33	33,506	27	128,062	128	166,304	73	264,153	125	56,243	72	46,148	51	38,915	122	67,925	25	18,180

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRAZORIA	424,456	1,168,913	1,352,123	74	119,641	54	141,979	173	379,781	122	267,849	117	97,409	73	65,892	99	47,974	221	100,065	32	39,762
Alvin	87,490	256,394	299,811	14	29,144	7	30,170	25	80,973	23	83,707	22	20,478	15	11,072	18	5,051	27	14,034	5	7,745
Angleton	56,983	152,396	171,483	8	11,509	4	9,215	18	50,675	11	36,933	21	21,637	9	7,381	6	5,890	34	11,019	4	5,623
Clute	71,905	200,287	225,970	5	15,456	4	38,878	14	54,956	27	47,885	11	6,789	9	8,945	12	15,666	24	17,427	4	11,457
Freeport	58,541	143,439	162,095	8	14,969	3	4,844	24	44,043	24	29,710	17	15,276	9	9,404	11	4,154	55	16,581	3	3,299
Lake Jackson	55,176	150,560	173,646	8	3,431	4	38,227	18	44,699	4	4,747	11	8,265	17	24,637	13	7,384	21	16,573	5	10,627
BRAZOS	250,817	541,251	597,630	29	46,750	12	79,684	89	107,240	51	120,316	53	40,797	48	32,220	56	20,813	114	60,997	18	37,743
Bryan	180,805	364,004	396,080	21	32,252	8	45,350	70	71,375	38	108,536	37	24,118	36	25,630	46	19,052	71	29,888	13	9,029
College Station	69,440	176,378	200,654	8	14,498	3	33,794	16	35,509	13	11,780	16	16,679	12	6,590	10	1,761	43	31,109	5	28,714
BREWSTER	25,236	52,091	56,956	3	2,026	3	1,907	14	13,158	7	10,073	18	6,635	10	3,915	3	875	18	4,400	4	2,688
BRISCOE	5,079	8,667	9,134	2	674	2	304	9	3,593	4	2,272	5	649					7	346	2	228
BROOKS	23,482	40,021	42,167	4	2,206	4	1,593	21	11,342	6	11,109	13	4,427	7	2,052	5	1,903	19	3,010	3	972
BROWN	102,867	134,956	135,284	12	9,780	12	14,702	46	31,086	31	33,795	43	9,329	20	6,517	31	4,891	39	8,582	12	4,954
Brownwood	95,293	125,780	126,226	11	9,530	10	14,379	34	28,222	28	32,800	31	6,701	20	6,517	29	3,984	30	7,853	10	4,703
BURLESON	21,674	93,217	115,664	6	13,414	5	3,722	32	29,962	12	28,061	14	14,526	5	3,924	5	3,525	35	10,764	3	3,966
BURNET	43,301	121,146	140,396	15	22,310	11	10,477	38	34,495	19	29,432	25	12,636	14	3,003	8	4,432	22	6,541	6	4,796
CALDWELL	48,441	89,189	95,386	11	3,381	10	4,175	29	22,950	20	31,470	16	9,404	19	5,006	9	1,977	43	5,827	7	2,350
CALHOUN	53,810	144,250	166,094	11	8,262	6	12,694	29	47,323	16	35,168	27	17,018	5	6,516	7	6,446	45	11,227	3	6,607
Port Lavaca	48,036	133,993	155,203	9	6,613	6	12,694	24	43,038	15	34,988	18	14,610	5	6,516	7	6,444	31	9,980	3	6,607
CALLAHAN	17,893	44,139	49,939	5	1,047	3	1,887	28	16,019	9	12,591	19	7,653	4	629	7	335	9	2,438	4	1,578
CAMERON	540,121	1,862,376	2,244,843	62	103,066	52	365,902	304	536,909	136	380,857	132	136,544	154	156,839	99	150,115	324	187,164	35	40,866
Brownsville	278,169	955,692	1,151,064	17	32,200	31	235,451	131	267,767	57	164,207	44	53,872	94	109,207	49	102,126	140	86,576	16	21,542
Harlingen	179,876	623,505	752,248	27	58,329	16	123,011	71	149,640	40	168,168	47	51,715	40	36,573	34	34,931	89	68,032	9	12,318
CAMP	23,992	48,219	52,449	4	4,008	5	1,503	12	11,907	13	17,659	15	5,158	8	1,674	6	3,693	8	2,433	4	1,965
CARSON	13,132	27,449	30,076	4	424			9	6,390	3	6,800	20	10,662	2	294	2	125	12	2,384	3	1,107
CASS	71,486	110,660	114,467	16	11,647	10	6,469	71	34,180	26	28,432	40	8,515	23	5,613	15	2,879	30	7,325	9	3,218
CASTRO	26,147	48,205	51,571	3	2,462	3	1,026	8	13,708	10	15,706	12	4,803	5	2,077	3	1,002	10	1,961	3	1,428
CHAMBERS	42,616	86,678	94,495	11	4,010	4	1,986	33	23,992	15	30,896	20	16,355	6	1,468	4	1,192	28	7,359	4	2,539
CHEROKEE	92,241	175,799	189,270	24	15,647	12	11,462	56	46,015	33	58,294	48	19,277	25	9,151	24	4,707	31	7,290	10	5,175
Jacksonville	55,195	104,877	114,816	14	5,907	5	10,041	30	31,391	17	26,672	30	12,090	18	7,616	16	4,296	20	5,668	5	3,431
CHILDRESS	21,873	50,083	55,856	7	4,419	4	3,622	8	12,453	9	11,743	17	3,466	15	3,992	10	2,130	16	3,640	5	2,264
CLAY	13,868	38,146	44,065	5	1,843	3	977	13	10,821	9	8,924	17	10,773	5	1,054	3	957	9	3,310	2	3,157
COCHRAN	9,994	13,981	14,186	3	311	1	207	9	3,160	4	5,909	7	1,229	2	594	1	401	3	164	2	816
COKE	9,944	18,344	19,633	2	203	2	455	7	2,654	3	10,941	4	1,117	2	641	1	392	5	698	2	1,018
COLEMAN	25,265	41,965	43,991	8	1,515	2	1,078	23	12,831	15	10,818	21	6,457	8	2,409	2	287	12	2,706	6	2,216
COLLIN	249,406	1,139,896	1,424,973	47	70,449	28	72,469	108	352,567	82	355,568	86	109,519	96	71,933	58	47,469	104	105,709	24	105,296
McKinney	85,232	426,756	538,784	12	15,196	8	36,143	20	77,317	35	214,828	22	22,323	25	31,671	15	22,169	36	39,487	11	27,250
Plano	107,487	438,943	541,471	19	37,183	13	33,542	28	158,105	21	61,572	27	58,096	44	23,873	23	14,254	45	51,407	6	68,438
COLLINGSWORTH	11,375	21,392	22,966	6	1,188	4	1,993	11	5,287	6	2,073	10	4,528	5	710	2	357	5	686	3	2,760
COLORADO	63,496	93,416	95,697	17	5,769	7	3,649	44	19,109	22	32,397	29	12,887	16	3,274	12	1,702	62	7,780	8	2,251
COMAL	105,275	201,029	217,514	18	18,318	5	12,441	77	61,235	32	53,626	33	20,103	20	8,135	18	4,692	66	18,350	9	3,966
New Braunfels	93,434	190,087	207,234	18	18,318	4	11,384	68	32,789	29	53,409	32	19,836	20	8,135	18	4,692	61	18,102	8	3,773
COMANCHE	33,268	50,748	52,344	3	1,247	9	4,558	24	19,271	19	13,230	26	4,172	11	1,135	8	1,271	16	2,039	4	1,606
CONCHO	15,004	16,678	18,545	5	1,481	3	67	6	1,654	4	11,374	15	1,991	2	131			9	871	2	250
COOKE	99,601	228,963	256,044	14	12,335	10	12,031	33	50,399	36	55,244	49	31,753	27	13,010	28	8,884	44	17,450	8	6,715
Gainesville	83,261	201,979	227,784	10	9,988	9	11,542	25	45,180	28	47,741	42	29,554	23	11,281	21	8,513	30	14,198	7	6,491
CORYELL	60,980	108,430	115,374	11	7,221	15	9,082	40	31,301	27	22,228	33	16,516	23	1,913	26	7,720	21	6,970	8	2,815
COTTLE	7,337	10,648	10,879	3	823	2	380	5	3,202	6	2,835	4	1,171	4	477	2	163	4	550	2	575
CRANE	8,595	19,344	21,504	1	288	1	432	5	5,676	5	4,716	9	3,729	5	2,245	2	49	11	2,544	1	934
CROCKETT	14,095	32,876	36,797	3	2,020	2	1,313	11	9,242	5	6,177	12	7,947	4	1,566	2	474	9	1,952	2	2,869
CROSBY	13,420	21,164	21,973	4	1,056	5	1,415	11	5,923	9	7,197	14	2,441	2	457	3	700	11	722	5	1,228
CULBERSON	12,154	20,412	21,436	3	764	1	97	7	2,488	5	2,544	21	11,472	4	559	2	164	14	2,189	3	792
DALLAM	32,744	66,555	86,348	6	3,066	4	1,459	10	12,208	13	21,155	20	13,096	10	2,817	4	581	22	6,721	5	1,185
Dalhart	32,779	42,546	44,500	7	2,487	4	1,446	10	3,548	13	4,887	20	11,965	11	2,423	4	581	22	4,803	4	1,135
DALLAS	6,102,992	13,488,344	14,996,305	422	438,025	263	1,935,643	1,320	2,457,134	1,178	3,747,486	1,091	1,012,308	1,249	785,129	1,194	762,985	2,418	1,490,605	282	530,786
Carrollton	87,130	258,423	303,409	15	30,382	2	21,163	30	63,292	22	71,560	16	55,576	17	5,810	18	4,002	28	23,851	7	5,903
Dallas	3,967,217	7,879,375	8,552,913	239	193,125	161	1,111,679	817	1,282,507	683	1,959,764	665	562,439	821	462,949	734	447,802	1,741	1,024,484	171	245,890
Garland	336,524	718,545	790,765	41	42,475	19	63,351	99	199,241	125	224,186	80	65,760	58	25,234	78	38,329	127	62,193	17	28,297
Grand Prairie	128,383	292,600	323,231	9	3,796	6	3,310	56	83,214	49	74,431	37	28,035	13	8,586	33	11,140	69	50,924	10	31,747
Irving	405,067	958,429	1,075,907	30	27,638	21	172,531	84	201,556	94	356,864	81	64,285	65	30,957	89	38,142	109	81,595	19	30,717
Richardson	264,425	665,768	756,265	29	38,729	6	105,141	44	118,683	51	152,598	44	50,765	71	52,630	76	45,045	92	66,566	14	63,935
DAWSON	52,455	94,543	100,698	6	3,704	5	4,524	20	22,005	19	25,940	35	11,217	21	7,529	13	4,426	28	10,432	6	3,083
DEAF SMITH	61,668	75,840	75,116	9	3,062	7	4,650	27	19,612	26	20,430	20	4,351	25	3,969	22	3,495	27	7,338	4	1,405
Hereford	61,620	75,792	75,070	9	3,062	7	4,650	26	19,580	26	20,430	19	4,344	25	3,969	22	3,495	27	7,338	4	1,405
DELTA	8,318	11,421	11,545	2	1,424	2	214	13	3,631	5	3,400	10	848	1	389	1	301	5	103	2	515
DENTON	316,937	982,734	1,161,853	51	53,357	27	113,646	116	268,175	115	318,895	93	81,645	75	49,032	84	46,240	143	107,920	21	34,284
Denton	188,261	614,122	732,684	19	24,658	11	85,387	51	152,692	54	194,705	51	52,381	42	37,908	49	33,510	78	71,296	11	22,078
Lewisville	86,678	253,125	295,765	12	17,793	8	19,693	27	78,407	34	91,527	18	17,537	27	10,686	17	8,488	31	26,708	6	10,185
DE WITT	48,241	92,527	99,732	13	8,199	10	6,102	38	25,886	22	23,384	26	11,569	18	5,915	10	1,730	53	5,815	9	4,915
DICKENS	11,288	15,856	16,101	1	548	1	167	8	2,960	7	4,165	5	924	3	385	2	90	5	620	1	654
DIMMIT	18,920	42,496	47,216	2	2,998	4	4,146	21	16,611	4	2,739	18	7,889	5	1,348	4	847	11	3,635	3	2,231
DONLEY	15,744	22,056	22,393	5	568	3	901	8	2,832	5	10,790	13	1,666	8	1,186	5	503	11	1,575	1	1,417
DUVAL	15,482	25,711	26,942	4	960	3	548	46	10,390	8	4,105	16	6,271	3	434	6	481	32	2,070	5	831
EASTLAND	43,336	110,748	126,145	11	5,242	9	7,947	34	30,164	36	24,907	40	23,591	20	4,775	18	3,656	36	8,808	12	6,935
ECTOR	492,833	924,738	994,096	36	52,333	23	136,566	129	187,815	131	251,159	113	61,211	100	65,702	88	40,780	224	93,683	19	15,035
Odessa	480,029	883,223	944,634	32	38,783	23	136,566	117	180,325	125	250,207	106	52,388	99	65,063	86	37,030	206	89,023	19	15,035
EDWARDS	2,699	4,669	4,931	3	797	1		7	2,616			3	437	1	36			6	279	1	376
ELLIS	135,475	278,292	304,694	25	11,138	12	23,026	81	86,764	55	90,020	64	29,110	42	10,923	29	8,053	53	17,383	12	12,070
Ennis	40,831	89,024	98,370	6	3,901	5	9,625	32	32,410	18	21,802	19	12,274	18	4,008	10	1,716	15	5,174	3	2,508
Waxahachie	60,785	136,250	151,372	9	4,203	6	13,286	22	37,592	20	52,402	21	10,627	14	4,988	13	4,531	21	7,686	6	7,412
EL PASO	1,336,543	1,946,046	1,984,356	96	64,111	81	319,250	472	374,611	235	434,350	327	148,953	251	103,738	247	125,619	696	187,549	70	61,086
El Paso	1,320,420	1,883,037	1,917,673	89	62,748	79	318,719	428	356,517	216	417,689	294	139,136	249	103,540	240	124,954	655	178,132	63	58,865
ERATH	66,642	139,951	153,537	13	13,510	12	16,123	24	31,937	29	38,139	34	12,065	19	5,052	19	3,556	29	9,939	7	8,835
Stephenville	57,919	119,842	132,230	9	13,374	9	13,866	16	25,591	26	36,202	24	9,029	15	4,690	14	2,731	25	9,575	5	7,599
FALLS	41,611	64,056	66,177	13	4,207	8	2,608	44	18,590	17	12,832	18	6,627	15	8,841	10	2,272	40	3,961	6	1,861
Marlin	28,368	42,442	43,277	7	2,185	5	1,572	21	14,753	11	7,997	9	4,213	10	5,545	7	1,527	25	2,788	3	899
FANNIN	68,835	148,342	163,595	16	7,392	7	6,150	44	35,155	28	73,549	47	12,474	21	5,134	17	3,450	28	4,864	7	4,086
Bonham	52,270	110,682	122,367	10	4,728	5	4,743	21	22,983	21	63,563	24	7,164	14	4,692	12	1,486	17	3,414	4	2,489
FAYETTE	36,477	125,577	139,256	16	8,643	18	5,006	65	40,652	22	30,047	33	14,058	16	4,477	15	2,926	68	19,462	9	3,485
FISHER	10,677	15,249	15,556	5	839	3	506	12	4,464	5	4,461	16	1,470	1	578	3	393	7	1,140	5	867

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FLOYD	23,844	32,508	32,818	5	1,766	4	829	14	6,610	10	9,626	17	[illegible]	6	1,404	6	211	11	1,099	5	1,353
FOARD	3,724	5,621	5,784	2	725			3	1,367	2	1,396	6	1,652	1	61	2	83	2	291		
FORT BEND	216,635	866,417	1,065,991	40	106,295	11	40,522	105	272,620	63	287,768	58	100,224	28	32,911	39	[illegible]	126	65,379	16	25,243
Richmond																					
Rosenberg	114,190	403,877	489,162	12	33,775	9	39,422	29	108,803	31	192,945	20	24,236	17	23,423	17	10,135	39	24,793	8	13,049
FRANKLIN	13,748	27,327	29,659	4	3,743	2	899	13	4,916	6	6,524	13	4,487	7	610	5	[illegible]	6	1,381	2	1,184
FREESTONE	36,932	92,755	105,284	8	2,395	11	4,256	31	25,260	8	27,610	17	23,006	9	1,839	7	1,727	13	8,800	7	5,223
FRIO	27,622	35,424	35,350	4	2,545	2	705	27	13,053	7	7,651	16	3,701	7	1,153	3	1,454	26	2,925	4	1,583
GAINES	25,511	36,864	37,631	4	1,663	2	536	24	12,034	10	9,401	24	4,956	12	2,006	4	423	18	2,641	3	1,270
GALVESTON	628,447	807,336	806,463	74	38,707	31	73,003	253	205,801	126	193,841	127	63,243	96	37,391	99	24,151	420	77,351	42	25,508
Galveston	266,115	333,422	331,287	21	10,874	10	45,397	101	68,192	37	66,137	46	22,840	35	18,439	36	14,093	227	39,892	15	8,561
League City	32,848	47,908	48,978	6	6,250	1	1,187	16	14,007	10	8,661	13	7,287	6	1,560	10	874	13	3,514	4	2,484
Texas City	149,382	180,273	177,913	19	8,215	7	15,036	36	36,346	27	39,439	25	14,621	33	9,060	19	4,944	68	12,290	13	7,730
GARZA	13,586	23,779	25,179	5	1,391	2	729	10	8,233	5	3,465	13	3,955	7	657	4	547	14	2,318	2	992
GILLESPIE	42,542	79,554	85,344	8	13,178	9	5,916	26	17,855	11	16,209	25	6,865	8	2,437	13	3,469	31	8,839	4	2,195
GLASSCOCK	920	2,453	2,816					2	799									1	660		
GOLIAD	9,547	18,389	20,096	4	1,684	2	939	8	6,107	4	3,099	5	1,970	1	424	3	173	21	1,928	1	1,101
GONZALES	35,852	79,564	88,213	8	6,995	9	4,405	40	24,607	18	20,555	22	9,457	14	3,618	8	2,788	32	6,566	7	3,582
Gonzales	28,111	61,943	68,711	4	6,835	4	2,146	27	21,073	13	16,365	12	5,678	11	2,965	6	2,114	21	4,765	4	2,103
GRAY	92,281	171,054	183,156	12	5,757	9	13,581	38	44,657	46	49,926	39	12,550	35	13,803	27	8,296	55	16,386	10	5,019
Pampa	80,326	163,888	175,529	11	5,662	8	13,268	35	42,218	43	49,530	25	9,763	32	13,391	24	8,109	50	15,664	9	4,915
GRAYSON	297,391	507,877	535,456	44	32,594	31	72,578	129	109,050	105	135,598	115	34,318	65	28,846	70	20,714	122	37,995	19	19,659
Denison	102,489	168,093	175,820	14	8,329	6	13,732	40	45,349	37	42,770	36	12,205	21	10,154	23	5,852	41	12,286	5	8,672
Sherman	155,626	275,383	292,278	18	16,709	10	57,481	40	44,296	43	73,547	36	14,070	35	17,569	34	13,864	51	22,225	9	9,099
GREGG	445,060	640,981	654,122	66	46,591	31	67,344	158	133,449	137	162,422	114	45,109	103	40,265	99	30,160	213	51,629	39	20,624
Kilgore	79,069	110,655	113,451	12	8,310	5	4,055	40	22,703	25	30,268	19	7,475	18	9,334	10	2,987	43	7,412	5	3,413
Longview	331,924	483,052	493,799	45	37,500	23	57,434	102	100,127	96	117,005	84	33,157	75	29,840	77	25,036	147	41,954	27	15,638
GRIMES	26,717	103,948	127,555	10	17,948	9	6,627	28	34,295	10	22,062	20	11,976	10	6,674	7	2,471	41	11,192	2	5,937
GUADALUPE	105,697	484,457	603,665	20	20,314	10	34,458	72	145,785	40	171,994	42	54,315	21	29,093	18	34,772	96	61,168	8	13,540
Seguin	89,741	402,661	502,082	15	16,420	7	21,579	50	110,346	31	165,626	32	45,964	21	29,093	15	26,286	69	46,108	7	10,730
HALE	122,778	192,896	200,177	17	8,749	13	17,576	56	48,183	50	56,211	46	9,438	28	13,458	36	8,956	46	11,564	14	6,881
Plainview	108,353	173,491	180,639	11	7,553	9	16,939	40	40,735	42	52,385	32	7,456	23	12,909	29	7,923	40	10,886	11	6,541
HALL	13,298	14,666	14,232	4	1,053	2	925	11	3,396	10	4,033	11	1,246	8	901	8	298	9	831	3	923
HAMILTON	19,496	35,848	38,330	8	2,777	4	1,463	12	8,494	10	6,885	22	4,991	12	2,379	10	3,131	12	2,213	3	1,667
HANSFORD	23,334	50,500	55,331	5	1,717	3	2,612	7	11,011	5	24,204	8	5,398	6	1,618	7	1,386	7	2,316	4	1,898
HARDEMAN	12,784	21,550	22,656	3	947	4	514	10	8,443	11	3,914	13	2,997	10	1,326	4	285	8	1,868	2	1,248
HARDIN	110,206	190,023	200,686	21	31,594	11	6,438	70	45,719	34	65,155	38	18,229	13	4,023	23	2,734	48	7,547	10	6,476
HARRIS	9,367,110	17,836,185	19,251,663	711	737,837	288	2,831,241	2,338	3,724,612	1,344	4,981,556	1,540	1,335,087	1,174	904,084	1,416	801,400	3,697	1,840,492	420	485,555
Baytown	276,361	508,673	544,074	24	20,107	9	88,791	80	108,049	56	176,122	48	37,663	29	21,259	40	14,433	96	38,246	8	9,611
Houston	7,129,019	12,990,628	13,858,236	459	509,223	203	2,298,485	1,683	2,357,590	893	3,315,152	1,144	888,260	920	746,885	1,037	683,891	2,901	1,411,108	298	322,647
Pasadena	439,088	798,445	855,793	40	44,165	12	239,519	97	140,463	89	183,284	66	52,885	44	20,770	65	32,510	122	62,678	20	19,079
HARRISON	126,473	308,438	348,234	12	11,380	12	34,046	70	83,646	41	76,937	58	42,223	34	19,136	28	23,519	45	22,690	12	8,328
Marshall	113,081	278,178	314,580	9	9,559	7	31,822	51	76,635	33	71,470	41	30,237	31	18,725	26	23,108	33	20,701	10	8,319
HARTLEY	4,411	8,276	8,881	2	691			2	1,765	1	1,287	5	3,801	1	418	2	252	4	422		
HASKELL	22,139	38,561	40,803	5	983	3	1,127	15	8,732	7	13,056	17	3,030	11	4,054	11	2,562	11	2,308	3	1,403
HAYS	85,400	221,499	253,124	12	12,304	9	12,061	40	55,546	28	50,603	44	33,217	23	11,943	19	7,485	80	41,468	7	4,576
San Marcos	77,522	204,796	234,774	7	11,041	7	10,630	30	51,051	23	48,443	29	29,132	21	11,806	18	7,368	65	39,500	6	4,464
HEMPHILL	14,991	39,885	45,785	4	4,354	1	1,006	6	13,510	6	11,008	5	5,679	7	2,502	3	102	7	3,514	2	3,233
HENDERSON	97,071	204,600	224,604	21	12,383	13	17,105	48	47,334	34	61,589	39	26,575	21	5,235	23	4,803	52	11,736	10	5,097
Athens	63,251	131,677	145,365	13	8,887	6	10,892	21	33,799	21	43,884	23	18,787	16	3,619	14	3,569	24	7,266	5	2,524
HIDALGO	694,716	1,309,712	1,409,823	110	87,331	60	237,180	439	305,925	218	267,293	198	84,301	176	111,373	138	68,520	363	98,154	53	36,412
Edinburg	66,032	108,465	113,487	14	6,089	4	4,359	65	30,525	23	25,980	29	12,754	13	7,294	14	6,994	47	10,266	7	2,842
McAllen	372,343	756,131	824,132	29	41,753	25	171,589	89	142,293	74	156,870	51	30,146	109	83,869	70	45,114	123	56,417	19	20,173
HILL	62,973	106,419	111,950	20	6,321	10	3,707	54	32,887	43	23,802	46	13,343	20	2,744	21	2,906	41	7,683	15	5,001
Hillsboro	40,183	65,928	71,078	11	3,899	5	2,732	24	21,203	27	16,037	20	6,671	13	2,316	10	879	16	4,177	7	3,051
HOCKLEY	61,231	89,329	91,417	10	4,473	8	3,342	26	21,663	26	25,028	31	12,943	16	6,746	12	3,254	29	6,388	6	2,594
HOOD	43,640	97,721	108,559	11	6,712	5	5,059	18	16,385	13	52,142	14	5,219	10	3,084	11	1,639	25	6,988	5	2,336
HOPKINS	74,666	126,422	133,080	13	4,199	8	8,479	37	28,729	35	47,154	30	10,000	29	7,746	17	3,749	29	7,396	6	4,421
Sulphur Springs	72,121	122,619	129,174	11	4,119	5	8,089	28	27,049	35	47,154	24	8,805	29	7,746	17	3,749	26	7,087	6	4,421
HOUSTON	50,466	132,722	152,056	16	7,190	6	2,932	43	40,121	22	55,808	23	9,096	16	6,933	13	5,662	19	5,013	5	4,104
HOWARD	154,075	299,067	323,151	15	11,167	11	25,347	48	57,402	49	105,784	57	30,076	33	17,160	29	7,619	77	25,273	11	5,354
Big Spring	150,325	290,971	314,224	14	10,985	11	25,347	42	54,602	47	104,107	52	27,260	31	16,755	29	7,619	75	25,105	11	5,354
HUDSPETH	4,105	6,894	7,238	1	302	2	293	5	1,821			15	3,456					16	1,002	1	74
HUNT	153,192	331,405	365,645	24	14,519	16	30,543	75	80,576	63	94,023	69	27,873	50	17,194	38	16,090	88	27,635	8	10,439
Greenville	98,386	209,749	230,759	15	8,206	8	24,495	37	51,320	41	61,330	39	18,060	37	13,421	26	11,173	35	13,349	5	8,227
HUTCHINSON	73,548	82,363	80,156	18	3,821	8	3,217	34	22,074	35	21,810	34	4,955	35	5,905	17	2,857	47	6,016	7	2,751
Borger	65,366	73,435	71,513	12	3,160	6	2,885	22	17,826	31	21,032	26	4,006	32	5,837	15	2,720	37	5,133	6	2,595
IRION	3,520	13,450	16,464	1				4	5,789			2	10,388					3	287		
JACK	17,066	38,755	43,161	4	3,708	3	107	5	8,974	13	13,499	16	4,378	6	1,416	4	928	8	2,993	3	2,005
JACKSON	28,987	43,870	45,174	7	3,089	5	1,548	31	15,282	13	10,125	15	3,922	7	1,285	6	1,060	32	3,434	4	1,339
JASPER	90,121	164,031	175,051	14	8,304	13	11,725	62	48,918	34	58,081	35	11,825	19	4,492	21	5,782	38	7,448	10	6,131
JEFF DAVIS	1,224	1,801	1,844	2	67			3	475			3	547					6	366	1	78
JEFFERSON	982,211	2,027,639	2,219,676	88	116,023	43	306,334	340	455,566	198	509,317	222	133,929	127	127,084	180	117,567	446	197,187	66	61,222
Beaumont	600,739	1,249,800	1,368,703	51	78,667	27	229,679	188	215,536	103	330,979	115	73,851	86	74,631	101	84,295	258	131,047	31	28,222
Port Arthur	227,625	418,337	447,250	20	15,293	9	44,758	78	98,044	46	125,564	58	27,227	27	31,895	39	18,242	118	38,358	18	15,132
JIM HOGG	10,146	22,323	24,708	6	1,477	1	732	20	8,468	8	6,057	7	1,656	2	591	4	588	12	1,753	3	663
JIM WELLS	113,317	263,811	295,563	16	16,172	9	17,897	66	79,862	39	82,129	43	27,300	17	9,763	21	12,530	71	20,382	10	7,754
JOHNSON	160,446	228,265	232,638	27	11,563	19	14,533	70	58,256	76	75,834	60	15,973	38	11,165	50	8,493	72	15,933	17	9,459
Cleburne	103,181	157,435	162,444	13	7,029	9	12,268	25	31,714	52	64,628	25	7,107	22	8,622	22	6,153	38	12,246	9	6,017
JONES	42,361	69,598	72,833	7	5,600	8	3,477	22	16,188	20	24,240	33	7,556	11	3,651	9	1,778	23	2,776	8	2,444
KARNES	33,524	69,801	76,446	12	5,297	8	3,204	31	22,038	12	18,147	24	10,044	7	1,213	7	3,573	36	7,692	6	1,544
KAUFMAN	109,554	198,037	211,119	24	10,502	20	10,177	64	53,009	46	63,701	55	21,476	30	6,864	25	5,551	52	13,330	14	5,286
Terrell	57,296	98,841	104,396	10	3,071	10	6,293	27	26,092	18	36,949	22	8,153	12	4,568	11	1,931	19	5,753	6	3,086
KENDALL	22,547	67,584	79,346	8	4,955	5	2,426	20	22,461	12	19,559	11	12,926	6	736	8	438	27	8,305	5	2,281
KENEDY	636	1,063	1,115			1	1,115					1						1			
KENT	1,698	4,874	5,675	1	424	1		1	1,288	2	1,378	2	1,694					1	628		
KERR	82,092	229,168	265,480	12	28,445	11	19,739	42	65,785	24	46,251	34	34,745	23	14,274	19	11,217	48	18,257	8	4,769
Kerrville	68,603	191,282	221,534	8	16,081	6	19,004	36	61,261	21	34,377	28	27,607	23	14,274	16	8,022	40	17,384	8	4,769

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Bldg		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KIMBLE	16,183	26,401	27,578	2	1,693	4	646	12	6,031	4	6,305	11	5,447	3	579	3	484	17	3,376	1	1,203
KING	1,192	2,082	2,177			1						4	1,819					3	181		
KINNEY	2,583	4,772	5,105	1		1	242	4	2,381	1		5	790			1		4	340	1	369
KLEBERG	95,873	178,517	191,378	10	9,842	7	5,777	46	56,120	28	48,307	29	11,698	23	11,517	15	10,269	55	19,030	8	3,210
KNOX	10,988	20,700	22,231	5	1,099	3	471	12	8,064	6	1,734	17	3,340	8	595	4	178	10	1,256	2	1,328
LAMAR	127,809	187,639	192,144	22	21,240	13	21,813	79	45,743	57	35,619	56	16,867	42	12,552	43	8,261	60	13,124	11	6,468
Paris	121,071	179,295	183,875	21	21,124	12	21,605	51	41,911	55	35,469	39	14,145	38	12,483	38	8,219	55	12,586	9	6,331
LAMB	43,858	56,794	56,788	16	2,249	7	2,766	20	15,508	34	15,899	23	5,396	24	3,991	11	1,801	24	2,781	5	2,023
LAMPASAS	32,387	82,053	93,316	6	6,742	6	6,164	14	20,349	12	26,289	17	11,013	12	5,027	10	3,457	16	5,774	5	2,250
LA SALLE	10,085	17,311	18,262	1	628	6	2,581	11	3,175	4	1,703	11	3,936	4	1,043	3	64	15	1,207	2	1,051
LAVACA	46,026	101,147	111,920	22	11,851	8	4,267	60	31,196	26	28,856	35	12,089	8	3,241	15	5,663	47	5,533	8	3,407
LEE	20,742	68,674	82,145	7	8,554	4	2,802	26	23,888	6	9,874	18	11,520	5	3,498	6	6,899	19	7,395	3	2,988
LEON	15,921	32,679	35,679	5	1,973	5	804	25	9,912	7	1,902	33	12,065	3	943	10	1,738	18	3,723	6	889
LIBERTY	139,374	306,153	326,409	22	19,291	12	10,731	82	75,121	37	135,448	51	20,103	25	7,482	27	7,063	81	18,086	13	8,562
LIMESTONE	48,875	99,190	108,079	11	6,446	6	2,233	49	42,625	23	22,531	23	7,465	18	6,864	15	2,450	32	5,362	5	3,501
Mexia	39,090	78,439	86,311	5	4,845	4	1,770	27	34,682	18	17,940	11	4,899	12	6,109	10	1,860	22	4,505	3	2,634
LIPSCOMB	7,660	28,982	35,464	3	2,131	3	300	4	7,644	9	14,405	9	5,011	4	1,876	1	141	8	2,133	3	706
LIVE OAK	21,437	301,474	430,234	9	44,734	1	2,328	14	97,824	7	132,213	25	90,774	3	1,252	3	9,573	19	29,081	2	7,962
LLANO	25,444	51,291	55,816	9	5,246	6	2,795	17	14,798	9	10,172	19	5,034	9	1,380	7	1,678	33	7,009	4	1,547
LOVING	122	114	107									1						2	107		
LUBBOCK	866,427	1,815,940	1,991,769	78	101,967	41	252,182	217	344,740	235	536,845	198	110,521	172	100,214	188	109,435	313	173,735	49	35,838
Lubbock	801,830	1,690,954	1,856,777	69	98,367	38	250,949	188	327,708	215	481,651	174	96,977	167	98,934	178	106,370	289	169,177	42	33,866
LYNN	12,767	19,717	20,232	2	823	2	371	13	3,990	5	7,876	10	2,994	4	267	6	822	13	1,216	2	1,075
MCCULLOCH	28,148	46,545	49,140	4	3,343	7	4,206	19	9,270	14	16,190	23	3,846	10	3,346	5	1,905	17	3,092	4	1,415
MCLENNAN	587,678	1,185,463	1,290,681	59	46,100	32	153,487	223	261,857	189	332,828	152	93,087	98	48,998	117	61,018	327	120,017	40	30,841
Marl	NO DATA AVAILABLE FOR THIS CITY																				
Waco	471,459	938,362	1,018,963	32	37,514	19	143,773	132	166,182	131	263,943	86	58,549	81	44,275	84	48,712	223	97,886	30	26,920
MCMULLEN	529	1,092	1,193					2	301	1	434	4	362					2	45		
MADISON	30,040	84,648	98,239	8	6,665	4	2,427	13	20,119	5	30,438	18	15,914	8	2,981	4	2,043	9	6,284	3	3,185
MARION	12,782	34,211	39,311	5	1,464	3	1,397	20	10,262	4	7,953	13	10,645	4	804	3	1,063	10	2,089	3	1,999
MARTIN	16,450	36,134	39,993	3	952	1	314	7	4,866	4	17,089	3	7,500	2	572	3	198	3	1,143	1	256
MASON	8,043	13,927	14,714	4	1,710	1	213	12	4,672	3	2,278	8	2,132	4	487	1		7	1,450	2	507
MATAGORDA	99,367	222,753	247,886	18	17,000	7	10,788	75	60,010	37	74,978	32	13,592	24	16,453	14	8,137	75	18,299	7	3,931
Bay City	82,714	195,401	219,270	11	16,159	3	10,554	31	47,855	29	69,223	22	11,538	20	15,787	12	7,622	48	15,463	6	3,685
MAVERICK	70,842	109,811	113,616	11	8,509	9	15,996	41	28,200	14	9,255	26	7,056	35	25,438	12	6,557	46	5,005	4	4,434
MEDINA	47,286	92,663	100,298	12	6,001	7	3,609	37	27,506	18	31,702	29	12,044	6	1,692	9	2,025	36	8,407	6	2,671
MIDLAND	2,988	6,361	6,997	3	1,130			6	2,767	3	1,166	6	410	1	89			5	445	1	159
MIDLAND	324,239	770,984	866,865	28	45,668	14	80,093	72	161,475	67	244,991	76	78,532	62	57,299	62	44,061	113	84,275	15	19,920
Midland	316,387	740,228	829,103	27	39,876	13	79,958	63	152,301	64	243,556	74	66,532	62	57,299	61	43,826	110	58,752	15	19,920
MILAM	45,713	89,118	96,352	11	6,227	14	7,416	36	26,682	22	23,651	26	11,188	14	3,345	14	1,840	43	7,240	4	1,637
MILLS	6,784	18,345	20,099	4	3,263	3	623	10	5,392	6	4,375	6	1,900	3	956	5	1,024	7	1,177	2	623
MITCHELL	24,151	59,323	67,055	4	3,065	3	2,007	8	16,603	14	13,936	26	11,947	7	5,008	8	2,031	12	5,734	3	2,948
MONTAGUE	48,954	92,662	99,630	11	8,801	7	4,386	38	26,758	34	28,521	36	7,679	23	3,059	12	3,314	22	6,055	8	3,076
MONTGOMERY	268,687	1,095,296	1,350,463	56	208,620	18	52,833	116	367,152	63	356,596	64	100,340	45	52,950	49	34,874	107	80,429	19	27,564
Conroe	224,998	945,444	1,170,083	34	183,214	12	50,556	63	288,103	49	340,569	42	75,810	38	52,037	33	33,882	55	68,158	14	25,592
MOORE	53,416	85,539	89,045	14	4,322	2	3,938	28	23,342	24	21,129	21	10,925	14	4,750	16	6,051	24	6,719	4	3,253
MORRIS	31,989	66,357	72,614	4	2,091	6	3,353	26	17,345	14	22,346	22	9,012	15	4,862	12	3,425	16	2,327	9	2,961
MOTLEY	3,690	6,810	7,284	5	1,025	2	322	5	1,576	3	828	8	1,518	1		1	289	1	341	1	173
NACOGDOCHES	133,054	243,022	259,720	25	22,274	18	19,143	75	63,534	45	50,746	43	14,957	29	19,047	28	12,454	62	20,527	10	8,450
Nacogdoches	124,504	232,080	248,807	21	19,823	14	18,988	56	60,375	40	49,590	31	13,327	27	18,176	28	12,454	57	20,270	9	7,964
NAVARRO	113,151	242,650	267,845	15	9,391	10	22,938	51	52,059	43	69,661	60	21,493	30	11,943	32	9,668	41	15,672	10	7,789
Corsicana	105,373	216,681	236,738	12	8,361	5	20,424	33	43,934	40	66,917	41	16,265	26	11,598	29	9,162	29	11,995	7	6,639
NEWTON	16,464	21,145	21,108	4	468	4	449	19	6,100	6	4,464	16	5,213	1	82			11	783	2	495
NOLAN	65,123	90,677	91,909	8	3,356	8	6,713	31	22,751	30	19,791	32	14,849	17	3,358	20	2,816	23	5,491	12	3,314
Sweetwater	56,961	78,253	79,108	6	3,348	8	6,713	24	20,914	28	18,616	23	7,185	15	3,286	20	2,816	20	4,839	9	2,555
NUECES	919,372	2,723,637	3,191,579	64	126,714	40	426,342	327	689,254	218	785,913	194	256,352	128	142,371	150	147,289	502	303,537	55	79,686
Corpus Christi	856,266	2,556,704	2,999,912	55	122,882	34	419,009	267	625,765	204	743,145	157	222,913	120	134,740	143	144,676	441	288,317	48	73,295
OCHILTREE	32,906	58,901	62,647	6	3,896	2	2,345	11	16,356	13	18,934	15	5,267	8	5,339	13	2,288	11	3,177	5	1,756
OLDHAM	4,301	7,602	8,061	1	537	1	172	2	783			11	3,388	2				9	1,101	1	331
ORANGE	237,040	530,123	598,624	37	39,170	14	45,094	114	149,181	51	144,214	72	70,449	32	29,768	44	22,568	99	37,535	14	17,175
Orange	147,848	333,742	371,242	13	12,642	8	32,409	61	91,271	34	113,642	36	25,906	16	23,323	27	17,088	63	26,758	8	9,179
PALO PINTO	83,303	155,440	165,886	14	10,411	7	5,815	45	46,961	31	44,764	43	16,422	17	4,412	16	5,807	64	10,660	8	6,333
Mineral Wells	58,902	116,794	126,731	8	7,417	4	409	27	44,002	29	42,288	25	3,801	13	4,827	14	5,263	42	6,303	5	5,662
PANOLA	45,366	71,752	74,514	4	3,662	8	8,704	27	19,925	19	16,465	21	9,958	9	2,232	10	1,985	21	3,484	4	2,836
PARKER	110,131	300,061	348,052	18	12,101	12	22,699	48	85,593	45	139,610	44	27,705	18	6,159	15	2,716	36	16,725	9	9,777
Weatherford	77,916	172,939	191,767	12	10,509	8	11,523	32	36,692	40	71,532	37	23,560	14	5,848	12	1,923	25	11,132	8	5,281
PARMER	20,046	35,179	37,272	7	1,720	4	3,025	14	10,611	10	8,106	9	2,600	4	477	3	108	11	1,677	3	4,090
PECOS	49,317	109,713	121,668	10	8,370	3	4,431	21	30,290	19	21,843	35	26,334	12	5,294	7	2,751	37	9,940	4	2,786
POLK	71,057	153,265	168,992	11	20,234	6	6,817	43	60,340	23	46,676	39	20,090	13	4,746	12	4,509	33	8,362	6	4,098
POTTER	537,046	946,084	1,003,338	55	55,684	25	133,808	124	163,847	143	244,101	139	70,217	96	71,877	113	53,475	282	105,533	32	24,176
Amarillo	675,627	1,449,686	1,526,276	59	106,270	47	172,519	130	274,552	152	414,368	251	92,396	117	93,445	126	82,648	282	130,189	37	31,688
PRESIDIO	15,174	28,862	30,804	4	817	5	2,895	17	8,764	7	6,669	10	2,300	7	1,943	10	597	21	1,625	2	1,138
RAINS	6,791	14,979	16,586	2	496	2	340	11	8,589	1	2,045	5	237	3	144	1	290	3	723	1	938
RANDALL	236,296	556,167	623,697	34	66,213	9	39,213	53	158,823	54	187,847	55	32,880	50	24,141	42	33,229	73	40,272	11	9,517
REAGAN	8,799	19,172	21,176	3	1,361	2	531	5	5,200	2	5,034	10	4,984	2		1	544	6	1,156	1	655
REAL	3,665	8,034	8,886	5	1,145	1	629	8	1,204	6	1,628	5	2,019	1	111			4	1,233	1	338
RED RIVER	36,813	83,944	93,554	8	5,399	4	3,905	42	33,121	14	12,923	22	6,263	12	3,610	12	2,304	13	2,999	6	2,017
REEVES	42,714	73,858	78,153	6	2,877	8	5,531	29	21,046	16	20,070	30	8,063	9	5,410	10	1,875	46	6,076	7	1,949
Pecos	40,054	71,063	75,468	6	2,877	6	5,456	22	20,592	15	20,057	25	6,414	9	5,410	10	1,875	39	5,671	6	1,945

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TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
REFUGIO	23,123	30,166	30,202	6	536	4	626	18	6,021	10	9,047	20	6,354	5	1,408	6	480	27	2,649	4	1,282
ROBERTS	1,484	3,291	3,647	3	1,194			1	264			5	465	1				2	516		
ROBERTSON	27,173	77,234	89,765	8	4,856	7	2,958	36	32,493	10	19,135	23	10,205	13	4,494	10	1,906	41	6,147	5	3,791
ROCKWALL	30,213	64,533	71,028	8	2,472	1	118	18	6,722	16	29,439	16	14,440	5	422	22	3,622	20	6,722	2	1,088
RUNNELS	31,057	33,311	36,257	11	3,012	5	4,666	19	14,249	17	14,903	26	4,938	9	3,347	7	2,647	23	2,877	5	1,762
RUSK	88,886	214,917	242,249	19	15,447	16	18,214	80	52,790	35	70,621	44	20,912	27	11,768	19	10,324	35	11,876	12	8,245
Henderson	72,307	174,083	196,069	17	14,364	10	16,389	48	41,997	28	63,689	25	10,914	21	10,641	15	8,149	21	7,829	7	6,424
SABINE	24,326	36,164	37,121	3	2,864	3	517	39	12,399	7	11,024	14	2,296	5	523	6	902	18	1,961	5	645
SAN AUGUSTINE	19,167	36,015	38,670	8	2,226	3	1,347	27	9,934	8	12,103	7	2,071	6	2,744	4	2,310	9	1,197	3	1,373
SAN JACINTO	9,615	23,643	26,734	4	1,017	1	106	25	11,257	6	7,385	8	2,725	1	172	2	73	6	491	2	388
SAN PATRICIO	129,390	199,113	205,705	27	7,295	14	5,529	89	67,360	46	58,552	62	26,576	29	7,297	23	3,621	93	13,193	20	5,914
SAN SABA	12,619	17,928	18,239	9	1,537	4	488	13	5,187	7	4,766	10	1,576	5	1,701	5	303	3	500	4	711
SCHLEICHER	3,506	6,708	7,224	2	226	2	415	5	2,593	1	828	3	1,847					3	133	1	223
SCURRY	60,718	96,772	100,686	6	5,014	6	5,454	27	22,976	23	24,159	32	11,218	20	5,861	20	3,919	30	7,671	5	2,658
Snyder	59,939	95,882	99,816	6	5,014	6	5,454	23	22,737	23	24,159	30	10,996	20	5,861	19	3,856	27	7,423	5	2,658
SHACKELFORD	9,880	12,331	12,247	4	1,047			7	2,453	3	4,227	13	2,259	2	378	2	380	4	472	1	116
SHELBY	60,041	153,058	174,266	15	9,913	9	8,807	53	47,243	29	45,288	31	15,720	16	8,269	11	5,239	21	4,945	7	5,033
SHERMAN	10,298	13,383	13,389	3	527	1	83	4	4,317	7	3,229	6	3,739	3	416	2	28	2	419	2	219
SMITH	463,517	1,729,611	2,113,221	58	151,857	21	283,028	133	429,448	137	438,150	148	183,876	111	133,586	98	125,712	165	142,839	38	26,399
Tyler	430,135	1,582,784	1,930,629	47	109,489	20	282,772	101	385,833	117	415,512	113	140,073	102	130,644	91	123,380	146	136,311	31	20,279
SOMERVELL	8,606	34,941	43,071	4	1,302	1		7	23,064	3	4,985	5	3,124	5	713	3	828	9	3,931	2	2,400
STARR	41,124	70,151	73,923	13	5,819	11	5,817	63	26,476	18	11,733	29	8,624	15	3,667	5	3,965	49	3,604	5	2,003
STEPHENS	27,972	63,185	70,307	6	1,201	5	3,015	15	18,796	18	21,566	11	2,707	17	5,391	8	2,442	23	5,969	4	3,394
STERLING	2,758	4,374	4,543					4	1,300			4	1,637					3	872		
STONEWALL	4,258	6,449	6,642	1	98	2	123	3	1,712	2	1,051	8	1,673	3	123	1	88	2	771	1	35
SUTTON	18,890	37,004	40,057	1	989	2	1,390	18	8,580	5	15,554	6	5,353	3	201	3	287	11	4,566	2	1,318
SWISHER	23,043	33,362	34,077	7	1,266	5	2,367	11	6,321	10	11,121	17	3,132	7	1,031	7	1,073	15	2,936	2	2,674
TARRANT	2,990,997	8,515,558	9,941,506	261	382,752	147	1,482,915	772	1,627,046	725	2,383,733	652	702,470	587	426,740	550	377,833	1,344	974,422	176	384,548
Arlington	625,951	2,085,062	2,497,600	44	69,583	25	431,077	102	381,292	105	845,599	106	173,077	112	101,372	94	65,142	192	230,931	23	48,342
Euless	43,633	168,210	193,131	1	255	4	14,782	20	64,485	8	24,850	32	21,964	6	1,154	10	5,255	23	33,250	3	6,629
Fort Worth	1,559,884	3,637,669	4,071,912	125	141,742	69	608,652	408	589,510	367	1,040,713	331	258,224	276	160,408	296	197,470	825	475,841	100	164,563
Haltom City	86,549	229,549	263,343	16	26,835	8	27,730	29	56,673	65	32,367	28	38,269	14	8,848	20	16,027	29	20,982	7	10,651
Hurst	185,068	683,929	834,759	14	44,188	11	246,696	27	89,186	19	72,715	27	36,562	72	85,227	32	34,565	47	59,999	6	38,111
TAYLOR	423,602	906,316	1,001,814	35	55,497	19	115,181	102	159,841	137	249,688	148	100,338	77	54,886	101	87,860	145	75,887	20	20,462
Abilene	397,120	799,710	869,866	31	43,656	17	100,590	89	150,694	124	230,342	127	77,212	73	49,842	98	62,005	126	67,165	19	11,922
TERRELL	4,330	10,986	12,495			1	877	2	1,345	1	2,039	8	4,767			1		8	1,967	1	
TERRY	51,834	66,698	66,615	8	1,975	6	2,122	25	14,062	19	23,996	20	10,900	14	4,001	8	1,317	14	2,905	5	1,897
THROCKMORTON	2,280	4,271	4,587	1	166			3	1,119	1	980	7	993					5	441	1	247
TITUS	84,398	151,029	160,651	12	13,916	7	16,717	32	29,256	26	41,933	36	13,446	27	8,503	19	6,476	30	10,447	9	4,156
Mount Pleasant	78,794	137,516	149,263	9	10,254	7	16,717	24	27,806	26	41,858	28	9,755	27	8,503	18	6,104	28	9,690	9	4,156
TOM GREEN	312,517	1,209,754	1,483,899	33	98,821	16	177,818	102	292,904	88	420,094	81	86,446	67	81,237	73	62,615	151	124,923	18	23,294
San Angelo	311,447	1,205,936	1,479,529	33	98,821	15	177,407	97	292,275	87	419,511	78	85,685	66	81,155	72	62,479	148	123,406	18	23,294
TRAVIS	1,502,851	3,301,621	3,654,603	123	218,161	54	458,635	387	703,861	263	749,502	274	283,121	255	209,996	265	181,796	791	422,526	83	84,612
Austin	1,452,928	3,168,357	3,501,578	107	191,257	54	458,635	350	661,112	243	741,459	249	254,940	252	207,150	253	171,179	733	400,219	79	81,624
TRINITY	23,154	58,184	65,030	5	2,760	5	2,526	18	14,757	7	26,355	13	7,726	4	1,475	3	275	23	3,053	3	2,001
TYLER	29,458	35,538	35,065	11	2,160	5	727	35	11,813	12	10,233	14	3,789	4	580	3	753	13	2,085	3	1,235
UPSHUR	53,807	119,181	132,087	12	9,575	4	4,714	37	28,230	25	34,793	37	21,696	17	4,953	9	2,154	27	3,771	5	4,897
UPTON	7,525	8,526	8,313	3	169	2	414	11	2,952	6	372	12	1,663	3	93	2	204	12	1,121	2	481
UVALDE	59,842	80,935	81,610	8	6,978	6	3,932	47	25,555	19	14,902	22	6,341	12	5,536	13	2,465	40	5,809	7	2,292
VAL VERDE	90,586	197,978	218,882	14	18,915	9	18,456	46	46,394	29	53,651	40	19,374	28	15,921	19	7,832	61	14,674	6	2,703
Del Rio	90,027	197,083	217,954	14	18,915	8	18,313	44	46,248	29	53,651	36	18,769	28	15,921	19	7,832	59	14,640	6	2,703
VAN ZANDT	73,024	129,152	137,085	25	7,649	14	2,287	44	31,574	35	58,284	43	13,878	24	3,872	17	1,072	39	6,357	9	3,595
VICTORIA	269,497	501,130	536,979	33	39,162	18	70,100	96	103,703	65	139,602	69	43,163	34	25,309	43	24,554	119	40,832	15	13,752
Victoria	267,490	498,095	533,857	31	39,149	15	69,791	88	102,536	64	139,589	66	42,418	34	25,309	41	24,526	111	40,019	15	13,752
WALKER	104,011	185,680	197,147	15	10,946	7	11,382	37	43,296	27	42,309	40	25,742	22	9,192	23	5,890	55	27,929	9	6,091
Huntsville	99,798	179,134	190,643	13	10,578	7	11,382	27	40,113	24	41,441	36	24,708	22	9,192	22	5,828	50	27,136	9	6,091
WALLER	74,308	160,679	166,950	10	9,521	5	5,718	28	28,411	10	70,607	17	21,098	4	371	6	3,028	34	16,297	4	2,674
WARD	39,524	112,636	130,979	4	5,039	3	5,749	23	31,862	7	28,512	29	31,093	11	6,110	7	4,796	28	8,205	5	2,362
WASHINGTON	65,196	150,766	168,501	11	8,043	8	9,465	69	57,084	20	40,057	22	9,718	22	9,981	15	6,056	45	8,984	10	4,609
Brenham	62,051	143,129	159,349	10	7,802	8	9,465	51	53,346	20	40,057	17	6,686	22	9,981	15	6,056	32	7,484	9	4,458
WEBB	356,179	990,305	1,179,807	32	170,251	29	178,218	177	186,060	69	213,635	82	66,722	119	109,652	60	101,825	140	51,620	22	21,490
Laredo	352,452	744,322	817,362	30	50,858	29	126,318	168	175,308	68	79,876	75	58,539	119	109,652	58	66,300	135	49,711	22	21,490
WHARTON	118,407	185,099	191,862	18	9,497	16	10,228	64	48,306	41	54,385	40	14,701	25	10,912	26	7,572	94	15,589	14	5,552
WHEELER	20,492	42,698	46,759	7	3,665	4	1,183	18	11,220	12	10,390	22	10,822	10	1,898	4	1,304	11	2,570	5	1,629
WICHITA	468,811	684,878	700,867	40	40,457	25	91,517	126	120,752	134	194,224	119	41,208	95	36,640	112	37,140	216	54,774	29	16,979
Wichita Falls	416,809	599,544	611,143	34	37,728	21	90,854	102	99,024	113	156,850	87	32,029	84	35,335	98	34,103	186	51,303	26	14,233
WILBARGER	46,299	199,963	248,226	10	8,630	5	26,131	20	52,211	24	66,866	30	31,217	20	13,784	14	12,260	29	16,697	2	10,357
Vernon	57,274	198,778	246,822	10	8,630	5	26,131	20	52,211	24	66,866	28	29,813	20	13,784	14	12,260	29	16,697	2	10,357
WILLACY	30,762	45,395	46,296	10	3,586	3	1,894	27	10,162	13	18,323	19	4,180	6	1,472	8	1,220	27	2,417	3	1,418
WILLIAMSON	131,452	365,569	423,222	39	32,309	13	14,030	81	109,909	53	119,385	64	39,906	25	15,066	33	8,755	122	40,123	14	10,560
Taylor	44,968	127,316	143,789	9	11,324	5	6,256	19	41,733	17	37,040	17	11,090	14	7,803	11	3,158	42	10,319	5	3,676
WILSON	29,244	59,050	64,302	7	2,068	6	1,879	27	15,808	9	26,119	19	5,878	5	1,815	7	1,055	28	3,469	5	2,203
WINKLER	27,560	50,118	53,478	2	1,084	4	3,102	13	16,732	9	13,289	14	3,393	8	2,625	10	3,611	17	3,596	2	1,005
WISE	48,567	130,167	149,654	7	4,526	14	6,247	30	43,706	27	48,687	38	16,239	23	6,228	12	2,841	31	8,264	8	6,716
WOOD	55,839	100,425	106,924	17	9,747	11	3,085	44	28,004	31	28,010	35	9,146	21	4,601	23	3,415	30	5,855	7	3,683
YOAKUM	19,927	32,672	34,175	4	1,725	4	1,053	11	10,633	10	10,246	12	2,594	5	1,960	6	676	11	1,680	3	651
YOUNG	56,398	97,554	103,103	11	5,914	11	5,466	27	25,610	28	28,172	31	7,020	16	4,683	15	3,134	25	3,823	10	4,316
ZAPATA	5,978	11,944	12,972					17	4,841	3	782	9	1,686	2	1,918	1		10	1,673	1	
ZAVALA	15,446	23,571	24,305	2	2,331	3	907	17	8,839	5	2,438	11	2,552	8	1,408	5	1,029	28	2,016	3	527

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

UTAH RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,146,168	7,642,667	8,368,668	509	379,850	267	1,031,203	1,011	1,580,377	800	1,944,587	1,149	781,356	733	515,895	948	460,828	1,964	691,595	249	261,353
STANDARD METROPOLITAN STATISTICAL AREAS																					
Provo-Orem, Ut	505,041	983,616	1,087,635	69	85,358	34	164,827	134	196,005	111	222,337	139	90,810	95	50,508	135	65,799	203	75,670	28	35,946
Salt Lake City-Ogden, Ut	2,821,744	5,026,043	5,462,416	269	351,802	110	765,866	547	1,023,644	468	1,294,200	354	416,248	443	203,355	614	325,419	1,202	446,786	139	149,255
COUNTIES, Cities																					
BEAVER	9,200	14,713	15,566	3	1,217	2	272	5	3,590	3	386	20	6,466	4	228			12	2,654	2	688
BOX ELDER	77,023	230,665	275,992	10	8,546	9	10,541	32	50,740	21	82,759	36	43,141	15	6,618	21	10,208	46	29,888	8	19,579
CACHE	143,846	246,288	264,865	28	30,194	6	29,390	43	48,049	34	50,727	39	17,838	43	16,385	42	17,623	69	20,788	21	8,931
Logan	127,034	228,419	247,306	18	27,798	6	29,390	24	43,087	31	48,673	23	14,639	38	16,054	35	16,821	50	18,907	7	8,103
CARBON	63,790	110,972	119,391	12	10,890	5	5,860	21	29,918	17	31,137	24	8,689	18	8,391	16	3,301	47	9,073	5	2,962
DAGGETT	1,468	1,536	1,503					1	253	1		2	280					3	955		
DAVIS	278,746	401,771	417,596	27	24,466	13	35,423	68	86,112	65	128,885	75	40,104	45	8,300	67	32,583	120	27,080	17	11,210
DUCHESNE	31,178	58,896	64,248	5	3,176	10	5,897	17	18,347	8	17,040	13	7,381	8	443	7	2,091	21	3,104	2	1,757
EMERY	13,682	29,342	32,798	4	2,503	5	1,361	19	12,663	1		14	9,402	2		4	70	14	4,274	4	1,405
GARFIELD	6,647	10,201	10,715	2	687	7	371	7	2,110	4	671	10	2,209	2	379	1	417	14	2,022	1	654
GRAND	29,151	37,065	37,613	6	3,389	4	1,018	11	10,369	7	4,811	20	5,030	8	2,303	6	412	22	3,344	2	1,525
IRON	68,965	114,056	121,568	10	6,028	7	4,372	12	16,821	19	38,249	26	22,375	19	4,709	18	5,991	29	9,783	6	4,794
JUAB	13,717	26,686	28,580	2	1,047	2	808	6	3,854	7	9,995	18	6,925	1	147	2	196	17	4,206	3	831
KANE	11,756	17,753	18,588	4	1,093	3	666	8	2,944	4	424	15	6,757	5	560	2	284	13	2,728	2	1,398
MILLARD	18,724	35,103	38,300	5	2,662	5	3,915	8	4,912	7	9,179	18	6,612	1	92	6	932	14	3,285	3	1,505
MORGAN	4,491	7,658	8,202			1	721	2	1,732	5	719	5	2,759			2		4	871	1	1,259
PIUTE	814	1,243	1,304			1		1	410			2	475			1		4	362		
RICH	3,055	6,855	7,727			4	789	3	994	1	198	6	5,590			1		4	670		
SALT LAKE	2,056,557	3,861,605	4,237,026	189	263,559	77	594,809	386	782,581	295	985,945	384	321,471	328	172,310	457	257,533	878	357,795	96	110,300
Salt Lake City	895,576	1,284,835	1,333,938	62	39,913	27	160,792	190	181,049	115	318,401	165	99,093	152	63,233	183	125,984	462	156,086	44	30,189
SAN JUAN	18,013	29,111	30,881	4	745	8	1,552	14	10,128	7	8,449	13	4,892	1	20	1	168	16	1,897	2	830
SANPETE	24,017	45,133	49,253	10	2,785	8	1,941	27	14,105	7	11,558	22	8,241	5	352	10	3,049	28	3,588	4	1,310
SEVIER	46,782	68,497	71,059	10	6,137	8	4,227	14	11,536	7	14,889	26	10,936	14	4,654	12	2,068	26	5,870	5	2,154
SUMMIT	20,557	45,895	51,725	5	6,669	6	1,844	14	9,275	5	7,378	16	8,741	7	395	3	284	38	10,871	2	1,300
TOOELE	51,017	78,438	83,446	6	1,584	5	2,777	17	25,944	13	12,614	27	18,155	7	2,265	5	2,217	35	6,845	5	2,966
UINTAH	56,188	135,498	154,967	11	13,358	9	13,663	18	29,276	17	39,278	26	16,889	14	5,140	14	7,548	23	8,269	4	11,934
UTAH	505,041	983,616	1,087,635	69	85,358	34	164,827	134	196,005	111	222,337	139	90,810	95	50,508	135	65,799	203	75,670	28	35,946
Provo	191,867	304,688	322,303	19	23,824	5	23,550	36	60,027	34	105,746	42	19,996	30	10,938	41	18,058	72	26,027	9	10,114
WASATCH	22,946	48,675	54,346	5	4,179	3	1,339	8	10,300	6	15,753	16	11,385	3	568	1	782	19	5,561	4	2,633
WASHINGTON	76,241	227,265	270,300	26	35,391	4	6,787	18	42,397	20	71,836	35	39,539	17	8,383	23	11,970	36	27,771	6	6,037
St. George	66,506	178,905	232,947	21	29,934	4	6,787	10	33,775	19	68,008	25	28,742	16	8,335	21	11,886	25	21,080	5	5,979
WAYNE	4,115	5,462	5,580	3	410	1	399	4	761			7	3,531	1		1		4	460		
WEBER	486,441	762,667	807,794	53	63,777	20	135,634	93	154,951	108	179,370	95	54,673	70	22,745	90	35,303	204	61,911	26	27,745
Ogden	353,548	495,111	511,706	38	44,425	11	72,421	57	79,116	73	133,779	61	25,220	51	17,597	56	16,160	144	38,162	16	14,606

VERMONT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,667,623	2,705,438	2,926,837	332	223,795	222	235,568	815	649,320	414	545,619	540	253,158	324	101,837	360	96,492	920	239,460	140	65,370
METROPOLITAN STATISTICAL AREAS																					
Burlington, Vt	548,495	606,289	606,289		58,509		91,252		129,660		42,948		47,996		35,173		26,372		63,383		13,602
COUNTIES, Cities																					
ADDISON	69,000	123,872	142,339	17	9,460	14	7,812	45	39,003	17	26,273	22	12,787	18	4,822	14	2,306	40	9,505	8	2,766
BENNINGTON	137,520	236,350	269,786	31	18,768	11	13,607	51	57,009	27	40,421	41	23,433	40	10,105	40	11,509	81	24,804	9	5,604
Bennington	80,133	147,089	169,652	13	10,482	5	10,104	22	41,664	16	27,268	22	14,012	22	6,752	17	5,616	38	15,305	5	4,680
CALEDONIA	87,304	135,811	152,433	19	8,305	11	13,299	50	33,911	30	39,965	25	10,085	17	6,730	27	5,060	42	9,599	11	3,631
St. Johnsbury	NO DATA AVAILABLE FOR THIS CITY																				
CHITTENDEN	395,237	654,766	610,046	63	60,202	25	91,014	128	130,634	61	42,584	93	48,042	63	35,162	71	26,416	159	64,050	22	13,477
Burlington	166,672	292,279	335,789	14	22,322	7	75,276	49	47,192	16	31,166	30	20,975	43	31,749	38	17,892	71	33,791	8	3,627
ESSEX	5,015	7,098	7,837	1	126	7	734	10	2,108	1	442	8	2,026			2	42	9	1,299		
FRANKLIN	96,399	164,216	187,098	20	16,357	14	13,570	59	45,344	36	43,991	33	10,201	19	7,607	23	9,246	56	9,897	10	6,110
St. Albans	56,577	98,676	112,846	8	7,321	4	10,391	19	27,209	15	25,351	12	3,145	13	6,111	15	8,483	20	6,057	5	3,004
GRAND ISLE	8,465	13,251	14,891	4	273	5	1,064	15	3,404	6	3,964	7	1,595			2	344	10	593		
LAMOILLE	55,341	81,205	90,245	11	7,569	12	5,534	45	23,274	15	12,648	17	7,469	8	1,481	11	3,550	47	10,811	7	1,972
ORANGE	48,033	85,998	98,779	13	14,328	14	4,686	33	22,237	14	17,385	30	14,420	9	916	9	1,345	36	5,728	4	2,700
ORLEANS	58,436	91,533	102,851	13	6,187	18	10,519	36	25,015	22	26,861	25	11,529	9	1,446	16	2,336	30	4,652	8	2,394
Newport	28,394	44,608	50,252	4	2,633	3	3,242	10	11,522	9	13,694	8	6,169	6	1,352	7	1,506	11	2,208	4	1,356
RUTLAND	206,089	305,050	339,634	38	19,670	27	31,012	112	67,758	74	84,178	63	25,161	40	9,565	41	9,343	119	25,449	18	8,409
Rutland	119,658	172,830	191,591	18	13,499	7	24,620	47	38,927	22	37,093	28	13,815	27	6,771	22	6,377	58	11,569	9	3,400
WASHINGTON	180,326	319,872	366,852	31	20,509	25	30,750	83	78,214	48	81,856	58	31,998	32	8,190	41	14,604	100	28,678	16	8,299
Barre	57,223	99,182	113,283	9	6,728	7	14,019	25	24,641	10	10,768	20	11,216	13	3,372	13	5,556	18	8,968	8	5,070
Montpelier	44,571	83,399	91,166	8	6,197	3	2,591	11	11,911	9	31,757	10	7,072	11	2,780	13	3,950	27	7,315	3	1,419
WINDHAM	150,263	212,004	234,065	34	16,754	15	5,056	75	62,486	20	26,421	54	27,180	38	10,808	33	4,940	113	25,407	11	4,763
Bellows Falls	20,715	29,667	31,458	3	1,350	1	438	7	10,516	3	2,752	12	2,927	12	1,955	4	413	16	1,927	4	1,569
Brattleboro	84,983	121,124	133,938	15	8,617	3	1,518	37	37,661	8	16,725	20	14,957	21	8,290	17	3,888	45	12,603	5	2,466
WINDSOR	169,993	274,412	309,981	37	25,287	24	6,911	73	58,023	43	98,649	64	27,232	32	5,003	30	5,851	78	18,988	16	5,245
Hartford		47,845	57,416		3,201		980		10,762		23,673		4,801		827		1,058		2,886		1,900
Springfield	33,903	54,311	61,255	6	4,789	3	2,831	11	14,284	11	15,183	12	6,262	5	1,483	8	3,587	12	4,183	4	1,889
White River Junction	NO DATA AVAILABLE FOR THIS CITY																				

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,544,567	32,938,973	36,358,418	1,592	1,773,526	1,463	4,521,995	6,163	7,791,487	3,090	7,884,269	3,992	3,435,277	2,544	1,486,040	2,854	1,611,276	6,356	2,972,102	974	1,294,540
METROPOLITAN STATISTICAL AREAS																					
Charlottesville, Va	364,803	702,168	771,666	35	39,004	43	95,878	163	184,701	54	132,857	82	74,046	60	37,305	70	29,982	135	59,295	17	23,611
Danville, Va	299,928	497,400	529,782	35	25,005	42	103,581	213	133,050	93	119,149	113	38,127	46	20,510	66	17,935	149	39,104	19	17,761
Johnson City-Kingsport-Bristol, Tn-Va	1,267,612	2,387,916	2,590,293	171	194,735	117	311,654	628	513,938	352	611,327	367	196,811	251	98,871	261	99,545	429	165,337	85	110,393
Lynchburg, Va	463,645	809,874	875,668	49	38,973	36	113,394	202	200,127	95	179,958	114	72,324	61	24,580	87	41,522	162	60,177	35	37,119
Norfolk-Virginia Beach-Newport News, Va	3,483,385	7,137,765	7,952,315	243	303,856	194	1,089,872	1,004	1,609,432	538	1,751,671	626	659,614	535	369,715	526	461,099	1,525	770,682	169	204,990
Richmond-Petersburg, Va	2,581,640	5,138,954	5,682,700	176	322,134	119	813,709	694	1,148,237	385	1,108,906	516	535,995	412	247,266	413	226,337	1,013	478,308	164	207,151
Roanoke, Va	836,550	1,487,146	1,605,210	70	50,792	53	216,457	269	334,484	163	300,002	182	135,669	114	72,642	144	74,324	315	125,428	51	51,114
Washington, D.C-Md-Va	11,847,217	22,466,936	24,754,589	667	857,789	362	3,353,489	2,187	4,705,375	1,044	5,012,425	1,684	2,157,697	1,611	1,267,354	1,604	1,127,319	3,698	2,484,927	532	1,075,238
COUNTIES, Cities																					
ACCOMAC	65,320	117,407	126,822	15	3,990	20	10,741	75	41,086	24	14,020	43	13,471	17	4,468	18	4,165	39	9,416	9	6,458
ALBEMARLE	41,528	123,495	146,583	6	4,511	13	5,324	42	40,772	11	47,988	17	26,534	4	1,861	5	869	8	1,218	3	2,590
ALLEGHANY	5,206	8,305	8,769			2	1,959	4	1,404	1		1	4,048					3	595		
AMELIA	11,657	16,859	17,486	1	398	4	565	19	5,608	6	3,152	7	3,881	3	219	4	792	3	659	2	4
AMHERST	64,757	108,111	118,886	5	5,272	6	6,211	52	33,505	14	32,390	23	16,009	1	980	11	3,512	25	5,700	6	8,982
APPOMATTOX	33,129	70,851	79,110	2	2,297	8	2,860	17	18,053	7	32,884	11	7,787	3	195	6	1,102	12	3,627	2	3,259
ARLINGTON	633,905	1,154,344	1,230,618	27	18,088	12	110,358	102	217,451	58	445,300	76	85,015	49	28,049	74	48,454	205	154,530	28	66,594
AUGUSTA	74,227	136,450	148,060	19	10,427	7	1,725	50	31,438	28	37,872	47	23,061	7	1,824	13	3,373	36	11,566	6	2,057
BATH	9,515	25,400	29,552	1	291	7	5,207	10	6,766	2	3,878	11	4,342	3	1,649	3	1,947	10	1,680	1	13
BEDFORD	14,832	33,280	37,476	6	975	4	623	41	19,571	12	6,351	12	4,362	2	153	3	846	20	2,818	2	22
BLAND	6,458	10,178	10,729					10	1,900	4	4,981	6	3,152			2	40	2	374		
BOTETOURT	39,936	74,116	80,549	3	1,529	9	4,104	39	12,902	14	19,595	25	27,729			9	2,557	19	2,963	4	685
BRUNSWICK	25,256	42,280	45,071	4	2,934	21	2,835	35	13,859	15	11,460	11	4,400	9	2,591	4	1,088	9	1,043	5	341
BUCHANAN	81,192	126,291	132,813	11	6,474	19	17,743	91	29,171	31	28,212	29	10,354	21	4,932	19	6,794	29	5,703	6	4,083
BUCKINGHAM	11,438	16,789	17,461	2	153	13	2,074	16	5,697	3	1,993	9	5,671	3	134			10	1,090	1	2
CAMPBELL	82,270	183,938	207,098	21	12,819	11	8,154	71	53,232	27	60,993	40	24,796	8	1,693	20	12,699	27	7,847	5	6,441
CAROLINE	27,380	54,795	60,402	4	692	9	1,561	30	21,280	8	10,353	19	14,784	4	1,342	6	490	17	6,295	3	241
CARROLL	32,211	64,725	71,411	6	2,428	11	6,985	43	22,144	13	13,455	14	10,408	9	1,612	6	2,043	17	5,645	2	59
CHARLES CITY	2,257	5,079	5,623			1	134	10	3,452			3	1,524					1	152		
CHARLOTTE	16,599	24,871	25,970	3	79	15	1,670	42	8,252	6	6,265	17	4,341	5	561	8	674	16	1,737	4	780
CHESTERFIELD	327,247	1,085,622	1,314,568	32	64,986	13	217,508	69	312,240	40	217,884	57	114,484	51	61,372	59	47,870	92	101,679	14	43,860
CLARKE	17,835	56,181	67,385	5	4,424	5	2,156	20	21,887	4	5,319	10	10,281	3	763	8	1,862	14	6,209	2	526
CRAIG	3,624	6,243	6,689	3	566	4	619	4	2,199	2	276	7	1,974					2	185	1	541
CULPEPER	58,102	101,728	109,354	6	2,614	9	11,467	31	33,203	16	19,275	16	12,667	13	3,494	16	3,155	22	11,827	4	390
Culpeper	55,322	96,087	104,242	8	2,614	6	9,938	23	30,942	15	18,794	15	12,350	13	3,494	16	3,155	22	11,827	4	390
CUMBERLAND	8,346	12,259	12,756	3		2	2,088	11	3,519	1	1,561	5	1,288	2	203	1	2,641	6	1,095	1	7
DICKENSON	47,108	75,112	79,370	3	5,978	13	5,614	41	22,768	14	25,697	18	5,772	9	1,330	9	2,879	15	2,661	2	112
DINWIDDIE	11,317	19,962	21,486	4	2,048	3	409	20	8,846	6	2,857	17	5,697			1	161	7	698	2	637
ESSEX	36,611	66,387	71,849	8	2,235	6	3,135	16	29,886	12	14,201	14	4,339	7	3,036	6	3,844	18	6,550	3	21
FAIRFAX	1,892,034	4,002,215	4,459,874	127	182,645	53	788,943	258	855,897	137	795,903	276	404,139	257	280,240	252	212,051	448	366,104	72	209,048
FAUQUIER	78,229	147,702	161,047	21	14,391	10	3,338	35	42,386	18	28,299	29	29,532	11	4,002	14	4,098	38	12,975	5	6,936
FLOYD	18,915	33,810	36,498	6	2,892	14	2,551	18	8,034	11	14,873	6	2,681	4	203	7	1,400	8	1,247	2	40
FLUVANNA	9,942	21,788	24,430	2	353	6	533	18	9,936	6	5,420	7	2,931	2	258	2	659	5	1,130	1	19
FRANKLIN	54,860	103,457	112,775	7	9,062	11	7,377	64	37,423	20	19,009	31	9,779	7	2,745	15	4,570	30	5,550	7	4,603
FREDERICK	21,909	55,443	63,865	3	4,162	5	8,664	24	10,196	10	17,735	12	15,696			6	949	13	3,835	1	
GILES	50,111	106,685	118,983	5	9,291	10	3,902	41	37,414	13	31,201	27	10,980	5	2,885	13	2,591	32	5,288	7	6,258
GLOUCESTER	48,652	146,506	174,295	9	11,958	7	11,828	31	57,308	18	33,205	16	17,379	6	3,640	13	9,827	21	5,893	4	8,403
GOOCHLAND	13,169	50,399	54,964	1	26,330	3	372	11	6,040	5	7,424	9	9,009	1	50	2	984	7	925	1	636
GRAYSON	11,380	19,378	20,726	3	504	9	1,598	25	7,652	8	4,190	12	2,217	4	86	5	2,964	10	1,023	2	25
GREENE	9,037	21,742	24,808	1	187	5	1,564	14	9,523	2	4,575	8	7,108	1	159	6	367	6	686	1	
GREENSVILLE	2,599	5,164	5,680			1	220	2	205			5	5,255								
HALIFAX	18,717	25,102	25,675	8	2,981	17	1,921	51	8,285	9	2,558	18	4,086	2	1,065	2	1,220	16	1,176	2	160
HANOVER	132,022	315,756	359,898	16	15,087	10	5,323	54	74,277	23	68,796	32	106,514	12	5,080	17	8,143	48	35,808	10	12,151
HENRICO	708,044	1,300,012	1,410,206	35	35,429	25	277,721	140	320,212	97	262,901	128	112,795	95	65,058	95	66,704	193	105,650	38	59,843
HENRY	67,855	103,529	108,460	12	6,420	9	8,397	62	29,025	39	18,604	54	18,776	5	1,142	24	4,756	40	9,646	6	2,929
HIGHLAND	3,007	5,845	6,406			2	272	8	1,536	2	1,036	2	1,689			2	139	4	813		
ISLE OF WIGHT	43,126	146,864	178,702	8	6,920	7	2,611	33	46,833	9	63,980	20	14,749	5	2,788	8	2,982	23	11,733	4	5,703
JAMES CITY	34,749	114,913	138,818		1,511	1	4,578	9	7,604			5	6,143	1	308	10	106,615	7	3,673		
KING AND QUEEN	3,600	7,343	8,124	1	90	1	447	13	2,063	2	2,326	5	1,576			2		7	822		
KING GEORGE	14,700	32,307	36,244	3	2,058	3	1,829	12	15,730	5	6,732	12	6,950	1	287	3	401	7	1,264	2	3
KING WILLIAM	24,646	61,723	70,970	3	3,049	10	5,293	14	20,267	6	12,589	10	10,475	4	1,225	5	2,656	19	4,658	3	2,327
LANCASTER	28,278	54,492	59,651	7	1,553	7	1,196	30	14,748	14	12,831	14	9,060	15	2,629	15	5,412	15	2,974	4	2,659
LEE	45,536	86,450	94,370	16	9,644	11	2,851	52	29,802	18	21,985	26	11,429	7	1,926	8	1,947	32	4,126	3	1,893
LOUDOUN	142,597	380,742	442,977	23	25,993	9	18,602	49	113,082	35	79,566	36	52,517	28	16,404	25	11,754	53	38,742	10	25,124
LOUISA	29,197	54,597	59,414	6	2,959	10	3,512	27	23,327	7	6,593	16	11,492	2	141	5	718	11	1,432	3	1,508
LUNENBURG	21,697	44,636	49,466	7	5,603	11	3,385	21	14,636	7	8,104	12	5,680	5	923	6	2,528	10	1,667	3	1,614
MADISON	11,187	26,098	29,505	3		6	1,420	18	10,879	5	5,591	8	4,219			4	637	6	1,803	1	1,411
MATHEWS	16,340	30,969	33,790	4	1,136	6	845	15	10,733	12	7,030	9	6,686	4	914	10	1,099	9	792	2	127
MECKLENBURG	85,676	131,785	136,293	14	6,897	29	11,385	71	37,548	30	28,966	37	18,796	22	3,418	20	4,056	47	8,505	9	4,570
MIDDLESEX	16,731	37,007	41,571	7	4,104	7	1,821	20	14,702	13	3,875	9	4,599	5	563	8	874	13	1,927	2	123
MONTGOMERY	163,194	251,082	212,841	16	25,793	15	23,959	65	48,818	41	51,075	44	30,560	22		35	7,755	69	9,734	10	4,144
Christiansburg	72,921	189,450	212,841	9	25,793	7	23,959	32	48,818	23	51,075	19	30,560	6		19	7,755	27	9,734	5	4,144
NANSEMOND																					
NELSON	12,772	47,151	64,641	3	9,195	8	8,317	44	12,720	9	16,546	11	8,848			4	2,457	8	1,817	2	1,524
NEW KENT	16,282	87,931	98,059	2	61,503	3	1,044	11	8,300	8	16,241	10	7,622	1	71			11	1,631	1	741
NORTHAMPTON	40,381	80,471	88,619	9	5,074	10	4,650	37	45,336	13	8,912	19	6,362	11	1,324	10	764	23	5,997	3	320

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Bldrs		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NORTHUMBERLAND	16,761	26,461	27,898	3	2,263	7	564	25	10,423	15	5,017	13	2,981	5	299	6	497	10	1,170	2	593
NOTTOWAY	58,548	67,596	72,552	7	1,614	10	3,774	31	21,277	19	19,424	17	5,402	11	1,799	11	3,809	20	4,813	6	3,018
ORANGE	49,711	94,252	102,846	9	6,134	15	3,894	22	23,762	16	24,087	27	20,358	7	3,221	10	2,405	15	3,613	6	5,364
PAGE	41,888	74,648	80,553	8	1,997	6	4,524	31	20,310	15	16,369	23	7,270	6	894	13	3,274	35	12,642	5	5,272
PATRICK	23,076	38,859	41,474	4	1,097	20	5,152	32	9,047	14	10,615	10	3,317	4	1,144	11	1,062	14	1,489	4	1,730
PITTSYLVANIA	58,059	80,086	82,357	13	4,917	29	5,521	93	27,905	22	21,326	42	7,514	11	1,465	10	1,502	46	4,772	4	2,654
POWHATAN	10,948	55,180	62,311	1	33,143	1	158	15	8,635	2	14,642	7	2,574			1	611	2	334	1	799
PRINCE EDWARD	55,279	100,855	109,292	8	4,583	8	11,036	23	25,606	10	26,483	22	8,915	7	1,114	11	13,099	21	9,395	3	99
PRINCE GEORGE	8,091	12,509	13,135	2	3,824	1	408	12	1,744			5	4,108	1	100	5	623	6	746		
PRINCE WILLIAM	401,050	849,191	946,325	38	56,744	15	100,047	80	188,592	66	225,709	83	114,262	45	32,282	56	34,168	107	76,859	16	49,190
Woodbridge	174,409	351,790	411,998	19	23,577	5	38,126	27	83,126	21	95,524	31	48,313	22	14,678	35	21,979	40	32,970	4	19,014
PULASKI	76,910	175,000	197,657	9	12,611	9	11,962	58	52,565	22	44,461	29	26,956	18	6,451	14	6,292	35	9,767	8	8,673
Pulaski	58,557	136,347	154,647	4	2,853	4	10,804	37	39,139	15	41,839	12	17,175	16	6,327	10	5,905	27	7,562	7	8,484
RAPPAHANNOCK	5,414	13,701	15,784	1	198	5	1,183	10	3,413	2	2,484	5	1,214			2	567	5	724		
RICHMOND	20,857	49,666	56,561	4	3,501	10	2,072	14	12,782	7	6,830	7	11,588	7	2,667	4	4,353	8	4,295	1	61
ROANOKE	160,762	337,180	374,976	21	12,635	9	36,511	64	134,020	28	26,896	48	41,277	18	12,328	33	17,824	59	43,630	13	18,636
ROCKBRIDGE	19,317	31,231	33,053	3	29	3	230	21	5,986	4	766	17	24,861	1	53	1	381	7	628	1	2
ROCKINGHAM	52,860	126,547	144,276	15	15,410	12	5,049	50	27,417	29	33,848	42	17,156	7	462	22	8,778	33	8,941	6	6,213
RUSSELL	43,104	90,901	101,216	12	7,326	6	4,788	49	23,746	17	28,089	24	15,214	14	3,150	20	9,342	18	3,564	4	2,181
SCOTT	42,083	90,522	101,162	8	3,029	12	3,791	69	22,242	15	30,550	14	7,577	7	763	12	4,730	16	3,479	6	3,642
Gate City	NO DATA AVAILABLE FOR THIS CITY																				
SHENANDOAH	70,326	117,002	124,572	13	11,053	16	5,426	65	30,562	28	29,720	41	22,281	13	1,723	16	3,131	39	5,710	6	3,116
Strasburg	NO DATA AVAILABLE FOR THIS CITY																				
SMYTH	86,613	126,159	131,046	17	7,674	13	11,390	63	43,373	41	24,079	42	11,386	21	4,360	20	4,197	33	7,467	8	5,392
SOUTHAMPTON	19,383	28,921	30,175	8	2,055	14	1,904	26	7,558	8	5,850	18	6,614	2	856	6	2,108	8	997	1	30
SPOTSYLVANIA	89,690	347,101	431,361	6	5,561	10	74,416	23	114,570	11	128,667	16	36,766	1		8	18,126	18	21,601	1	
STAFFORD	24,243	115,981	138,528	7	3,722	5	1,340	23	19,819	7	16,622	17	27,166	1	20,736	5	617	17	14,393		5,324
SURRY	3,747	5,773	6,059			4	313	9	3,357	2	644	5	648	2	58	1	71	5	912	1	11
SUSSEX	23,219	50,385	56,394	4	1,901	10	2,779	20	12,923	9	15,854	17	8,314	3	1,062	2	1,074	12	4,307	4	2,251
TAZEWELL	179,975	325,210	351,751	26	26,393	27	24,090	92	116,510	40	101,678	34	18,772	31	8,336	27	8,658	50	12,492	12	7,083
Bluefield	24,118	45,546	49,833	1	800	2	2,201	16	28,436	7	3,047	3	2,659	6	1,485	5	290	8	1,446	2	1,664
WARREN	52,701	109,178	117,258	10	6,660	4	13,229	38	32,729	20	20,287	22	10,557	15	4,635	18	4,072	31	9,094	3	178
WASHINGTON	86,760	142,473	151,341	24	21,188	15	5,810	52	35,594	34	27,815	49	23,440	20	3,900	18	4,298	36	10,022	6	5,260
WESTMORELAND	28,510	43,485	45,565	5	2,041	17	3,145	26	14,282	12	12,793	15	2,853	2	2,209	4	713	29	3,592	3	101
WISE	123,726	198,531	209,710	21	30,228	17	8,623	71	60,187	35	41,953	34	19,821	27	6,604	36	6,827	42	7,919	7	743
WYTHE	90,509	104,111	108,416	8	6,391	14	5,509	45	20,925	23	25,483	28	18,779	14	4,560	9	2,909	30	9,726	6	3,793
YORK	52,040	191,270	235,881	9	6,972	2	13,259	20	51,166	12	16,301	19	34,715	3	119	14	12,948	35	49,702	3	9,416
INDEPENDENT CITIES																					
ALEXANDRIA	565,131	949,013	1,012,568	18	12,294	15	184,733	83	187,125	42	354,316	62	64,061	88	53,989	70	35,707	152	96,614	21	30,980
BEDFORD	45,104	86,040	93,993	10	7,555	5	6,124	34	32,220	14	19,663	15	5,560	3	457	10	2,229	14	4,413	3	5,769
BRISTOL	146,894	378,890	397,966	12	35,399	6	28,356	52	33,855	19	42,559	26	28,258	33	18,757	30	10,174	47	14,307	5	51,108
BUENA VISTA	16,639	29,390	31,642	3	1,545	6	1,907	16	8,878	7	4,979	10	5,720	4	2,253	4	958	10	2,144	3	1,343
CHARLOTTESVILLE	304,296	535,143	575,845	26	33,953	18	88,457	89	124,470	35	74,874	50	37,473	53	35,027	57	28,087	116	56,259	12	21,002
CHESAPEAKE	235,974	659,294	773,808	28	54,255	13	34,012	95	213,539	44	221,430	58	108,669	17	15,158	24	10,527	109	56,596	13	23,768
CLIFTON FORGE	20,142	34,985	37,554	5	666	5	2,030	7	15,030	6	8,353	10	5,820	5	554	6	1,380	12	2,057	3	2,383
COLONIAL HEIGHTS	49,388	106,740	119,381	4	1,432	1	8,661	15	14,266	13	23,059	14	14,074	5	4,417	9	2,040	25	11,870	5	7,682
COVINGTON	61,975	100,080	106,004	10	9,675	9	14,602	22	23,065	15	26,771	21	8,270	9	3,758	16	4,572	30	7,111	4	4,672
DANVILLE	241,869	417,314	447,425	22	20,088	13	98,060	120	105,145	71	97,833	71	30,613	35	19,045	56	16,403	103	34,332	15	15,107
EMPORIA	52,710	81,401	85,491	7	3,223	7	4,103	29	18,022	11	20,379	23	14,390	6	3,451	11	3,800	19	9,205	6	2,975
FAIRFAX	282,455	725,140	837,691	20	43,568	5	72,488	39	133,274	32	388,716	43	74,082	27	13,918	35	39,313	62	64,323	9	30,566
FALLS CHURCH	133,656	278,283	309,133	8	12,600	5	27,297	21	38,102	10	130,783	28	29,714	8	4,214	29	20,821	34	16,627	6	11,983
FRANKLIN	46,610	78,670	83,986	4	1,270	6	4,650	23	22,936	10	18,483	16	8,967	10	5,926	10	3,913	11	5,954	6	5,654
FREDERICKSBURG	158,535	255,092	269,921	22	35,888	12	30,579	49	53,588	26	19,809	40	26,740	40	18,395	28	11,744	67	27,931	10	16,119
GALAX	52,942	112,047	124,849	9	9,188	7	13,718	27	31,084	26	26,187	16	7,930	15	3,882	15	6,803	25	9,999	5	5,080
HAMPTON	446,617	858,239	938,957	24	17,301	29	180,489	110	182,015	54	171,290	93	75,441	93	58,338	63	41,401	158	76,967	16	15,893
HARRISONBURG	154,370	342,194	384,600	25	30,147	11	48,977	28	67,664	41	57,206	36	35,553	27	19,695	30	21,706	57	31,319	5	11,560
HOPEWELL	93,163	141,382	148,010	8	14,443	4	10,683	41	45,178	12	27,261	22	12,374	18	8,676	16	5,477	28	7,907	8	7,505
LEXINGTON	54,439	105,440	115,515	6	3,204	7	4,867	23	27,222	8	17,220	21	33,795	10	4,302	10	3,295	27	9,496	4	4,011
LYNCHBURG	316,618	517,805	549,684	23	20,882	19	99,029	79	113,390	54	86,575	51	31,519	52	21,907	56	25,311	110	46,630	24	21,696
MANASSAS	94,341	258,335	302,031	12	43,765	7	23,013	19	66,665	17	70,093	16	24,769	5	2,351	19	11,249	17	12,149	3	11,536
MANASSAS PARK	12,332	95,300	127,912					3	53,495	4	26,652	3	13,911	3	4,664			3	12,726	1	10,966
MARTINSVILLE	149,308	319,307	356,502	16	17,363	15	49,938	50	73,751	37	84,077	42	24,108	25	10,819	35	14,001	59	21,764	9	12,469
NEWPORT NEWS	459,537	820,644	885,772	35	43,725	20	138,322	136	174,665	88	230,097	81	66,296	71	41,440	69	26,057	202	80,218	25	23,703
NORFOLK	916,838	1,553,567	1,660,058	46	44,470	48	263,308	228	297,292	127	251,730	109	111,739	143	112,951	131	78,144	453	174,405	43	38,438
NORTON	39,120	94,096	107,398	9	10,867	4	2,344	21	17,403	7	36,140	6	5,916	8	7,420	6	3,110	10	7,905	4	2,834
PETERSBURG	233,147	380,349	403,643	11	15,801	11	78,644	65	69,936	40	93,447	52	30,474	47	22,926	40	18,919	95	28,010	15	12,701
POQUOSON	4,400	12,827	15,171	1	433	1	243	12	4,090	4	2,931	1	11	1	162	1	1,644	8	4,776	1	69
PORTSMOUTH	326,095	507,019	533,223	19	16,284	22	79,482	94	126,393	55	126,181	46	25,845	54	35,238	52	24,487	120	39,746	18	15,297
RADFORD	58,388	117,188	129,290	7	4,439	10	15,173	28	26,267	14	37,320	18	6,516	15	3,097	16	8,753	18	7,604	4	4,192
RICHMOND	976,565	1,578,033	1,671,416	60	48,108	43	212,644	231	255,111	139	374,374	160	114,746	181	79,516	168	74,805	498	182,998	69	60,596
ROANOKE	467,731	771,450	820,291	31	28,661	33	165,398	126	127,313	78	170,302	83	46,283	82	57,382	82	41,985	185	61,481	24	23,841
SALEM	168,121	304,400	329,394	15	7,967	4	10,444	60	60,249	33	83,089	26	20,380	14	2,932	20	11,958	52	17,354	10	7,952
SOUTH BOSTON	62,787	138,048	154,916	10	8,699	12	19,353	38	40,694	19	31,910	19	12,537	15	6,199	19	9,604	25	8,339	9	6,722
STAUNTON	131,490	218,528	232,720	17	16,886	13	37,415	79	57,687	27	60,943	22	14,752	22	7,204	19	8,556	43	13,342	8	10,026
SUFFOLK	118,525	189,751	200,651	18	15,837	14	19,757	67	47,453	30	41,204	43	13,900	21	8,830	26	7,769	69	9,955	11	8,987
VIRGINIA BEACH	733,344	1,902,532	2,302,041	50	88,693	31	331,052	174	411,564	92	525,910	126	181,495	109	77,798	111	134,490	313	221,675	27	53,948
WAYNESBORO	79,038	126,474	146,369	11	4,763	7	14,927	20	32,146	23	32,783	14	13,410	16	5,658	17	5,685	31	29,557	6	614
WILLIAMSBURG	106,594	181,103	193,640	4	2,417	5	13,532	28	36,343	14	31,381	19	15,981	16	15,733	14	7,230	50	47,076	6	7,148
WINCHESTER	200,333	385,463	421,879	19	22,098	16	54,779	72	78,307	46	95,202	40	36,017	36	19,486	32	15,879	89	34,156	12	23,320

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,903,242	23,637,841	25,755,608	1,776	1,694,939	586	2,831,716	3,586	5,257,171	2,640	5,312,736	3,005	1,900,220	1,815	1,076,272	2,917	1,260,633	6,296	2,812,605	819	1,016,238
METROPOLITAN STATISTICAL AREAS																					
Bellingham, Wa	383,201	573,175	609,370	60	53,273	25	79,496	116	102,186	69	126,737	84	37,931	60	25,233	82	32,035	187	73,531	18	19,069
Bremerton, Wa	390,746	667,163	726,739	64	73,927	15	68,931	110	172,898	83	141,599	84	44,103	63	18,541	82	33,921	166	67,997	32	43,812
Olympia, Wa	360,166	799,445	930,498	46	70,366	15	106,238	96	213,873	70	152,916	84	66,517	35	20,305	81	53,882	154	99,341	21	45,140
Richland-Kennewick-Pasco, Wa	464,977	710,098	758,044	51	55,851	23	100,683	108	149,275	98	152,857	92	59,516	62	31,409	93	34,236	162	69,355	29	45,658
Seattle, Wa	3,865,981	11,873,144	13,138,880	575	787,438	191	1,466,892	1,277	2,636,260	943	2,712,957	1,027	907,553	739	579,991	1,220	634,510	2,490	1,515,034	310	501,500
Spokane, Wa	1,212,900	1,757,596	1,858,513	143	127,603	42	254,075	267	340,180	239	404,617	235	122,783	142	82,681	258	111,644	490	179,185	67	64,639
Tacoma, Wa	1,437,664	2,248,788	2,413,253	174	139,570	42	315,624	370	437,311	303	541,053	327	198,462	144	90,540	309	131,430	599	238,911	70	78,075
Vancouver, Wa	451,221	720,286	775,244	61	50,025	13	100,233	151	173,851	83	153,399	114	66,833	74	30,722	101	29,431	215	88,929	25	31,694
Yakima, Wa	574,115	793,432	831,870	85	62,535	28	101,299	177	165,164	138	189,865	143	64,452	76	38,826	120	40,135	280	79,463	40	23,919
COUNTIES, Cities																					
ADAMS	37,071	58,627	62,948	12	3,955	3	1,452	14	16,331	11	12,739	23	5,777	4	1,724	11	1,330	30	10,473	7	4,451
ASOTIN	27,984	58,392	65,931	9	6,781	1	883	10	18,324	9	7,009	14	6,826	4	1,769	13	4,924	18	8,477	4	5,841
Clarkston	26,994	57,487	63,587	6	5,810	1	883	9	17,829	9	7,009	11	6,430	4	1,769	13	4,924	16	8,221	4	5,841
BENTON	334,868	520,545	557,369	40	48,754	16	65,770	84	113,215	76	106,830	63	43,586	50	26,035	67	26,728	104	45,708	22	34,237
Kennewick	213,161	427,805	469,056	22	39,232	9	62,297	42	64,236	49	70,159	26	20,660	33	20,609	30	18,835	51	25,777	9	16,288
Richland	91,964	131,599	138,743	9	8,129	6	3,473	26	37,461	15	15,354	25	17,881	11	4,274	30	7,409	36	16,948	9	15,150
CHELAN	302,879	273,519	285,524	33	26,164	17	31,883	68	55,376	43	61,181	50	21,712	33	13,537	37	8,981	110	28,485	14	14,991
Wenatchee	123,990	164,571	170,827	17	13,242	9	16,706	33	29,314	23	42,393	21	9,221	25	11,942	32	6,686	54	16,444	8	8,249
CLALLAM	175,401	255,612	270,578	26	22,788	10	15,964	58	65,747	46	44,393	38	18,319	22	12,546	38	12,196	88	32,050	10	13,141
Port Angeles	119,727	168,898	177,706	17	13,184	5	12,471	30	35,253	32	37,923	21	9,859	15	9,210	20	8,863	52	19,899	6	8,912
CLARK	451,221	720,286	775,244	61	50,025	13	100,233	151	173,851	83	153,399	114	66,833	74	30,722	101	29,431	215	88,929	25	31,694
Vancouver	200,260	294,639	312,374	16	6,620	6	30,499	52	51,625	36	73,125	37	19,982	27	27,223	51	19,756	97	42,843	9	11,500
COLUMBIA	7,600	15,186	17,015	4	1,818	4	805	9	5,330	5	2,861	5	1,666			2	1,199	10	2,073	2	290
COWLITZ	275,737	341,793	351,528	36	23,049	19	50,617	83	69,659	67	87,536	65	25,299	26	10,030	47	14,866	125	33,279	12	13,095
Kelso	39,291	47,810	48,981	7	5,479	3	547	20	17,486	17	5,952	15	5,163	3	888	13	4,592	28	4,051	1	839
Longview	205,590	258,039	266,001	22	15,776	11	48,824	41	41,736	39	73,672	32	15,961	21	8,693	28	10,072	67	22,919	8	10,340
DOUGLAS	47,483	87,518	96,613	12	6,863	2	2,184	17	29,024	11	12,280	12	13,567	9	4,487	9	4,232	22	7,835	4	10,643
FERRY	7,241	13,308	14,683	2	1,438	3	941	7	4,844	4	2,840	5	1,064	3	125	1	554	10	1,553	1	301
FRANKLIN	130,109	189,553	200,675	11	7,097	5	34,913	24	36,060	22	46,024	29	15,990	12	5,374	26	7,508	58	22,647	7	11,421
Pasco	123,029	181,292	192,279	8	6,866	4	34,500	15	32,216	21	45,905	22	13,764	11	5,346	25	7,490	51	22,485	6	11,404
GARFIELD	3,274	6,252	6,948	3	718	1	563	4	1,645	2	1,431	5	836			3	266	3	449	2	156
GRANT	151,440	190,870	196,844	29	22,558	12	7,390	58	51,997	45	38,518	48	13,643	23	7,721	40	7,430	101	20,090	19	7,677
Moses Lake	85,611	113,345	117,877	14	14,221	4	5,609	27	29,859	18	25,601	17	5,216	14	4,554	22	3,090	33	11,611	9	5,405
GRAYS HARBOR	245,095	297,364	304,579	49	24,596	10	12,713	89	73,523	44	63,728	80	24,672	47	16,284	53	16,280	171	33,831	19	13,719
Aberdeen	160,922	199,090	204,620	26	16,662	2	11,033	30	49,230	27	46,732	28	10,755	35	14,080	35	13,165	61	16,829	8	11,305
ISLAND	78,877	178,203	204,184	31	22,841	7	5,822	36	47,578	27	47,691	24	17,528	15	3,071	29	10,826	47	19,327	5	4,008
JEFFERSON	36,935	79,152	89,819	13	6,721	5	4,891	20	21,783	14	9,789	15	9,696	9	2,764	9	2,431	40	14,919	2	4,941
KING	4,917,695	9,713,641	10,655,219	435	575,093	156	1,192,992	1,037	2,109,139	751	2,127,289	809	722,163	638	528,448	998	484,466	2,101	1,273,659	263	425,376
Auburn	149,071	330,812	377,908	21	19,371	5	13,413	26	58,542	29	171,472	31	23,274	13	725	26	20,124	50	26,191	7	13,435
Bellevue	495,943	1,093,965	1,248,346	37	95,058	9	119,561	72	201,433	54	298,873	61	62,248	81	105,040	106	63,800	127	112,541	20	41,510
Kent	133,733	247,769	273,834	16	21,395	5	5,747	35	56,417	41	78,547	33	22,251	8	5,228	37	9,074	64	27,447	10	11,297
Renton	272,021	530,748	592,250	24	38,010	7	78,181	32	97,129	38	180,936	47	39,412	26	5,363	46	23,110	81	57,810	9	25,479
Seattle	2,248,395	3,440,970	3,674,497	153	139,586	74	472,028	493	577,009	324	697,661	305	184,245	301	229,917	445	170,269	1,195	539,174	130	116,614
KITSAP	390,746	667,163	726,729	64	73,927	15	65,951	110	172,898	83	141,599	84	44,103	63	18,541	82	33,921	166	67,997	32	43,812
Bremerton	234,259	382,589	413,366	18	18,403	7	62,416	47	74,833	41	92,022	33	14,974	32	11,148	51	23,005	91	38,789	17	30,098
KITTITAS	85,418	117,317	122,813	15	6,202	9	5,001	27	24,887	17	17,727	46	26,329	19	9,369	18	3,559	72	16,567	5	2,314
Ellensburg	67,922	92,084	96,173	8	3,462	7	3,927	11	17,140	13	15,792	30	19,992	15	8,917	15	3,527	44	12,390	2	1,401
KLICKITAT	24,076	34,038	35,846	14	3,669	3	610	19	6,116	11	10,660	15	5,114	6	1,490	6	150	28	3,769	4	814
LEWIS	187,346	264,266	278,042	34	21,838	14	39,819	65	58,719	38	52,930	61	23,324	35	9,931	44	15,173	118	26,365	12	6,976
Centralia	66,564	93,364	98,093	12	7,234	3	3,887	20	27,618	15	20,517	19	9,227	12	2,926	16	7,396	41	9,196	4	1,068
Chehalis	69,786	102,432	108,553	10	6,999	4	18,232	13	18,674	17	25,410	12	6,273	18	6,263	14	5,291	33	11,239	3	2,431
LINCOLN	16,787	30,948	34,162	6	1,007	4	843	12	10,379	11	3,769	19	6,739	6	928	1	583	27	4,666	5	1,961
MASON	67,299	109,497	118,157	20	10,634	4	2,493	27	34,313	16	20,824	30	12,483	9	2,263	15	4,215	53	13,272	6	3,081
OKANOGAN	90,048	132,402	165,666	20	7,928	11	7,217	39	48,628	28	33,734	46	19,147	23	7,992	17	4,763	73	14,770	13	5,959
PACIFIC	43,950	58,324	60,664	12	5,242	9	4,731	35	15,933	9	6,053	29	8,652	5	1,361	14	1,619	51	10,129	6	1,875
PEND OREILLE	12,163	18,428	19,636	7	796	3	809	5	3,888	12	6,485	11	2,317	2	276	2	305	20	2,639	4	1,135
PIERCE	1,437,664	2,248,788	2,413,253	174	139,570	42	315,624	370	437,311	303	541,053	327	198,462	144	90,540	309	131,430	599	238,911	70	78,075
Tacoma	733,111	1,038,909	1,094,409	48	28,784	17	214,234	127	138,489	130	293,039	129	68,900	81	61,719	124	56,788	297	103,917	33	32,076
SAN JUAN	17,042	52,865	64,111	10	14,243	2	1,783	11	20,445	3	3,662	6	1,811	8	1,276	4	508	22	9,339	2	809
SKAGIT	226,745	386,551	417,531	49	36,504	12	12,133	92	84,848	62	93,528	71	32,892	52	27,959	59	18,165	129	38,912	17	24,645
Mount Vernon	123,166	199,602	215,329	16	16,204	4	11,388	35	36,356	32	58,912	17	9,271	26	19,903	30	10,816	41	13,856	7	14,998
SKAMANIA	6,035	8,252	8,630	2	437			6	3,086	2	1,430	8	1,370	2		1	135	11	1,117	1	158
SNOHOMISH	948,386	2,159,503	2,483,661	140	182,345	35	273,900	240	527,121	192	585,668	218	185,390	101	51,543	222	150,044	389	241,375	47	76,124
Everett	228,838	639,601	713,227	32	29,985	8	153,560	77	127,450	60	157,968	61	38,371	38	20,479	63	38,113	142	70,653	17	30,428
SPOKANE	1,212,900	1,757,596	1,858,513	143	127,603	42	254,075	267	340,180	239	404,617	235	122,783	142	82,681	258	111,644	490	179,185	67	64,639
Spokane	802,214	1,127,751	1,185,835	63	43,131	28	212,228	158	188,736	139	248,209	149	72,750	105	63,530	163	69,808	332	118,383	48	40,543
STEVENS	61,067	105,474	115,088	21	11,940	13	6,193	33	26,043	17	24,875	25	11,035	16	4,082	21	6,174	46	11,779	5	3,793
THURSTON	360,166	799,445	930,498	46	70,366	15	106,238	96	213,873	70	152,916	84	66,517	35	20,305	81	53,882	154	99,341	21	45,140
Olympia	198,012	328,230	355,578	23	18,261	6	24,214	52	65,874	50	107,888	50	27,980	14	7,279	37	28,569	85	33,486	9	5,306
WAHKIAKUM	3,279	6,366	7,093	2	599	5	926	2	1,947			4	1,175			2	66	7	1,441	1	308
WALLA WALLA	138,952	187,575	195,892	16	7,289	6	20,982	33	36,396	36	44,096	36	11,812	23	12,015	52	13,454	65	20,981	13	12,925
Walla Walla	131,478	179,454	187,730	14	6,917	6	20,982	25	33,637	32	43,548	24	10,033	23	12,015	48	13,165	55	20,006	10	12,015
WHATCOM	383,201	573,175	609,370	60	53,273	25	79,496	116	102,186	69	126,737	84	37,931	60	25,233	82	32,035	187	73,531	18	19,069
Bellingham	264,747	397,666	423,110	38	32,903	14	73,619	61	63,453	44	71,999	52	22,185	43	21,220	51	21,790	115	51,318	11	17,782
WHITMAN	75,027	106,592	112,732	13	5,863	3	1,617	35	29,423	24	24,967	24	7,205	19	5,024	23	5,025	56	13,369	12	2,725
Pullman	47,938	77,473	83,336	5	3,999	1	717	10	20,718	12	18,207	7	4,575	11	4,038	11	4,062	27	10,569	3	1,908
YAKIMA	574,115	793,432	831,870	85	62,535	28	101,299	177	165,164	138	189,865	143	64,432	76	38,826	120	40,135	280	79,463	40	23,919
Sunnyside	49,298	61,416	63,202	10	6,109	4	4,276	19	15,530	9	13,689	15	5,211	10	2,611	13	4,186	27	5,373	3	1,592
Yakima	358,619	513,936	541,704	33	40,084	14	77,434	80	102,687	71	117,734	65	35,473	43	24,568	66	29,536	145	55,167	22	13,800

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	EAP 1984 estimate	EAP 1985 estimate	NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,676,173	9,059,585	9,784,661	710	666,200	708	1,247,426	2,662	2,272,226	1,189	2,219,070	1,818	901,516	913	382,712	1,062	446,495	2,737	664,973	397	307,687
METROPOLITAN STATISTICAL AREAS																					
Charleston, W.V	1,047,482	2,154,570	2,427,974	90	139,852	69	348,814	270	497,576	108	626,839	220	203,145	127	97,292	153	102,917	368	186,104	48	72,446
Cumberland, Md-W.V	315,197	421,779	438,136	45	24,153	31	36,832	145	105,039	66	75,818	101	40,705	72	21,183	70	20,715	194	37,705	31	19,020
Huntington-Ashland, W.V-Ky-Oh	1,000,233	1,394,502	1,466,129	117	104,772	79	200,927	426	342,750	236	290,238	289	131,839	150	63,801	195	82,586	385	99,308	74	47,125
Parkersburg-Marietta, W.V-Oh	563,557	776,499	815,576	71	46,779	48	141,387	168	170,660	124	167,039	156	74,193	75	35,037	94	36,449	243	60,696	28	21,918
Steubenville-Weirton, Oh-W.V	480,398	606,758	629,962	49	37,910	33	86,619	221	155,180	100	124,339	139	56,685	80	23,625	92	29,678	355	50,704	34	28,438
Wheeling, W.V-Oh	601,633	1,106,799	1,269,367	70	60,176	46	146,616	213	324,644	101	236,372	148	134,568	89	32,103	111	49,200	369	124,029	37	33,381
COUNTIES, Cities																					
BARBOUR	21,358	54,213	60,591	6	6,893	7	3,496	30	17,117	9	13,113	24	9,099	6	2,130	7	1,972	20	5,055	3	57
BERKELEY	118,755	150,629	155,237	16	5,951	8	16,480	54	41,670	35	31,791	35	15,550	22	7,008	33	4,653	67	10,811	7	6,726
Martinsburg	97,385	122,781	126,486	12	4,365	6	12,079	25	33,613	23	27,475	22	11,644	21	6,583	27	4,358	47	7,287	7	6,726
BOONE	63,487	109,137	118,858	14	13,682	20	1,417	40	39,468	11	18,435	37	13,167	5	5,245	13	6,421	43	5,900	5	3,666
BRAXTON	31,234	61,097	66,124	9	7,102	15	4,269	37	19,383	13	16,164	20	10,147	7	1,648	5	2,042	24	3,683	4	1,714
BROOKE	64,026	88,820	93,062	6	1,536	5	2,547	31	22,132	17	25,555	23	12,808	13	2,646	9	5,435	70	11,493	6	4,592
CABELL	434,333	556,235	575,510	35	44,198	27	83,279	138	124,851	68	109,486	100	43,228	59	31,279	75	31,792	195	50,255	32	20,297
Huntington	347,483	419,439	426,838	20	30,119	17	61,926	96	86,741	52	85,556	63	23,420	49	28,181	64	27,806	162	38,698	26	16,216
CALHOUN	12,304	19,225	20,490	5	2,133	8	2,045	21	6,247	8	3,610	12	2,903	3	272	2	1,388	11	1,028	1	34
CLAY	11,397	21,702	24,079	2	158	9	2,749	26	10,091	3	4,014	16	3,866	4	670	2	401	13	973	1	
DODDRIDGE	5,802	7,557	7,826	2	107	5	600	9	4,166	3	493	5	1,374	1	284	3	600	5	366	1	2
FAYETTE	141,447	238,086	258,352	18	17,503	30	17,257	91	63,605	31	66,651	61	30,981	29	6,837	27	12,275	65	13,706	14	10,873
GILMER	10,148	18,894	20,876	2	268	6	1,501	18	9,210	5	4,572	10	2,231	1	181	3	704	8	1,326	1	4
GRANT	18,216	42,234	48,579	2	2,423	7	2,015	15	14,493	8	9,210	14	7,228	2	3,831	5	1,119	16	4,438	1	76
GREENBRIER	113,863	213,399	236,144	23	12,864	19	23,011	55	59,786	30	58,096	50	28,351	18	5,365	19	4,604	65	13,107	11	7,251
Lewisburg	NO DATA AVAILABLE FOR THIS CITY																				
Ronceverte		31,964	38,358		2,762		2,533		7,414		5,317		9,224		1,752		543		2,487		761
White Sulphur Springs	17,629	34,883	38,335	5	2,762	2	2,364	7	7,408	3	5,673	6	9,214	7	1,749	2	473	12	2,488	1	644
HAMPSHIRE	23,822	34,136	35,974	7	4,246	13	2,287	21	8,030	15	8,572	12	5,013	5	724	7	1,236	13	1,549	3	122
HANCOCK	110,087	162,731	172,741	10	11,931	9	22,542	48	44,908	22	35,934	30	12,153	14	4,513	25	9,047	89	12,220	10	9,634
Weirton	108,373	143,011	150,536	8	11,466	8	22,231	30	38,241	20	31,282	21	8,567	13	4,316	20	8,288	65	8,103	7	8,628
HARDY	18,065	34,198	37,904	5	5,086	3	1,036	23	13,168	9	6,714	13	4,964	5	1,164	2	898	19	2,319		
HARRISON	245,747	410,858	445,560	25	29,652	16	42,063	116	103,978	62	121,562	66	36,793	27	11,827	46	22,851	127	35,884	19	14,765
Clarksburg	136,119	214,000	229,413	13	15,100	6	26,179	57	43,175	34	69,244	26	14,366	16	10,471	22	15,576	62	16,082	9	5,799
JACKSON	62,004	83,671	87,236	15	6,088	11	5,738	34	26,305	24	14,034	29	19,006	13	3,147	12	2,105	28	4,088	6	3,745
JEFFERSON	57,281	131,769	139,269	9	14,121	3	9,556	30	20,653	12	15,024	22	11,101	9	2,805	14	4,153	40	13,189	9	11,712
KANAWHA	973,212	2,016,512	2,275,429	77	134,642	62	338,157	242	459,982	97	585,883	189	166,349	116	94,875	141	100,480	342	180,769	43	68,454
Charleston	504,997	1,027,806	1,047,736	26	42,291	27	243,708	84	148,584	36	260,396	72	63,414	66	62,182	54	39,251	176	81,719	20	26,975
LEWIS	43,833	60,795	63,695	8	3,620	6	8,869	33	19,470	13	9,610	19	5,126	8	3,801	15	3,981	33	4,638	5	2,539
LINCOLN	27,771	33,372	40,184	4	742	13	2,812	41	13,043	10	12,284	25	6,901			7	564	22	2,028	3	793
LOGAN	148,770	186,437	191,879	17	17,642	22	19,870	94	53,000	32	37,554	62	19,583	25	7,187	23	7,332	46	8,631	8	6,413
Logan	83,270	102,076	104,641	4	4,729	8	14,063	21	27,348	21	20,106	12	5,485	16	6,190	11	6,403	20	5,065	6	4,940
MCDOWELL	111,631	163,934	173,559	10	14,121	25	12,033	111	51,443	21	38,158	46	18,372	20	7,547	25	9,160	57	8,522	7	3,666
Welch	35,423	74,056	81,784	5	5,133	4	6,014	18	22,120	10	20,669	15	5,531	12	6,512	9	3,325	20	5,582	3	2,510
MARION	234,537	352,020	374,130	23	23,228	23	86,349	100	83,857	49	69,227	57	28,223	35	18,257	42	15,511	104	21,009	15	10,318
Fairmont	177,700	263,009	278,795	14	19,943	14	49,666	58	64,675	39	55,614	32	17,741	29	17,638	32	10,183	75	18,674	12	8,226
MARSHALL	115,764	122,272	122,227	14	5,243	13	23,640	40	32,699	21	22,632	28	9,084	16	3,328	23	5,974	62	8,468	9	3,981
Moundsville	48,068	67,407	66,604	6	792	6	9,231	20	19,816	13	14,049	18	4,074	13	2,438	12	3,741	37	5,940	5	2,434
MASON	50,307	59,613	60,739	13	5,634	6	5,030	44	16,232	17	13,610	24	6,809	6	962	15	1,855	30	2,716	5	3,096
Point Pleasant	36,594	42,620	43,826	5	3,057	4	4,354	12	10,242	11	11,099	14	4,182	6	962	13	1,754	15	1,847	4	2,847
MERCER	247,195	314,278	324,355	28	23,079	24	40,871	99	66,150	52	72,473	62	30,241	45	14,185	47	18,493	90	24,424	19	9,384
Bluefield	132,376	174,920	181,741	11	7,546	8	16,333	36	32,026	28	56,439	23	12,471	25	9,624	27	13,861	38	12,123	8	5,294
MINERAL	39,647	68,504	70,845	9	4,166	9	7,056	39	15,534	16	14,035	20	8,091	14	3,699	16	3,236	41	5,465	4	1,763
Keyser	30,500	49,825	53,691	8	4,044	5	6,228	16	11,560	9	11,164	12	5,079	10	2,867	13	2,673	17	2,611	2	1,645
MINGO	127,363	195,475	208,587	16	12,791	14	16,510	91	58,902	27	50,823	41	13,687	31	13,690	28	17,721	56	5,902	8	5,912
Williamson	66,170	101,645	108,742	4	3,808	6	12,161	13	26,095	13	20,685	11	5,786	19	10,576	12	12,912	24	3,039	6	5,178
MONONGALIA	219,385	269,311	276,202	26	24,584	13	36,670	72	64,105	40	40,166	64	22,887	51	17,019	41	15,924	101	22,090	16	10,254
Morgantown	195,835	245,257	252,522	20	20,647	10	36,196	59	60,599	32	37,945	44	17,976	48	16,887	31	13,501	84	20,108	14	8,546
MONROE	13,068	29,449	33,698	5	974	9	2,701	20	7,144	5	10,499	14	6,680	3	478	7	1,850	5	401	2	115
MORGAN	12,331	16,878	17,643	8	3,081	2		16	2,963	6	2,803	12	3,590	2	644	3	1,060	11	2,332	2	18
NICHOLAS	76,953	123,229	132,495	12	5,616	19	16,005	27	35,064	24	28,842	42	13,852	12	3,191	10	2,377	33	5,588	5	2,306
OHIO	267,933	271,426	269,350	20	11,009	14	37,396	75	36,421	38	58,752	41	27,400	40	13,682	47	24,836	155	30,670	13	7,968
Wheeling	239,612	245,426	242,650	15	7,719	13	34,044	67	34,103	31	53,332	35	22,471	40	13,682	44	22,844	141	26,351	13	7,968
PENDLETON	12,502	15,459	15,870	3	391	10	1,244	8	4,549	5	5,086	9	1,526	3	747	2	655	10	1,242		
PLEASANTS	15,041	13,674	13,316	3	824	2	224	8	4,191	9	4,731	8	1,549	3	402	3	142	9	667	2	8
POCAHONTAS	18,676	29,430	31,559	5	1,882	9	1,315	28	9,215	7	10,186	15	4,176	2	761	1	846	17	1,799	2	8
PRESTON	56,310	91,216	98,303	14	11,657	12	6,484	44	24,037	20	28,764	31	11,329	10	1,771	12	2,161	41	4,166	3	3,313
PUTNAM	74,270	138,058	152,545	13	5,210	7	10,657	28	37,594	11	40,156	31	36,796	11	2,417	12	2,437	26	5,335	5	3,992
RALEIGH	321,132	675,070	763,185	34	68,657	25	118,739	116	164,270	40	169,507	73	56,290	55	33,537	54	40,741	83	36,987	19	21,641
Beckley	247,460	538,538	612,425	23	54,391	15	114,912	49	115,541	25	125,438	31	36,901	47	32,986	40	36,649	52	32,197	15	18,584
RANDOLPH	86,560	130,785	139,178	7	11,370	15	18,634	36	31,909	29	32,062	45	13,614	15	3,068	11	3,843	43	7,621	5	5,210
Elkins	71,318	106,513	113,554	7	11,370	8	17,431	16	27,044	20	24,165	22	6,392	15	3,068	9	3,332	24	5,871	5	5,210
RITCHIE	19,423	33,696	36,772	8	2,279	8	1,561	23	11,024	9	13,847	11	3,057	3	677	4	1,661	11	823	4	1,248
ROANE	28,588	39,101	40,863	3	3,958	9	3,160	22	11,661	15	11,424	14	3,326	5	997	6	388	13	2,035	5	2,554
SUMMERS	27,499	46,286	50,231	6	2,096	9	3,446	29	16,609	10	8,537	14	4,045	8	2,015	8	2,160	19	4,679	2	1,700
TAYLOR	31,987	50,943	54,718	8	5,979	3	4,179	23	15,294	13	9,857	16	5,187	8	2,153	10	2,442	26	4,870	3	2,238
Grafton	30,825	49,031	52,673	8	5,979	3	4,179	12	14,178	11	9,562	15	5,124	7	2,101	10	2,442	25	4,834	3	2,238
TUCKER	13,231	21,635	23,349	5	832	6	549	11	8,503	5	5,476	7	3,056	5	707	4	439	12	2,398	2	10
TYLER	16,345	28,841	31,563	5	3,331	6	2,351	15	8,983	5	8,217	14	4,745	6	644	4	565	13	1,479	3	14
UPSHUR	58,659	117,396	131,748	19	14,940	10	12,669	34	34,385	18	33,066	17	8,801	16	4,683	13	3,787	31	9,443	4	3,912

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WAYNE	74,491	98,259	102,019	10	6,564	8	8,535	61	30,466	23	19,028	29	10,065	10	1,357	23	4,222	43	5,496	5	3,832
WEBSTER	22,147	46,910	53,082	5	7,194	11	5,581	16	11,933	4	10,705	13	6,046	5	1,200	4	958	15	1,929	4	1,585
WETZEL	65,559	79,583	81,428	14	6,415	10	8,973	26	24,366	20	15,717	26	6,207	13	1,900	20	3,370	36	5,824	8	3,040
WIRT	4,531	7,279	7,829	3	171	3	802	5	1,290	2	1,266	9	3,100	4	160	1	82	5	345		
WOOD	374,563	520,889	546,703	32	36,042	25	113,330	100	104,065	72	117,284	71	42,563	49	25,794	60	24,613	144	39,158	18	12,968
Parkersburg	274,469	358,546	371,681	23	17,075	14	53,772	66	84,509	63	102,423	49	29,790	24	9,493	38	12,958	108	25,798	14	10,209
WYOMING	73,263	150,778	168,874	12	9,494	23	17,296	48	52,672	19	43,773	40	19,000	15	3,595	11	6,953	24	3,634	5	3,164

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,930,307	22,731,321	24,444,862	2,307	1,592,068	1,125	2,917,351	4,310	4,796,604	2,549	5,005,805	4,043	2,148,755	2,396	845,645	2,846	1,099,788	12,889	2,708,371	938	619,725
METROPOLITAN STATISTICAL AREAS																					
Appleton-Oshkosh-Neenah, WI	934,358	1,717,338	1,907,349	130	120,622	59	234,675	209	335,672	177	426,398	211	158,584	140	45,614	182	90,504	715	201,607	53	46,810
Duluth, Mn-WI	916,105	1,207,962	1,244,467	149	95,802	63	147,621	272	245,496	151	200,335	224	117,911	153	57,725	175	54,676	561	124,976	55	32,343
Eau Claire, WI	421,549	654,866	707,224	59	87,200	36	87,776	117	114,815	96	151,362	126	68,098	50	19,352	83	26,757	327	76,375	21	16,911
Green Bay, WI	651,053	1,090,488	1,187,222	65	76,439	37	192,290	145	213,427	79	255,881	122	92,278	91	34,831	122	66,454	420	122,723	29	19,995
Janesville-Beloit, WI	483,599	696,785	738,958	56	43,603	35	117,541	119	149,739	76	144,313	117	74,748	88	24,967	83	31,997	283	73,875	32	19,961
Kenosha, WI	340,956	637,217	707,233	44	27,170	18	90,622	108	163,230	68	106,190	98	77,222	33	16,012	70	29,514	324	94,260	18	16,890
La Crosse, WI	353,052	631,718	695,637	37	51,977	19	96,608	87	113,496	52	135,089	70	48,240	60	25,753	63	38,710	251	91,810	14	18,988
Madison, WI	1,221,180	1,821,082	1,942,616	119	128,022	66	220,776	275	316,200	125	402,950	257	173,917	190	76,822	184	108,531	610	223,919	63	54,622
Milwaukee, WI	4,790,854	6,931,986	7,419,471	434	293,390	214	1,157,763	1,001	1,463,275	307	1,526,653	925	542,750	673	310,907	784	376,974	3,174	726,280	272	194,908
Minneapolis-St. Paul, Mn-WI	7,507,636	15,008,379	16,669,139	796	1,119,197	248	2,638,053	1,527	2,792,636	828	3,467,550	1,322	1,391,115	1,165	676,102	1,357	732,425	2,705	1,558,986	342	421,501
Racine, WI	531,580	663,227	684,955	59	60,570	34	72,015	148	160,111	87	135,859	128	63,099	67	16,970	106	35,906	386	70,136	33	18,877
Sheboygan, WI	286,544	398,787	419,750	42	31,703	22	69,901	81	90,328	31	82,116	72	32,078	40	9,430	47	14,304	246	41,730	18	12,475
Wausau, WI	330,144	415,829	430,126	62	45,920	27	51,102	92	85,968	68	87,732	75	32,958	54	18,615	65	21,233	290	42,163	23	8,591
COUNTIES, Cities																					
ADAMS	20,113	40,640	45,756	8	4,513	4	741	15	6,389	5	15,181	11	4,204	2	456	8	1,421	35	6,712	2	634
ASHLAND	57,510	81,880	86,531	14	4,178	5	6,950	32	18,700	10	16,389	27	9,560	15	4,454	11	2,283	99	8,528	5	2,259
Ashland	49,515	69,534	73,527	7	1,775	4	6,816	18	16,407	9	16,087	14	5,451	14	4,312	11	2,283	51	6,121	3	1,857
BARRON	118,933	195,572	212,128	27	23,409	14	13,338	43	39,029	42	49,761	45	24,994	23	8,693	32	6,423	122	22,897	12	5,634
BAYFIELD	23,001	32,727	34,585	9	4,616	5	1,096	14	7,323	4	1,600	20	3,662	5	346	2		68	9,781	3	1,163
BROWN	651,053	1,090,488	1,187,222	65	76,439	37	192,290	145	213,427	79	255,881	122	92,278	91	34,831	122	66,454	420	122,723	29	19,995
Green Bay	444,968	709,852	765,589	41	44,036	23	144,241	94	133,989	48	139,163	75	57,184	75	29,375	82	44,134	249	73,172	23	17,495
BUFFALO	27,090	47,552	52,197	10	3,933	6	3,617	18	6,586	12	11,324	11	3,939	1	288	8	5,196	50	8,225	3	1,483
BURNETT	26,229	45,502	49,832	12	7,700	5	1,517	18	14,000	5	4,909	13	7,319	4	252	5	201	48	9,364	2	1,165
CALUMET	62,975	89,943	95,114	19	7,864	6	2,200	31	25,400	15	24,675	24	5,993	14	2,890	17	2,986	91	16,020	6	2,058
CHIPPEWA	140,847	274,443	307,321	35	38,798	19	10,723	48	53,354	30	94,233	30	34,423	13	6,934	27	8,025	139	27,262	9	6,393
Chippewa Falls	76,892	163,411	185,684	14	23,951	7	4,124	17	35,173	25	55,623	20	21,572	7	4,379	18	6,063	52	13,376	5	3,983
CLARK	69,551	92,437	96,525	33	13,739	18	2,831	41	19,237	29	21,851	38	14,087	16	1,468	28	2,803	123	10,118	7	2,150
COLUMBIA	136,722	188,454	198,265	33	19,183	10	4,030	52	41,764	34	46,015	58	23,019	35	6,733	30	5,387	178	24,199	12	5,223
Portage	53,533	71,894	75,567	13	8,119	3	1,898	9	11,227	13	22,632	16	7,458	18	4,898	9	3,403	38	5,456	5	3,199
CRAWFORD	48,747	74,104	79,259	14	6,428	11	7,056	24	15,817	14	22,633	24	6,488	10	2,957	14	3,885	65	8,350	3	1,426
DANE	1,221,180	1,821,082	1,942,616	119	128,022	66	220,776	275	316,200	125	402,950	257	173,987	190	76,822	184	108,531	610	223,919	63	54,622
Madison	795,156	1,150,806	1,219,597	50	59,882	42	201,890	153	161,823	55	241,909	131	79,522	153	66,285	103	77,113	356	146,209	38	36,042
DODGE	164,825	269,608	293,056	44	30,960	15	30,831	64	67,517	40	59,522	54	25,167	37	11,481	46	10,868	214	28,109	11	4,396
Beaver Dam	77,672	149,649	166,995	11	12,150	6	29,324	14	33,688	16	37,178	14	11,486	20	8,778	14	7,275	46	12,672	3	4,311
DOOR	80,140	115,419	122,243	25	12,028	8	9,156	47	27,033	18	24,796	33	10,859	21	2,777	13	1,271	118	19,993	4	1,871
DOUGLAS	133,452	183,255	192,420	24	18,352	11	11,587	50	36,364	19	31,263	47	23,839	16	6,718	25	3,864	177	27,747	10	5,250
Superior	114,023	154,959	162,402	15	12,346	8	10,960	29	30,163	17	30,568	31	19,147	15	6,629	19	3,356	94	19,709	10	5,250
DUNN	80,104	155,392	174,659	12	10,346	13	18,635	28	36,159	19	36,698	28	18,171	16	4,675	16	4,468	83	21,761	6	5,974
EAU CLAIRE	280,702	380,423	399,903	24	48,402	17	77,053	69	61,461	46	85,129	76	33,675	37	12,418	56	18,732	168	49,913	12	10,518
Eau Claire	271,054	353,280	367,470	20	43,533	12	73,905	58	57,481	36	50,599	61	30,012	36	12,161	48	17,663	123	44,110	11	5,732
FLORENCE	6,022	8,795	9,340	2	887			1	800	6	2,218	4	459					26	3,112	1	367
FOND DU LAC	270,418	425,605	457,883	41	27,888	27	61,401	88	87,846	59	99,586	68	31,165	47	17,046	68	21,564	232	55,893	20	17,205
Fond du Lac	145,561	228,389	245,570	18	16,089	13	39,705	33	44,804	25	49,346	28	14,848	21	9,543	33	8,046	77	24,554	12	10,978
FOREST	14,156	18,301	19,014	11	1,691	2	469	16	5,025	5	1,989	18	4,032	4	182	1	360	53	2,754	2	860
GRANT	137,600	208,894	220,834	40	19,583	21	11,692	56	49,617	36	48,904	74	26,824	29	5,377	34	7,685	172	26,344	15	5,532
GREEN	152,627	238,094	256,543	23	16,832	10	9,880	41	29,147	26	44,876	27	12,321	24	6,624	24	8,747	83	16,358	8	4,108
Monroe	112,755	192,043	209,626	8	14,293	7	9,461	20	20,120	13	32,039	14	8,408	18	6,195	8	5,729	35	11,078	4	3,356
GREEN LAKE	69,029	82,711	84,798	18	5,668	10	11,541	29	18,385	19	25,554	24	4,256	14	3,502	10	2,203	65	8,066	5	1,337
IOWA	44,101	73,146	79,467	13	7,356	5	1,196	31	18,813	17	20,372	32	8,055	13	1,771	15	4,630	57	10,076	3	1,410
IRON	15,987	16,051	15,964	7	1,954	3	267	10	4,012	3	300	16	2,632	2	297	1	230	69	3,659	2	376
Hurley	7,232	15,292	16,904		4,270		161		2,504		645		1,195		77		136		4,120		400
JACKSON	49,173	56,040	56,953	18	8,429	4	2,277	24	11,455	13	10,581	32	12,011	9	1,207	7	972	56	5,965	3	1,599
JEFFERSON	168,860	286,186	312,106	31	13,845	16	29,432	47	73,357	31	60,080	60	34,236	32	14,022	42	13,437	188	44,129	12	8,003
Fort Atkinson	43,664	71,660	77,260	10	6,190	3	2,702	11	23,693	7	11,762	11	9,538	10	3,800	10	1,600	33	9,512	2	1,477
Watertown	72,290	121,249	133,193	8	3,391	8	23,965	13	31,670	7	26,408	17	7,581	14	8,671	14	4,824	68	11,847	5	4,065
JUNEAU	62,338	102,971	111,769	20	12,490	3	4,688	28	18,203	18	17,668	41	25,854	10	1,435	9	2,247	88	14,042	7	2,529
KENOSHA	340,956	637,217	707,233	44	27,170	18	90,622	108	163,230	68	106,190	98	77,222	33	16,012	70	29,514	324	94,260	18	16,890
Kenosha	263,411	492,682	546,877	27	15,934	14	83,910	80	125,410	46	93,447	68	52,872	29	14,477	55	25,635	303	85,536	15	13,355
KEWAUNEE	42,212	66,639	71,741	11	11,559	9	4,176	21	16,280	16	11,435	14	6,450	8	1,141	15	4,172	80	7,434	2	1,648
LA CROSSE	353,052	631,718	695,637	37	51,977	19	96,608	87	113,496	52	135,089	70	48,240	60	25,753	63	38,710	251	91,810	14	18,988
La Crosse	299,514	542,353	598,441	23	39,024	17	95,517	65	89,866	37	113,727	47	37,495	52	24,167	54	37,336	192	79,361	10	14,430
LAFAYETTE	25,402	32,179	33,322	14	2,350	5	639	15	8,958	14	9,485	22	3,591	9	899	6	522	54	3,984	3	644

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WISCONSIN RETAIL SALES--CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LANGLADE	68,756	102,922	109,770	17	9,520	9	4,504	33	27,733	18	25,912	28	11,683	17	4,842	16	1,532	97	11,362	3	1,644
Antigo	54,674	81,631	87,024	11	6,132	6	4,156	22	23,949	14	18,639	20	9,236	16	4,777	13	1,465	62	6,157	3	1,644
LINCOLN	74,091	86,956	88,840	19	5,950	11	3,743	28	21,806	20	18,837	32	10,926	18	2,432	22	3,330	123	10,789	8	1,884
Merrill	44,971	51,803	53,170	9	2,715	8	3,237	15	3,385	7	12,842	19	6,418	10	1,399	16	2,348	48	5,391	3	1,332
MANITOWOC	217,163	293,878	308,168	36	13,795	22	47,078	80	64,921	46	70,449	65	23,102	40	7,465	43	11,716	273	34,149	14	10,086
Manitowoc	138,982	224,146	210,588	17	8,524	14	45,420	33	36,958	22	46,476	32	14,995	25	5,039	22	6,719	128	21,470	7	7,432
Two Rivers	39,118	52,645	55,080	5	1,723	4	1,165	16	16,697	15	11,911	16	6,916	8	1,908	7	2,660	48	6,163	4	2,391
MARATHON	330,144	415,829	430,136	63	40,980	27	31,102	95	85,968	68	87,732	73	32,958	54	18,615	65	21,253	290	43,163	23	8,391
Wausau	177,929	231,037	240,210	18	10,982	16	45,527	40	37,722	22	48,665	28	13,259	44	16,030	33	13,370	188	19,192	13	6,868
MARINETTE	108,710	185,837	202,980	30	16,300	13	14,637	48	47,042	31	43,968	43	16,571	16	7,181	23	6,363	173	27,616	6	3,602
Marinette	56,549	93,815	101,895	8	6,052	6	6,531	16	26,564	11	20,832	13	5,522	11	4,763	13	4,660	56	11,020	3	3,463
MARQUETTE	19,658	28,133	29,758	9	2,322	4	530	21	8,841	7	3,994	14	4,360	3	121	4	345	33	7,134	2	390
MENOMINEE	1,721	3,729	4,250			1	999	2	1,871			1	711					5	669		
MILWAUKEE	3,453,803	4,613,900	4,872,298	234	140,858	139	823,107	744	980,461	324	926,396	628	343,911	518	240,160	529	304,734	2,417	514,336	398	123,880
Milwaukee	1,960,630	2,077,959	2,085,122	148	88,483	80	342,994	540	462,574	183	332,060	399	162,943	314	91,308	331	132,056	1,783	294,333	129	64,065
MONROE	93,926	146,909	157,926	28	17,857	11	5,305	41	29,626	22	26,826	49	25,867	20	5,703	19	5,776	91	17,968	7	3,884
OCONTO	54,773	66,857	68,775	21	13,242	11	1,509	20	13,987	14	13,295	41	6,233	8	478	11	1,010	156	10,028	8	1,472
ONEIDA	140,498	191,120	205,389	30	20,479	13	11,119	37	33,870	31	41,318	46	20,054	29	8,340	26	9,021	170	21,458	12	6,642
Rhinelander	77,792	104,331	109,104	13	7,392	7	10,806	15	22,515	13	23,982	24	9,642	16	5,790	18	5,396	68	8,409	6	3,315
OUTAGAMIE	478,260	1,029,381	1,172,221	62	81,993	31	173,071	99	214,148	80	291,667	95	86,617	60	23,899	84	58,143	306	105,402	21	34,171
Appleton	239,601	573,454	568,221	25	27,884	16	104,886	46	112,732	36	77,133	48	39,360	43	21,311	36	39,252	138	40,389	11	16,400
OZAUKEE	173,756	241,568	254,086	28	18,735	7	2,295	43	56,160	31	84,721	46	23,296	30	5,765	49	8,906	148	28,658	8	5,369
PEPIN	20,485	34,898	38,091	5	3,603	2	737	6	4,800	7	11,127	11	6,018	4	782	6	1,379	21	4,323	3	781
PIERCE	74,147	103,162	108,595	24	8,716	5	1,904	29	22,373	25	27,238	29	12,079	19	5,761	16	4,126	88	15,647	7	3,895
POLK	89,405	147,381	159,829	23	17,702	12	4,901	46	33,633	33	27,917	44	25,816	18	3,476	26	4,340	89	18,782	9	3,314
PORTAGE	169,212	400,096	463,451	26	25,189	16	44,964	42	83,367	24	74,668	42	27,843	27	20,426	34	23,030	153	39,653	9	13,784
Stevens Point	141,266	341,349	396,835	16	9,312	10	38,895	23	72,993	16	64,799	30	22,081	27	26,626	28	22,403	91	46,307	9	13,784
PRICE	39,748	75,152	83,584	18	7,377	8	4,416	27	24,548	12	16,474	21	9,068	9	2,052	17	2,474	81	8,546	3	2,730
RACINE	531,980	663,227	684,955	39	40,570	24	72,015	148	160,111	87	135,939	128	62,099	67	16,970	106	35,906	366	70,156	33	18,877
Racine	325,916	391,277	401,201	26	17,002	20	63,543	97	99,665	37	52,990	73	36,542	46	12,760	67	20,116	193	40,279	23	12,923
RICHLAND	37,870	47,419	48,991	14	5,130	3	2,579	17	8,308	11	12,233	18	4,806	13	3,830	13	2,602	37	4,182	3	1,186
ROCK	483,599	696,785	738,951	56	43,663	35	117,341	119	149,739	76	144,313	107	74,748	88	24,967	83	31,997	283	73,875	32	19,961
Beloit	160,549	235,475	250,102	14	12,089	12	40,471	37	54,808	21	58,118	32	23,514	26	6,381	22	9,138	87	23,393	10	8,435
Janesville	251,229	383,561	410,428	20	17,903	13	76,450	47	77,930	33	72,798	53	41,135	43	16,384	48	20,814	113	40,934	14	9,832
RUSK	37,312	55,582	59,229	12	8,167	8	2,477	19	13,290	15	8,941	26	9,479	11	2,720	7	1,480	61	6,602	3	1,004
ST. CROIX	104,761	169,474	183,273	23	16,706	9	6,667	32	35,311	22	47,657	43	28,433	15	3,623	24	3,840	94	19,340	8	6,318
SAUK	151,170	235,620	253,138	40	26,020	12	10,111	49	56,424	33	46,824	51	39,596	28	7,391	29	9,493	160	36,789	13	5,226
Baraboo	51,027	76,882	82,054	12	10,331	6	8,373	10	19,691	12	13,450	9	3,537	14	3,906	6	5,506	33	6,755	4	2,984
SAWYER	42,298	71,225	77,580	13	7,624	6	1,895	26	19,286	11	16,953	13	7,413	9	1,340	4	796	84	9,594	3	2,232
SHAWANO	89,971	128,538	135,943	20	17,839	13	12,183	41	29,975	24	23,780	27	11,376	16	2,803	25	3,908	183	18,012	7	2,608
Shawano	60,139	83,997	88,770	14	12,671	9	11,489	18	20,751	11	17,419	13	6,094	12	2,584	13	3,080	58	7,021	5	2,391
SHEBOYGAN	286,544	398,787	419,750	42	31,700	22	69,901	81	90,328	51	82,116	72	32,078	60	9,430	47	14,304	246	41,730	18	12,475
Sheboygan	196,671	266,572	279,187	13	10,381	12	59,567	41	62,099	31	51,389	40	18,057	31	7,958	26	10,065	131	23,401	14	10,296
TAYLOR	43,104	77,227	85,070	16	8,219	5	11,360	22	16,797	9	18,669	13	8,022	7	1,826	11	4,017	77	9,360	4	1,055
TREMPEALEAU	63,210	82,138	85,437	24	8,551	14	2,100	42	19,412	20	21,532	33	9,565	15	1,235	12	1,397	98	10,489	8	1,404
VERNON	46,323	75,004	81,126	26	7,943	11	2,048	26	19,102	13	13,438	31	10,259	16	5,191	18	3,848	60	10,122	6	2,828
VILAS	57,200	89,736	96,496	31	9,029	7	1,863	40	32,256	18	11,777	35	7,658	17	2,422	9	997	116	14,719	3	1,375
WALWORTH	209,091	291,296	306,769	46	28,428	33	10,364	66	69,350	52	57,758	66	31,732	40	10,188	51	8,784	242	53,881	17	7,507
WASHBURN	48,470	53,197	53,730	13	3,175	8	3,579	27	14,305	16	11,090	24	5,860	5	611	8	751	80	6,214	3	2,321
WASHINGTON	203,644	312,341	334,668	38	34,128	17	25,451	54	76,914	41	55,323	53	34,812	28	10,057	60	18,918	183	34,259	11	9,448
WAUKESHA	957,851	1,764,177	1,958,419	114	99,669	51	304,910	160	426,760	111	478,213	188	126,741	97	54,925	147	84,396	435	149,087	43	46,305
Waukesha	170,183	270,756	291,944	16	13,656	11	35,886	28	71,465	21	62,253	37	22,583	17	5,396	35	12,210	90	27,077	11	9,873
WAUPACA	118,607	175,160	186,352	32	11,671	28	12,171	59	42,861	43	48,507	45	19,020	30	3,151	41	9,273	178	23,170	12	4,094
WAUSHARA	40,768	66,987	72,659	16	7,800	10	2,382	23	12,349	15	13,136	33	10,504	3	494	6	418	68	10,356	3	1,128
WINNEBAGO	393,123	598,014	640,014	49	50,785	22	59,404	75	116,136	82	110,056	92	65,974	66	18,825	81	29,375	318	80,182	26	20,581
Neenah	37,663	52,107	54,816	6	2,935	2	1,239	7	10,491	9	18,789	9	5,633	3	363	4	1,017	42	7,374	3	823
Neenah	72,705	99,104	103,948	10	4,813	3	4,911	17	30,239	11	19,300	19	9,491	20	4,514	16	4,145	53	10,541	8	5,234
Oshkosh	224,931	344,459	368,764	19	12,147	13	50,851	38	62,618	36	54,800	44	31,912	42	13,717	48	16,810	141	40,308	12	12,440
WOOD	279,220	450,311	486,922	46	22,789	21	49,544	68	83,599	53	117,808	70	31,747	56	21,372	56	15,636	170	56,504	16	10,327
Marshfield	118,885	184,784	198,396	16	6,170	9	22,930	18	8,784	22	47,349	16	11,511	24	10,527	19	6,235	54	20,174	4	4,257
Wisconsin Rapids	131,236	210,231	226,966	15	11,539	8	23,107	23	45,327	27	64,220	36	15,044	28	10,348	27	8,554	68	16,134	10	5,619

WYOMING RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,684,015	2,800,795	3,385,095	307	288,264	151	240,895	331	389,233	357	686,359	647	445,333	334	143,925	331	132,595	866	314,501	109	94,376
METROPOLITAN STATISTICAL AREAS																					
Casper, Wy	319,228	366,951	365,009	42	34,737	9	38,277	44	61,364	47	97,085	77	27,842	47	15,084	66	22,722	92	38,674	12	10,199
COUNTIES, Cities																					
ALBANY	98,088	137,077	140,723	20	11,631	3	3,614	14	26,453	20	23,992	41	20,631	24	8,617	23	8,091	47	16,269	4	3,197
Laramie	96,688	133,218	136,909	19	11,376	4	3,547	11	25,926	19	23,916	37	19,272	24	8,057	23	7,702	42	15,710	4	4,874
BIG HORN	21,518	29,235	29,967	12	2,695	3	850	12	8,705	4	3,037	18	3,440	8	1,586	7	1,422	34	4,127	5	794
CAMPBELL	81,421	132,449	168,956	9	22,101	5	8,334	13	28,648	14	38,000	15	16,823	13	6,761	10	2,838	34	15,336	3	3,742
Gillette	72,368	136,870	149,574	7	19,062	3	6,421	11	25,919	12	34,641	14	13,676	13	6,761	10	2,838	33	12,087	3	3,742
CARBON	81,399	152,647	146,195	15	13,754	8	6,704	17	29,442	18	38,013	51	38,115	15	7,128	13	3,577	46	16,732	3	7,301
Rawlins	59,113	109,581	119,689	6	9,769	4	6,252	6	18,300	11	28,751	28	22,719	11	6,260	9	4,111	22	11,403	3	6,335
CONVERSE	40,482	59,925	62,398	10	10,241	4	2,196	9	12,570	11	13,572	19	9,747	10	1,776	10	1,442	21	6,774	3	717

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WYOMING RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1984 estimate	E&P 1985 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CROOK	9,736	20,300	22,537	3	2,047	2	688	10	3,900	3	594	8	7,589	3	947			14	3,770	2	193
FREMONT	110,699	182,696	191,457	22	21,439	14	12,104	25	36,465	21	39,316	30	18,604	28	9,636	25	7,299	73	16,377	9	6,582
Riverton	47,322	99,434	105,846	13	12,392	7	6,098	9	19,562	16	29,240	13	5,853	15	5,312	15	5,403	25	6,554	3	3,645
GOSHEN	26,673	34,778	39,630	16	7,456	5	4,654	18	14,219	15	11,804	16	3,140	11	3,261	7	709	26	3,873	2	2,219
HOT SPRINGS	14,226	29,978	32,545	5	3,369	3	802	5	7,619	7	6,548	9	3,580	5	1,422	2	480	17	3,931	2	1,703
JOHNSON	21,389	47,881	52,787	6	4,551	4	2,353	8	9,405	8	10,090	16	10,592	4	1,870	6	802	14	5,866	2	2,390
LARAMIE	362,532	490,108	537,122	37	38,263	9	52,971	33	75,534	38	109,376	79	73,235	42	38,389	54	26,509	92	48,326	10	14,099
Cheyenne	237,978	443,012	481,719	26	25,831	7	45,292	26	62,866	32	106,834	68	65,114	41	37,752	32	25,718	81	44,821	9	12,972
LINCOLN	40,398	104,311	120,576	5	4,384	9	4,080	10	24,314	11	34,062	24	25,427	9	5,237	4	718	35	10,090	4	4,570
NATRONA	319,228	366,951	385,089	42	34,757	9	38,277	4w	51,564	47	97,085	77	27,842	47	15,086	66	12,722	92	39,674	12	10,199
Casper	292,590	342,062	361,086	32	28,680	9	37,357	33	57,692	43	97,010	62	22,063	47	15,084	61	22,594	73	25,673	11	9,277
NIOBRARA	11,917	10,990	21,350	3	770	2	562	5	2,716	6	3,369	b	7,439	4	1,326	2	180	8	2,257	1	867
PARK	79,392	160,082	176,704	22	18,125	19	24,952	11	25,123	22	39,483	30	18,377	22	7,731	20	5,629	49	15,794	8	4,195
PLATTE	29,063	42,836	44,574	12	3,156	3	2,329	8	10,813	9	9,860	16	10,067	9	1,166	6	523	20	3,601	3	674
SHERIDAN	87,399	266,457	317,637	15	23,109	7	33,715	16	60,552	14	68,781	34	27,530	14	13,085	16	16,500	55	32,387	9	9,593
Sheridan	81,879	250,064	298,351	13	22,303	6	32,890	11	55,579	14	68,781	32	24,262	14	13,085	16	16,500	42	26,268	8	9,315
SUBLETTE	14,136	26,186	28,423	4	1,095	6	474	6	5,555	4	1,683	13	12,308	4	872	2	818	19	3,822	2	455
SWEETWATER	132,330	339,252	378,779	16	38,345	10	24,403	20	82,986	25	71,879	69	49,564	23	14,810	25	20,314	69	37,362	7	6,043
Rock Springs	100,107	228,368	257,952	10	16,266	7	17,180	14	55,275	19	54,967	26	28,661	15	12,740	23	18,354	42	23,469	6	5,027
TETON	54,978	101,605	110,285	10	11,377	9	2,846	16	19,954	9	9,705	26	11,460	14	5,220	11	1,346	39	16,076	4	3,006
UINTA	41,484	143,168	174,512	7	7,806	5	15,111	13	28,452	8	29,841	27	43,773	7	3,292	7	8,314	21	15,943	5	7,450
WASHAKIE	38,575	46,011	48,877	6	3,007	1	3,879	7	9,713	11	16,670	10	3,037	10	2,772	9	1,349	20	3,524	3	996
Worland	29,776	43,182	45,864	5	2,899	6	3,879	6	9,416	10	16,340	7	1,670	10	2,772	9	1,345	16	2,730	3	996
WESTON	24,393	35,723	37,126	8	4,528	2	795	11	8,633	12	5,599	13	6,117	7	2,257	4	913	23	3,672	3	1,102

CANADA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | 1985 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1984 estimate	E&P 1985 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
CANADA TOTALS	32,681,015	126,832,740	137,101,920	18,406,216	7,443,532	3,831,275	32,364,769	3,180,416	19,332,153	26,681,077	6,129,395	3,230,905
CANADIAN METROPOLITAN AREAS												
Calgary	767,104	2,899,474	4,346,950	871,425	304,239	189,183	881,230	5,579	263,797	880,968	192,516	145,160
Chicoutimi-Jonquiere	189,542	659,416	703,684	77,788	67,595	36,759	205,016	4,596	56,550	129,800	56,492	22,644
Edmonton	921,464	4,530,790	5,089,260	1,138,639	311,138	178,988	959,719	13,626	260,930	1,030,231	195,103	201,867
Halifax	460,042	1,387,846	1,526,961	198,041	102,094	31,186	322,605	7,528	229,854	311,740	74,205	91,967
Hamilton	797,791	2,428,129	2,661,034	380,057	115,210	63,643	659,546	18,344	268,153	542,166	182,695	104,990
Kitchener	408,784	826,974	869,572	197,349	41,945	16,797	55,330	2,997	97,272	171,554	45,529	1,869
London	499,891	1,691,864	1,861,231	255,538	87,712	39,610	414,521	9,165	222,692	365,884	127,469	72,238
Montreal	4,127,742	14,876,720	16,412,288	1,684,446	1,342,224	603,578	4,643,759	212,986	2,178,632	2,745,765	1,221,430	692,039
Oshawa	174,738	82,437	89,251	3,093	3,339	637	16,694	1,026	9,439	11,833	12,997	3,809
Ottawa-Hull	1,008,308	3,093,681	3,391,391	452,197	155,219	71,322	811,726	27,199	655,015	590,478	204,183	122,180
Quebec	822,551	3,777,901	4,200,094	420,329	359,561	161,429	1,100,527	48,668	514,489	803,387	287,297	137,187
Regina	311,601	1,144,605	1,263,600	157,794	46,545	251,735	198,967	7,793	116,757	188,710	25,871	40,476
St Catharines-Niagara	499,715	469,421	465,093	133,380	46,992	7,145	102,586	4,801	17,991	95,381	24,556	1,665
St John	160,867	503,178	552,080	81,779	28,427	10,659	169,193	1,670	66,028	113,067	35,200	17,611
St John's	226,104	908,356	1,005,821	118,341	74,509	33,490	243,781	5,304	60,895	257,404	83,647	55,531
Saskatoon	227,343	870,836	962,766	165,467	67,654	30,729	172,037	4,561	153,354	166,022	35,099	46,257
Sudbury	287,814	778,369	846,448	93,033	44,425	19,265	219,766	4,718	134,374	178,975	54,873	27,766
Thunder Bay	199,335	636,699	699,180	102,130	23,783	9,642	167,793	2,557	143,961	117,422	40,768	28,793
Toronto	4,557,563	17,399,197	19,333,716	2,101,747	960,456	413,344	4,225,998	116,135	3,935,501	3,849,642	1,163,716	802,887
Trois-Rivieres	141,796	359,674	390,799	37,716	40,476	11,830	110,418	13,710	41,432	83,246	5,160	17,669
Vancouver	1,937,726	591,115	598,745	171,849	5,916	4,418	1,438	224	6,382	124,803	58,911	15,948
Victoria	341,157	356,291	358,453	96,461	21,185	15,277	3,226	1,652	67,107	51,423	19,826	13,351
Windsor	425,068	1,329,504	1,458,709	196,617	75,586	41,804	324,455	8,099	249,466	298,339	92,360	59,019
Winnipeg	851,980	2,882,160	3,172,186	631,197	152,627	107,117	829,402	10,909	325,171	482,799	222,252	114,830
PROVINCES, Cities												
ALBERTA	2,675,088	13,667,642	14,218,913	2,795,923	908,356	472,342	2,762,371	61,127	974,093	3,090,621	661,816	391,648
Calgary	767,104	3,899,474	4,346,950	871,425	304,239	189,183	881,230	5,579	263,797	880,968	192,516	145,160
Edmonton	871,784	4,308,935	4,799,956	1,129,896	303,856	175,009	883,162	11,963	253,160	931,587	172,763	193,548
Fort McMurray	50,083	343,153	385,020	18,934	4,395	980	18,357	420	315,590	10,871	2,302	2,982
Grande Prairie	35,678	178,678	199,107	47,617	10,253	4,687	28,857	1,560	14,459	43,421	11,343	11,809
Lethbridge	106,513	382,112	421,483	71,300	28,824	21,552	84,434	1,739	26,104	92,164	13,045	17,211
Medicine Hat	53,519	215,618	238,775	34,655	21,885	12,379	51,239	1,645	9,903	53,972	10,225	11,426
Red Deer	79,426	353,730	392,980	65,755	21,893	11,582	49,675	2,089	18,856	134,747	8,187	14,381
BRITISH COLUMBIA	3,743,512	15,574,461	16,435,604	2,655,906	660,540	416,616	3,460,468	109,843	2,893,086	2,430,436	1,016,943	558,766
Cranbrook	32,703	215,551	241,672	22,635	15,103	7,381	50,612	2,705	27,661	40,182	18,800	17,563
Dawson Creek	29,265	184,406	204,569	26,501	7,576	2,173	45,039	5,479	34,008	54,479	13,228	8,034
Fort St. John	24,934	157,145	176,032	31,107	5,903	2,421	26,663	4,700	37,904	37,974	9,199	8,951
Kamloops	83,445	93,998	95,305	8,831	5,684	2,533	13,783	338	33,101	14,290	3,676	2,179
Kelowna	54,812	75,936	78,954	7,667	5,748	3,162	15,610	512	12,014	11,814	4,551	5,551
Kimberley	12,806	63,756	71,034	9,473	3,728	3,225	22,050	1,173	5,624	8,309	3,895	4,211
Nanaimo	53,930	41,397	39,606	6,998	2,189	1,376	7,731	591	6,793	6,256	1,672	853
Nelson	27,970	152,908	170,756	21,550	10,951	6,033	39,988	1,969	16,823	22,056	10,843	12,584
Penticton	44,801	31,807	30,042	2,336	1,786	783	5,671	280	5,929	4,804	2,158	1,918
Port Alberni	41,235	238,128	266,256	74,854	11,962	11,277	45,109	5,030	25,062	39,272	10,229	9,578
Prince George	108,877	561,014	625,608	124,647	22,255	21,988	93,433	2,126	87,014	139,315	28,768	10,460
Prince Rupert	30,273	28,290	28,007	3,338	2,055	741	6,123	70	5,867	2,716	875	1,919
Terrace	15,587	96,344	107,924	27,284	4,321	1,271	22,695	1,988	19,919	16,208	3,937	4,409
Trail	28,136	138,168	153,887	29,879	8,875	4,269	29,746	906	13,324	22,297	8,317	8,154
Vancouver	945,456	499,927	453,994	71,793	21,733	16,893	64,754	1,372	105,044	68,982	14,998	19,058

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TOTAL RETAIL SALES (THOUSANDS) — 1985 ESTIMATES OF SALES (THOUSANDS)

METRO AREAS PROVINCES Cities	EAP 1971 estimate	EAP 1986 estimate	EAP 1985 estimate*	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
Vernon	45,192	53,372	54,541	8,306	2,479	1,689	9,254	438	7,140	11,955	2,519	3,273
Victoria	230,645	320,897	333,790	90,209	20,215	14,134	38,232	872	54,827	42,883	9,333	10,213
MANITOBA	1,348,644	4,699,942	5,067,111	968,173	244,576	165,344	1,268,027	34,888	516,231	874,140	393,822	188,258
Brandon	82,765	189,980	208,154	43,306	15,537	9,572	37,368	1,026	16,743	49,258	10,260	6,709
Dauphin	20,607	67,964	74,729	15,206	3,743	1,997	15,179	210	7,310	16,501	6,450	2,327
Flin Flon	11,880	34,680	37,927	14,661	3,948		8,458		4,550			
Portage La Prairie	25,116	78,597	86,237	8,409	6,298	2,581	22,831	520	10,188	17,269	7,320	3,730
Selkirk	1,133	4,122	4,560	526	376	48	1,266	267	201	1,480	477	73
Swan River	13,207	43,909	48,281	14,575	2,969	1,050	6,719	450	4,050	5,727	5,612	1,268
Thompson	21,959	92,691	101,367	14,973	3,213	1,262	28,460	259	15,388	15,267	7,598	4,219
Winnipeg	502,680	1,899,975	2,012,336	534,196	127,376	81,481	595,606	8,302	288,900	302,716	108,995	69,467
NEW BRUNSWICK	551,489	2,048,323	2,295,560	497,634	152,345	87,986	680,325	19,291	307,350	674,712	590,589	126,196
Campbellton												
Fredericton	88,344	331,383	365,989	74,335	24,988	7,898	63,483	1,482	32,391	90,439	22,086	17,398
Moncton	110,988	437,032	483,622	91,387	32,591	14,915	106,930	536	52,715	86,626	25,223	24,407
Saint John	153,715	480,866	527,682	80,772	27,877	10,179	138,873	1,350	63,953	113,067	32,080	16,409
NEWFOUNDLAND	599,435	2,339,647	2,586,237	430,198	156,995	75,987	699,695	17,986	199,025	461,695	270,303	121,803
Corner Brook	47,136	164,585	181,373	22,286	10,536	7,076	46,444		14,426	38,383	22,335	7,207
St. John's	180,111	716,304	792,903	112,384	73,279	31,385	193,242	4,779	50,272	148,284	46,670	48,756
NOVA SCOTIA	1,122,560	4,211,289	4,722,126	681,382	238,766	100,468	1,110,269	49,592	502,678	916,067	310,869	254,072
Amherst	21,278	83,630	92,526	13,347	4,938	1,381	23,904	1,396	6,574	20,227	8,201	5,169
Dartmouth	246,804	861,838	969,700	147,728	75,616	20,164	177,868	6,303	158,385	179,493	58,574	53,910
New Glasgow	37,133	139,830	154,524	21,076	13,190	3,813	34,276	4,151	10,457	25,921	12,605	7,987
Sydney	78,661	264,796	268,561	42,676	11,745	7,975	70,305	955	20,379	62,984	9,745	8,592
Truro	38,930	146,639	163,026	25,432	8,430	5,465	27,663	2,070	13,029	38,982	14,336	11,165
ONTARIO	12,605,695	47,771,691	52,457,066	6,063,619	2,393,827	1,111,933	11,866,816	399,106	9,219,345	11,882,366	3,770,257	2,868,384
Barrie	86,035	381,758	425,147	41,486	14,012	8,313	81,588	3,236	36,356	139,656	26,388	13,679
Belleville	82,389	285,934	312,697	26,101	16,723	9,158	63,592	2,396	46,898	89,369	14,276	13,084
Brampton	108,367	527,369	587,135	45,103	27,355	12,001	159,735	3,824	53,420	136,196	68,903	25,646
Brantford	101,863	365,585	405,382	36,336	26,843	12,785	106,470	2,330	58,377	95,111	23,373	13,830
Brockville	45,876	158,305	174,366	18,671	7,421	2,841	35,787	1,660	32,847	32,361	16,093	10,288
Cambridge												
Chatham	84,557	275,022	416,517	64,345	25,078	13,045	88,810	2,189	67,485	81,300	22,420	17,572
Cobourg	28,696	100,078	110,275	13,896	6,586	3,122	29,914	1,328	20,030	33,045	5,108	5,705
Cornwall	85,051	234,264	255,580	32,399	12,802	6,289	62,705	1,892	39,901	52,326	15,150	7,730
Port Frances	22,600	71,593	78,592	4,539	4,323	1,600	17,593	781	16,576	16,116	5,599	4,258
Guelph	109,148	374,291	412,168	44,580	22,266	8,853	108,167	1,715	49,889	96,540	25,584	17,105
Hamilton	538,778	1,634,477	1,791,005	299,502	81,693	52,068	485,817	11,019	248,160	367,776	111,631	101,398
Ingersoll	17,080	61,497	67,842	1,875	1,168	1,146	10,186	418	19,744	20,263	5,739	2,691
Kenora	42,275	140,232	154,226	4,182	3,960	886	17,576	704	94,598	11,472	7,881	5,134
Kingston	117,595	364,860	400,194	43,654	28,941	11,805	94,069	1,860	70,379	67,685	25,096	17,125
Kirkland Lake												
Kitchener	226,542	702,896	770,944	211,577	43,251	18,049	110,995	3,209	90,783	181,108	41,783	17,673
Lindsay	33,695	117,813	129,830	9,351	6,066	3,103	31,337	1,734	13,924	31,889	11,607	7,752
London	498,680	1,577,747	1,516,185	221,246	77,580	32,256	341,787	6,738	262,967	287,187	88,392	59,792
Niagara Falls	134,831	371,784	407,263	26,136	13,931	7,248	78,069	1,532	147,130	59,595	22,369	10,082
North Bay	74,969	240,396	275,457	51,326	15,108	8,841	82,860	2,916	67,831	79,367	27,315	6,768
Orillia	49,857	172,471	189,990	21,711	7,588	4,059	44,912	2,658	28,905	34,992	14,190	11,585
Oshawa	155,171	492,080	540,210	106,953	25,547	13,326	122,483	6,169	69,111	102,053	25,904	23,315
Ottawa	636,838	1,976,431	2,167,798	303,488	127,792	69,577	420,363	7,876	468,645	425,840	96,848	82,768
Owen Sound	41,949	151,356	166,986	14,480	11,284	4,569	43,714	2,630	16,838	37,237	12,830	8,796
Peterborough	41,324	125,629	137,673	19,721	10,030	2,943	33,320	1,467	13,665	28,115	8,737	7,363
Port Colborne	129,559	394,377	434,494	37,319	22,717	12,687	107,316	2,270	53,661	105,983	10,600	14,585
Port Hope	29,734	96,427	105,956	10,089	5,004	1,836	32,254	786	17,050	19,969	6,775	4,591
Sarnia	15,290	56,005	61,821	2,690	2,903	579	15,177	901	8,208	10,289	11,816	3,463
St. Catharines	213,480	1,023,386	1,138,984	186,065	78,637	23,901	269,975	6,649	142,022	238,456	70,117	37,741
St. Thomas	53,489	194,104	214,203	17,056	10,717	4,093	47,988	1,660	23,193	50,342	21,704	11,026
Sarnia	89,857	325,958	359,687	40,751	20,168	11,780	82,011	2,109	50,235	95,171	35,570	12,151
Sault Ste. Marie	131,366	705,548	787,577	119,146	38,234	16,640	201,037	6,670	116,295	149,620	48,613	18,014
Simcoe	34,766	125,988	139,023	11,714	11,480	3,088	32,833	1,775	11,396	32,723	9,377	8,913
Sioux Lookout	8,305	29,422	32,453	3,729	516	287	6,699	333	10,109	2,922	1,799	1,482
Stratford	51,338	183,362	202,234	25,353	8,892	3,369	46,384	1,259	20,168	43,693	13,777	11,066
Sudbury	222,365	594,117	647,224	87,861	39,158	15,255	150,522	2,982	94,176	147,057	34,061	21,384
Thunder Bay	189,897	572,693	627,130	101,686	23,783	9,621	164,683	2,557	80,486	117,195	37,625	28,362
Timmins	53,155	220,377	244,366	25,055	17,154	5,881	73,155	2,001	46,842	33,102	9,960	12,057
Toronto	1,534,094	5,922,741	6,549,691	959,597	433,161	162,080	1,239,673	38,355	1,705,589	675,137	204,838	285,625
Wiarton	61,547	208,485	298,047	46,168	10,845	5,856	76,036	1,458	35,658	64,838	15,981	16,195
Welland	74,311	257,101	283,214	21,480	15,364	6,348	69,486	934	38,354	75,860	20,697	12,462
Whitby	58,815	216,970	239,564	36,756	6,455	1,983	51,270	2,227	24,922	73,330	23,166	8,055
Windsor	365,351	1,130,616	1,239,939	190,730	72,413	37,818	281,957	5,415	212,211	221,286	74,120	48,061
Woodstock	59,709	208,510	229,776	22,896	9,348	4,693	46,451	1,122	48,503	61,821	12,472	5,129
PRINCE EDWARD ISLAND	146,783	540,536	595,196	135,484	25,016	3,481	107,466	2,111	73,263	131,316	49,272	21,120
Charlottetown	53,162	192,255	212,103	56,163	15,262	1,717	35,566	310	29,356	38,096	8,147	8,168
Summerside	23,916	76,900	84,689	23,883	5,465	636	15,761	869	3,430	21,102	6,507	2,123
QUEBEC	8,324,718	29,606,522	32,015,546	3,105,103	2,400,896	1,347,109	9,060,059	404,869	3,625,719	6,075,642	2,707,613	1,110,399
Chicoutimi	77,551	263,441	289,997	25,211	41,030	11,257	66,365	1,408	10,396	81,569	16,161	8,926
Granby	56,978	150,546	163,913	10,875	16,330	7,280	45,437	1,221	15,694	37,795	7,803	4,772
Montreal	2,085,384	7,589,019	8,383,038	936,685	755,794	359,771	2,132,084	108,651	1,398,779	1,063,572	481,843	488,575
Quebec	429,267	1,964,678	2,184,022	236,510	220,091	78,843	536,473	11,476	264,216	434,160	95,249	78,666
Rouyn	39,614	126,774	139,225	14,197	17,939	3,229	31,069	470	10,529	40,029	12,119	3,263
Sherbrooke	161,507	375,391	408,803	28,763	49,627	17,617	101,686	2,918	36,704	89,254	33,514	16,878
Trois Rivieres	91,434	253,254	283,514	28,707	32,981	8,933	64,968	4,736	27,804	48,680	13,311	9,818
SASKATCHEWAN	1,187,959	5,007,661	5,338,670	943,984	262,261	153,132	1,133,768	72,316	631,125	1,113,368	261,596	220,686
Weyburn	10,463	46,795	51,985	9,651	2,089	1,122	11,924	1,838	4,164	13,955	2,783	1,226
Moose Jaw	35,213	213,461	236,068	46,467	11,365	9,774	49,796	3,599	24,798	48,427	6,847	7,565
Prince Albert	32,596	188,022	207,380	28,616	13,276	9,022	45,457	761	19,164	52,839	7,278	7,686
Regina	239,519	842,686	928,853	157,794	46,548	25,173	198,967	7,703	105,045	188,710	35,138	39,020
Saskatoon	222,340	838,398	914,992	165,467	67,684	36,729	172,037	4,561	105,580	166,032	30,899	46,257
YUKON NW TERRITORIES	77,809	366,134	379,897	108,830	3,678	1,117	82,717	10,069	48,310	36,980	5,321	6,840

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

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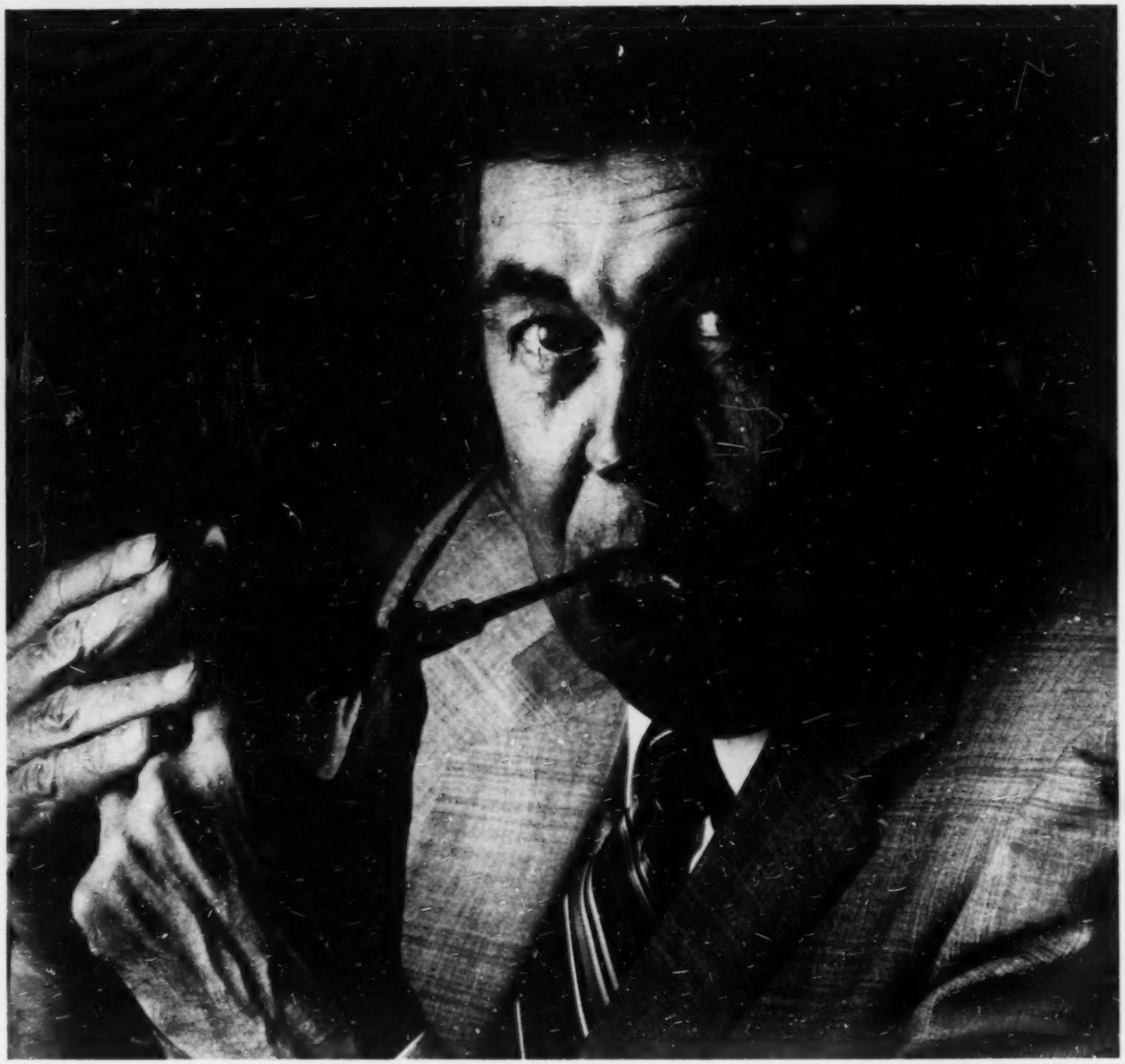
Harry M. Stanley, Jr.
Senior Vice President
The Dallas Morning News



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Why The Dallas Morning News? Simple. Because we dominate Dallas where it counts most. In record-high readership. In top quality demographics. In front-to-back editorial excellence. Every day of the week. Giving every ad dollar total impact with a market supremacy that brought us over 100,000,000 lines of full-run advertising in 1983. A mark we'll surpass well before the end of 1984.

The fact remains. Only one newspaper *really* delivers Dallas. And we've got the figures to prove what our advertisers have known all along: nobody beats The Dallas Morning News in the morning.

NOBODY BEATS The Dallas Morning News IN THE MORNING.

Source: Media Records Summary of Advertising Linage Data for the First Six Months — 1984. Represented nationally by: Cresmer, Woodward, O'Mara & Ormsbee, Inc. The Leonard Co., Florida, Mexico, Caribbean, Lenba Hawaii and Publications Representatives International, Inc. A member of Metropolitan Sunday Newspaper, Inc.

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[Lev. 25:10]

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North Mann Shopping News
Petaluma (CA) *Argus Courier*
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Santa Barbara (CA) *Today's Home*
Santa Maria (CA) *Santa Maria Times*
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Taft (CA) *Midway Driller*
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Valparaiso (FL) *Bayou Times*
Honolulu (HI) *Waikiki Beach Press*
Honolulu (HI) *Japanese Beach Press*
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Honolulu (HI) *Maui Beach Press*
Kauai (HI) *The Garden Island*
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Hazard (KY) *Herald Voice*
Haverhill (MA) *Haverhill Gazette*
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Vancouver (WA) *Today's Home*
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